THE DRY GOODS REVIEW



MONTREAL TORONTO WINNIPEG

WYLD-DARLING

WHOLESALE DRY GOODS **COMPANY, LIMITED.** MANUFACTURERS, TORONTO.

HOSE'S. TROUSERINGS EMBROIDERIES SATEENS

LINENS QUILTS — **SUITINGS** OVERCOATINGS — SPRING 1904. — **WHITE = GOODS** INSERTIONS, Etc. — **PRINTS** SHIRTINGS

TABLE CLOTHS AND NAPKINS.

Bleached and Cream Tablings, Tea and Dinner Napkins, Irish and Scotch Towellings.

PRINTS.

Shipments of new patterns, HHH Heavy Cloth Lilacs, Pinks, Regattas, Blouse Stripes and Knicker effects, to retail at 10c.

TROUSERINGS

28-in. solid Worsted Suitings, Scotch Tweeds, Black and Indigo Serges, Black Worsted Coatings, West of England Cheviots and Vicunas.

EMBROIDERIES

Magnificent collection of latest novelties in Cambric and Swiss Embroideries, Edgings, Insertions, Beadings, Saloons, Motifs, etc. See our special cartoon Lot "E," to sell at 5c. per yard.

COLLARS

Celluloid and Rubber, Dull and High Polish finish, in all sizes. Full range of Linen Collars to retail at popular prices.

TOWELS

Huck and Damask Fringed, Hemmed, Hemstitched, Bleached and Unbleached Linen and Cotton Bath Towels. English Satin Quilts. Assortment complete at old prices.

SATEENS

Fancy Mercerized scrolls and neat patterns in Navy, Red, Cadet, Purple and Black grounds. Clearing lines at Job Prices.

TRIMMINGS

Fancy Silesias, new patterns, old prices, all regular brands, Cotton, Wool and Mohair Linings.

LACES

New Designs in Valenciennes, Torchons, Clunys and fancy cotton laces, in all widths, special box lots, No. 222 Vals, No. 333 Torchon, No. 444 fancy laces, 6 patterns, 2 dozen each in box.

SHIRTS

New and up-to-date styles and colorings in soft and stiff Fronts just to hand.

Cheviots
Cashmeres
Waistings

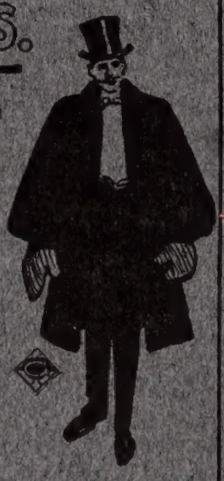
54-in. Dunegal Tweeds, plain or flaked, sell 75c. to $2.00 yard. H 70 Cashmere, 42-in., sell at 50c., all colors in stock. Waistings, exclusive styles in Embroidered and Knicker Lustres, Metal Spots, Bedford Cords, Silk, Striped Voiles, etc. Lace Curtains—All our special numbers in stock to sell from 25c. to $10.00 per pair.

WRITE FOR SAMPLES. VISIT OUR DEPARTMENTS.

Letter-Orders-Promptly-Shipped. **WYLD-DARLING COMPANY, Limited.**

THERE'S A DIFFERENCE IN GLOVES.





SEE THAT YOU GET THE RIGHT KIND.

STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS and MITTENS IN ALL NOVELTIES.

W. H. STOREY & SON
THE GLOVERS OF CANADA. LIMITED
ACTON, ONT.

ROOSTER BRAND



UNION MADE

A Happy and Prosperous New Year To All

ROBERT C. WILKINS,
MONTREAL.

Manufacturer....

Clothing — Overalls — Shirts

Greenshields Limited.

MONTREAL.

We have confidence in OUR GOODS, and OUR PRICES, too. The values are splendid, and we feel certain that the lines we now have for

SPRING 1904

will result in an increased business for you and for us.

If you buy right, you can sell right. A look through our samples will prove to you that the best goods for your trade can be got from us.

White Goods

In this department we have devoted much time and attention in procuring novelties and attractive designs. Goods manufactured from Mercerized Yarns have become so universally popular that the trade demands a larger and more extensive variety than ever before. These are a leading feature in our display. Our extensive business in these lines enables us to offer exclusive patterns and high-class fabrics at extremely low prices. Below are a few of the new and attractive styles :

Mercerized Cheviots
Mercerized Brocades
Fancy Poplins
Royal Madras
Fancy Vestings
Mattlasses
Boucle Cloth
Marseilles
Brilliants
Piques

ALWAYS IN STOCK A COMPLETE AND VARIED ASSORTMENT OF THE FOLLOWING STAPLE WHITE GOODS.

Victoria Lawns, Swiss Book Muslins, India Linens, Nainsooks, Organdies, Mulls, Dimities, Swiss Spot, Stripe and Checked Muslins.

Colored Wash Goods

We wish especially to invite the attention of buyers to our complete range of Colored Wash Fabrics. This department has made extensive purchases of these goods. These include Printed Muslins, Lawns, Organdies, Dimities, etc. We have now in stock a line of American Printed Fabrics at a low price which are an exact copy of the highest priced wool novelties, and of which we control the sale for the Canadian market.

Greenshields Limited

MONTREAL.

PRINTS

Special Purchase of

50,000

Pieces.

Notwithstanding the recent heavy advances in the prices of Canadian Prints, we are in a position to offer several Job Lines, comprising some of the most desirable goods and Patterns shown in these fabrics.

These goods were purchased before the advance in prices, and we are offering these Leaders at prices that defy competition.

See our range of patterns in

BBB PRINTS **CCC** PRINTS **DDD** PRINTS

These are the best values in the market to-day and will be bought quickly by shrewd buyers all over the country. They cannot be had from any other house in the trade.

CRUMS' PRINTS

CELEBRATED 115 PRINTS.

Our range is larger and variety greater than ever before.

GREENSHIELDS LIMITED

MONTREAL.

The DOMINION COTTON MILLS COMPANY LIMITED

MAGOG PRINT WORKS.

Price List, Spring, 1904.

H. Print, Lights	6½c.
H. H. Print, Darks, Navy	6½c.
No. 1 Print, Regattas, Checks, Plates, Light and Dark Fancies, Blouse, Quilts, Lilacs, Pinks, Mixtures	7c.
No. 2 Print, Regattas, Checks, Plates, Light and Dark Fancies, Blouse, Quilts, Lilacs, Pinks, Reds, Seals, Cardinals, Anilines, Mixtures	8c.
H H H Print, Regattas, Checks, Plates, Light and Dark Fancies, Blouse, Lilacs, Pinks, Omish, Cardinals, Mixtures, Apron,	9c.
A A A Print, Black and Whites, Aniline Fancies	9½c.
C Print, Regattas, Light and Dark Fancies, Blouse, Cardinals, Reds, Pinks, Sky, Chambrays, Solids, Steels, Anilines,	11c.
S C Navy	7¾c.
X X X Navy	9½c.
D C Navy	10c.
G C Indigo	12c.
A Duck, Costume	9c.
A A Duck, Indigo and Aniline	11c.
X X K Skirting	11c
Moreen "	10c.
Duchess Apron	10c.
Durban, Drill, Navy and Aniline	10½c.
H Twills " "	12c.
Magog Tweeds	10½c.
" " Aniline	11½c.
Ladas "	12½c.
" " Aniline and Navy	13½c
Heavy Moles	16c.
Extra Heavy Moles	19½c.
Salisburys	8c.
Summer Suiting	8c.
Fancy Muslin	8c.
Delaine	8c.
Corded Muslin	10c
Dress Sateen	10c.
Taffeta Foulard	10c.
Lustrine	12c.
Matalasse Cloth	
Diamond "	
Twill "	7½c.
Ottoman "	9c.
Oatmeal "	10c.
*Sateen "	10c.
Flags	6c.
Bunting	6c.
Sleeve Lining, O O	
No. 11	
No. 22	
No. 33	
Overcoat Sleeve Lining, No. 22 X	
No. 22 X Embossed	
O C	
O C Embossed	

*Note width is changed to 31-32"

We carry all lines these mills make GREENSHIELDS LIMITED

Prices subject to change without notice. Place orders early to secure present prices.

GREENSHIELDS LIMITED

MONTREAL

GREENSHIELDS WESTERN LIMITED, - WINNIPEG

GREENSHIELDS & CO., Limited, VANCOUVER, B.C.

BBB

B B B

BBB

PRINTS

B B B

3B PRINTS 3B

Best Canadian Print

in the Market.

GREENSHIELDS LIMITED

BBB

MONTREAL.

BBB

GREENSHIELDS LIMITED

MONTREAL.

GREENSHIELDS WESTERN LIMITED - WINNIPEG
GREENSHIELDS & CO., LIMITED - - VANCOUVER

Canadian Lining Department

LARGEST ASSORTMENT IN CANADA

Carried in this Department.

Our stock here represents the full range manufactured by

The Montreal Cotton Co., Limited, Valleyfield, Que.

These goods are now acknowledged by the best retail trade to excel in many cases similar lines which are imported.

There are many

New and Attractive Lines

which this mill has produced for the coming season, among which are the following:

New Percalines—in colors and fast black.
Moreen Skirtings—in fast black.
Satin Merv—in fast black.
Peau de Sole—in fast black.
Spun Glass—colors and fast black.

We are the largest handlers of these goods in Canada.

Also large range of new designs in Striped and Fancy Check Muslins, Lappets, Colored Organdies, Window Muslins, Imperial Fancy Lawns, Royal Madras Skirtings, Crinkles, Matalassé, Boucle Muslins, etc., etc.

Owing to the strong and advancing tone of the Cotton market, we cannot repeat our orders now with the mills except at a considerable advance in price.

Order early to secure benefit of PRESENT PRICES.

A store that has not a good glove to sell loses in reputation.

PEWNY'S
KID GLOVES

are easy to sell.

Because—they have the **latest colorings** and **style** — and **perfect fit.**

You can guarantee **every pair.**

We are waiting for your Spring order.

GREENSHIELDS LIMITED

Sole Selling Agents for Canada. MONTREAL.

GREENSHIELDS LIMITED, MONTREAL

T. Department

WRIST BAGS--good lines, closest prices

SPECIALTY NO. 1.

Collar Buttons, Cuff Buttons, Cuff Links in Cabinet Style for Counter Display.

SPECIALTY NO. 2.

Thimble Cabinets, the largest range ever shown.

SPECIALTY NO. 3.

Cushion Tops Lithographed.

Price, $27.00 per gross.

BEST VALUE IN CANADA.

The largest Notion Dept. in the Dominion, and the best equipped.

LINENS

We have now in stock

A FULL ASSORTMENT OF

HOUSEKEEPING LINENS

THE MANUFACTURE OF

Messrs. J. & T. Alexander, Limited, Canmore Works, Dunfermline.

The goods made by this well-known firm are unequalled for their quality and superiority of finish.

Our stock was bought before the advance in prices, we are able therefore to give you good values.

GREENSHIELDS LIMITED

Sole Selling Agents for Canada. MONTREAL.

WE MAKE

UNDERSKIRTS

Prices $6.50 to $24.00 a doz.

We are still quoting prices based on old quotations for raw material, we shall very soon be compelled to advance prices.

MORAL, Place Orders NOW.

Immediate delivery. Terms 2 per cent. 10 days or net 30 April 1st. Travellers are now out, we will also be glad to send samples anywhere in Canada per express paid.

Our "SLOGAN," Perfect in Make, Fit and Finish.

The Pugh Mfg. Co.

33 CHURCH STREET, TORONTO.

Phone. Main 4502.

DECORATED OPAL

Easter Eggs!

Of all china or glassware lines the dry goods merchants specialty.

Quick sure sellers and good profits.

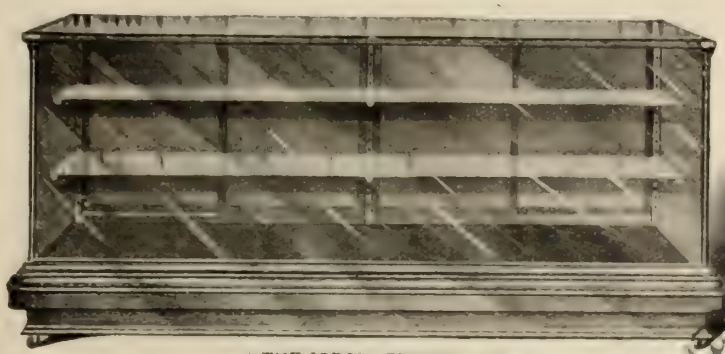
Retail at

5c., 10c., 15c. each.

Do not place your order till you see our line. Drop us a card **now** and our man can look you up in time.

Gowans, Kent & Co.

TORONTO.



"THE CORONATION" (Patented)

Has No Equal Anywhere.

In order to make your business investment pay a handsome dividend you must be up to, if not ahead, of the times by appropriating a certain amount of your profits for DISPLAY purposes, which is absolutely necessary to success in these days of keen rivalry and competition.

WIDE AWAKE merchants realize the great value of DISPLAYING their goods to the VERY BEST advantage, consequently are vieing with each other to accomplish one object, viz., attracting and securing the BEST CLASS of trade and the MOST of it, which, when gained, means the placing of the SUCCESSFUL merchant in a most comfortable position on EASY street sooner or later. Money spent in making an EXQUISITE AND ATTRACTIVE display of your wares IS THE VERY BEST investment you can make.

Now our business is to study your highest interest along the line of SUCCESSFUL display of your wares, and WE ARE LEADERS in Canada in the line of goods we make for this purpose, viz., ALL KINDS of Show Cases, Store Fittings, etc. Our Patent "CORONATION" Floor Case IS THE VERY FINEST on this continent. This assertion is NOT WIND, but FACT, F-A-C-T which we CAN EASILY substantiate. It will be to your best interests not to order until you consult us. Correspondence solicited. Estimates cheerfully furnished. Our trade name "DOMINION," is well known ALL OVER this vast Dominion of Canada to stand for the HIGHEST STANDARD OF QUALITY in every respect. Our motto is THE VERY BEST materials, workmanship and finish at MODERATE figures, and this is the very thing that has kept our business swinging regularly, constantly and successfully like the pendulum of a good clock. You run NO RISK in ordering from us, as we ALWAYS give GOOD value to EVERYBODY.

Mirrors and Frames. **Dominion Show Case Co.,** Bent and Bevelled Glass, Etc.

Store Fittings. Phone Main 3611 N. R. Lindsay, Manager. Bank and Office Fittings.

Office and Factory, 53 Richmond St. East, - - TORONTO, CANADA.

"Thoroughbred."



RETURNED JAN 1904
Cut book 14
Page 69
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We are the original tanners and makers of ***Genuine Horse-Hide Gloves and Mitts,*** having introduced them to the Canadian trade 15 years ago. We guarantee every pair of these goods stamped with our name as ***"Thoroughbred."*** The quality has always been maintained, and the goods are absolutely guaranteed ***Heat, Steam and Sweat Proof,*** and ***Dry Soft*** after wetting. See that the accompanying stamp is on every pair. The only guarantee of ***"Thoroughbred"*** quality.

Made in ***Drab*** and ***Yellow*** colors.

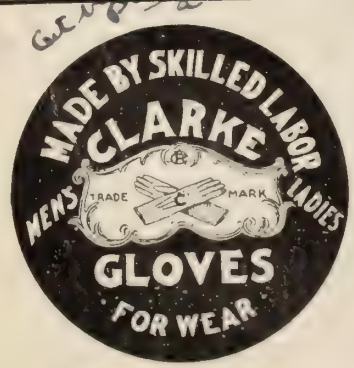
We are also manufacturers of Pearl, Cow, Buck-skin, Calf Skin, Peccary Hog, and Sheep

CLARKE'S
HEAT and WATER PROOF
HORSE-HIDE.

GLOVES and MITTS,

IN CHROME, TAN, INDIAN AND OIL TAN, MOCHA, SUEDE AND KID.

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"Carson Nonpareil Glove and Gauntlet."

A. R. Clarke & Co.,

LIMITED.

OFFICE AND WORKS:
613-617 Eastern Ave.,

TORONTO

OUR BUSINESS GROWTH.
A CHANGE OF ADDRESS.

The past year—our second year—has been one of steady growth, both in volume of business and in the confidence of the trade. We have outgrown our old quarters and our new factory will be at 101-101½ King St. West. Our increased space and equipment will enable us to manufacture a larger and more complete line of *Leather Goods*. Prompt deliveries, a feature of our last year's record, upon which we were frequently complimented, are promised the trade for 1904.

We are continually bringing out brand new things in Ladies' and Men's Belts, and in Wrist Bags. London, Paris and New York Novelties are reproduced by us in Canada simultaneously with their appearance in these World's Fashion Centers. The trade is invited to send in for Samples, which will be forwarded at our expense, and may be returned at our expense if goods are not acceptable.

THE WESTERN LEATHER GOODS COMPANY LIMITED

101-101½ King St. West, TORONTO.

THE BROWN BROS., LIMITED

MANUFACTURERS OF

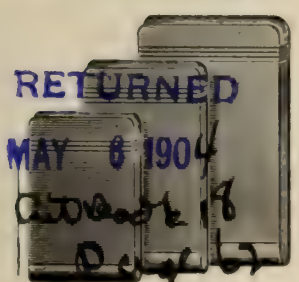


ACCOUNT BOOKS Every Size. Every Kind.

LEATHER GOODS WALLETS, PORTFOLIOS, WRIST BAGS, ETC.

STATIONERY--OFFICE SUPPLIES

Complete "Up-to-Date" Stock in Every Department.



Headquarters for **FOUNTAIN PENS** —get the best.

PAUL E. WIRT A. A. WATERMAN "STRATHCONA"

PAPER We keep large stock of all kinds—Writing, Printing and other makes—Crepe and Plain Tissue.

PRINTERS' and BINDERS' SUPPLIES.

Complete Stationery House. Established Half a Century.

51-53 Wellington Street West, TORONTO.


THE BERLIN
SUSPENDER & BUTTON C
BERLIN, ONT.

LONDON RUBBER Co.

SOLE MANUFACTURERS OF

TOWER BRAND



WATERPROOFS

WATERPROOF and RAINPROOF Clothing

FOR MEN, WOMEN AND CHILDREN,

591 CRAIG ST.,

(OPP. BANK OF MONTREAL),

MONTREAL.

FANCY PARSOLS

SPRING 1904.

LADIES' }
MISSES' } at all prices.
CHILDS' }

Samples now on the road.

THE

Irving Umbrella Company

MANUFACTURERS

20 Front St. West, - TORONTO

The largest and best equipped dye works in the Dominion



NO EXAGGERATION—Our statement, also cut of works is absolutely true and unexaggerated.

Dress Goods, Cloth, Tweeds, Drills, Ducks, Cotton and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc. DYED, FINISHED AND PUT UP.

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc. All work guaranteed unequalled. Send for price list.

BRITISH AMERICAN DYEING CO., GOLD MEDALIST DYERS, JOSEPH ALLEN, Manager

Montreal, Toronto, Ottawa, Quebec, CANADA.

WE have been so busy getting our travellers away with their new samples that we have not had time to think of illustrations for this paper ; therefore, at this time it will be enough to say that we are out with the **best** and **biggest** line of

Smallwares and Notions

ever shown. You know what we have done in the past, and, true to our policy, we are discounting the past by a large majority.

We have considerably increased all the lines we specialize on, having scoured the markets for the newest and most saleable. **It helps you—it helps us**

A SUGGESTION!

If you are not selling **"Abel Morrall's Needles"** start the year with a few and ask some of your customers—**that know**—what they think of this make.

C. H. Westwood & Co., Limited

Westwood Building, 72 and 74 Bay St., Toronto.



This model shows the effect of Lucca and Juby trimmings when artistically used on an up-to-date Evening Gown. The foundation may be of Chiffon, D'Esprit Net, Chiffon Cloth, Crepe de Chene, or any light sheer material, trimmed with alternate rows of Lucca trimming and Juby trimming. The frills on the skirt and sleeves are of Mousseline de Soie, edged with Juby trimming.

Kyle, Cheesbrough & Co.
Montreal.

The Lace Warehor

Is always in the front rank of **style, good taste,** and **elegance of dress.**

IN LACES—and everything pertaining to lace effects we have no peers in the Canadian trade. Among the additions to our collection for the placing trip are large ranges of Insertions, Laces and Allovers, in plain Yak, Wood Fibre, Cluny, Torchon, Vals, Guipure, Brabant, and almost every make of lace known to the trade, in both machine and hand-made goods.

VEILINGS—we carry in a large variety of plain Net, Chenille Spot, plain and spotted Chiffon, plain and spotted Gauze, Roman Veilings, also individual Veils in all above materials, plain, and with hand-sewn spots, in full range of prices from $2.00 doz. up.

OUR TRIMMINGS—are a ***strong*** feature in our business, and no similar sets we believe can be seen in this market. They range from the **lowest** to the **highest** class goods that are produced in Europe, and include Embroidered Chiffon, Wood Fibre, Black, White and Silver Sequin, Sequin and Turquoise mixtures, Escurial, Tinsel, Macrimi, and all known makes of trimmings, with Allovers to match.

COLLARS—we show in almost endless variety, including the Large Round Shoulder Collar, Stole Collars, the New Jabot Collar, and Fringed Varieties, also **Ties** in newest designs and patterns, in Silk, Lace, Muslin, Chiffon, etc., Blacks and Colors.

SILKS AND SATINS—in immense variety of makes and qualities including Blouse and Dress Silks, ranging in prices from 19½c. to $1.50 per yard. Blouse Silks in Persian and Dresden patterns, and in Ombre Shades. Our special width Jap Silk, all new shades, at 24c. yard, is extraordinary value.

KYLE, CHEESB

Montreal---93 St. Peter St. **Winnipeg**---216-218

use of Canada

RENAISSANCE GOODS — in Shams, Table Covers, Sideboard Covers, Table Matts, and Five O'Clock Tea Sets, etc.

DRESS GOODS—we show ***"what everybody don't have."*** Our aim is to be ***unique*** in this line and we carry only ***new, choice, up-to-date goods,*** including Canvas Voile, Crepoline, Eolienne, Mohair Voile, Knicker Lustres, Embroidered Voile Roxam, and Mohair Roxam, Knop Voiles, Mummy Cloth, Crystal Cloth, Velvet Grenadine Cloth, Nuns' Veiling, Voile Sabran Cloth, Sabran Lustres and Alpacas.

BLOUSINGS—in Ring patterns, Stripes, Persian and Medalion designs, also Cotton Blousings, Soie Delaines, Mercerized Stripes, etc. Very large collection of patterns and all the newest colorings.

WHITE PIECE GOODS—in **Blousings** and **Dress** materials, including Mattings, Brocades, Embroidered designs, both in Linen and Cotton, India Linens, Victoria Lawns and Muslins.

Our Crepe de Chenes are a special feature. We show a complete range of 44-inch goods in prices ranging from **$1.20** per yard up.

Goffered Chiffons and Juby and Lucca Ruchings, in all the newest shades.

Belts in latest styles and materials. We show a very extensive variety, including the new Crushed Leather effects, Bead Chains, Hair Pins and Ornaments, Combs, Barettes, Belt and Dress Buckles.

"QUEEN'S GATE" HOSE—Our Special "Queen's Gate" Indellible Black, at **$2.25, $3.00, $4.50,** and **$5.65** per doz., are unequalled in the trade.

ROUGH & CO.

Bannatyne St. **England**---35 Milk St., London,



This trimming is 6 inches in width, made of Black Sequin and Beads on Silk Net foundation.

Kyle, Cheesbrough & Co.

Blouse Waist made of the new Leopard Spot Blousing, with Guipure Lace Collar.



Kyle, Cheesbrough & Co.
Montreal.



Kyle, Cheesbrough & Co.
Montreal.

Handsome Blouse Waist, with the new Teneriffe all-over Lace Yoke.



White Sequin and Bead trimming, Teneriffe pattern, with Electric Shene, $3\frac{3}{4}$ in. in width, very striking and beautiful.

Kyle, Cheesbrough & Co.

Mills & Gibb, NOTTINGHAM, ENGLAND.
Laces, Curtains, Novelties, etc.

Kirkwood, Baird & Co., PAISLEY, SCOTLAND.
Tapestry Table Covers.

Glendenning, McLeish & Co., BELFAST.
Lace Embroidered and Plain Linen Handkerchiefs, and Hand Embroidered Linens.

C. A. Holtsch, RINGENHAM, SAXONY.
Fancy Linens, Table Covers, Scarfs, etc.

Mellerio & Fosse, PARIS, FRANCE.
Mats, Rugs, etc., all sizes.

Johann Mammen, PLAUEN.
Lace Goods of all kinds.

A. W. SEAGRAM,
71 YONGE ST., - - - - TORONTO.
CANADIAN AGENT,
Full range of samples carried.
Inspection invited.



Figures, Stands and Busts

and every other device for
DISPLAY WINDOWS
and
SHOW ROOMS.

We manufacture and carry in stock all kinds of Blouse and Millinery Stands, Corset Models, Costume and Jacket Stands.

Endless variety of Figures in Cloth or Satin.

Send for Illustrated Price List.

GOODWINS,
FACTORY:
Hatton Wall, Hatton Garden.
SHOW ROOMS:
119 Charterhouse St.
LONDON, ENG.

ILLUMINATING ENGINEERING
APPLIED TO STORES

Represents a departure from the old-time methods of considering store lighting. A very brilliant illumination may be all wrong when it comes to matching colors.

Our exact knowledge of this subject, based upon scientific research and practical experience, enables us to give you just the right QUALITY of light for your conditions with the proper QUANTITY, suitably distributed.

We shall be glad to advise you regarding your store lighting if you will write us the general dimensions of your store, including height of ceiling, location of counters and shelves, and color of walls and ceiling.

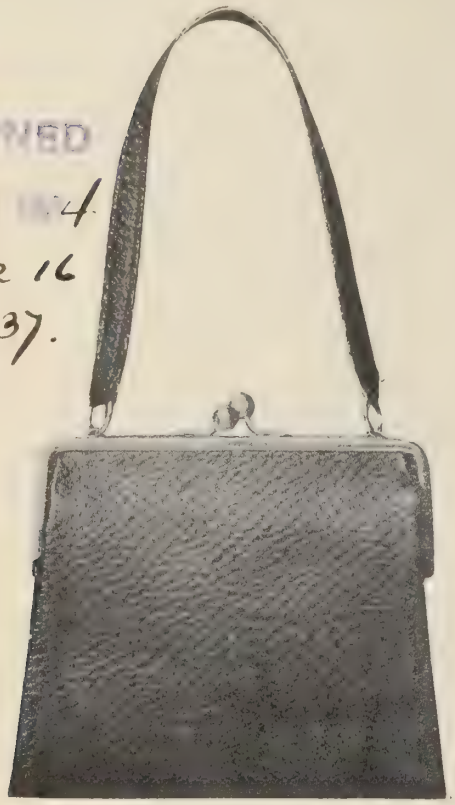


Enclosed Arc Lamp with Concentric Diffuser, Specially Designed for Store Lighting

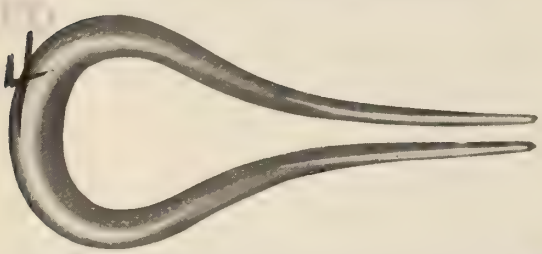
Canadian General Electric Co., Limited.
HEAD OFFICE: TORONTO.
DISTRICT OFFICES: Montreal, Halifax, Ottawa, Winnipeg, Vancouver, Rossland.

PHILLIPS & WRINCH The Smallware Leaders Toronto

Let us send you samples of up-to-date lines to help along your Notion Department. We have many other new and exclusive lines besides these advertised that we feel sure will interest you. Send for a sample package, and return anything that you do not want at our expense.



THE NEW "AUTO" BAG. Retails for 50c.



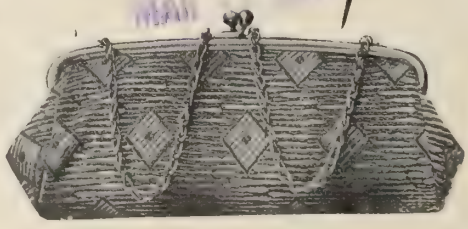
ROD HAIR PINS to retail from five to seventy-five cents each. Extra special values to sell at five and ten cents.



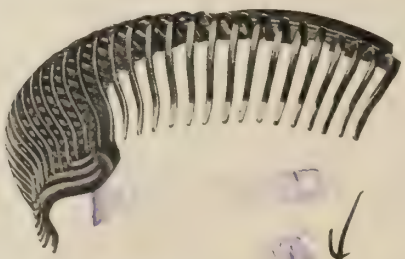
This handsome five-piece **MOTHER-OF-PEARL WAIST SET** can be retailed for 25c. We have other numbers to sell from 10c. to $1.00.



THE NEW FRENCH DIP Pompadour Comb, to retail at a popular price.



THE NEW IRRIDISCENT WRIST BAG. This line retails for 75c. We have others to sell at 50c. and $1.00.



THE IMPROVED SANITARY PUFF COMB. The only Puff Comb which can be inserted after the Hair is dressed.

PHILLIPS & WRINCH, 8 Wellington St. West, TORONTO.

QUEBEC: 74 ST. JOSEPH STREET.

"Capsheaf"

RETURNED
MAR 1 1904



Coilless Safety Pins

GUARANTEED SUPERIORITY.

It is not a modest claim we make for the *"Capsheaf" Coilless Safety Pins.*

We have no hesitation in saying that they are absolutely the only Safety Pins that will not catch in the fabric.

They are *Stiff, Strong, Coilless.* Highly endorsed by trained Nurses, and recommended by Surgeons.

REMEMBER—the *"Capsheaf"* is the only Safety Pin that cannot catch in the fabric.

JUDSON PIN CO., MANUFACTURERS, **ROCHESTER, N.Y.**

Sole Selling Agents for Canada

Phillips & Wrinch

8 Wellington St West, TORONTO.

Quebec—74 St. Joseph St. Write for Free Samples.

SPRING 1904.

A HIGH-GRADE SHOE

Imperial

BRAND.

THE IMPERIAL SHOE REG'D

FOR MEN AND WOMEN.

New and **Catchy Styles** in this **Popular** and **Exclusive Line.**

Dealers who have handled these Shoes are **more than satisfied** with the **results.**

This name stands for **High Grade** in Canadian Footwear.

Maple Leaf

BRAND

SOLID LEATHER.

THE MAPLE LEAF BRAND

WARRANTED.

of **Solid Leather Staples**; every pair **absolutely guaranteed.** **These Goods** are made under our **special supervision,** and **we stand behind every pair.**



They combine with **extra solidity** of **material** and **make** the desirable qualities of **style, finish and fit.**

OXFORDS.—We show a comprehensive range of Natty lines in **WOMEN'S OXFORDS** that combine **selectness** with **popular prices.**

In **MEN'S OXFORDS** we are showing a number of new and popular styles that are **just right.**

TANS.—In **MEN'S** the newest effects in the most approved shades in **Tan** and **Chocolate Calf** and **Vici Kid.** **In WOMEN'S** a **number** of **specialties** that will please the most fastidious.

McLAREN & DALLAS,

THE LEADING JOBBERS,

11 Front St. W., - TORONTO.

RETURNED
APR 28 1904
Cut Book 18
Page 34
Lino.



Started in 1877 in two floors, 40 x 70.
Present quarters as above—125,000 square feet.
What better recommendation do our goods want?

BELDING, PAUL & CO., Limited,

Silk Manufacturers, MONTREAL.

F. PAUL,
President.

FRED. BIRKS,
Director and Assistant Manager

M. M. BELDING, Jr.,
Secretary.

Parisian Corset Mfg. Co.

MANUFACTURERS OF THE

CELEBRATED

P. C. Corsets

PARISIAN P C



ALWAYS retain the high standard of perfection in workmanship and finish which has so well earned for them the first place as market readers. The latest styles from the world's centres of fashion find expression in our various models.

Do you wish the best corset values on the market and feel assured of prompt delivery? If so, place your orders with us, and we will guarantee satisfaction.

Personal Attention,
Unequalled Values,
Prompt Delivery.

FACTORY AND HEAD OFFICE

188 to 192 Caron Street, QUEBEC, P.Q.

RETURNED
JUN 28 1904
Cut Book
Bought
Agt



Look up Spring Styles, then look at this Garment, guaranteed to be waterproof and never to harden.

MANUFACTURED BY

The Beaver Rubber Clothing Co., Limited, Montreal.

OUR CATALOGUES ARE NOW READY.

A new line of Men's Underwear

GUARANTEED ALL PURE WOOL.

New process, napped-finish inside, making it **non=irritating** to the most tender skin.

Owing to its soft and lofty nature **Woolnap** is the warmest underwear yet produced.



HE never wore WOOLNAP
He never had the chance;
But Health and Comfort you will find
In WOOLNAP Shirts and Pants.

THE **WOOLNAP**
TRADE MARK
UNSHRINKABLE

All Sent to Sims Howe antes.
cut Book 15
Page 14.
2 W.9.

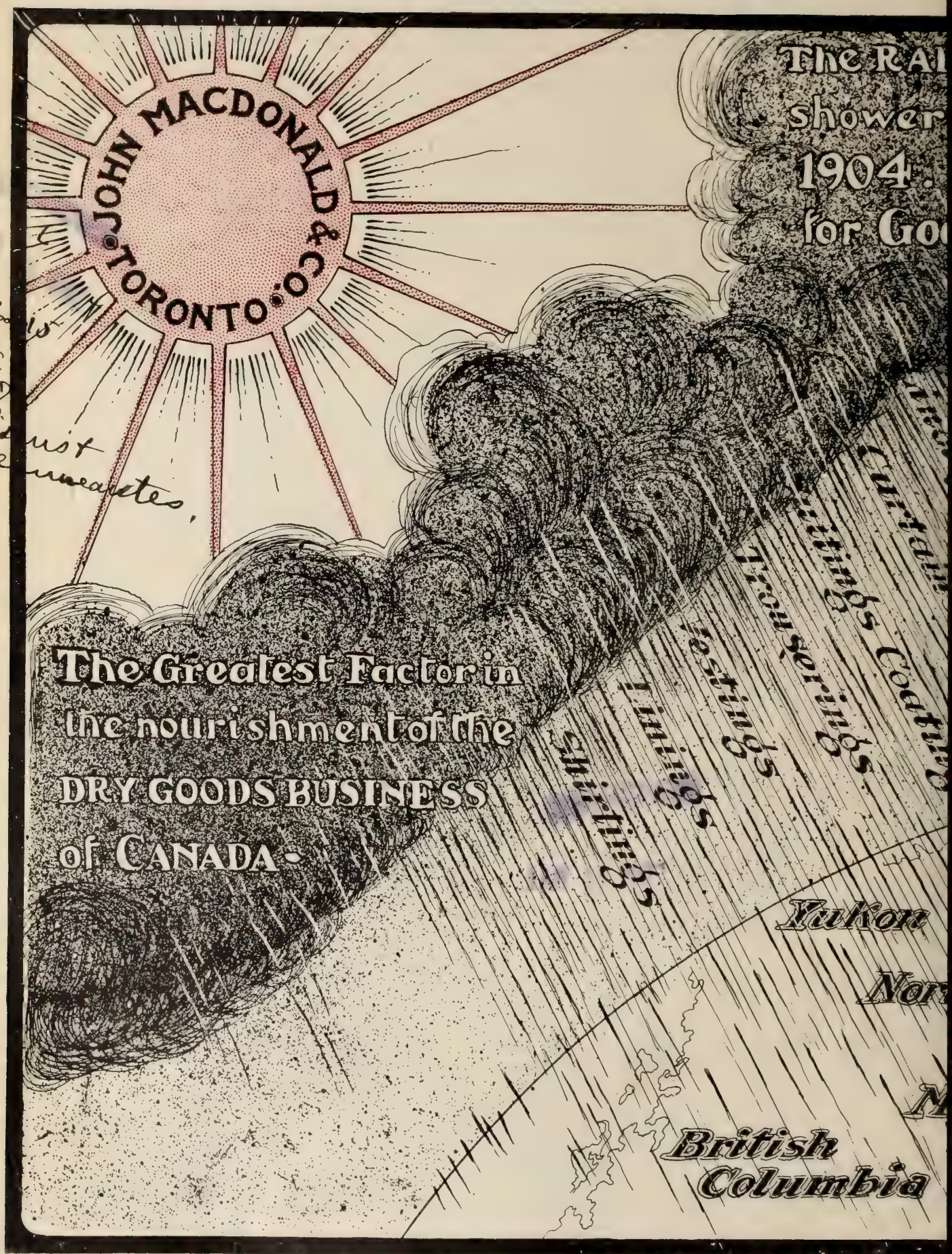
May be had from leading wholesale houses.

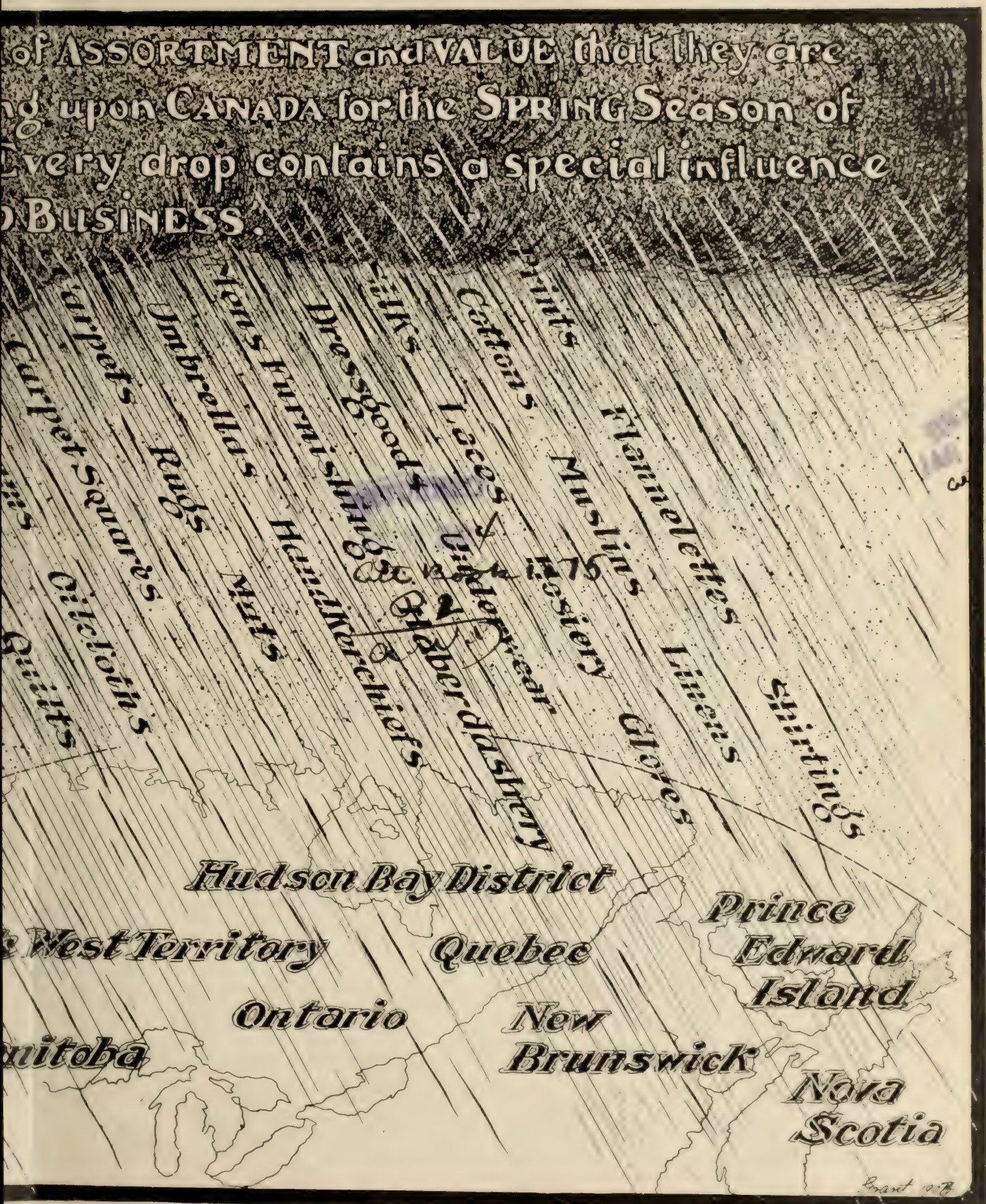
AGENTS: MILLICHAMP, COYLE & CO., LIMITED,
TORONTO and MONTREAL.

THE **WOOLNAP**
TRADE MARK
UNSHRINKABLE

Look for this label on every garment.

None genuine without it.


JOHN MACDONALD & CO.
TORONTO
The Greatest Factor in
the nourishment of the
DRY GOODS BUSINESS
of CANADA
Curtains
Curtain
Trouserings
Trousers
Suitings
Suitings
Linings
Linings
Yukon
British
Columbia


of ASSORTMENT and VALUE that they are
ng upon CANADA for the SPRING Season of
Every drop contains a special influence
o BUSINESS.
Prints
Cottons
Flannelettes
Mushlins
Hosiery
Linens
Shirtings
Laces
Underwear
Gloves
Dressgoods
Silks
Gentlemens Furnishings & Haberdashery
Handkerchiefs
Hats
Caps
Rugs
Umbrellas
Carpets
Carpet Squares
Oilcloths
Quilts
Hudson Bay District
West Territory
Quebec
Prince Edward Island
Ontario
New Brunswick
Nova Scotia
Manitoba

Woollens and Tailors' Trimmings

Owing to our rapidly increasing business, we have been compelled to acquire additional space, so have leased Nos. 27 and 29 Victoria Square, adjoining our present premises.

Mark Fisher, Sons & Co.

Craig St. and Victoria Square, **MONTREAL.**

RYLANDS & SONS

LIMITED

MANCHESTER, ENG.

Cotton Spinners

Merchants

Manufacturers



Bleachers

Dyers

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS Heapey, Longford works, Gorton, Swinton, Wigan, Crewe, Chorley, Bolton.

Capital, $14,500,000; Employees, 12,000

LIST OF DEPARTMENTS:

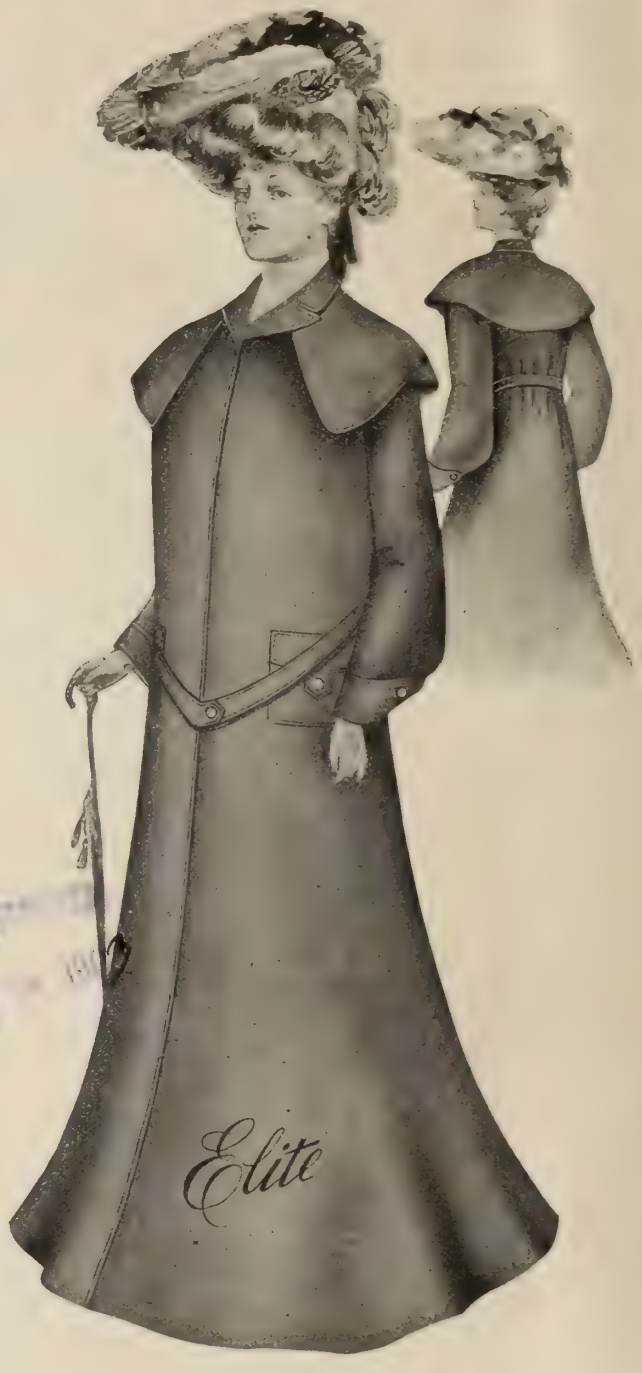
Plain Dress Goods, British and Foreign
Fancy Dress Goods, British and Foreign
Silks and Velvets
Velveteens
Irish and Scotch Linens
Table Damasks, Towels and Tray Linens
Muslins, Curtains and Handkerchiefs
Flannelettes, Hosiery
Flannels and Blankets, Quilts
Smallwares, Haberdashery and Trimmings.
Bleached Calicoes, Sheetings
Oxfords, Harvards, Galateas
Dyed Linings
Floor Oilcloths
Laces
Prints and Cretonnes
Shirts, Underclothing
Ladies' Blouses
Boys' Blouses and Sailor Suits
Umbrellas, Gloves

ELITE BRAND RAINPROOFS AND WATERPROOF

JAN 7th 1903
3 ladies to
owner,
cut book 14
p. 59.



STYLE 361
Same as above in ¾ length 351.
(All edges piped with silk).

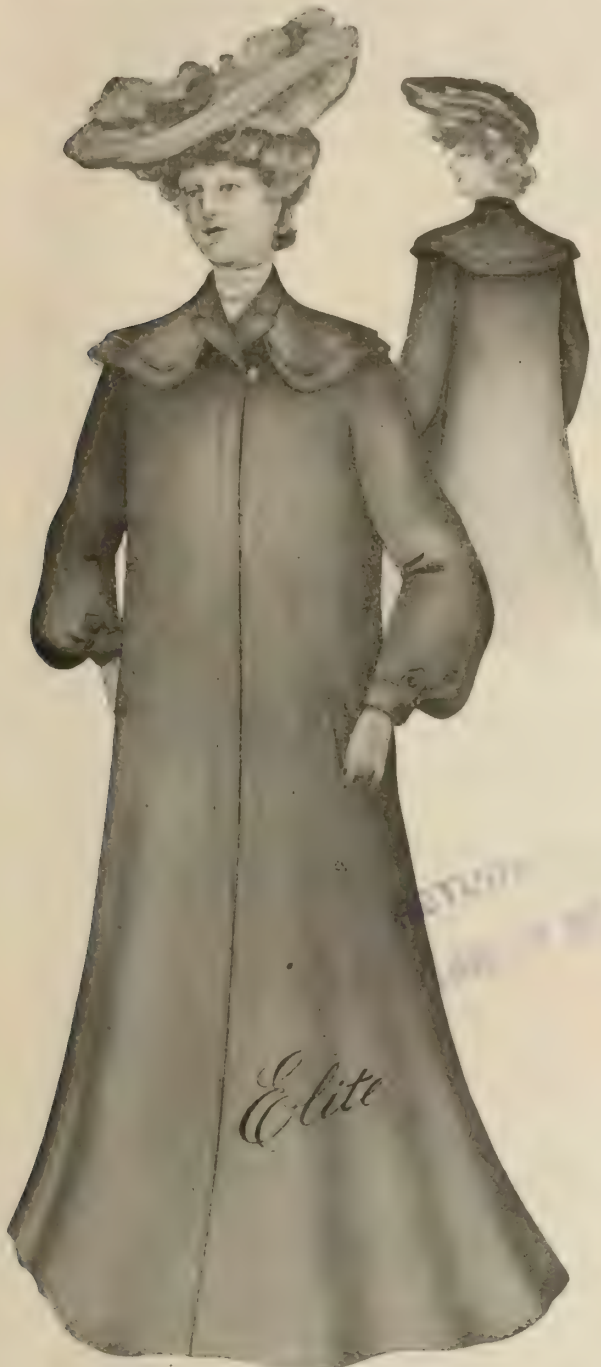


STYLE 371

In previous issues of THE DRY GOODS REVIEW we showed you a few of our new Spring Styles. The above cuts illustrate some of the latest styles. It will pay you to handle the Elite

The Montreal Waterpro

S WILL INCREASE YOUR BUSINESS IN 1904



STYLE 377
Same as above in ¾ length 327.



STYLE 109

Our travellers are now out in every part of the Dominion with a full range of samples.
Brand which is manufactured by the largest and most reliable firm of its kind in Canada.

of Clothing Co., Montreal.

SAMUEL KIRK & SONS, LTD

Woodhouse Dye Works



LEEDS ENGLAND.

IMPORTANT TO TAILORS & CLOTHIERS

Black Italians, Alpaca, Mohair and Lustre Linings in

PERMANENT FINISH

THE MERITS OF THIS FINISH ARE—

1. Proof against Damp Cloth and Hot-pressing Iron.
2. Finish and Handle unequalled by any other Process.
3. Goods kept in stock gain in appearance.

GOODS ARE STAMPED ON THE BACK AT REGULAR DISTANCES.

S. KIRK & SONS' PERMANENT FINISH

FACSIMILE OF STAMP.

STRENGTH UNEQUALLED

BEWARE OF IMITATIONS

SUPPLIED BY ALL THE LEADING HOUSES IN

Bradford, London, Manchester, Glasgow.

Newest Effects in

Homespuns, Mantlings and Costume Cloths, Blankets and Mackinaw Cloths

All shades, and of excellent wearing qualities.

Pure Canadian Wools.

The T. H. TAYLOR CO.
LIMITED
Chatham, Ont.

A. R. Burrows & Co.
GUELPH, - ONT.

Manufacturers of

Rug Fringes,
Carriage Fringes,
Upholstery Fringes,
AND
Carriage Dusters.

Our fringes are made of the best quality of wool and worsted yarns, in attractive and fast colorings.

Write us for Samples and Prices.

A Concert in Your Store.



A custom in the metropolitan Dry Goods stores is the providing of entertainments,—soloists, orchestras, bands. These entertainments "draw." The Zon-o-phone is an ideal entertainer.

The Zon-o-phone enables any merchant, no matter where located, to give a high-class concert in his store. The Zon-o-phone is a talking machine and stands for the highest stage of development yet reached by mechanism in reproducing sound, and is so simple that a child can operate it.

Zon-o-phone records are made by an entirely new process through which sound vibrations wholly lost before are now recorded with wonderful delicacy and with a faithfulness to detail absolutely unequalled by any other method.

The Zon-o-phone is sent on approval anywhere in Canada. If after two days' trial you do not think it is the best talking machine you ever heard, return it at our expense.

We would be very glad to allow a longer trial if we could spare the machines for a longer time. A moment's thought will make clear the practical impossibility of having some hundreds of machines out on trial for a long period.

A buyer may get his money back if he finds the machine defective, misrepresented or inferior to any other machine on the market.

The Zon-o-phone as a business investment is magnificent. It can be used for millinery openings, and on Saturday afternoons and evenings. It will draw crowds; your salesmen do the rest.

HERE'S OUR OFFER:

We will send one Zon-o-phone ($15) and a dozen specially selected records ($5), express charges collect, and allow two days for trial and examination. If you keep them, send us your cheque for $20.00, or, if you prefer to pay on the instalment plan, send us $5.00 cash and $1.00 a week thereafter for sixteen weeks; in all, $22.00. If you do not keep the outfit, return by express, charges collect.

Send an order to-day. If you wish additional information, write us. Inquiries cheerfully answered.

JOHNSTON & CO., 9 and 11 Queen St. E., Toronto

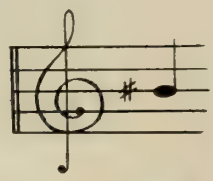
A Personal Message to the Trade from Department Heads.



MESSAGE FROM CANADIAN STAPLE DEPARTMENT.

The most important thing to be impressed is the advance in cottons. That is the keynote of the dry goods trade just now. I verily believe that there will be further advances. The jumps have been tremendous. Buy as much as will keep you through the season—sheetings, pillow, gray and colored cottons. It will be money in your pocket to do so. We are not in the guaranteeing business, but if we were we would guarantee all sales against a drop in price up to the first of October next.

JOHN ROSS.





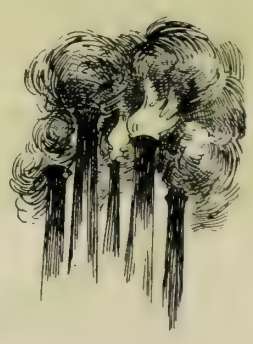




MESSAGE FROM PRINT, LINEN AND FLANNELETTE DEPARTMENT.

"Clean, Bright Goods" is the motto for this department; styles and patterns that people want and that sell themselves. No old job lots. Continually creating and offering new lines which we have had made and confined to ourselves; as well as all the choicest products of the world's manufacturers. I consider prospects for the coming season were never brighter, and attribute the huge success of my department to the careful selection of cloths, patterns and values.

A. A. COCKBURN.



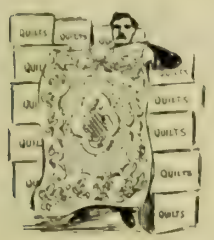
The W. R. Brock Company (Limited)

Toronto.

Cut Book 16
Page 12

A Personal Message to the Trade from Department Heads.









MESSAGE FROM CARPET AND HOUSE FURNISHING DEPARTMENT.

Our Carpet Department has grown to three times the size it was twelve months ago.

Our new stock for 1904 is now to hand. We have paid extra attention this season to the selection of colors and patterns, many of which have been confined to us for Canada. We shall be glad to send patterns and prices for the asking.

We are fortunate in having a big stock of white quilts which we are prepared to sell at very low prices—this in the face of an advancing cotton market.. Inspection is invited.

C. A. SIMMONS.

MESSAGE FROM SMALLWARE, HOSIERY AND MEN'S FURNISHING DEPARTMENT.

My department is known as the "Bee Hive of Canada"—busy all the time. We aim to have at the right time good values and what the trade requires. We buy to please our customers, their interest and ours being mutual. We would advise our friends to place their orders early while we can give them the advantage of our early purchases, as all repeat orders for cotton goods will be much higher in price. This is no cry of "wolf," but a reality, and those who delay will find it out.

W. R. SMALLPEICE.

MESSAGE FROM READY-TO-WEAR DEPARTMENT.

"Her Ladyship" garments are made to fit and priced to sell. We guarantee all goods to be perfect in style and workmanship, and are ever on the alert for new ideas.

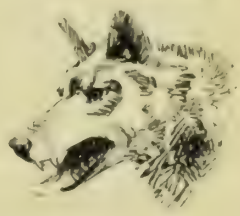
Our quotations on Cotton Goods, Whitewear, Waists, Underskirts, are based on cotton prices of six months past, and the values are exceptional.

We make a specialty of fine waists.

A. C. BURGESS.











The W. R. Brock Company (Limited)
Toronto.

Cut Books 1c
Page 12

A Personal Message to the Trade from Department Heads.

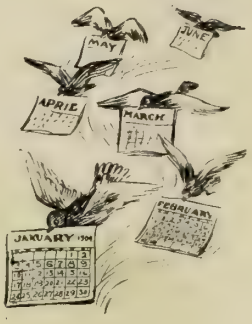
MESSAGE FROM DRESS GOODS AND SILK DEPARTMENT.



We pride ourselves on having the largest, best assorted, and most exclusive Dress Goods, Silks, and Ladies' Suiting Stock in Canada. For the coming season we have been particularly fortunate in having large contracts placed for all staple lines before the big advance in prices, and early buyers will get the benefit of our saving.

Four sure winners will be: Black Cord de Soie, Donegal Tweeds, Black, and Colored Box Cloths.

A. W. GUARD.





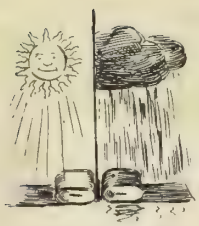
MESSAGE FROM TWEED AND WOOLLEN DEPARTMENT.

This department is complete with everything that a first-class merchant tailor requires in his business.

This season is going to be a Scotch Tweed season in the suiting business, both light and dark colors being about equal in favor. We have a good range of genuine stuff. "Saltaire" serges, vicunnas, and undressed worsteds are the highest class of goods made. We carry them in forty different numbers, all guaranteed against fading and shrinkage.

H. G. COOK.





The W. R. Brock Company (Limited)
Toronto.

A Personal Message to the Trade from Department Heads.



MESSAGE FROM CANADIAN STAPLE, PRINT AND LINEN DEPARTMENT.



We are showing some very special lines of English white cottons, imported pillow cottons, and apron ginghams in this department.

In blankets, carriage rugs, etc., our stock is very complete.

One of the many prominent features for the coming Spring trade for ladies' dresses will be linen voile, knicker linen suiting, and flake linens. We would suggest sending to the W. R. Brock Co., of Montreal, for samples. Artistic designs in fancy ginghams, prints, printed sateens, printed foulards, printed flake muslins of all kinds are popular.



Mercerized sateen and spun glass goods in black and colors are very much in demand both for linings and blouses, and in many cases will be used in place of silks and satins.

R. G. STOKES.



MESSAGE FROM READY-TO-WEAR DEPARTMENT.



Soft silk blouses will be greatly worn in Spring. In fact I consider my purchases in this line altogether too low and had I an opportunity of purchasing again I would buy a much greater stock.

In silk coats the closely fitting back will be greatly worn. We have a good stock of these on hand.

White blouses of all kinds will be called for very largely this Spring, and the demand will, if anything, exceed that of last season. I advise the placing of orders early.

C. E. PAQUETTE.

The W. R. Brock Company (Limited)
Montreal.

A Personal Message to the Trade from Department Heads.



MESSAGE FROM LACE, TRIMMING, ETC., DEPARTMENT.



The outlook points to a very large season for white goods of all kinds, organdies, Swiss muslins, Mat vestings brocades and all kinds of mercerized effects such as stripes, flowered designs, etc., being greatly in vogue.

Laces, too, from present appearances are to be worn more than for many years. In ribbons, taffeta and Duchesse still hold their own and we are of the opinion that this season, like last, is to be a great period for neck ribbons, as the fashion of wearing a ribbon band ornamented with a Swiss tab collar is even more fashionable now than a year ago.

In trimmings, we believe we are to have a big season again.. Appliques so far have been much asked for and narrow bands, puffs, etc., also are having a big sale.

W. P. SLESSOR.



MESSAGE FROM THE HOUSE FURNISHING DEPARTMENT.

The stock of Carpets in this department is an entirely new one. In Tapestry many designs may be found which belong exclusively and are manufactured expressly for the company.

Art muslins in great variety of styles and prices in printed and plain, cretonnes and printed sateens in Canadian, American and British are shown more extensively than ever before.

Japanese mattings, oilcloths, table and floor linoleums 8-4 and 16-4 all go to make up one of the most interesting and profit producing departments in the dry goods trade.

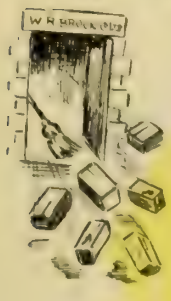
GEORGE DAGENAIS.



The W. R. Brock Company (Limited)
Montreal.

A Personal Message to the Trade from Department Heads.





MESSAGE FROM THE SMALLWARE, HOSIERY AND MEN'S FURNISHING DEPARTMENT.

This house is "the Sorting House of Canada." Trade is increasing very rapidly, and in order to make the Spring season of 1904 a banner one in our history we have decided in the face of the advancing market to adopt "a preferential policy.". This department will give customers the preferential advantage on all present prices. "No advance on former prices" will be our motto. We expect to move into our new warehouse in time for the Fall trade. We will have a great many bargains, as we will clear out the whole of our present stock. Nothing but new goods will go into our new warehouse.

RHYS D. FAIRBAIRN.





MESSAGE FROM THE DRESS GOODS AND SILK DEPARTMENT.

Our forecast of some months ago, that lustres would be the predominating feature in the Spring dress goods business is being proved correct. Voiles are going freely in plains and fancies. "London Twines," owing to their firm hard finish have recommended themselves to the most up-to-date buyers. While on the subject of semi-transparent fabrics, it ought to be remembered that no dress department can be considered complete without a stock of Crepes de Chene, Eoliennes and Grenadines. The tailor-made suit will have an innings during the early Spring.



We have the greatest confidence in cravenettes for Spring. Silks, except for lining purposes, are working around to the soft finishes. Silk Crepe de Chene will be much in demand for evening dresses.

GEO. S. CLEGHORN.





The W.R. Brock Company (Limited)

Montreal.

Cut Book 16 Page 4

THE STAR SHIRT

Spring and Summer, 1904



Our New Lines are now being submitted by our Representatives.

E. Van Allen & Co.

HAMILTON, ONT.

THE CANADIAN
DRY GOODS REVIEW

VOL. XIV. MONTREAL AND TORONTO, JANUARY, 1904. No. 1

THE DRYGOODSMAN'S WARES.

Their Origin and Characteristics.

ALTHOUGH now of little importance commercially, the drugget at one time was a well-known fabric. In its present form it is used only as a covering for carpets, or, as some call it, a crumb cloth. It is a thin, coarse, woollen fabric, like cheap felt, and derives its name from the French diminutive of drogue, meaning trash. It was at one time used as a material for clothing, and usually had a linen warp and worsted thread. Silk druggets are sometimes spoken of, as are those made of a combination of silk and wool, mohair, or cotton. At present it is usually called baize, as it is a cheap form of that material.

DRUGGET.

* * *

THE eider, a species of duck found in large numbers in Greenland, Iceland, Sweden and Labrador, furnishes the soft warm down from which the expensive eider-down blankets are made. The common female eider is midway in size between our common duck and goose, and is of a pale brown color tinged with red. The male bird is somewhat larger, and, during the breeding season, is white on back and wings, but after breeding, becomes almost entirely black. The eider-down industry is of such importance in some parts of the world, particularly in Iceland, that the breeding grounds are handed down from father to son, and foxes, dogs and even cattle are driven of the islands where the eider breeds. Sometimes whole promontories are cut off from the mainland, as the eider naturally prefers a small island for its home. The nest is formed of fine sea weeds, mosses and dry twigs, and they are so thickly scattered over certain islands, that it is almost impossible to step without crushing eggs. The eggs are usually five in a nest although one or two more are sometimes found. They are three inches long and two broad, of a pale green color. At first the eggs lie in the bare nest, but as incubation proceeds, the female bird plucks the down from her breast and deposits it around them, in order to retain the heat when she leaves the nest temporarily. This down is collected by the natives and is the source of supply of the best grade, the down of the dead bird being of far less value. Two collections are made, the eggs at the same time being taken, and the third nesting is left to hatch, the male bird finding it necessary to supply the down, in case the female is unable to do it. Each nest gives about a half-pound of down, but this is reduced by washing to a half of this. So soft, light and elastic is the down that three-quarters of an ounce will fill a large hat, and a ball of three or four pounds can be squeezed into the hand—a sufficient quantity when warmed and spread out to fill a bed for two people. The king eider, a bird from the extreme north, supplies much of the down. Its skin is often worn by the inhabitants of Siberia and Kamtchatka.

EIDER-DOWN.

* * *

THE elastic strands, so common in many articles of wear, are made from the minute globules deposited in the milky juice of plants grown in tropical climate. These globules, called caoutchouc, are allowed to gather on the top of the liquid, and are then skinned off and allowed to form into a hard mass. The square elastic strands are cut under water by powerful knives from caoutchouc which has lost much of its elasticity by being kept under strain for weeks. The elasticity is renewed by being heated. One pound of caoutchouc will yield 32,000 yards of thread. The round strands are made by forcing the softened caoutchouc through round holes. The threads are caught on velvet, and after being allowed to harden, are tightly wound on bobbins and left to lose much of their elasticity. When woven into a fabric, a hot iron passed over it, will restore the spring. Rubber balls are mentioned by Herrara in his account of Columbus' second voyage, as having been used by the Haytians. Civilization first made use of it in th 18th century for rubbing out pencil marks, and it was not until 1820 that a Yankee took out the first patent for the application of it to clothing.

ELASTIC.

* * *

EMBROIDERY is the art of producing ornamental needlework patterns upon fabrics of any kind, also the product of such work. Its use is very ancient, all civilized and savage races having ornamented their clothing with some form of embroidery since before history. It is considered to have preceded actual weaving, the Greeks attributing its origin to Minerva. The Romans gave Phrygia the credit, or rather discredit, for they at one time considered its overuse effeminate. The Chinese are at the present day the most indefatiguable and elaborate hand-embroiderers, but the Persians, Turks and Hindus also excel. Some Oriental and Indian embroiderers include in their work, feathers, skins of insects and snakes, tails, claws, teeth, nuts, pieces of fur, coins, etc. Tapestry is a sort of embroidery.

EMBROIDERY.

IMPRESSIONS OF THE GREAT WEST

Gathered During a Transcontinental Tour with the Canadian Manufacturers' Association.

By W. L. E.

(THIRD ARTICLE.

IN British Columbia nearly every one seems to be interested in mining. I don't mean altogether in a financial way, but interested enough to talk about it. In the purely mining districts it crops up it nearly every conversation, although possibly we easterners were sometimes responsible for its being drawn into the conversation. But even if we were, I do not think we need to apologize. The subject impressed itself upon us the moment we entered the province; indeed, even before we were within its boundry lines. When sailing over the sea one occasionally thinks of the teaming millions of fish which are swimming about underneath, but when skirting mountains, or climbing them, as one is doing continuously for about 500 miles, when travelling through the Rockies westward, and remembering that the "sea of mountains," as Grant called them thirty years ago, are rich in minerals, one can scarcely avoid talking about mines and minerals. When travelling on train or boat, or resting in some hotel, any one who was in authority, or supposed to be in authority on mineralogy, soon had a group of eager listeners, and it was seldom we failed to get some interesting information on such occasions. In the mining districts most people carry a miner's license, without which no man can stake out a claim. These licenses only cost $5, and the possessor of it, when he discovers what he believes to be land rich in mineral properties, has merely to stake out his claim and register it in the nearest registration point. "It is a handy thing to have with you," remarked one Nelsonite. "Although I have never struck anything yet I always carry one." But like Micawber, he was expecting something to turn up some day; but from what I could gather the men who strike it rich are relatively few in number. On the steamer running from Nelson to Kootenay Landing was one of the few fortunate ones. He was a young man, a student. His home was in the United States, and during the last three years he had spent his holidays prospecting in British Columbia and had with his brother struck some rich claims in the Boundary District. He was well informed and was the most interesting conversationalist on minerology that I came across during our journey. He was now homeward bound for the purpose of applying himself closely to his studies in order to blossom out as a civil engineer.

* * *

As we approached Rossland there was a good deal of good-natured bantering among some of our party in regard to the money which more than one of them had lost in mining speculations in that district. One man remarked that he was going to see the hole into which the money had gone. "There will be some satisfaction in that," he declared amid laughter. His remark was so apt that it became a by-word for a day or so. Our visit to Rossland was under rather unfavorable conditions. Snow had fallen the day before, and when we reached the town rain was falling and we had to plough our way through much slush. This, by the way, was our first actual contact with snow, although of course we saw much of it on the distant mountain peaks, from the time we caught our first glimpse of the Rockies. When we arrived at Rossland we found an enterprising merchant with a box of rubbers on the platform. He had anticipated a demand for rubbers, and he was not mistaken. His box was soon empty and his pockets well filled with money, for although his prices were surprisingly moderate under the circumstances, he had had many customers to supply. Notwithstanding the weather, our visit to Rossland was anything but unpleasant. The people were most hospitable and did everything in their power to entertain us. The mines were of course visited, but the centre of attraction was the Le Roy property. After entering the tunnel of this mine some of our party descended in the



A Scene in Beacon Hill Park, Victoria, B.C.

cage to the bottom of the main shaft, some 1,300 feet, while others ascended in a cage to the top of the mountain, some 370 feet. At the top were situated the hoisting machinery, the big grumbling crusher, which swallowed up the ore as fast as it was thrown into it, and the carriers which conveyed the crushed ore to the dumping ground to be ultimately shipped to the smelter. Nearly all the work in the Le Roy mine is done by machinery and the various processes were watched with a great deal of interest, particularly by those who for the first time were visiting a modernly equipped gold mine. Nearly all took away specimens of ore, but when they found that the bright shining particles in the ore was iron pyrites and not gold few of them retained these specimens till they reached home. In spite of the inclemency of the weather I think we all felt well repaid for our visit to Rossland, and even those who had lost money in unwise speculations in the boom days, forgot to look for the holes into which their money had disappeared. The hopes and aspirations of the good people of Rossland were a little in the ascendency when we were there. Labor difficulties were disappearing, but what was developing the spirit of optimism more than anything else was the results that were expected from improved methods in extracting the gold from the ore, thus enabling a profit to be obtained from a much lower grade of ore than has been possible in the past. The appearance of Rossland much surprised me. I had not expected to see its buildings, its sidewalks and indeed its general appearance so modern. The granolithic sidewalk has reached there, and in width it would put the sidewalks in some of our modern eastern cities to shame.



A Coming Storm on Kootenay Lake.

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No part of our journey was scarcely more interesting than that to and from Rossland. This was because the railway was different from any other we had travelled over. The grades were steep and the curves sharp ; but it was the switchbacks that most excited our curiosity. These switchbacks are on the mountain side near Rossland. They have been conveniently placed at points where the locomotive is likely to get out of breath, and at which, after opening a swith, the locomotive follows and the end car takes the lead. Then we have vice-versa again and again until the "iron horse" finally takes its place permanently at the head of the train, and steams into Rossland with its head as high as if it never had to take the tail end of the procession.

* * *

Our trip down the Arrowhead and Kootenay lakes was one we shall remember all our days. The weather conditions were not all we could have desired, but we enjoyed ourselves, nevertheless. When we left Arrowhead on one of the two stern-wheel steamers which the C.P.R. has on that route, the rain was falling briskly and the clouds hung like thick gossamers around the mountains which skirt Arrowhead lakes—which, by the way, are but the widening out of the Columbia river, which we saw for the first time at Field, on the main line of the C.P.R.—shutting out peaks from our view. I do not intend entering into a discussion of the logic or the illogic of Samuel Johnston's remark to the effect that the state of the weather has nothing to do with men's moods. All I know is that unfavorable weather, at any rate, did not permanently effect our state of mind. The fact that we were in good company no doubt is the partial explanation of this, for we know that there is nothing better in the world than good company. It is the spice of life, and its presence makes melancholy next to impossible. In good company one can only be melancholy by premeditation. But besides the spice of good company an exceedingly good dinner was served us on board in the evening, notwithstanding that the steamer had more than its usual quota of passengers. We had nothing better on the whole of our itinerary trip. The same applies to the waiters, who were young, and had more the appearance of three or four year university students than anything else. They were bright and intelligent looking fellows, and knew how to be attentive. The cook who satisfactorily supplied the wants of the inner man which, of course, means the wants of the inner woman as well—was a Chinaman, and had been in his present position about 13 years. His assistants were also from the "Flowery Kingdom." One of the pleasures of the trip was to see him and his staff preparing our meal. Everything was done systematically, and there was no flurry nor any exhibition of temper. They seemed quite unconcerned and no more perturbed because of the extra demands upon them than if they were preparing a meal for an ordinary family. More than one of us possibly imagined what would have been our experience if we had been crowding around the female cook in some of our homes under such conditions. It is altogether likely we would have been forced to beat a hasty retreat. The kitchen was situated on the lower deck of the steamer, and was open to the view of those who were disposed to visit that part of the steamer—and a good many were disposed.



One of the Avenues in Stanley Park, Vancouver.



Sunshine on Kootenay Lake.

* * *

But the manner of embarking and disembarking passengers interested us possibly more than anything else during the trip down the lakes, for the 125 miles between Arrowhead

and Robson, where our journey down Arrowhead lake began and ended respectively, we did not see any wharves. When it was necessary to put a passenger off or on, the steamer made for the side of the lake and ran close to the shore. Then a narrow gangway and sometimes two gangways, one on top of the other, was pushed out from the deck to the shore, and up and down this the passenger ran, possibly with a couple of grips in his hands, while we held our breath expecting every minute to see him topple over, so steep was the incline and narrow the gangway. But I suppose the people in that part of the country are used to walking such gangways. At night the process of embarking and disembarking passengers was even more interesting than in the daytime. Commercial travellers and others who wanted to get on board our boat, lit bonfires on the shore. These bonfires, particularly in the darkness of the night, with the black mountains as a background, made a weird picture indeed. Some of these bonfires were of large proportions, and it was a wonder to us why they wasted so much cordwood for such a purpose, but then of course wood along the shore there is of no value, and there is an abundance of it. When one of these bonfires was sighted by the man at the wheel, the prow of our steamer was turned towards it, while the powerful searchlights on either side of the boat were brought into play to light our way to the shore. These searchlights put one in mind of a glaring two-eyed monster ; and the sight to the passenger who was watching us on shore must have been a striking one indeed. Frequently there would be no sign of any habitation at spots where we stopped to take on or put off passengers. At least the searchlights, as they ranged along the shore for ome distance penetrating into the forest and valleys between the mountains, revealed none. At such spots, when a passenger was put off, the steamer was kind enough to turn one of its searchlights shoreward in front of him as we steamed away to guide him on his way through boulders, trees and fallen trunks, until we came to a sharp bend in the shore, hiding him from our view. Of course, during the landing and embarking of passengers we easterners could scarcely refrain from passing jocular remarks, and particularly when a passenger would ascend the gangway as if he was walking a tight rope, we were always liberal in our applause when his feet touched the deck of the steamer ; or, when he was descending, and was safely on shore. It was astonishing how quickly our steamer was turned, and how easily it was handled. The engineer in charge of the steamer informed us that this was due to the fact that instead of possessing one rudder, as is usual with ordinary steamers, she was equipped with two very powerful ones.



Unloading Coal at Fort William.

* * *

When we took the steamer at Nelson for our trip down the Kootenay lakes a day had elapsed since we landed at Robson at the foot of the Arrowhead lakes. The morning was dull, but the rain had ceased. The Kootenay lakes, as their name implies, was a widening out of the Kootenay river, and, as on the Arrowhead lakes, are walled in on either side by towering mountains, most of which are snow-capped. At their widest part they are about four or five miles wide, and one would think that it would be impossible for heavy seas to arise upon them, but the crew in our steamer, the Moyie, informed us that there were occasions on which the waves became quite tempestuous and of dangerous force. Indeed, we had one slight experience of the suddenness with which storms come, and some idea of their force. In one of the illustrations in this issue is a snap-shot I took of a storm as it was approaching us, and was taken a few moments after the other, showing the lake in sunshine. When the storm was upon us one could not see either shore, and the choppy sea soon drove us all into the interior of the boat ; but it was soon over and soon forgotten. When it is remembered that the Kootenay lakes stretch for about 100 miles between a wall of mountains on either side, one has not to search far in order to find an explanation for the suddenness and the fierceness of the storms which are sometimes encountered upon them.

* * *

The four blue-grey walls of the sky line are the fences one commonly sees in mid-prairie. A fence of the orthodox eastern type is a rare thing indeed. It is nothing to travel all day and fail to see one. Those that we saw were marked by the scanty supply of wood that went to construct them. Here and there a substantial post was supporting the strings of wire, while between these at equal distances, were sticks about the size of broom handles driven into the ground to aid in strengthening the fence. Nature had been liberal in her bestowal of everything else but the material from which timber can be made. There is land to grow wheat and meat upon it enough to supply Europe ; coal lands by the thousands of square miles ; ozone to fill and expand the lungs of many millions of people, and water enough to quench their thirst and water their cattle and their crops, but scarcely a stick to burn, much less with which to build fences. I am speaking, of course, of the prairie land which comes within our range of vision as we speed along in the train. Away to the north, beyond the present fringe of civilization, Nature has not withheld her hand in this respect, and from the foot hills westward to the Pacific, trees are relatively almost as thick as grass is on the prairies, while meeting our astonished eyes as we emerge from the 500-mile journey through the Rockies are the cedars and pine trees, many of which penetrate into the "blue" one and two hundred feet, with a girth at the base, in some instances, large enough to enclose a moderate-sized room. But while the Rockies can boast of their trees, the great plains beyond them to the east have their No. 1 hard, their herds of healthy cattle; their bunches of sturdy horses. The one is thus able to supply what the other requires but does not



Kicking Horse River, Near the First Safety Switch.

produce, at any rate only to a limited extent. Nature was not without foresight when she rolled out by the thousand square miles the rich prairie land between Winnipeg and the foothills of the Rockies, and built up to the West as far as the shores of the Pacific towering mountains, on whose slopes she planted wealth of timber and in whose interior she hid untold mineral wealth.



A Typical Scene in Stanley Park, Vancouver

* * *

Twilight lingers long in the Great West. A lengthy twilight is pleasant under all circumstances; but it is particularly so when one is travelling in a strange land and desires as much time as possible for sight-seeing. To a Canadian whose home is in Ontario or Quebec, the experience of an evening on the prairie is delightfully surprising. "My, how long it takes to get dark!" was an ejaculation that one often heard from a fellow-passenger. The length of the twilight was particularly impressed upon me on the evening we stopped at Lethbridge for a couple of hours to witness a cattle rounding-up contest, horse races with Indians mounted bareback, and exhibitions of bucking bronchos. Evening was well upon us when we stepped from the train and hurried nearly two miles across the prairie to the scene of the sports. We watched for nearly an hour the various events which were provided for our entertainment, but darkness was not really upon us till our train was reached. That return walk across the prairie there is one at least in the party who will not soon forget. The light was too faint to allow objects to be clearly discerned upon the prairie, but there was a great deal of grey light still left in the sky, and it was a picturesque and amusing sight to see the heads of the scores of "broncho busters" and cowboys bobbing into view above the sky line as they road along on their cantering ponies unmindful of the gopher holes that abounded. But bronchos have the faculty of evading gopher holes in darkness as well as in daylight; and even when a layer of snow covers the prairie.

* * *

Speaking of twilights reminds me of sunsets on the prairie. I do not know that they are any more beautiful than the sunsets of Eastern Canada, but they are different, particularly when the Rocky Mountains present themselves as a back-ground. The sunsets, like the twilights, linger longer. The sun dances down behind clouds and mountain peaks just as quickly as he does behind clouds and commonplace hills in the east; but the light he leaves in his wake does not go out as quickly. It just stays there as if magnanimously bent on giving us tenderfoots from the east our money's worth of beauty. And as if the mountain peaks were not high enough and glorious enough for the setting of the picture, fleecy clouds are piled up one upon another, until one has to look twice before being satisfied where the snow-capped peaks of the mountains end and the fleecy clouds begin. And even then one would hesitate to take an affidavit as to the exact line of demarcation. The majesty and beauty of the scene is too awe-inspiring to run the risk of even an unintentional equivocation. Late in the afternoon of the day we emerged from the Rocky Mountains at the Crow's Nest Pass the sun was getting low behind what is indicated in the guide books as Cathedral Peak. No one needed to be told it was Cathedral Peak. It was possibly a hundred or more miles from us, but the outline of a massive cathedral was so well defined that some of our fellow travellers who had never heard the mountain's name, remarked how closely it resembled a cathedral. There was no sunset in all our journey of 7,000 miles that so impressed itself upon my memory. It was magnificent, and seemed more supernatural than real.

* * *

Among the good things that British Columbia provides for sportsmen is pheasants—the real English pheasant. And they are abundant enough, in some parts at any rate, to assure good sportsmen good bags for their labor. On the night of our arrival at Victoria a sportsman with a string of pheasants larger than one man could carry with comfort, registered at our hotel. And, as he was evidently a friend of "mine host," visions of pheasant for dinner loomed up before me. But dinner time came and went without pheasant appearing on the menu card. Pheasants in British Columbia, like rabbits in Australia, had their origin in the whim of an Englishman. At any rate that is according to the statement of an "old resident." The birds appear to thrive just as well as they do "at home;" and no doubt they provide just as good sport.

* * *

Another species of bird—not a game bird, however—which finds a congenial home in British Columbia, is the crow. But it is not the mere fact that there are crows in British Columbia that I desire to mention. It is the fact, as far at least as those in the vicinity of Vancouver are concerned, that they are different from any other crows I ever saw in a wild state. In Stanley Park they are as thick as sparrows on the streets of an eastern city. But they are as tame as chickens in a barn yard. They fly to the ground from the towering tree tops and strut around almost at one's feet, evidently without the least idea of fear. It reminded me of the big grey squirrels in Central Park, New York, which run up to one evidently expecting nuts or some other palatable food to be thrown to them. Crows, like squirrels, evidently become tame even when they have their freedom, provided they are not molested. And in British Columbia the law has so well protected the crow that the latter has learned that it can caw and strut about, none daring to do him harm.



A View from The C.P.R. Station at Kamloops, B.C.

Dress Goods.

The Spring Dress Goods' trade is now in full swing. Many orders have been placed and our travellers all over the country are busy with their samples.

The choice was never better and the demand never brisker. The exceptionally good times which the country is enjoying has resulted in a largely increased buying of the best fabrics. We anticipated this and were ready for it. Our stock was never larger or better assorted. On all sides we have been complimented on the selection and real values we have been able to offer.

The Dress Goods Department is, or should be, the best department of your business. We mentioned a few leaders for 1904 last month. Don't forget them.

VOILES, CANVASSES, Black and Leading Shades, in fine medium and heavy makes.

CREPOLINES, Plain and Fancy Weaves, Black and Leading Shades, in All-Wool, and Wool, and Silk. A large variety of these.

EOLIENNES, in all the fashionable shades.

Taffetas, Panamas, Poplins, Crispines, Albatross, Nuns Cloth, all in full range of shades.

Lustres, Mohairs, Sicilians, Paradigms, in Black and Fashionable Shades.

Ladies' Suitings, in Plain and Fancy Weaves, Fancy Tweed Effects, Costume goods for house and street wear.

Transparencies, Grenadines, and **High-class Over Dress Materials** the largest and best range we have ever shown

BROPHY, CAINS & CO.

MONTREAL.

White Goods are still to reign supreme.

The Unqualified Success which we have already had for the coming Spring goes to prove that we have the goods required.

We are showing OVER ONE THOUSAND DESIGNS and QUALITIES in

Cotton Wash Goods

embracing novelties in

SATIN BROCADES, Plain and Mercerised.
FIGURED MATTINGS and CORDS, Plain and Mercerised.
WHITE and FANCY VESTINGS, Plain and Mercerised.
BLACK MATTINGS and SATIN BROCADES, Plain and Mercerised.
White Embroidered Revere and Hemstitched Stripes.

We have all prices in

Mull, India Linens, French and Swiss Organdies

and **Lyons Sheer Organdies,** in both single and double widths.

Embroideries and Laces

TO GO WITH ALL THE ABOVE LINES.

SPECIAL lines of FRENCH VALS in WHITE and ARABE and CLUNY LACES just to hand.

Waistings, Blousings and Linen Crash Suitings,

Choice Ranges in Latest Styles and Combinations.

BROPHY, CAINS & CO., - MONTREAL.

When we reached British Columbia the salmon canning season was over and the canneries closed. We were thus denied the privilege of seeing this important industry in active operation. The season having been such an unsatisfactory one we naturally heard many complaints. According to chronological order the season of 1903 should have been a good one, and the canners made their plans in anticipation thereof. But instead of being a good season, it was a bad one. None were probably ever worse. "We prepared tins, etc., for packing 43,000 cases," remarked the head of one canning concern, the products of whose factories are well known in Eastern Canada and in Great Britain: "but 28,000 cases were all we were able to put up. And what was our experience was practically that of the other canners." In Victoria the sentiment is strongly in favor of trap fishing as a means of ensuring a larger catch of salmon. At present traps are prohibited, nets only being permitted. On the United States side of the gulf traps are employed. And while they catch their thousands the nets of the Canadian fishermen barely catch their hundreds. So far the agitation for traps has not induced the Department of Marine and Fisheries at Ottawa to grant the desired request. In Victoria they charge it to the jealousy of the canners on the Fraser river. But some of my friends in Vancouver pooh-poohed this idea. At any rate, whatever the cause, the powers that be have not yet given their consent to the use of traps in British Columbia.



A Young Banker Playing Horse at McLeod.

* * *

A keener interest in the Chinese problem in British Columbia has naturally been awakened in us eastern Canadians after having been on the spot and caught a glimpse of things as they are. Please notice that I say "caught a glimpse"; for, under the circumstances, I cannot speak as one having authority. I can only speak as one who has gathered an impression during what was little more than a flying visit. I have never been able to take the extreme view in regard to the Chinese question. Aside altogether from the humanitarian point of view, I have felt that British Columbia could not get along very well without Chinese labor. "It is all very well for you to think so," declared a friend of mine some time since, who had lived for several years in British Columbia, "but you should live among them as I have before you are qualified to express an opinion." My stay in British Columbia was not long enough to warrant my saying I have lived among the Chinese. But I have seen them; visited some of their stores, their theatres and their Joss houses, and peeped into some of their haunts under the guidance of the police, and I must confess that while I am not yet converted to the views of the anti-Chinese extremist, I am much impressed with the gravity of the problem which is exciting so much interest in British Columbia. It is in Victoria that one is confronted with the problem in its most serious aspect, for it is there that John Chinaman is most in evidence. What is known as the Chinese quarter occupies quite an important section of the city. And what surprised me a great deal was the appearance of the buildings in that quarter. They were built of brick, and were just as modern and respectable in appearance as the retail portion of the main streets of any city on this continent, and, in some instances a great deal better. But—and there comes the rub!—they are not of our kith and kin. Their thoughts are not our thoughts, nor their ways our ways. The branch of the human family from which they spring is so different from the one from which we sprung that there cannot possibly be an assimilation. They may become citizens, but they cannot become Canadians. And it is important that in this young country the immigrant should be the material from which Canadians in sentiment, as well as in name, can be developed. The conclusion of the whole matter with me, therefore, is that, whatever the necessities of the past may have been, the Chinese population of British Columbia should not receive further augmentation.

* * *

In a former article I referred to certain obstacles set up by Nature which the C.P.R. had surmounted. There was another of these upon which I did not touch. That was in regard to the water supply. The iron horse, like man, cannot exist without an abundant supply of water, and good water at that. When one gets well into the Great West, a great deal of the water supply is impregnated with alkali. The veriest tyro in engineering science knows very well that alkali is by no means helpful for steam producing, on account of the effect it has upon the machinery of the locomotive. When high pressure of steam is needed a great deal of difficulty is sometimes experienced in obtaining it on account of the presence of alkali in the water. The C.P.R. has spent, so one of the officials of the road informed me, a great deal of money in trying to overcome this difficulty. Although something has been accomplished there is a great deal yet to be done, and the Company is still experimenting and at considerable expense. The fuel, too, is not always the best for steam producing purposes, and we had more than one experience of this, when, on account of our heavy train, the locomotives were taxed to a greater extent than usual, for it will be remembered that ours was the largest passenger train that ever went through the Canadian Rockies.

* * *

The trouble with the coal is that it sometimes clinkers a great deal. The same difficulty in regard to fuel is also experienced by the steamers plying on the Kootenay and Arrowhead Lakes. Talking about fuel reminds me that in the coal, obtained in some mines in British Columbia, is to be found a flinty stone of unusual hardness. When going down the Kootenay lakes the engineer of our steamer picked out two or three of those stones. But while they are useless as fuel, they present a pretty appearance when polished looking like ebony after being rubbed a few minutes. The edge of one of these flinty stones will cut glass with as much ease as an ordinary



Saddle Back Mountain, Banff.

Knox, Morgan & Co.,

Wholesale Dry Goods, HAMILTON, ONT.

Spring 1904 *opens with splendid prospects.*

We wish our customers a prosperous New Year.

All signs point to another season of undiminished progress.

Buyers keep this fact before you :

Your wants for Spring and Summer months can be filled at lower prices NOW than if order is delayed. Markets are very firm and prices must go higher.
WE HAVE STOCKED HEAVILY and Quotations will be found LIBERAL for early buyers.

In Staples—Our usual large assortment of *Prints, Shirtings, Flannelettes,* etc., is producing large orders.

Dress Goods—*We have the most attractive makes and styles for the coming season.*

Gents' Furnishings—Range of Neglige and Working Shirts and Ties, etc., is specially interesting, and at cut-close prices.

Men's and Boys' Overalls—A growing department. Values are A1. We make it profitable for buyers of these goods.

LINEN WORTHY OF SPECIAL NOTE.

Laces, Curtains, Art Muslins, Ribbons, Hosiery and Ladies' Underwear. *All are strong features of our business.*

Inspection invited at Warehouse, or when our representative calls.

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diamond. The engineer of our steamer informed us that he always used them for cutting the steam gauges.

* * *

Besides seeing much and learning much about the beauty and the great possibilities of the Great West and British Columbia, the members of our party gained a great deal of knowledge in regard to business matters. With an excursion party made up almost altogether of practical business men, it was natural that even the vastness and the beauty of the West and of British Columbia could not keep them from turning their minds now and then to matters more utilatarian. Almost in spite of themselves, when we stopped at a city or town, for either a day or an hour, quite a few in our party visited cnstomers or possible customers located thereat. Many of them came back with substantial orders in their note books, but all came back with a great deal of knowledge gained as to the requirements of their respective trades in the different parts of the Great West. They learned in some instances that the kind of goods that were made for the East were lacking in one or more essentials for the requirements of the West. And what struck me as most commendable indeed, was that where an Eastern manufacturer found that some little change was required in the article he manufactured, in order to make it more acceptable to the business men and consumers in the West, he was quite ready to try and do so. I do not remember one Eastern manufacturer objecting to making any changes along the desired lines. "Well," said one man, "We do not make our goods in that particular way, but we shall have to do so if we are to get a share of the trade in the West." This was in substance what every man seemed prepared to do. As long as Canadians exhibit this progressive spirit, we need not have any fear for the industrial future of this country. It is only when conservatism breeds stubbornness that there is any need of fear; and manufacturers as well as business men of all classes in Canada are gradually becoming more and more persuaded of this fact.



Tunnel on the C.P.R. above Yale.

* * *

One subject that my newspaper curiosity induced me to investigate was the attitude of the business men of the Great West and British Columbia toward the tariff. My opportunities were not as numerous as they would have been had we had three months instead of a little over three weeks to cover the 7,000 miles of our journey to and from the Coast; but still I had opportunities. In Winnipeg I called upon a number of wholesale houses engaged in different branches of trade, and tried, in every instance, to ascertain their opinion in regard to this most important question. Not in one instance, as far as my memory serves me, were any of the wholesalers of Winnipeg in favor of an increase in the duty. Some of them, it is true, were free traders from whom no other view could, of course, been expected, but those who were avowed protectionists held similar views. This viewpoint I found to obtain among wholesalers and retailers in practically every city and town in Manitoba and the Territories at which we stopped long enough to be afforded opportunity to call on a few of the business men. "Why, a higher tariff," said one Winnipeg wholesaler, "would almost lead to a revolution in the West." Of course, this was an exaggeration, but still it shows that a strong feeling against an increase in the tariff exists among the business men in Manitoba and the Great West. In British Columbia, on the other hand, the movement for a higher tariff found much more favor, particularly among the owners of the lumber mills, who feel strongly on the fact that while the lumber mills of the United States have easy access to the Canadian market, the Canadian lumbermen are practically shut out from the market to the south of them. From what I could gather on my journey to the Coast and back, I would say that the people in the West are, as a rule, moderate protectionists, for while I heard so many objections to any increase in the tariff I failed to hear few, if any, as far as my memory serves me, in favor of a reduction in the tariff.

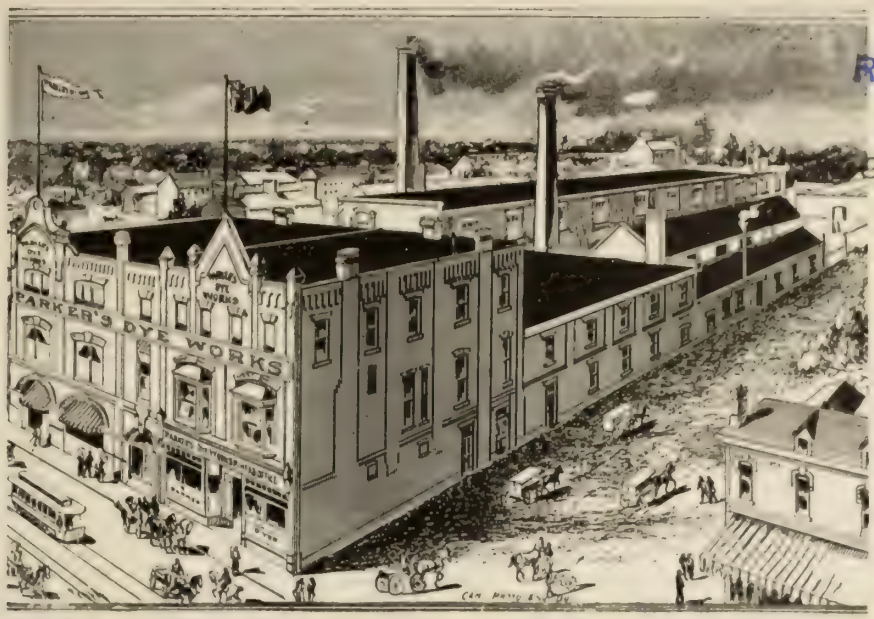
* * *

One thing that no doubt tends to make business men and retailers in the Great West opponents of a higher tariff, is the fact that during the last year or two, they have experienced no little difficulty in getting promptly filled orders they have placed with manufacturers in Eastern Canada, on account of the fact that the latter have simply not been able to supply the demand. I found the feeling among a good many merchants in Manitoba and the Northwest Territories very strong on this point. They felt very much annoyed, because in many instances, orders placed months before had not up to that time been delivered. Said one wholesaler, pointing to a line of goods on the floor of his warehouse: "There is a line of goods, which, under ordinary circumstances, I should have had seven carloads off, but would you believe me, all I have so far been able to get since the first of January last, is one carload. I feel, therefore, that I am quite within the bounds of reason when I say that a great deal of the antipathy of the merchants of the West to a higher tariff is born of the fact that the home manufacturers, on account of the excessive demand which has been made upon them in the past year or two, have not been able to supply the demand. I am perfectly aware that in the United States the manufacturers have also been overtaxed, but it seems to me that seeing the great future of the Canadian Great West they have been particularly aggressive in getting business there, and particularly zealous about keeping it. They are certainly sparing no pains, and much as we dislike to see the trade going from our own manufacturers, one cannot help but admire the enterprise of our neighbors to the South. But while admiring their enterprise, we should be stimulated to greater effort on our part.



A Snap Shot on the Prairie at two Commercial Travellers.

RETURNED
AUG 15 190
Page 45



New Goods For Old.

Our business is the rejuvenation of out of-style, faded or dusty fabrics. No use to explain what we do in detail. Every wide-awake dry goods man knows that

Re-Dyeing and Re-Finishing

make many a "hard" piece easy to sell. We possess the largest plant and the finest and most complete equipment for doing this work in the Dominion.

WE HANDLE SUCCESSFULLY

DRESS GOODS, RIBBONS, SILKS, TWEEDS, VELVETS, VELVETEENS, YARNS, BERLIN WOOLS, ETC.

It's better to pay us the money for making the goods desirable than to pay your clerks a percentage to unload on your customers at a reduced rate and thereby injure your trade.

PRICE LIST FOR THE ASKING.
GOODS SHOULD BE SENT DIRECT TO THE WORKS.

R. PARKER & CO.

DYERS AND FINISHERS,

Head Office and Works: 787=791 Yonge St., TORONTO

Hawes $3 Guaranteed Hats

MADE and SOLD in LARGER QUANTITIES, and WORN by MORE Discriminating Buyers than any other hat offered at an equal or higher price.

THE HAT OF LATEST VOGUE.



FOR EVERY FACE AND FIGURE

THE "RAINSFORD"

THE LATEST HAWES "HOLIDAY" DERBY

HAWES, VON GAL CO., Inc.

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HOSIERY AND UNDERWEAR MANUFACTURERS

SPECIALISTS in all kinds of HOSIERY and SHIRTS

London, England.

Men's and Boys' Underwear
" Half-Hose
Boys' Knicker Hose
Cardigans, Sweaters and Jerseys
White and Colored Shirts and Tennis Shirts
Collars, Pyjamas, Bath Robes
Dressing Gowns, Smoking Jackets
White and Fancy Waistcoats
Women's and Children's Hosiery, Vests, Drawers and Combinations.

Look for our Spring Line.

SOLE REPRESENTATIVES FOR CANADA AND UNITED STATES

E. A. CUFFE & CO.

67 YONGE ST. TORONTO

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FOR SPRING 1904 LATEST NOVELTIES FOR ASSORTING

DRESS FABRICS
FANCY SILKS
RIBBONS
LACES

SILKS

SILKS
VELVETS
LACES
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DEBENHAM, CALDECOTT & CO., Cor. Bay and Wellington Sts., TORONTO

PARIS FASHIONS

By A. E. DACAM, for "Dry Goods Review."

Theatre Stages and New Fashions Features of New Gowns Embroidered Lace for Ties and Collars Large Sale of Foreign Embroideries Large Wide-brimmed, Boat-shaped Hats in Vogue

AS IT is on the stages of the Boulevard Theatres that all the new styles are launched I will, this month, give a few notes on what is being worn at two of the smartest. To begin with the Vaudeville, where Mlle. Regane always attracts such crowds of admirers. The piece now being played, "Antoinette Sabrier," is most uninteresting. However as people only go to see the costumes and Regane that is of secondary importance.

* * *

A pretty gown was in white mouiseline de soie. The skirt is trimmed with three frills of lace, the bottom one being twice as wide as the others and between each lace frill are two narrow pullings of the mouseline. This skirt is gathered into the waist belt, very full at the back. The corsage is also very fully gathered and bloused in front. A scarf of the same material is draped round the shoulders and clasped with two pink roses at the bust. From this scarf hangs a frill of lace, deepening over the sleeves. The yoke and collar are of lace, plainly posed and the sleeve is formed of two deep frills of the lace, one falling from under the other, and thus with the first frill, which falls from the scarf, giving a sleeve "a trois etages." The belt is a gathered band of the material. A large, wide-brimmed hat, was worn with this, made of white crepe de chine, and trimmed with a lace drapery, falling on the hair at the back, and a bunch of pink roses with their leaves lying on the brim in front.

* * *

Another gown in mouseline de soie embroidered, is particularly "chic" (model No. 1). The skirt is in three parts, each hem being edged with a band of velvet above which is an elaborate embroidery of silk and medallions. The bodice is full and bloused into the velvet waist-belt, trimmed with Chantilly lace and embroidery. These velvet braces are strapped across the shoulders from which hang cords and tassels of silk and chenille. The sleeve is trimmed with a little epaulette of the mouseline edge with velvet, then a deep frill falling below the elbow edged with embroidery and a high tight-fitting cuff of Chantilly. The hat is trimmed with a bunch of feathers.

* * *

In "L'Adversaire," now being played at the Renaissance Theatre, Mlle. Samary wears a gown of black "faille pekinee" plaisse (model No. II.). The skirt is quite plain and the plaisse is pulled open round the waist, just showing the marks where the pleats had been. The front of the bloused corsage and the epaulettes are both of coarse guipure, the latter being trimmed with diamond-shaped medallions. From each side falls a stole of the "faille pekinee" in which the pleats are maintained. The sleeve is very graceful, being much less exaggerated than most.

Mlle. Darcourt wears an exquisite evening gown of white Liberty satin with a gound work of embroidered pink carnations. The skirt is cut with a narrow apron in front with three green panne rosettes in the centre line. The remainder of the skirt is gathered into the belt, the only trimming being the carnations. The decolete bodice is very prettily draped across, gathered into the seams under the arms, and trimmed at bust and waist with a rosette corresponding with those on the skirt. The sleeve is evasee, of white lace, opening all down the outer side and laced together with bands of green panne. The lace is allowed to fall quite loose to just below the elbow. The sleeves of almost all the evening gowns are made that length.

* * *

Model No. III. is a very handsome evening skirt in white satin the bottom part being covered with a cloth of gold and embroidered with graceful sprays of large yellow chrysanthemums. With this could be worn a lace decolete corsage, bloused into the waist-belt and embroidered with the same flowers. Embroidered lace is being very much used for neeties and fancy collars both in silver and gold tinsel and in colored silks. The pattern of the lace is not usually followed, but an independent design laid on.

* * *

A new corset has just been brought out by M. Shubaty, 13 Rue Royal, in fact it has not yet been put on the market. His idea was to create a corset which would, at the same time form an elegant figure, give support where necessary and yet be so cut that every organ of the body can do its proper work. He has been working at it for many years and now thinks he has arrived at perfection. A corset is an almost impossible thing to describe with any clearness and I am not allowed to send a sketch so I am reduced to giving a few notes. Apart from the whalebone seams there are others which absolutely follow the line of the ribs in one's body, at the back are more cross seams which form an angle at the waist. The whalebones are taken only to the hips, and from where they finish the corset is without a seam. This gives roundness to a thin figure and supports a stout one. A graceful form with perfect ease.

* * *

Foreign embroideries from Turkey and Perisa as well as China and Japan have a very large sale just now, also, the real imported article is cheaper than the so-called imitations which are made here. Eastern furniture, on the contrary, although generally admired, does not sell well. I noticed lately some lovely tables, chairs, cabinets, etc., made with a slight frame work of wood filled in with transparent animals' skin painted and embroidered and edged with ornamental brasswork.

Large wide-brimmed boat-shaped hats are being shown and they are generally very becoming. A good model is in a live green silk, worked in bands, the crown being draped with velvet in the same shade, while under the left brim is a bunch of small dallias, shaded red, with their leaves. Another model in the same style is in white zibeline felt with a bunch of white ostrich tips and an osprey in the front. For picture hats a thick silk cord, usually white, is used for twisting round the crown, tied in a knot, and falling over the brim at the back, finishing in two silk tassels. When feathers are used on the same hat with this cord it is twisted around the quills, looking as if intended to keep them in place. Pointed toques are worn more than ever while high-crowned picture hats are not likely to sell very much before the Spring. A toque made of lace or mousseline and covered with pink and white camellias with their dark green leaves is very pretty.

• • •

Everyone who saw the wives and daughters of the English M.P.'s who have just passed a few days here, remarked on the beautiful sables that were being worn —one model in particular was very practical, being in two different parts—the three-quarter length coak was without any trimming except the tails around the edge; a shoulder cape was worn with this or it could be as well worn alone. The cape was formed of tabs, each tab the width of a skin and edged with a tail. These were fastened into a stole which in front reached to just below the waist. The mousseline de soie toque worn with it, was trimmed with sable bands and a beautiful white aigrette.



No. 1.



No. 3.



No. 2.

Hitchcock, Williams & Co.



SIR G. WILLIAMS
F. G. WILLIAMS
H. WILLIAMS
A. T. WILLIAMS

WAREHOUSES:

69, 70, 71, 72, 73, 74 St. Paul's Churchyard
43, 44, 45, 46, 49, 50 Paternoster Row.
1, 2, 5, 6, 7, 8, London House Yard.

Manufactories, Warwick Lane and Paternoster Buildings.

ESTABLISHED NEARLY 70 YEARS.

Canadian Buyers should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a **Fancy House** and Our aim is always to show the latest novelty in all departments.

Our Specialties are . . .

Millinery and Millinery Materials, Fancy Lace Goods, Blouses, Chiffons, Fancy Costumes, Mantles, British and Foreign Dress Materials, Prints, Silks and Velvets, Ribbons, Trimmings and Especially Mantles and Furs.

Most of these goods can be represented by patterns, which we shall be glad to send sets of on application.

Our Mr. Cliffe visits Canada twice a year. He will be glad to hear from any friends at his usual central address, The Windsor Hotel, Montreal.

LATEST STYLES

Dress Goods
Blousings
Trimmings
Lousiene Silk
Paillette Silk
Peau-de-Soie
Yack Lace
Dress Trimming
Voiles, Canvases
Crepolines

Ladies' Whitewear
Fancy Blouses
Skirts
Wrappers
Golf Jackets
Vests
Women's and Girls' Cotton and Cashmere Hosiery
Ladies' Belts

Dress Muslins
Lawns
Fancy Collars
Valencienne, Cluny, Planens and Wool Laces
Lisle Gloves
Silk Gloves
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Hold this card tight ! and



Remember the address, it pays !

Tailors' Requirements.

Scotch Suitings
Canadian Tweeds
Yorkshire Coatings
Wool-finish Italians
Mersatin Venetians
Glace Lustrines, Etc.

Lumbermen's Supplies.

Blankets
Top Shirts
Socks
Overalls
Rain Coats
Leather Braces, Etc.

Household Furnishings.

Carpets
Linoleums
Oil Cloths
Curtains
House Linens
Table Linens, Etc.

PROGRESSIVE RETAILING

BEGINNING BUSINESS.

IT is quite possible for an experienced business man to predict the future of a business by the way it is begun. If the beginner is careless about buying, about hiring clerks, etc., and has no regular system of doing business, the prediction that he will fail will usually become true. On the other hand, if a man starts in business with all of his factuties awake, with a well outlined policy and up-to-date business methods, the chances are that he will succeed.

A business needs very careful attention in its infancy. It is like a young tree in this respect. It needs to be nourished. In other words, it needs to be advertised. A great many put off advertising in the beginning. Most of these merchants who are negligent in this respect have an idea that they will advertise when the business gets a good start. They act very unwisely. If the gardener followed this theory he wouldn't water his trees and plants until they had grown some. Of course, it would be very nice if the trees would live without this trouble, but the chances are unless the trees are given this attention they will die and all the labor and expense of buying and planting them would be wasted. Likewise, a business that is not advertised when it is young will, in very few cases, require to be advertised at all, for the reason that "it will die a-bornin."

Advertising is never more valuable to a business than it is in its beginning. You may erect a fine building, buy a $1,000,000 stock and put a low price on your goods, etc. —but how are people to know all this unless you tell them, and how else can you tell them but by advertising. The greatest mistake ever made was that made by the merchant who put all his money in a fine stock of goods and had not the wherewithal to tell people about it. In starting a business a merchant ought to reserve a part of his money for advertising purposes. He ought to consider advertising as necessary an item of expense as is fuel or clerk hire.

In beginning a business, then, the merchant ought to strive to start right. A good start is half the battle. We all know what a good start is to the man who runs a foot race. Very frequently he retains his lead throughout the entire race. So it is in the race for commercial supremacy.

AN UNIQUE APRON SALE.

A FIRM in Minnesota some time ago made good use some time since, in its own interest, of an apron sale got up by one of the local churches. How this was done is told by one of the members of the firm in a newspaper interview. "Rather than conduct the sale in the church," he said, "we went to them and proposed that they hold the sale in our store on a certain day. We told them that we would devote certain space in the store for the sale and also would favor them in other ways which would make it to their advantage to hold the sale with us.

"One of the additional advantages which we suggested to them was that we would serve coffee there in the store together with lunch while the sale was being conducted. In this way they would be the gainers to the amount of the free lunch and also much of the labor incident to the management of the sale would be avoided.

"There is always a great amount of labor connected with a sale of this kind, such as securing gifts of cakes and biscuits, tea and coffee from the different parties interested in the church. It requires the labor of two or three women to visit around and secure these gifts; then it is a day's work to get the church or hall ready and another to clean up. All this the women dislike to experience and when it was explained to them that by holding their sale in our store all this would be avoided they consented to have the sale in the store.

"A certain day was appointed on which the sale would be held and the fact was advertised extensively in the town. Not alone did the women of the church talk about it, but they exerted themselves to give it the widest possible publicity.

"In order to make the sale more attractive we built a booth in one corner of the store. We are right at home when it comes to preparing a window trim or store decoration. The booth was located in the part of the grocery stock.

"They supplied us with a couple of young ladies who sold the aprons, and also a couple to serve the coffee and lunch. This fact of course had been advertised by us also. About the only expense the women experienced was the making of the aprons and attending the sale, as we supplied the lunch and also the coffee, built the booth and decorated it and gave space in the store.

"The sale was a success, due I do not know whether to the idea or the way it was worked; perhaps in a measure to both. The country people and town people were present in large numbers. In order to make the sale interesting to our store we had special offerings in the different departments during the day.

"The visitors to the booth and to the store, because the booth was in our store, could not fail to attend the special sales which we conducted. This is where we realized returns for the advertising and for granting the ladies the privilege of conducting their sale in our store.

"I would say that we lost no opportunity to let the people know that certain special offerings would be made in the store. While we were advertising the apron sale for the women we were also advertising these special sales for our stock.

"We were glad to have the church ladies make the success they did, for the large number of women they brought into our store, patrons for their goods, the more patrons we would have for our stocks, and, while we were particularly anxious that the success would attend the apron sale, yet we were just as anxious that our own sale would be a success.

"We sold more the one day of the sale than we would have sold for the entire week regularly and without the attraction of the apron sale. We think that indicates how interesting the sale was and how successful. The church people did well with their apron sale and were well pleased with the outcome and so were we.

"We knew that the direct results secured from the sale were good; what the after effects and results will be

we can not so very well determine. But a very pleasant impression was created favorable to our store and we believe the future result will realize for our store just as largely as during the time in which the sale was held.

"We do not understand how such a sale as this can help but make the store more popular with the trade. Indeed we would jump at the opportunity to try such a sale as this again and we most certainly will as soon as we have the oportunity."

THE COURAGE TO GET A PROFIT.

In a recent booklet on trade are contained the following "bonmots":

It often takes more courage to get profit than to sell cheap.

When a man is fighting for trade against a lot of other bright fellows, unless his nerve is good he is apt to sell cheaper than he ought to in fairness to himself. On no one article has he the courage to get more than a modest profit. Naturally he is disapponted when the "net" for the year is shown.

The easy (and the lazy), way to price goods is to mark everything at a uniform margin. Which is not the way of the good price maker.

To be able to get a profit in the right place is the final test of our mercantile ability. Any blockhead can sell goods at a loss. It takes a merchant to meet any and all competition and realize a profit.

Don't be too much afraid of your competitors. If they're good business men they too are getting a little profit here and there. If they're not good business men they can't do you much harm.

GET TO THE POINT.

THE accompanying card confronted me when I went into a New York business house recently, and drove its lesson forcibly home. A little later, in Chicago, I ran across a similar warning not to waste the time of business people. Such posted notices show two things,—

> BE BRIEF!
>
> **We have our living to make, and it takes considerable of our time to do it.**

the immense value in modern life of dispatch and quick performance of business, and the presence in business of a lot of persons whose sole visible mission seeme to be to prevent this being done. The day of the bore and the long-winded discourser is past, and these mottoes furnish a polite way of telling these time-wasters what could not be told in words without offense. Modern methods leave no place, no tolerance for them.

If there is anything that exasperates a business man, it is to try to do business with men who never get anywhere, who never come to the point, who "beat about the bush" with long introductions and meaningless verbiage. Like a dog which turns around a half dozen times and then lies down where he was in the first place, they tire one out with useless explanations, introductions, and apologies, and talk about all sorts of things but the business of the moment.

There are some men you never can bring to the point. They will wander all around it, over it and under it, always evading and avoiding, but never quite touching the marrow. Their minds work by indirection; their mental processes are not exact. They are like children in the play called "Poison,"—they try to avoid touching the designated object. It seems unacountable that people will take so much trouble apparently to avoid coming to the point.—Arison Swett Marden, in "Success."

JINGLES FOR JUDICIOUS ADVERTISERS.

Cobwebby stocks are everywhere,
Cobwebby merchants, too;
Perhaps it would be only fair
To tell them what to do.

The shrewdest man don't know it all;
Yet, those who stop to think,
Must note how few ride for a fall
When using printers' ink.

When trade is sticking on the ways,
Don't fret! nor give up hope;
To launch a modern battle ship
They use a little soap.

Then grease the ways with oily "ads."
The sort that make one think,
And reap more dollars from the dads
To spend in printers' ink.

You've got to sell some goods cheap on account of competition. You've got to sell others cheap for advertising effect. To offset these one must sell a lot of goods at a really good profit or the net will be nil.

Unfortunately the goods one sells at close prices are usually the biggest sellers.

Suppose your expense of doing business is twelve per cent. on sales. A sound retail business ought to make at least eight per cent. net. That means you must average twenty per cent. on sales.

Every time you sell a dollar's worth of goods at 10 per cent. margin you really lose; you've got to sell another dollar's worth at 30 per cent. to make up. When you sell a dollar's worth at cost, you should sell another dollar's worth at 40 per cent., or two dollars' worth at 30 per cent.

All the above are figured on sales, not on cost. Bear in mind that 20 per cent. on sales means 25 per cent. on cost, and 25 per cent. on sales means 33 1-3 on cost.

Averaging prices is risky business. One big selling, cut-profit article, may throw away all the profits on a dozen small sellers that pay a fancy per cent. of profit.

WOOLLENS AND TRIMMINGS

—Specials for Spring Trade—

Grey Meltons,
Beavers,
Serges,
Vicunas,
Tweeds

Also . . .

Farmer's Satin, Italian Cloth, Etc.

SILKS AND SATINS A SPECIALTY.

The British American Import Co.

Wholesale Dry Goods.

364 St. Paul Street - - MONTREAL

WM. BIGGAR & SON

GALT, ONT.

Sheepskin tanners and manufacturers of

Gloves and Mittens

In Saranac, Horsehide and Calfskin.

Also . .

LACE LEATHER.

Drop us a line for quotations on any of these goods.



The "Why"

we submit for expecting

Your 1904 Shirt Waist Business



—Our sole business is making Shirt Waists We are the only exclusive Shirt Waist Manufactrers in Canada. There's a good deal in this.

—All our money, all our time, all our thought are given to this one matter—the manufacture of Shirt Waists.

—So there is much reason for our claim that our offering for 1904 is the choicest you will see — the most modish, the most exclusive in the matter of styles, the most saleable, the fairest priced in every way the most satisfactory. Made in Silks, Sateens, Linen, India Linen and in every other fit material. What are you going to do about it? Wait for our salesmen is our advice.

The Star Whitewear Mfg. Co., Berlin, Ont.

A CORNER FOR CLERKS

HOW TO WIN SUCCESS.

A YOUNG man who wishes to succeed in business must have at least three qualifications—tact, push, and principle. With but one, or, even two, of these, he is certain to fail. Tact guides him where to direct his energies, push develops his tact, and principle secures the success of both.

It is highly important that a man should give his whole mind to business. He must be prepared to work early and late, and what he does must be done well and quickly. He must be a vigilant student of human nature, and never take or cherish any offence, however ill he is treated. In getting orders he must not ask for favors, but show he can benefit the person whom he wishes to secure as a customer. He must be as careful over trifles as in dealing with more important or larger matters.

He should make it a point to be first at his place of business in the morning and the last to leave at night, never showing anxiety to get away when closing time arrives if there are matters demanding his attention. When his duties are done let him take on other duties and never let him talk about business after business hours. He ought to cultivate the acquaintance of those from whom he can learn.

An old Quaker was once asked, "What was the secret of his success in life?" His reply was, "Civility, friend, civility." Let him always be civil both to young and old. If betters are rude or off-hand, he should be expressly polite to them, never taking or giving offence.

When the opportunity to learn something from others comes along, and such happens to a young man not infrequently, he ought always to be a good listener. In all matters of business let him hear what is to be said, and then reply in such a way as to remove obstacles. He ought never to take "No" for an answer when it is not his interest to do so; in such an event let him be quickly insistent, and take a second, third, or fourth opportunity to get an interview. It is often best for him to keep back his name, and he ought always to stand aside when others are engaged with a principal. Diffident courtesy and slight flattery will often win his object when forwardness and pomposity would secure rebuff.

He ought never to attempt to advance his own interests at the expense of others, but rather to try and show that what he wishes to do is also for their benefit, and he will experience no difficulty in exciting their interest. He ought never to lend nor borrow money, nor be security for another. When he has secured a competency, it is better to give rather than to lend. Let him be careful over small outlays and he will be sure to consider and reconsider large outlays. Let him get the opinion of others in important matters, weigh their views well, and decide after further reconsideration what is his best course of procedure.

If he is wise he will rise early, even if for no special object, and take a walk of observation. A young business man should get into the habit of seeing everything, especially what is done by those who are successful. He ought to take mental notes of all new ideas, or a word or two of memorandum sufficient for further reference. It is well to let him use memoranda for all transactions, it saves time, and ensures that nothing is omitted. Finally, let him dress neatly; never carry a stick when on business, and never speculate.

IMPORTANCE OF PROMPTNESS.

A MAN of affairs with world-wide reputation, has said that in the great whirlpool of business life promptitude is one of the two qualities ess ential to greatness. tude is one of the two qualities essential to greatness. One seldom comes across a really successful man who has not the habit of promptness strongly developed. The man who is constantly missing his train, who is invariably late in keeping appointments, or who is habitually behind time in meeting his bills, fails to inspire confidence in the minds of those with whom he is concerned. Notwithstanding bushels of honesty and good intentions to his credit.

The story is told of a young man who missed a good position for want of punctuality. The late Cornelius Vanderbilt made an appointment with him to interview the president of a railroad on his behalf, who had a vacancy on his clerical staff. The young man called on the day appointed, twenty minutes after the hour named, only to find Mr. Vanderbilt out.

A few days later the young man succeeded in seeing him again, and, on being asked why he did not keep his appointment, replied: "Why, Mr. Vanderbilt, I was here at twenty minutes past ten!" "But the appointment was at ten o'clock," he was reminded. "Oh, I know that," was the flippant reply, "but I did not think fifteen or twenty minues would make any difference." "Indeed," said Mr. Vanderbilt, sternly, "you will find that punctuality in keeping appointments does make a great deal of difference. In this instance your lack of promptness has deprived you of the place you desired; for the appointment was made on the very day upon which you were to meet me. Furthermore, let me advise you, young man, that you have no right to consider twenty minutes of my time of so little value that I can afford to wait for you. Why, sir, I managed to keep two other appointments of importance within that time."

A man may ruin himself by dilatoriness in keeping appointments, but has no right to waste the time of others. Horace Greely says, "If a man has no regard for the time of other men, why should he have for their money? What is the difference between taking a man's hour and taking his five dollars?"

A person who is punctual to the minute with everything he does practically doubles his time. Napoleon said he beat the Austrians because they did not know the value of five minutes.

Promptness inspires confidence. The youth who has the reputation of always being on time is to be envied; he possesses one quality which is usually accompanied with others that are the hall-mark of success in business.

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GOSSIP ABOUT BUSINESS MEN

FRANCIS HECTOR CLERGUE.

THAT a man should undertake so many colossal enterprises and invariably fail, and yet retain his amazing ability to interest the brightest business men, is one of the wonders of the modern world of industry and finance. That a man should ruin himself and his colleagues in every scheme in which he has taken a hand, and yet rise as prominently in the eyes of himself and of untried men of wealth, displays an unfailing power that is the secret of the success of Francis Hector Clergue—as a promoter.

No man has ever launched great commercial enterprises, and no man has been attended with such regular admiration and applause at the inception of his undertakings, and yet no man has brought so much distress, and lost so much money. And the reason of the evaporation of the millions that have been necessary to this great industrial engineer is that he was ahead of his times. Hundreds of the shrewdest men, millions of dollars, the greatest enterprises the world has ever seen, have figured in Mr. Clergue's career, and all have suffered. But even after his latest disaster—the "Soo" industries—he is sure to awaken the continents with fresh victories, temporary as they always are, and hundreds more of business men will place millions more of money at his command.

The secret of Mr. Clergue's ability, lies not only in his magnetic personality and reasoning powers, but also in his ambition, in the ease and calmness with which he grasps, explains, and undertakes projects of such a magnificent scale, that the mere mention of them staggers any other man. And if Mr. Clergue could be kept to the sphere to which he is so eminently suited, he would ever be a success, for he is no manager, but first, last, and only, a promoter.

Canadians know only of Francis H. Clergue as the "man of the 'Soo,'" but in former years he has instituted ventures of only slightly less importance—and just as invariable failures. Forth-eight years ago he was born in Bangor, Maine, of French Huguenot parentage, and after being well educated by his father, a barber, he studied law and entered a local firm. But the young man's mind soared beyond courts and suits, and his native town first tasted his ambitious schemes in the establishment of an electric street railway, a local railway and steamboat line, a hotel company, a bank and trust company, and an electric light and power station. And his native town has ever since been almost bankrupt. A railway to Bar Harbor and a great pulp mill were started, and the latter has proved a success—by ousting Mr. Clergue from the control.

Leaving Bangor the Southern States became the richer by a bank and the American Trust and Banking Company, but poorer than ever by the failure of both. Bangor again received him, and a few of his old friends coming to his aid, an announcement was made that the Shah of Persia had conceded immense rights to this great promoter for a system of railroads. In 1888 the Persian Railway and Construction Company was formed, and soon afterwards, the Persian Electric Light Company and the City of Teheran Waterworks, the whole representing a capital of $3,000,000. And they all failed.

Then came the "Soo" industries. The great water power of the St. Mary river had been utilized to some extent, but so little was thought of it that Mr. Clergue secured all the existing rights for $225,000, and attempted to profit by leasing the power. No one coming forward to use it, he determined to make it of service to himself, and the largest pulp mill in the world was built. This required millions for canals and factories, and it is estimated that before he had finished, almost $120,000,000 had been sunken in railways, canals, boats, factories, mines and docks, all in seven years.

The first factory to follow the pulp mill was a machine shop, which was necessitated for the manufacture of the pulp machine which Mr. Clergue had invented to meet the competition of rival mills. Next a sulphite mill, using nickel and iron ore from Sudbury was built, and to use the iron and nickel remaining, a plant for the manufacture of ferro-nickel steel. To supply this mill extensive mines were bought, and the Michipicoten region was opened up. Sodium was necessary for the process of steel manufacture, and a mill was built for its production and also of chlorin. The pig-iron called for charcoal, and this Mr. Clergue made himself. Then came a starch plant, and the Michipicoten mines and forests required a railway. This railway, the Algoma Central, was connected with a great system of docks at Michipicoten Bay, and a line of steamers carried away the ore.

There seemed to be no end to the manufacturing plants, and other huge ventures thought of by this feverish brain. But the great staff of 7,000 men maintained by the company, the vast daily expenditure in running expenses and new fields of labor, and the small returns that were coming in, proved too great a task on the available residue capital. With characteristic zeal and reckless endeavor, a great effort was made to interest capitalists afresh, and upon the opening of the new power canal, $50,000 were spent on fireworks and bands, and special trains brought business men from all over America. But the first sounds of a crash came when Speyer & Company were asked to loan $5,000,000 to the company that had not hesitated at the expenditure of $100,000,000.

The Consolidated Lake Superior Company included some eight smaller companies, but all working under their originator: The Lake Superior Power Company; the Algoma Central and Hudson Bay Railway Company, operating three railways, a fleet of steamers and various mills; the Saut Ste. Marie Pulp and Paper Company, the Algoma Iron Works, the Algoma Commercial Company, the Michigan-Lake Superior Power Company, the Trans-St. Mary Traction Company, and the International Transit Company.

In the "Soo" Mr. Clergue was the man of power, and rightly so, for he had brought up in a few years, a slow-going town of less than 3,000 to a city of over 12,000, with other thousands of workmen in outlying districts, to help the city's trade. And even in its calamity the city still has faith in the great man whose sole brain worked out the gigantic enterprises represented by block after

block of factories, and new railways and steamers. Their trust in his ability to bring things to a successful conclusion has been further strengthened by the reopening of a few of the mills, and his indefatigable efforts to interest English capital in the possibilities of a newly organized company. His personal magnetism has stood him in good stead in his adopted home, and his freedom and good nature has further won the esteem of the city which owes to him everything it is, and feels almost as confident as ever that he can and will restart all the factories, carry out all his unfinished schemes, and adopt new ones—doomed as they may all be, to the failure that has attended every previous enterprise.

— —

DUKE OF DEVONSHIRE.

FORTY-SIX years in public life, 34 of which was served in the British House of Commons, a leader of the old Whig aristocracy, a grandee of the grandees, owner of seven seats, and 180,000 acres of land, the very Nestor of British statesman is Devonshire the great Duke whose defection from Mr. Balfour's Cabinet was such a shock to the Conservative party in England, and whose acceptance of the presidency of the Free Food League is looked upon by many as presaging the ultimate failure of the protectionist campaign now being waged so vigorously by the Right Honorable Mr. Joseph Chamberlain.

The career of men like Devonshire is the best justification of the existence of the British aristocracy and the House of Lords.

Elected to Parliament in 1857 at the age of 23 he had been 20 years in the Commons before Joseph Chamberlain entered its portals. In his long public career there are few public offices that Lord Hartington, as he was known as before he came to the Dukedom, has not filled. In 1863 he held the post of junior Lord of the Admiralty under Lord Russell. In 1866, at the age of 33, he was Secretary of State for War. Under Mr. Gladstone he was Postmaster-General, Irish Secretary, Secretary for India and from 1882 to 1885 he was Secretary for War. In 1886, the year of the great schism, he broke with Mr. Gladstone and became the leader of the Liberal Unionists. For nine years he supported the Conservatives from without, but in 1895 he took office under Lord Salisbury as Lord President of the Council, an office which he held continuously until his recent dramatic resignation.

During Mr. Gladstone's temporary retirement Lord Hartington was leader of the Liberal party. In the course of his service in the Gladstone Ministry he went through the trying times of the evacuation of Kandahar, the Majuba settlement, and the Gordon expedition in the Soudan. His position was no bed of roses, finding himself between Mr. Gladstone and the Queen on one hand and reviled by Mr. Chamberlain and his Radicals on the other.

He has never been a brilliant, but ever a strong man, immobile, slow, but mathematically sure of intellect, and in the crisis of his career time has justified his decisions as the free fooders declare it will again justify him on this occasion. As he broke with Gladstone on the Home Rule policy in 1886 so he has broken again in 1903 with Balfour on the question of protection.

And now, at the age of 70, the indominitable, impurtable old warrior has again thrown up office in loyalty to principle and begins again a campaign against economic hetrodoxy as 17 years ago he took up the guage thrown down by Mr. Gladstone and espoused the cause of constitutional orthodoxy as represented by the Act of Union of 1802. His future course will be watched with the greatest interest, and, will whatever else it may lack, never fail in the saving grace of picturesqueness.

AFTER THE SHUTTERS ARE UP

The General Smiled.

IN the Boer War, one of the columns, half Canadian and half regular, under General Ian Hamilton were drawn up near Bloemfontein for inspection, according to the New York Times.

The column had just drawn up and was waiting for Hamilton to begin the review when a ragged rooster ran out from a hut and across the front of the line. A kind of shiver ran through the volunteers. Suddenly a private left the ranks and took after the rooster.

"Halt!" shouted Hamilton.

The soldier ran on. He shortly overtook the rooster and turned back, wringing the neck of the fowl. As he passed the general he noted the fierce scowl on his face. The soldier was an Irish boy from Toronto and not easily daunted, but this time he temporized. Throwing the defunct rooster at the general's feet, he said:

"There now; I'll tache ye t' halt whin the Gineral says so!"

History records that the column laughed and the general smiled. Also that the soldier got only two days in "quad" for one of the most barefaced breaches of discipline in the records of the most irregular corps in the army.—New York Times.

* * *

How it Happened.

It was just after the apple incident, and Eve was growing restless.

"Do you know," she said, "I am beginning to feel the shopping instinct come over me. Really, my dear Adam, I must go down-town and get a few little things."

In four hours she came back loaded with bundles and a satisfied smile, clad in a peek-a-boo waist and a hip skirt.

"Good gracious!" said Adam, "this is worse than I dreamed of. What next?"

"Simply this," replied Eve. "I must get up a sewing society. Here I am with no neighbor and dying to gossip. What shall I do?" and she wept bitterly. There seemed no help for it.

"Well," she said, thoughtfully, at last, "I'll donate this impulse to future generations, and just because I haven't been able to satisfy it, they'll have it ten times worse. And now——"

"What next?" groaned Adam, as he puffed his first cigar.

"I begin to feel an impulse," said Eve "to shine in society; there being no one to snub, I'll have to look down on you. How shameful it is that I had to marry beneath me."

Adam merely smiled and took his first drink.

"Have your little fun," he observed, gaily. "This isn't half so bad as I dreamed."

Eve turned upon him.

"It isn't, eh!" she said. "Well, what do you think? Here's the most powerful impulse of all. I begin to feel a growing desire to reform the world, and I'm going to begin on you!"

Then it was that, in desperation of spirit, Adam groaned.

"Alas!" he muttered. "You are a true woman. I begin to wish I had never been made!"—Tom Mason in Brooklyn Life.

READY-MADE ADS

WHICH MAY BE UTILIZED BY RETAILERS

A Daily Bulletin

It has been our mission to put new notions into trade ways, and in nothing more than into advertising. There is no use in theory or practice for the merchant who won't advertise, for the reason that people demand to be told nowadays what to look for. This daily review has become a very necessary part of the business, educating shoppers into a proper understanding of qualities, values and methods, pointing the way to quick buying chances, printing the news impartially and considering the interests of customers on a par with our own. You've a right to know a store's policy, and the progressive store usually manages that you do know. And where things are coming and going constantly it is only fair that you should be told where to look for the best.

This is part of the programme for to-morrow. Keep your eyes open as you move around the store :

(PRICES)

It isn't exactly advertising, is it, where people read in spite of themselves ? There's no suggestion of claptrap and never any attempt at misrepresentation. What we print is read on an average by a hundred thousand people. That's constituency enough to make us careful in the use of words and doubly careful to put nothing in the paper that isn't in the store.

A Rummage Sale

Every busy store accumulates during the busy season innumerable odds and ends. We had no time before Christmas to pay any attention to these, but now we find them at every turn and we want to get rid of them all. They worry us. " Out of sight, out of mind "—and so we have collected all these remnants or fragments, and shall clear them out in a big Rummage Sale, to last just as long as the goods last. So here goes for a start :

(LIST AND PRICES)

Our next announcement will contain a fresh list, but a good many things you need and will want badly at the Rummage Sale price are being snapped up by the first comers. It is saving money to spend it at this particular time. But don't be slow for your own sake in getting to see us.

HOW TO KEEP BUSY

One way is to find out exactly what people want, and then go where the best goods are made. It means buying quantities enough to bring prices down and selling quickly enough to keep stocks clean. That's what we do—not only now and then, but every week in every month—always anticipating needs and always developing trade.

This business cannot help growing. Trade conditions are exactly right, and the success of one month is never a high enough mark for the next. We do things deliberately, carefully and persistently, seeming never to get tired, and anticipating every dry goods need. We're under obligations to do better and better continually, and these Specials are right in line with big business :

(PRICES)

We'll give you three guesses for a good reason why you shouldn't buy such things now instead of waiting till later. We've set the alarm clock going, and everybody within reach of the store will want to come and see, anyhow. In many cases we're offering two dollars' worth for one, and we are busy.

Taken From Our Almanac

Probabilities for January, February and March—Shivers and warm clothing.

We cure shivers. Come and see our warm clothing.

Don't try to "make it do." The dress has to be bought some time, and what better time than now ?

To persuade you to our way of thinking, we make up a little list :

(LIST AND PRICES)

But what we quote above aren't all the good things we have to talk about and show. You will find it vastly better to come and see for yourself. You are very welcome.



MANUFACTURERS OF
All Wool and Union Flannels.

Tweeds, Serges &c.

A H BAIRD, SECY TREAS H. STROUD, MAN'G

The Paris Wincey Mills Co.

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LONDON, ONT.

Spring 1904

"Laurus" Fabrics.

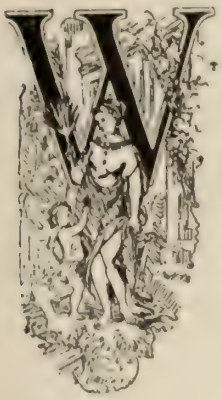
Our Spring Collection for these Fabrics is now complete, and includes the latest novelties in **Black and Colored Lustres, Alpacas and Mohairs**— all exclusive designs. Our standard ranges defy competition.

LAW, RUSSELL & CO., LIMITED.

BRADFORD AND LONDON, ENGLAND.

THE CRINOLINE AND ITS HISTORY

WILL IT AGAIN BE A FEATURE OF FASHION



WHEN the arbitrators of fashion talk of stiffening linings, and running canes into the bottom of a skirt to make it stand out, the remembrance of what has so many times followed since the first crinoline saw light, makes one suspicious of what is to come next. Of late considerable speculation has been indulged in, and there have been many discussions as to what is to follow the present mode. The fact that a renowned modiste has introduced what she calls a "crinoline" dress is not very re-assuring, though we are are told that the only stiffening is a little horse-hair round the hem.

This is precisely how the crinoline, under whatever name it has borne in the course of its triumphant career, has always come into vogue. First came the widening of the skirt, little by little, and then stiffening around the bottom to make it stand out. Then, when the eye had gradually got accustomed to the change of outline, this style has blossomed out full blown. Then exaggeration has followed, while upon this came the gradual reaction.

Even when the crinoline, or as it was called first, the farthingale, was introduced, its mode of procedure was just the same, and from the time when buckram was bought to stiffen out the skirts of the Princess Margaret, when she went a bride to Scotland in 1502, it was over fifty years before the fashion came to its height, or circumference. I perhaps ought to say in the time of Elizabeth.



Beginning of the Farthingale, time of Henry VIII.

Who invented the farthingale, and who named it, is lost to fame, but that it was a fashion imported from France is well known, for it is no new thing for France to set the fashion for the rest of the civilized world to copy, and when we are copying French styles, we are only doing what our ancestors for over a thousand years have done

There were no fashion papers in those days, and for many a long day after, but that did not matter. It is true that new modes were slower in arriving then than they are nowadays, but they were slower also to depart. They had a way of distributing fashions even then, and a pretty ingenious one, too. The Paris dressmakers, and tailors, for men's fashions were, if anything, more freakish even than the women's, at this time, and when panniers were at their height the men adopted something of the same style, and had the skirts of their long coats wired so that they would stick out.



The Farthingale at its height under Elizabeth.

But to return to our dollies. They were frequently sent as a present from one great lady to another just as we might send a fashion paper now, and Venice, we are told, always imported a doll once a year, which, no doubt drew a great crowd of ladies to the market place where it was exhibited. So you see that even in those days they had their fashion shows, and you are following a very old custom when you hold your spring and autumn shows.

It was the Renaissance that made such a mighty change in the style of women's dress. It is often said that there is nothing new under the sun; but here was something new, for no fashion seen before was ever anything like the farthingale.

To be in keeping with the grandoise style of architecture the farthingale was evolved, and the simply fitting bodices and the clinging skirts together with Gothic architecture were a thing of the past.

In this new style of dress everything was stiff and stately. No loose folds, or flowing sleeves, but all was as

rigid as whalebone, starch and wire could make it. Fearfully uncomfortable it must have been too, and we can only wonder what kind of women they were who wore it. Patience and endurance they must have had, for they wore it on horseback, and what is more incredible still, they went hunting in it too. How they ever got through



The Hoop in the time of George II.

gates or between trees is past modern man's understanding.

But that the pannier or crinoline could express frivolity as well as stateliness the succeeding ages were to show.

For three centuries or more and under many names this fashion has re-occured with sometimes longer and sometimes shorter intervals between. In the time of Anne it was the hoop, and under the four last Louis, and our first Georges it was the pannier, and again in the early sixties it was the crinoline.

Since then we have not had it in full perfection. And long may we be spared it! But the Grecian bend, the



Watteau Gown, time of Louis XV.

tournoure and bustle have been in and out quite a few times.

Crinolines have been, in all the epochs in which women have worn them, the target for the wits of the time. The writings of the satirests of the 18th century are full of jibes at them. But, as it has always been the case with a popular fashion, the women have serenely followed the mode whatever it was, and neither the ridicule of the wit, or the thunders of the church have made any impression.

There are countless ridiculous tales about court ladies being jammed in a passage because none of them would give way, and all kinds of disasters with frightened pigs, etc., or of the ludicrous scenes that took place when my lady was pushed and pulled into her coach, but there is another side as well, and men have owed their lives to the crinoline. It was under her immense farthingale that Marguerite de Valois hid her husband on that dreadful St. Bartholomew night, while the perpetrators of that hideous massacre were cutting to pieces the unfortunate Hugenots who had been housed in the Louvere on the occasion of the marriage of Marguerite and the Bernais. And this is not the only similar case on record.

That there is a feeling for a wider skirt at the present time all must allow, and the ultra fashionable are



The Crinoline in the early sixties.

going in for fullness round the waist and stiffening around the hem. But it is difficult to conceive that the 20th century woman will ever wear a crinoline.

Two or three times the American woman has successfully revolted against fashions that she did not like, but when once a mode has become popular, convenience and everything else has had to give way and as I have said before, neither the pen of the scribe, nor the chidings of the church make any impression—for

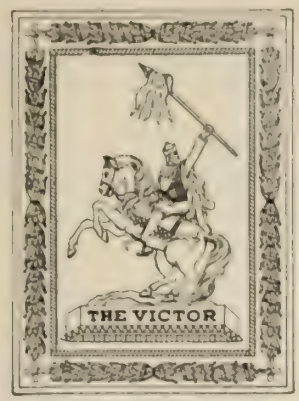
> If a woman will, she will, you may depend on't,
> And if she won't, she won't, and there's an end on't.

Two or three years ago, it will be remembered, an attempt was made to introduce the crinoline into Great Britain, but in order to make the movement unpopular a lady on the staff of one of the daily newspapers one day donned the garment and rode about the city on omnibusses and other public conveyances. The reception she got was of such a character that the attempt to introduce the crinoline was nipped in the bud. But no one can tell what may be in the lap of futurity.

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Manufacturers of

CRINOLINE LININGS AND CANVASES

in great variety under The Victor trade mark.

Victor { Sheer Linings, Silk-Finished Linings, Buckrams and Special Canvases for Stock Collars and Cuffs, Checks, Etc.

AND **MOSQUITO NETTINGS**

in all Grades and Colors.

MILLS: PASSAIC, N.J.

J. Y. SHANTZ D. B SHANTZ

The

Jacob Y. Shantz & Son Co.

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Fine Lines of Buttons

IVORY, HORN, PEARL, PEARLETTE.

All leading Wholesale Houses handle our goods in Canada, and leading Button Houses in the U.S., who recognize our goods as of the best manufactured on the continent.

FACTORIES: BERLIN, ONT., BUFFALO, N.Y. WAREHOUSE: CHICAGO, ILL.

For Spring 1904.

Corded Wash Silks,
Japan Taffeta
China Silks
Shan Tung Pongee
Black Peau de Soie
Guaranteed Black Taffeta
Japan and China Mattings

K. ISHIKAWA & CO.,

24 Wellington St. W., TORONTO, ONT.

BEST THINGS FROM THE MAGAZINES

THE NEW REVELATION IN SCIENCE.

From The Atlantic Monthly

THE first glimpses of the new revelation were obtained by those who followed Rontgen in the study of the X-rays. When a discharge of electricity is prevented from passing across a highly rarefied space—a space similar in its vacuity to that which intervenes between us and the sun—it seems to gather itself together to make a supreme effort to break down the barrier; and in its success there is revealed a hitherto unsuspected light which cannot be seen by the human eye directly, but which reveals its presence by making certain phosphorescent bodies glow; and photographic plates are darkened, even if they are protected from ordinary light by layers of wood a foot thick. The strange phosphorescent light caused by such discharges of electricity led various observers to study phosphorescence apart from electrical causes in the hope of detecting emanations similar to those discovered by Rontgen. Becquerel, a French physicist, found that the salts of the metal uranium gave off rays which were analogous to those produced in rarified gases by electric discharges. He suggested to M. Curie and Madame Curie, two chemists, that it would be well to investigate the chemical constitution of the oxides of uranium called pitch-blende in the hope of finding the active material which caused the radiations.

After working over more than a ton of the pitch-blende these chemists succeeded in isolating perhaps a quarter of a teaspoonful of a new metal which possessed the sought for properties in a remarkable degree; and they gave it the name of radium. The patience necessary in the scientific explorer is well illustrated by the discovery of this substance. The amount of gold in several tons of salt water is analogous to the amount of radium in a ton of pitch-blende; and the processes by which the latter is extracted call for all the refinements of science.

The properties of radium are so strange that by some it is called already the "Miracle of Science" and the new revelation threatens to upset the most cherished tenets of physics. How does the bit of radium obtain its great source of energy—a source which appears to be unlimited. It is computed that it can continue to give out energy unimpaired for millions of years. We have been led to believe that we cannot obtain heat without the consumption of fuel or the expenditure of work. Tyndall's work entitled "Heat, A Mode of Motion," marked an epoch in philosophic thought; and we have all been suckled in this creed. Will it prove a Pagan creed?

In radium we apparently have a dynamo which affords energy without the expenditure of fuel. This is indeed a marvelous revelation; it does not seem to be connected with what may be called the Old Testament of physics; there are no hints or physical prophecies which might have led us to hope for this new light.

In order to save our long-cherished and apparently well proved law of the conservation of energy we are driven to the hypothesis that there is a transforming power in the radium atom which enables it to absorb some new revelations, and to give them forth in the recognizable forms of light and heat.

——

THE SCIENTIST AND THE FOOD PROBLEM.

R. S. Baker, in Current Literature.

IT has been said that mankind is never more than three months removed from abject starvation. In this day of overwhelming abundance such a statement comes like a shock.....When man seems just at the limit of his resources, science and invention step in and open new fields, literally as well as figuratively. A few decades ago no one had thought of using artificial fertilizers; now a young Parisian is putting up fertilizers in pressed tablets.....The newest thing is the remarkable discovery of a method for innoculating the soil with bacteria, to make it yield richly where it lay barren before. It has been demonstrated that plants draw largely upon the air for nourishment, i.e, nitrogen. Unfortunately plants and animals are unable to take up nitrogen in its pure form as it appears in the air; and it does not take long to use up all the nitrogenous products found in the earth. It has been discovered that certain small round swellings, called modules, found at the roots of leguminous plants such as clover, peas, etc., have a peculiar part to play in enabling the plant to utilize the free nitrogen of the air, and that they are the result of minute bacteria found in the soil. The scheme now is to supply nitrogen-absorbing bacteria by artificial means to used-out soil; and such bacteria are now being actually manufactured in one of the great chemical laboratories of Germany.

———

AN APPRECIATION OF CANADA.

Collier's Weekly.

CANADA is not only our third best customer, but, in proportion to population, our very best. In the fiscal year ending June 30, Canada bought from this country merchandise to the value of $126,000,000. That makes an average of more than $25 for every man, woman, and child in British North America. In the same period the purchases of the United Kingdom, our largest customer, amounted to only about $12.50 per capita.

There is a growing sentiment along our northern border that this Canadian market is worth more consideration from American law-makers. It is argued that a good customer should be treated with consiliation and friendliness, not in a spirit of contempt or of hostility.

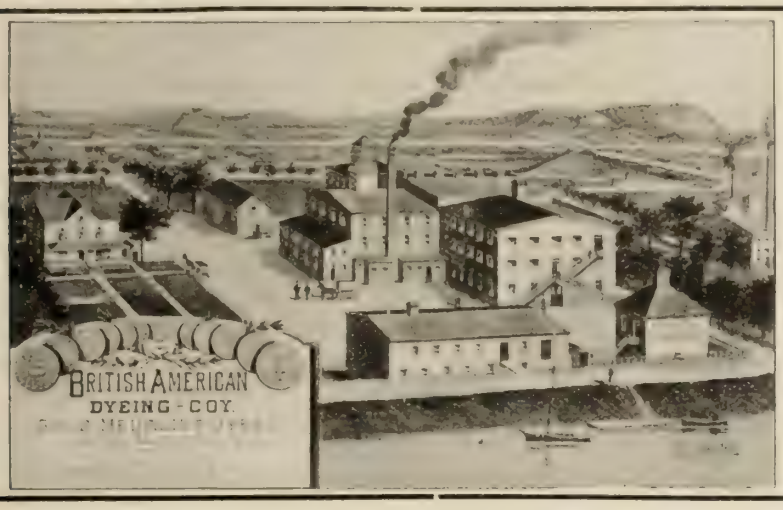
Our tariff against Canada is illogical in many ways. Canada is now a great wheat-producing country. Following the natural course of trade, Canadian wheat should come to the American mills at Minneapolis and other cities to be ground. It is turned back by a tariff of 25c per bushel. The duty does not affect the price of American wheat. That is fixed in Liverpool. Canadian lumber comes in under a high duty, which raises the price to American home builders. On the other

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DIRECT REPRESENTATIVES.

hand, American manufacturers are being forced to build branch plants in Canada because of the tariff barriers.

New England already has the benefit of free coal from Canada, although the law removing the duty is only temporary. But what reciprocity especially means for New England is a greatly enlarged market close at hand, for her immense manufactures of boots and shoes, cotton and woollen goods, and other products of her ever-busy factories.

HISTORY OF THE STANDARD OIL COMPANY.

From McClure's

STRANGE as the statement may appear there is no disputing that by 1882 the oil regions as a whole had come to look on Mr. Rockefeller with superstitious awe. This attitude of mind was based on something more than the series of bold and admirably executed attacks which had made Mr. Rockefeller master of the business. The first reason for it was the atmosphere of mystery in which Mr. Rockefeller had succeeded in enveloping himself. A second reason was that this man whom nobody saw, and who never talked, knew everything even the unexpected and trivial—and those who saw the effect of this knowledge, and did not see how he could obtain it, regarded him as little short of an omniscient being. He really obtained part of his knowledge of these people's affairs by an extensive and thoroughly organized system of news gathering. But he combined with this perfectly legitimate work, sordid methods of securing confidential information—i.e., a system of organized espionage. There was nothing transcendental in this kind of omnisciance, and the feeling inspired by Rockefeller in 1882 has entirely evaporated since, as evidence of his methods has been circulated. The war on the rebate in which the railroads and the Standary Oil Company were the parties principally interested, tells the graphic story of Mr. Rockefeller's career as manipulator of this big trust.

WINTER AND THE COST OF LIVING.

THE Christmas number of Collier's Weekly has an article on "Winter and the Cost of Living." The writer says the average man will have less to spend when $15,000,000 are cut from the wages of the 168,000 employes of the American Steel Corporation. The cost of living is increasing steadily, the so-called "Beef Trust" has made meat a comparative luxury in many families, and there has also been a great increase in prices of canned goods and other staples. Food prices reached the highest point in 1902, and compared with 1896, the year of lowest prices, the average cost was 10.9 per cent. higher. In 1896 the average cost of food per family was $318.20; last year it rose to $344.61.

WHAT THE WEST THINKS OF WALL STREET.

W. A. White in Collier's Weekly.

FIFTEEN years ago in the West, a land boom swept over the country. Men seemed to grow rich who had earned nothing and saved nothing, but borrowed much. The lender was the Eastern capitalist..... When the boom collapsed and the said capitalist tried to take back his money at an unfortunate coincidence with the day certain mortgages came due, the condition of the Westerner became a hurried compromise between nervous prostration and delerium tremens.....Soon, however, there was a mutual lapse of memory on the part of both Easterner and Westerner. In 1897 each section of the country became concerned in its prosperity. The East discovered the fountain of financial youth at which it could and did water its languished stocks, and the West discovered alfalfa and Kaffir corn, as well as gold, silver, iron and coal. The result was that the banking problem in the West now is not to borrow but to lend..... Westerners, full of curiosity, but with a naughty twinkle in their eye, have known for eighteen months that Wall street was teetering on the edge of nothing. When the break came it failed to create any alarm, and hardly even academic interest for the Western business man. It was not his obsequies.....The financial provincialism of the West is gone. Greater New York is merely the capital of the sea-board States. The booms in the West are made not with New York, but with Western money.

WHO OWNS THE UNITED STATES.

By Sereno S. Pratt.

ONE-TWELFTH of the estimated wealth of the United States is represented at the meeting of the board of directors of the United States Steel Corporation when they are all present. The twenty-four directors are:

John D. Rockefeller,	J. Pierpont Morgan,
Marshall Field,	H. H. Rogers,
E. H. Gary,	George W. Perkins,
W. H. Moore,	Norman B. Ream,
Henry C. Frick,	Charles M. Schwab,
W. E. Corey,	C. A. Criscom,
F. H. Peabody,	Daniel G. Reid,
Charles Steele,	J. D. Rockefeller, Jr.,
P. A. B. Widener,	Alford Clifford,
James H. Reid,	Robert Bacon,
William Edenborn,	Nathaniel Thayer,
E. C. Converse,	James Gayley.

They represent as influential directors more than 200 other companies. These companies operate nearly one-half of the railroad mileage of the United States. They are the great miners and carriers of coal. Among these companies are such industrial trusts as the Standard Oil, the Amalgamated Copper, the International Harvester, the Pullman, the General Electric, the International Mercantile Marine, the United States Realty and Construction, and the American Linseed. The leading telegraph system, the traction lines of New York, of Philadelphia, of Pittsburg, of Buffalo, of Chicago, and of Milwaukee, and one of the principal express companies, are represented in the board. This group includes also directors of five insurance companies, two of which have assets of $700,000,000. In the Steel board are men who speak for five banks and ten trust companies in New York City including the First National, the National City, and the Bank of Commerce, the three greatest banks in the country, and the head of important chains of financial institutions; for two banks and three trust companies in Philadelphia; for two banks and two trust companies in Chicago; for one bank and two trust companies in Boston; and for one bank and one trust company in Pittsburg, besides banking institutions in smaller cities. Telephone, electric, real estate, cable and publishing companies are represented there, and our greatest merchant sits at the board table.

What the individual wealth of these men is it would be impossible and beside the point to estimate; but one of them, Mr. John D. Rockefeller, is generally esteemed to be the richest individual in the world. But it is not the personal, but the representative, wealth of these men that makes the group extraordinary. They control corporations whose capitalizations aggregate more than $9,000,000,000—an amount (if the capitalizations are real values) equal to about the combined public debts of Great Britain, France and the United States.—The World's Work.

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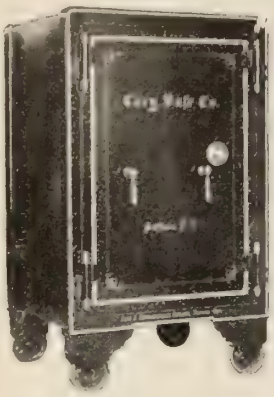
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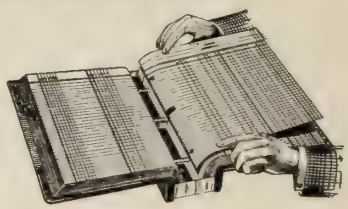
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THE OFFICE

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

DEBTORS WHO ARE SLOW BUT GOOD.

By J. J. Rutka

EACH individual case usually requires different and separate treatments. We have on our books a few just such accounts, good but slow pay. In most cases we find that writing personal letters from time to time to the head of the firm of such an institution, and setting a definite amount which we want him to send at a stipulated time has the best results. As far as possible a personal interview is desirable. We find people of that kind frequently pay promptly in certain directions, while they let other accounts run along. This is often done, as we have discovered, in this way: A firm will pay the man who presents the best case, before they will pay the man that uses ordinary methods. We have a case of that kind on hand just now. A firm owed us an account. They are good for ten times the amount they owed. They did not pay us, because they claim we did not need the money as badly as some one else whom they owed. A personal interview, however, has resulted in making an arrangement with these people, whereby they have paid us a part immediately, and a stipulated amount every two weeks thereafter, so the amount is paid up, and it was done with the best of feelings on both sides, and they continue to send us their orders daily. We find that by adding interest to overdue accounts frequently helps the case.

We have found that coaxing letters, in most cases, are the best, and next to a personal interview, the most effective. In most cases we have pleaded that we were very hard up, and needed the money, and that has had its effect. We rarely ever find that a demand accompanied by a threat has ever done any good. It may help to collect an account, but it loses you a customer sure. Still there is now and then a cese where even a lawsuit has to be resorted to. We have also found that where a customer was good but slow pay that by holding up his orders, and writing him that, until he paid the old bills, his new orders would not be filled, has in some cases a good effect. You see, therefore, that there is no rigid or regular set form which can be followed in a cese of that kind.

We have a customer whom we consider good that will never pay a bill until the same is handed to a collector, or a justice of the peace, nor will he buy any goods after the account has been running sixty days until such an action is taken. This man will come to town regularly on receiving a notice from the collector, and pay his bill, and on the same day present the receipt at our office and buy more goods. We have repeatedly told him that we would not sell him goods at as close a price as if he paid in regular time, but it seemed to make little or no difference to him.

In this connection I wish to say that we have some customers who take extraordinarily long time, but are perfectly good, to whom we have written that if they continued to take such extra long time we would have to charge them more for their goods; and in making the invoice we add 5 per cent. to the net amount of the invoice, and write them with the invoice, saying, if paid in sixty days they can deduct the extra charge; if paid in ten days they can deduct the cash discount in addition to such deduction; but if the account runs more than sixty days the total charge will stand. We have found this method very beneficial in some cases. This method, however, has to be used with caution, as it will not work with everybody.

I find, however, that the coaxing method is perhaps the very best one in ninety-nine cases out of one hundred.

THE MANAGER AND HIS MEN.

"A MANAGER must know his men through and through" remarks a writer in a contemporary. "He must recognize their strengths and weaknesses, and act accordingly; one man may be extremely sensitive, another too conservative, another too susceptible to flattery and easily influenced.

"Another too free a buyer, another may be entirely incapable of appreciating figures, and so on, but each may be otherwise excellent. To get the best out of these men these special points of character must be considered.

"And then the development of these, the making of intelligent, thinking men and women out of inexperenced and immature lads and young women; the studying of the peculiar qualifications of each, and the placing of that one so that the peculair trait will count to his advantage and to that of the house; to encourage the earnest young woman who needs encouragement just at that moment, to bring down to the earth that young man who has been spoiled at home, and like poor Hetty in Adam Bede, of whom Mrs. Poyser said, 'She is like the cock who thinks the sun rises to hear him crow,' to watch the hundreds of points and factors in management of men is but part of the duty of each who is in charge of a large business.

"Then this same man must be an expert on figures and percentage, for after all a large business must in its figures depend almost entirely upon percentage. He must be able to look many ways at once, and must in a way keep in touch with the commercial news of the country in his spectral line. He must be broad, not narrow; quick, not slow; thoughtful, not impulsive; energetic, not mentally or physically lazy; conservative to that fine point of correctness, not hysterical; bold, not timid; agreeable and tactful, not antagonistic; approachable, not repelling; just, never unjust.

"He must be possessed of good common sense, good judgment, in order to hold the respect of those with whom he is constaly advising. If, for example, he is manager of merchandise, he must be a judge of merchandise and values, and must be a natural trader. If in charge of employes, he must be a quick judge of human nature and possess an ability to discover the qualities of each one's mental and physical self. If in charge of systems, an inventive mind is necessary, but with it is necessary also a practical mind, and one which quickly separates the good ideas from the faulty ones.

"To those who conduct the business as a whole comes the necessity of selecting a set of men, who, when selected, should really form a cabinet with whom to advise daily, hourly, concerning matters of moment. Then

the chiefs of the business must frame a policy, a line of action, just as do the owners of a ship decide on her course and final harbor, and as the captain of the ship must direct the man at the wheel and guide her past the many dangers of the sea, so those who are responsible for the conduct of a business must push that business with greatest speed, but must watch its daily course, and must avoid sunken reefs and derelicts, must go slowly during the foggy times, and keep it steady when the storms threaten.

" A merchandising business is pre-eminently a business of infinite detail, and that man, no matter how capable and how energetic he may be, who undertakes to do it all alone will limit that business, just as every man's day is limited in the number of its minutes. The biggest man is the man who can most easily utilize the ability of others; so that retail business is best conducted, which can profitably unite to itself the greatest number of thinking, intelligent, active men and women, each one being, not a cog in the machinery, but an independent, self-confident unit, a member of the organization, a loyal and enthusiastic worker whose daily results bring respect and recognition. To obtain this, is a profession, science, or an art."

USEFUL AUDITING DEVICE.

IN many large business houses it is now the custom, according to The Bookkeeper, to send out at regular intervals a notice similar to that appended, the object being to compare the ledger balances with those appearing on the books of the customers. It will be noted that a special stamped envelope is enclosed for the reply, which is usually directed to the business address of the accountant who has the audit in charge.

> Your debit balances on the books of this Company.....190..is $..... Kindly compare this with your books, and state below whether it agrees or not. If any difference should exist please state amount of difference and, if possible, the items making same.
>
> This is sent not as a dun, but for the purpose of enabling us to verify our accounts and check up our books correctly. Please reply on form below, and return this sheet in stamped envelope enclosed.
>
> Your credit since above date are as follows:
>
> Gentlemen:
>
> Balance as shown above $.....is .....not correct.
>
> .....190..
>
> Signed.....

A SIMPLE SUM IN ARITHMETIC.

SUPPOSE, says World's Work, a big company is organized and issues bonds and stocks on the following basis:

Things capitalized	The percentage of stocks and bonds represented by them
Real value	25
Pure water	50
Promoters' shares	10
Increase over real value because of " flush " times	15

Now, what happens when the fabric of speculation is shaken? The 15 per cent. of " flush-times " valuation fades away; the 10 per cent. of promoters' profit shares are remembered and the public resents such a distribution of them; people begin to ask how much pure water went to the making of the whole organization—they recall everything, in fact, except the real value. The stock, therefore, that is really worth 25 per cent. of its par value, if honest management be assumed, falls far below 25 cents in the market.

This very elementary and simple " sum " in arithmetic, explains many " mysterious " things that have been happening in the stock market. Nothing is so hard to manage as a suspicious public; but whose fault is it that the public became suspicious?

Speculation runs away with industry for a time, but industry gets its revenge at last.

STOCKTAKING.

"BETTER late than never " is good advice as to stocktaking, as it is concerning many other things, remarks a contemporary.

A tradesman cannot tell his exact worth from his ledger, because he does not know what quantity of stock he has in his store. To know this it is necessary, periodically, to take stock or prepare a balance-sheet.

A balance-sheet is a condensed statement of the merchant's assets and liabilities, made out to show how his affairs stand, and what amount of money he has made since he began business or since the previous inventory.

His assets are the balances or moneys owing to him found on the debtor side of the accounts in the ledger—the amount of cash he has in hand, the stock in the shop, the value of the goodwill and the fixtures, etc.

His liabilities are the balances or moneys owing by him found on the credit side of the accounts in the ledger. The difference between the assets and the liabilities is the amount of money he is worth.

I preparing a balance sheet the first thing to do is to enter in a book kept for the purpose all goods in the store, and all goods lying to order of which the invoices have been received. The net cost price of every article should be put down, and the amounts carried out and added up, and the amount entered on the left-hand side of the balance-sheet as " stock."

The accounts owing by customers, which are found on the debtor side of their ledger accounts, are then added up, and the discounts, if any, deducted, and the net total entered on the same side of the balance-sheet as " book debts." The cash in hand should then be counted, and the amount entered on the same side of the balance-sheet as " cash on hand."

The value of the good-will and fixtures should then be put down. It is best to deduct from the value of the fixtures at the rate of 10 per cent. per annum at each successive stocktaking, so that at the end of ten years the fixtures will not be put down at all, as they will be worn out and have become worthless. If the tradesman has a banking account he puts down the amount of the balance in his favor on the same side of the balance-sheet. If he has money invested in property or any other securities, the amounts are also put down. All the above are called his assets.

On the other side of the balance-sheet he puts down his liabilities, which are the sum total of the amounts owing by him found on the creditor side of the ledger, and any other moneys he may owe. Both columns are then added up, and the difference of the accounts is what he is worth.

By this means a tradesman can tell exactly what amount of money he has gained in a given period. Some authorities urge that stocktaking should be done every three months, but there are other houses that are satisfied with a half-yearly inventory, although many firms take inventory only once a year. The oftener the better, for it checks stealing and other leaks.

This list is for the purpose of placing retailers, manufacturers jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books, adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making investigations and investigations, handling estates making valuations etc.

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This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation, organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature.
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A SIMPLE SYSTEM OF BOOKKEEPING FOR RETAIL MERCHANTS

By VICTOR ROBERTSON

QUERY: Why not help the retail merchants to supply their own individual requirements by practical suggestion instead of furnishing a stereotyped form?

Do they need a new system of bookkeeping?

Do they not need more the benefits of new ideas and up-to-date methods, through which superfluous detail and unnecessary labor can be eliminated and old-fashioned and difficult methods reduced to a simple, common sense way of keeping track of their business?

Show them how to watch their expenses, their purchases, their sales and their profits. How to intelligently plan to meet their maturing obligations out of their income and still use their credit wisely to its limitations, and how to do this with the tools they have.

Book-keeping is simply putting down on paper what a merchant cannot carry in his head. There should be nothing complicated about it. If a man knows what he wants put down in writing, then he ought to understand it after it is put down. Good book-keeping is simply correct copying, adding and subtracting of figures so placed that any mature person can understand what they mean.

Forms with detailed instructions and all kinds of red tape are expensive and difficult of comprehension. Everything should be plain and simple. The average merchant has good horse sense. Show him that good book-keeping is so easy and so necessary to him that he will become interested in it. Show him that every man can and should know how to do his own book-keeping, and that, if he can do it himself, he can show a boy or girl how to do it for him.

The supervision of every store should extend to the books.

The simplest is always the best method of expression. Why use a pen, penholder, ink and erasers, when a pencil with a rubber on the end will supply all demands better, cheaper and with less labor.

Is there any good reason why a retail merchant should not keep his books in lead pencil? One of Chicago's largest wholesale houses does.

If pencil is used, then the books used can be of cheaper paper and correspondingly less expensive. Therefore, I think a retail merchant's books should be kept with a hard led or indelible pencil.

It is easier, cleaner, takes less time and makes the correction of errors quicker and easier. Ink is no safeguard against errors or dishonesty. A man can falsify and steal as easily through ink as through pencil.

Book-keeping is only memorandum work, anyhow. Make it as simple and easy as possible. Don't waste profit in ink. It is the little leaks that eat up the profits. Unnecessary labor is a leak. Expensive paper in books is wasteful. I believe in cheap paper and pencils, bright boys or girls who can add and subtract, and good common sense business judgement to tell them how to put the figures down so they will add up something to show the movement of the business.

It seems to me that the way a merchant has been keeping his books and the nature of his business necessarily governs any suggestions of change when there is room for improvement, for I believe that many merchants are good book-keepers. My ideas of good book-keeping are not intended to suggest a change in any established method, excepting in so far as it becomes necessary to bring to the foreground what seems to me to be the important features of book-keeping, which I will classify as follows:

I.—Inventory.
II.—Cash.
III.—Merchandise purchases.
IV.—Expense of doing business.
V.—Sales.
VI.—Accounts received.
VII.—Accounts payable.
VIII.—Profit or loss of doing business.
IX.—Monthly statement.

For illustration I will use comomn material which seems to me to be within the understanding of the average merchant, and I will start off with an inventory and a new set of books.

The number of books kept depends upon the nature of the business. If a cash business is conducted, then the cash book is the principal book and the ledger is a small book not much used. The book-keeping of a cash business centralizes on the cash book. Besides the ledger, no other books are needed except to meet special demands. The "journal," as it is known, is a superfluous book. If journalizing is to be done, let it be done directly on the ledger. A double entry of debit to one account and credit to another can be done and explained on the ledger itself. Why do it twice. Never do twice what can be done once. We will take the case of a general stock. The conditions of business on January 1st, as follows:

INVENTORY

Mdse—		
Dry goods	0000.00	
Groceries	0000.00	
Boots and Shoes	0000.00	
Hats and Caps	000.00	
Clothing	0000.00	
Hardware	000.00	
Millinery	000.00	
Drugs	000.00	
		00000.00
Accounts receivable		0000.00
Cash		000.00
Total Assets		00000.00
Less owing for mdse	0000.00	
Less owing for expenses	0000.00	
Less owing for borrowed money	0000.00	
Total debts		0000.00
Net capital in business January 1, 1902		00000.00

I will assume that a credit business is done. Where sales are exclusively cash, the book keeping is, of course, correspondingly less. An inventory should always be classified, as it generally is. It involves no extra labor. Each class of goods can be taken down in separate book

and a recapitulation of all in one book. If only one book is used, each page should be properly headed and each page footed by itself. Then all the pages of each class footed together and then a recapitulation of all classes into a final footing.

The classification necessarily depends upon the nature of the business, but whatever the classification is it should be entered on the ledger in full as above under heading of " Inventory of Merchandise on hand January 1st." I think a ledger heading should be explicit and leave nothing to the imagination.

The principal book is the cash book, as it shows the cash income and how it comes in as well as the expense account and how the money is paid out. Therefore, let us try to have the cash book show a little more than cash received and cash paid out. We can make the cash book serve to simplify the ledger by making the cash book a little more comprehensive and at the same time make the book-keeping easier. I would use this kind of a cash book.

Almost all " Cash Book " or " Journal " forms of blank books have two columns; take a ruler and with pencil make three. One column is generally used, but it is only a little more work to use three. It takes a little more adding, but the three columns added together show total classified receipts to any given time, and at the end of the month the sum total cash sales for a whole month can in this way be posted into the ledger under head of " Merchandise Sales " in one entry at the end of the month instead of every day, which is twenty-five times more labor.

In the same way the expense items can be posted once a month, twenty-five times easier. In the meantime, the details are all in the cash book (what is the use of having them anywhere else, except in the monthly footing which belongs in the ledger?) and at the end of the year we have in the ledger twelve entries or the expenses paid during the year by months.

I do not think more than one column necessary for expenses. More detailed classification of expenses requires more columns, and this necessitates a book specially made. If desired, it is an easy matter to classify expenses for any period from the cash book onto a separate sheet ruled off on a sheet of wrapping paper like this, with as many headings as required:

CASH RECEIPTS. CASH DISBURSEMENTS.

Date	Where From	Cash Sales	Collections	Miscellaneous	Date	To Whom and What for	Ebpense	Mdse. Bills Paid	Miscellaneous

The footing of each class is all that is wanted, and if the sum total of all the footings agrees with the book footing it must be correct, and having served its purpose the sheet can be destroyed. Collections on customers' accounts should be kept in a column by themselves in order to get the monthly footing of colections to use in the monthly statement, and to prove the accounts receivable, as I will explain later on. Therefore, receipts, other cash sales and collections should be entered in the remaining column under head of " Miscellaneous Receipts."

Cash disbursements should, in addition to the expense column, have a separate column for " Merchandise Bills paid," so that the monthly footing of all merchandise bills paid may be entered into the ledger in one entry. This leaves one remaining column for any other disbursements, under the head of " Miscellaneous Disbursements.",

The cash book is the principal book, as it contains the original entries of all cash transactions. These being properly entered under " Receipts " and " Disbursements " we come next to the " Ledger," which serves two purposes, and contains two classes of accounts, " Accounts Receivable " and all other accounts. The other accounts, in my judgment, should be very few, and should show very few entries. If no credit is extended, then the ledger is a small affair and serves to show in condensed form the movement of the business.

We will lead up to the making of a ledger through the original entries as they are made, and, therefore, follow the cash items into the ledger. An account in the ledger is only made necessary to find a place to keep track of something for some specific purpose. The ledger should be a kind of condensed record of all transactions, and all original entries lead into the ledger in some form, either in one item or many items condensed into one entry.

So, outside of the customers' acounts, or, as they are commonly called, " Accounts Receivable," we will start the following heading of accounts in the ledger:

Inventory of Merchandise on hand January 1, 1902:

Merchandise bills paid.
Expenses paid.
Merchandise sales.
Borrowed money (if any).

I have already explained what the Inventory account should show. " Merchandise bills paid " should show merchandise bought and paid for, and the entries are made monthly from the cash book. I will explain later how to keep track of merchandise bought and not paid for.

The monthly footing of expense items paid is posted into the Expense account on the ledger. I will explain later how to keep track of expense bills incurred, but not paid.

The monthly footing of Cash Sales is posted into Sales account on the ledger. The colections are posted from the cash book to the credit of customers' accounts individually as they are paid.

Receipts and Disbursements of a miscellaneous character, and appearing in the miscellaneous columns, of course, create new ledger accounts as the transaction occurs, and are posted accordingly.

I think a "merchandise" account on a ledger int. which is entered Inventory, goods bought, goods returned, sales account, hodge podge, does not show anything at a glance. A ledger account is calculated to show something specific. So I wish to emphasize the importance of keeping Inventory, merchandise bought and paid for, and merchandise sold separate, so that these accounts will mean just what the headines indicate.

JANUARY EXPENSES, 1902.

Freight	Pay Roll	Rent, Heat, Light and Power	Advertising	Taxes and Insurance	Interest	?	?	?

The extension of credit adds detail and labor.

There are various ways of charging goods. Small stores use a "Day Book," larger stores use charge slips or manifold in duplicate, but from whatever source of original charge a copy of that charge should be made in the customer's account on the ledger. It should be copied but once, and a customers' account, however it is kept, should show in detail every item on the ledger account.

There is no better way of keeping customers' accounts than that used by the large department stores of copying the slips onto the ledger in full and of making up a footing of all the slips showing the total daily credit sales.

If a day book is used of two columns, one can be for charges, the other for returned goods and other credits.

If slips are used, there are two classes of slips, charge slips and credit slips. If produce enters largely into the business it may be expedient to have three classes, not necessarily three different kinds of slips, but they must be separated into three piles and added up into three different amounts, showing

Charges of goods sold on credit.

Less credits.

Less produce taken in trade.

leaving net daily sales. The items on each slip being posted onto the individual accounts receivable, debit and credit, as the case may be, the net results or net sales is calculated in memorandum on a book or sheet, and at the end of the month the sum total of net daily credit sales is carried into the ledger as the credit sales of the month, so the ledger will then show under head of "Merchandise Sales."

January cash sales	0000.00
January credit sales	0000.00
February cash sales	0000.00
February credit sales	0000.00
March cash sales	0000.00
March credit sales	0000.00

The full itemized account of a customer being on the ledger, a copy of the ledger account from date of last settlement makes a bill for him, or what is commonly called the monthly statement. Any one who can copy could make out such a bill.

If it is desired to keep track of the volume of produce handled, this is easily drawn off monthly when the sales are figured up.

In this kind of book-keeping there is little chance for errors, except in the customers' accounts, and therefore to keep track of the movement of the business it is easier to show what the figures ought to be and then hunt for the error if they fail to prove. So, taking the inventory of accounts receivable as a starting point (or the balance of the accounts receivable on the first of any month), we have

Accounts receivable 1-1-02	0000.00
Add net sales January	0000.00
Deduct collections January	0000.00
Accounts receivable 2-1-02	0000.00

Then draw off the balance of all the customers' accounts and if the footing does not agree with this then the original entries and footings must all be checked back to find the error. This is a good rule to apply to any system of book-keeping. The slips may be calculated in several ways. They should be arranged alphabetically and each day's package tied up and marked. The footing sheet may be tied in a package or may be in a book, but it is a good thing anyhow, to keep in a book a recapitulation of the month. In this way checking back day by day may be disposed of.

Having covered the cash items and the charges for goods sold on credit, we come to accounts payable, and starting out with an inventory we have a list of accounts not paid left over from last year. I do not see the necessity of keeping an account with each creditor on the ledger. Such ledger accounts do not conveniently show the maturity of bills, and it leads to merchants keeping a running account that never balances. Many merchants pay on account even amounts, $1,000, $500, $100 or $50 at a time. They should try to pay up specific bills and in this way simplify their book-keeping. It is not necessary, therefore, to make any entries on the ledger except through the cash book as payments are made. Therefore, to cover all invoices for goods bought and not paid for I would have one Shannon arch file or clip with 12 divisions covering the months.

The clips are, in fact, an auxiliary ledger and the footing of the clips enters into the monthly statement.

I would file on these clips the inventory merchandise accounts payable on the respective clips as they mature, but the sum total of these invoices being for goods which have been inventoried should be entered on the credit side of merchandise bills paid account on the ledger as they stand against the inventory.

This kind of an entry keeps the old year's accounts payable separate from the purchases of the ensuing year. When the old bills have all been paid these payments will offset this entry, and later on the balance will show amount of goods bought and paid for since inventory to date.

Starting, then, with only last year's unpaid bils on the clips, as fast as goods are received and bills checked

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Spring 1904

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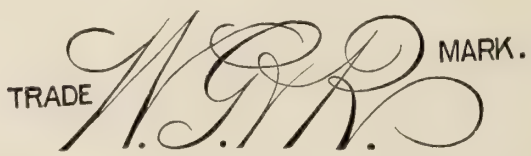
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BERLIN, ONTARIO.

off they should be placed on the clips according to the maturity of the bills. The clips containing all unpaid invoices, the amount falling due in each month is easily figured up. So a merchant can plan ahead to meet his maturing obligations and save his discounts.

My observation leads me to believe that many merchants lose much, if not all their discounts, and even get to be known as slow pay, throught carelessness. With this kind of classification it is ever before them; they can in a few minutes figure up what they owe by month and altogether.

As bills are paid the payment is entered on the cash book under head of merchandise bills paid, the invoice is marked paid with date of payment, and it is then pasted in the ordinary invoice book for future reference.

I think discount account on the ledger of little consequence. If a merchant wants to know what discount he has saved, he can take pencil and paper, run through his invoice book, put it down and add it up in a short time. Bills paid, therefore, should be entered as they are paid, net. If discount is deducted then the entry on the cash book should be net. A merchant who does not discount simply pays more for his goods than his competitor who does. Therefore, all deductions, discount, overcharges, returned goods, etc., should be made on the bill itself at time of payment and net amount entered. If several bills are paid, then let them be filed consecutively with memorandum footing on last bill, or, in other words, the detail of settlement, whatever it be. If a note is given, then take the invoice off the clip, mark it paid by note, and when, and past it in invoice book same as if paid, and put a memorandum of the note on the clip showing the maturity of the note. Notes are an extension of payment. Why have a "Bills Payable Account" in the ledger? I should treat a note for merchandise the same as the invoice; the payment is made in the same way and it is the same kind of business. The note is simply exchanged for one or more invoices. In this way invoices paid or settled by notes will be in the invoice book; invoices not paid and merchandise notes on the clips. There should be a pencil memorandum footing on each clip showing amounts of each month's obligations subject to continuous correction and a memorandum recapitulation of all the clips showing obligations by month.

The expense of conducting a business necessarily forms a part of the primary cost of the goods sold, and the sales must show a profit over the invoice cost and the expense account.

As prices are largely governed by competition in the profit or loss of merchandising, the expense of doing business becomes the vital point, so that it should be watched carefully and systematically. It is of little comfort at the end of the year to know what the expenses have been in detail; the time to figure on expenses is when they are incurred, and whether the volume of business done justifies the curent expenses. Merchants should figure continually the percentage of expense to sales, in this way to get into the way of figuring how much it costs to do business.

Men are in business to get a profit, and the exepnse account is the most important thing in merchandising. They must meet competition in price, but they are not forced to meet competition in all the details of expense. The sales must show a profit over the invoice cost and expense of doing business. Therefore, a monthly statement like this is important to show the movement of the business, and to figure from it percentages:

MONTHLY STATEMENT, MARCH 31, 1902.

Inventory merchandise, 1-1-02		00,000.00	
Add merchandise bought and paid for		0,000.00	
Add merchandise bought and not paid for.		0,000.00	
Total amount of merchandise received		00,000.00	
Add expenses paid	000.00		
Add expenses nod paid	000.00		
		0,000.00	
Total cost to date		00,000.00	
Deduct sales		0,000 00	
Estimated stock on hand			00,000.00
Add accounts receivable, 3-1-02		0,000.00	
Add March sales, net		0,000.00	
		0,000.00	
Deduct March collections		0,000.00	
Accounts receivable, 3-31-02			0,000.00
Cash on hand and in bank			000.00
Total assets			00,000.00
Less merchandise bills not paid, past due.		000.00	
Due April		000.00	
Due May		000.00	
Due June		000.00	
Due July		000.00	
Due August		000.00	
Due September		000.00	
		0,000.00	
Add expense bills not paid		000.00	
Add borrowed money		0,000.00	
Total debts			0,000.00
Net capital			00,000.00

If the stock actually runs over the "Estimated stock on hand" the surplus, of course, would be the profit; if short, there would be a corresponding loss. But profit can wait until next inventory, and the percentage of expense ought to show whether there is loss.

The important thing to establish is what percentage can the business be made to pay on sales, and at what percentage on sales can the business be run for. If this is not known then it is a good thing to find out, and I have endeavored to show in the foregoing what seems to me to be the easiest way to get at it with the least labor.

Taking this general plan of accounting it can be elaborated upon to meet any conditions.

There is nothing new in it at all. I have seen these features in practical operation. I am constrained to believe that as a rule there is too much book-keeping. There is an attempt to cover too much ground, and the detail made is not used and it is not worth the price; and yet, however simple a system is, there must be some check back to guard against errors.

In a cash business on the plan I have outlined the cash checks itself through the daily balance, and the ledger items are so few as to prove quickly. But selling goods on credit makes detail which cannot be simplified beyond a certain point, and a safeguard against errors must be provided against through proof. There can be nothing simpler than charge slips, cash books, clips and ledger.

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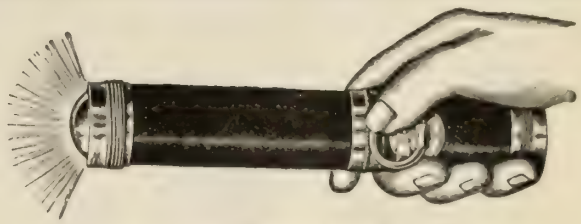
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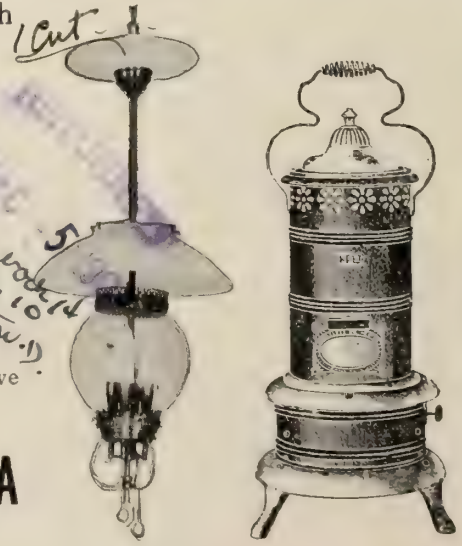
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THE LIGHTING OF STORES

ONE of the very first considerations in the planning of the modern store is the facilities for lighting which are possible from the surroundings. In the store of yesterday, scarcely any difficulty was encountered in daylight, as the size of the interior was of sufficiently limited proportions to allow its being perfectly lit up by day from the front windows. At night no illumination but the lamp was thought of, and man was content to struggle along with a smoky yellow light that forced him to take potluck in night buying or postpone it until day time.

The store that aims to hold the trade in the competition of modern retailing, has found that the lighting is of vital importance, and no matter what the expenditure, there must be sufficient light, and of good quality to enable a customer to depend upon night purchases. In every store there are hundreds of shades, which were never heard of thirty years ago, and the light must be of such as to distinguish them all in as nearly accurate a form as possible. Every one of this large variety of shades has a position which no other one will fill and the woman who trusts to artificial light must feel that, in doing so, she does not run too great a risk.

Even the daylight in its untouched form is found insufficient for the illumination of the average store, with its large area and enclosed surroundings. Many a store has to depend all the year round upon artificial light for some corner, and very many others have only avoided that by the use of refractors and reflectors that throw the light in any desired direction. Daylight can be depended upon to properly light a space which in depth is only twice the length of the window from which it is received. Thus only about 16 or 20 feet of store space, measured back from the face of the window is sufficiently bright for store purposes, and thus some means must be employed even in daylight, to avoid artificial lighting in nine-tenths of the stores of to-day.

With this demand for a good light in every store in village, town or city, there have appeared scores of lighting systems, all of which have their merits and uses. These systems may be separated into five great divisions, coal oil, gasoline, acytelene, coal gas and electricity. There are, it is true, a few lights which seem scarcely to be connected with any of these divisions, such as that obtained from the use of a gas obtained by forcing air over or through petroleum or gasoline, but very little of this is used, and the few systems of this kind now shown, are not in sufficiently general use to be considered. In each of these divisions there are offered various styles, each one claiming to have advantages which the other has not, and each invented with a view to meeting all the requirements of the store.

Before purchasing any system there are several requirements which every merchant must consider, as an absence of any one of them makes the light of no value. The first consideration is of course quality of light, but as this is closely watched, discussion of it is unnecessary. One point to observe here is, that, in the estimation of the cost of installation, some allowance must usually be made over and above that quoted by the supply house, as their figures are always obtained under the most favorable conditions, and it is to be feared sometimes come close to misrepresentation. A clean new light tested in a clear white room, illuminates a far greater area than it will ever do in a stocked store, particularly when the system becomes clogged with dust or dim with use.

The cost of installation and maintainence may deprive many a merchant of the use of a light which would suit him admirably. But in the calculation must enter the advantages, for a light which is expensive to set up or even to maintain may, by its improved light, prove a saving and a gain in the end. A light is not dear if it pays for itself. It is well to notice too, that in computing the cost of installation, there enters more than the price of the lights only. Wiring, tubing, the necessary carpenter work, the placing of generators, etc., all add to the expense, and it requires strict attention to see that all are included. The relative cost of different systems must be looked at, but the superior merits of one system over another may overtop the greater expense.

From many systems there is an odor and smoke, which render them unfit for use. Escaping gas, the smell of coal oil or smoke, the dirt from some oil and acytelene systems are very offensive and in addition the smoke fills the air, and soils the ceiling, the light fixtures and the goods. All manufacturers prevent this when possible, but are sometimes unsuccessful, and the merchant must beware of these.

From coal oil and coal gas comes a heat which at times is very objectionable. In a window, lights which shed much heat are particularly unsuitable on account of the effect of heat on many lines of goods and the frost and steam, which are sure to collect in cold weather. The heat from lights, too, is a disagreeable, unhealthy heat in a store interior, as it is provided at the expense of much of the oxygen in the air. Where much heat is generated the lights must be placed at a distance from the woodwork or goods and this is sometimes found a great difficulty, both in the window and in the interior. This is one of the reasons why electricity is so popular, and acytelene with its limited heat is sometimes preferred to coal oil and coal gas.

There are, with many lights, a few disagreeable minutes almost every day, when the merchant must clean and trim and prepare for the next night. Oftentimes old clothes must be donned and valuable time is wasted.

One of the most important considerations is the effect of the different lights on colors. It can be safely said, that no light yet invented shows colors in their daylight shades, and therefore it is a purely relative question, in which some come nearer perfection than others, but none is perfect. As a general principal it can be asserted that the electric arc light is the most reliable and experiments in this light have resulted in the prevention of many of the inherent faults. The ordinary coal oil lamp, coal gas, and some incandescents will change most of the colors, while some gas, arcs, gasoline and acytelene lights throw a good white light which retains almost all of the true

shade. White light is absolutely necessary for this—a light resembling daylight as nearly as possible, and all yellow light can be depended upon as an unreliable color revealer. It is really surprising the effect some lights have, making creams pinks and yellow appear the same, and radically altering some shades of red and green. A good test is to closely observe a few of the light shades in cloth by daylight, and then quickly entering a room lit solely by an artificial light, note the different effects.

When installing a system too little attention is paid, as a rule, to the safety of the light. Acytelene and gasolene are oftentimes the causes of serious explosions and many of the systems are unrecognized by the underwriters. That they are allowed by the insurance companies is a point which must be positively ascertained; the merchant may be fully assured of the safety of the system, but in modern retailing, insurance is a requisite that cannot be overlooked, and a prohibited insurance should prevent the installation of any system. Out of some 600 acytelene generators made in the United States only about 60 have received the approval of the engineer of the board of fire underwriters. Insist upon seeing the signed approval for every doubtful system.

In the discussion of the different divisions and systems that will in future issues follow this article it must be remembered that although on general principles electric light is preferable to coal oil, the latter must receive due consideration, as a vast majority of merchants cannot obtain electricity. The divisions will be treated separately, the merits and demerits plainly stated and the merchant left to consider which is superior for him, taking into consideration cost, heat, smoke, odor, dirt, color value, trouble, safety, and all the points and features entering into a good light.

CLEARANCE SALES.

By W. R. McColl, Berlin, Ont.

POST-INVENTORY stocks differ so materially in quantity quality, seasonableness, and styles, that any general rule for their disposal would scarcely be applicable; nor would the medium which might be successful in one town bring similar results elsewhere, when conditions are materially different.

The first step we think should be to study the goods and build the advertisement around them, remembering that the "ads" which carry the most conviction are the "ads" which are most sincere. Hard facts we find are better than glowing imagery, and there is just as much reason for displaying facts attractively as there is for displaying merchandise that way. Best results accrue not by calling attention to the whole stock, but by specializing a particular line or lines for special days; such as Thursday and Saturday bargain days, notice of which we advertise, say two days ahead in the daily papers, giving as nearly as possible a complete description of goods offered, and prices they sold for, and the reduced price, telling their shortcomings and defects, if they have any. We believe there is great strength in understatement. If the lines are not pretty, or for any reason the public might be disappointed in them, we would say they are not pretty, but at the price you might like them—we don't! or some such terse epigramtic sentence that bears the earmarks of sincerity; to be plain—telling the truth in a way to make it sound like truth, and writing the "ad" so plainly that it don't take much brains to understand it. We believe this to be good advertising, because it brings results.

The "ads" and the windows must always pull together; each window is decorated with one line of goods only, in which is placed a large card thus:

> THURSDAY BARGAINS
> AS ADVERTISED.
> 50c. SHIRTS 39c.
> ... For Thursday Only ...

While we know and believe that newspapers of known circulation are the gatling guns of publicity, that mow all before them, yet for special sales we reinforce our work with tersely worded circulars as sharpshooters, which when well aimed pick off a straggling soldier here and there which are never reached by the newspapers, although Hon. Mr. Harcourt's department still dispenses free education and the local papers are at a nominal figure.

Facts, however, for this article are better than generalities—here are three:

Three weeks ago we displayed a window of pillow shams, stand covers, doyleys, tray covers and sideboard drapes for a Thursday and used a buttercup sateen background doing our best for display. Result, every piece in the window and all reserve stock was sold in the one day except three pieces.

Two weeks ago we had a similar showing of white turnover embroidered collars, displayed upon an octagonal frame supported by scrolls and edged with white puffing upon a pale blue background, and thirteen collars remained out of thirteen dozen at the end of the day.

Last week fleece lined shirts were shown hung diagonally to the glass, two rows deep, and on Saturday night (it was a Saturday time) there were but one and three-quarter dozen left. These three window paid a profit of 33 per cent., 50 per cent., and 25 per cent. in the order named.

By the C. Ross Company.

OUR stocktaking period is the last day of January in each year, and our efforts in clearing up stock prior to that, lasts throughout the other eleven months.

We have found, as most modern stores have discovered, that to leave the matter of clearing up stock until the period immediately preceding recapitulation would mean one of two results, either an utter failure to clear up departments of accumulated errors, or an absolute sacrifice of very large quantities of merchandise.

To attempt clearing up out-of-date goods a month prior to stocktaking would be reverting to the old-fashioned methods when styles lasted throughout a season or a year. In these days the fashions of one month frequently give way to an entire change the following month, and the time for clearing up such goods is not after "swift time" has left them away behind, but while they are yet alive. Our stocks are always cleared up before the annual stocktaking.

Wreyford & Co. Romain Building, TORONTO

Wholesale Men's Furnishers.

UNDERWEAR SPECIALISTS.

For **Spring 1904** we stock 2 lines of Natural Wool Underwear that cannot be beaten.

1170 AT $6.50. - 1230 AT $8.00

Both guaranteed Unshrinkable. All sizes, "34 to 44."

DOMINION AGENTS FOR

"Aertex," Cellular Underwear, Etc.,

Headquarters for

Jerseys, Sweaters and Golf Blouses.

Also Dominion Agents for following manufacturers:

Young & Rochester, LONDON, ENGLAND

SHIRT, COLLAR and NECKWEAR Manufacturers

Our **WASHING VEST** orders are largest on record, if you have not yet placed your orders we will mail you set of patterns.

New Neckwear for Easter Trade.

Y. & R.'s DRESS SHIRTS, at $9.00 and $12.00 and D. B. DRESS VESTS at $15.00.

Stocked in Toronto.

Tress & Co. High-class Hat Manufacturers, LONDON

LATEST IN SILK and FELT HATS.

GOLF and MOTOR CAPS

CORRECT SHAPES.

If you want to put in a reliable English Hat, up-to-date shapes—an English hat to compare with Dunlaps in value, at 25 per cent. less price, stock the Tress Hat

SMALLWARES

MALLWARES

Wrist Bags.

The kind that lead the fashion—Handsome, Nobby, Up-to-Date Prices, to retail at **25c.** to **$1.00,** and leave handsome margin for retailer.

We are direct importers of Smallwares of every description.

SEE OUR SAMPLES OF

Belts,

Hair Ornaments, Etc.

Too numerous to mention, but including **all the latest novelties.**

WILSON BROS. & CO.,

The Smallwares House of Ottawa.

OTTAWA, ONT.

SMALLWARES

1904 - 1904 - 1904

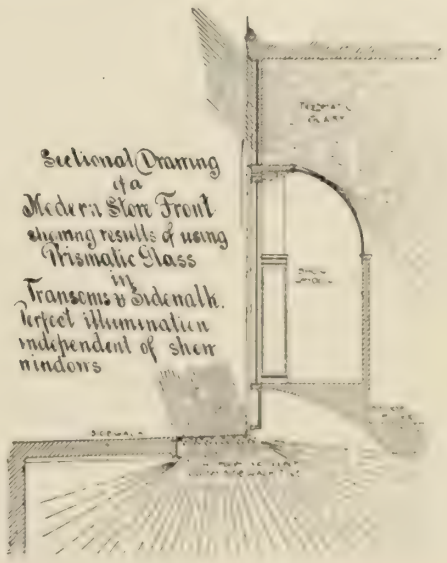
You want all the business you can get into 1904. To do this get in shape to take care of it.

Instal

LUXFER PRISMS

And make business easy

Store Front and Basement Lighting.



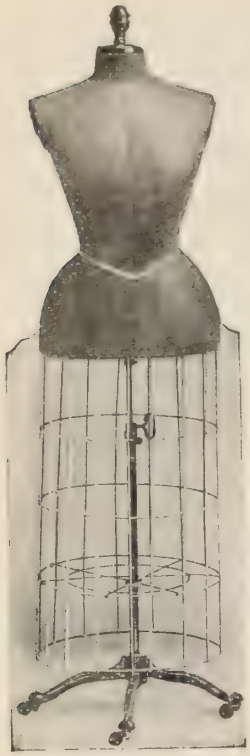
SEND FOR INFORMATION.

LUXFER PRISM CO.,

LIMITED.

TORONTO and MONTREAL.

1904 - 1904 - 1904



Cloak and Suit Model.

YOU WILL PROMOTE YOUR OWN BUSINESS BY INSISTING UPON HAVING

THE

PALMENBERG FORM

(Patented September 15, 1903.)

For Manufacturers and Retailers

It is made in latest shapes, absolutely correct in style and measurements and is constructed so that operators in fitting a garment over it can determine the exact position of the center lines by grooves in front and back which can be readily felt through the material of the garment which is being fitted.

Arm-hole caps are made exact size and shape of human arm so that the distance from waist line to armpit can be determined accurately.

Of course this form, being the best made, is also indispensable to RETAILERS for their store displays.

J. R. PALMENBERG'S SONS

710 BROADWAY, **NEW YORK, U.S.A.**

(ESTABLISHED OVER 50 YEARS.)

Factory: 89 and 91 West Third Street

Manufacturers of Papier Mache Forms, Wax Figures, Finest Metal Display Fixtures, etc

Our Metallic Ceilings and Walls

Are an ideal finish for all kinds of buildings, because they combine both beauty and utility.

We make an almost countless assortment of artistic designs—the plates fitting accurately, the joins imperceptible, and the pattern continuous in perfect precision throughout.

The sanitary superiority, fireproof protection, handsome effect, and moderate cost, appeal to all progressive people.

Full information in our Catalogue—
it makes interesting reading.

THE . . .
METALLIC ROOFING Co.
Limited

TORONTO MONTREAL WINNIPEG

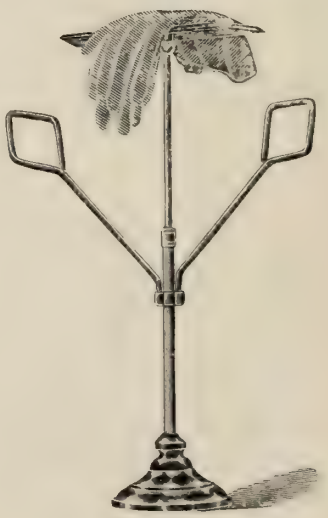
In Selecting Goods

from our catalogue you can be assured that you are getting the best and most up-to-date fixtures on the market. We can supply you with everything practical in

Metal Display Fixtures,
Papier Mache Forms,
Wax Figures,
Triplicate Mirrors,
Show Cases.



No. 520.



No. 387.

Hugh Lyons & Co.,

NEW YORK SALESROOM, 679 BROADWAY.

LANSING, MICH.

CHICAGO SALESROOM, 238 MADISON ST.

WINDOW DRESSING

THE ART OF DISPLAY

INTERIOR DECORATION

To the Firm.

IF a window is to be an eye-catcher, or to be strikingly novel, it must show at a glance that that the firm have been liberal in its expenditure for material with which to construct something which will prove to be a veritable feast to the eyes of the passing populace.

Provide Necessaries.

So many merchants handicap their decorators in innumerable small ways to such an extent that it is absolutely impossible for the windows to take on an enterprisingly attractive appearance.

Different shaped dressing forms and stands are indispensible; ceiling poles for curtain trims are a necessity, and a few planed boards should always be handy to rip up into the shapes desired, also some 1-8-inch basswood to bend into corners, scrolls, and arches. Yet we know many houses who do not provide a five dollar bill in a season for these requisites, and who grumble if the trimmer uses a few yards of cheese cloth costing 3 1-2c. to aid him in keeping his department where it should be—just a little ahead of any other in the house in leading his establishments clientelle on to thoughts of present needs and future purchases.

Put Yourself in His Place.

Suppose, Mr. Merchant, that when you are making those proverbial good resolutions on January 1st, 1904, you add a resolve that at least a moderate allowance according to the resources and requirements of your business be placed in the hands of your window trimmer, and that he be given carte blanche to expend it as he deems fitting for the beautifuing of your establishment during 1904. Try it for once. You'll double the appropriation for the following year and double your trimmer's capacity, enthusiasm, and ambition, too.

Were You Prepared.

The Christmas trims have been made and belong to the history of 1903. Were they up to the standard of decorating which you set for yourself just one year ago? Or did they disappoint after they were completed? We, of course, know that your duties are manifold. We also know that the time of a wide awake trimmer does not hang heavy on his hands. That the store may look beautiful and the windows attractive; the proper amount of characteristic time and novelty shall be imparted to all the displays both windows and interior, requires careful study, forethough, and execution on the part of the man in charge of the decorations. That we realize fully. But when are you, and the majority of trimmers going to realize that early preparation is the pole that pinches the persimmons.

When you are in a rush at the tail end hurry time what happens to you? You are dead stuck in the same tight place that you were in last year and every other year since you became a knight of the hammer and pins.

Going to Rest Now?

Perhaps you have argued with yourself that you have put in the best Christmas trims that your house ever had



No. 1.

and the whole place "looks like something", you have worked hard and earnestly; the trims were appreciated and admired. It is very nice, encouraging too, sweet

music to the ears, you like it, you wouldn't be human if you didn't. But don't stand idly by and listen to the laudatory comment while there is word to do.

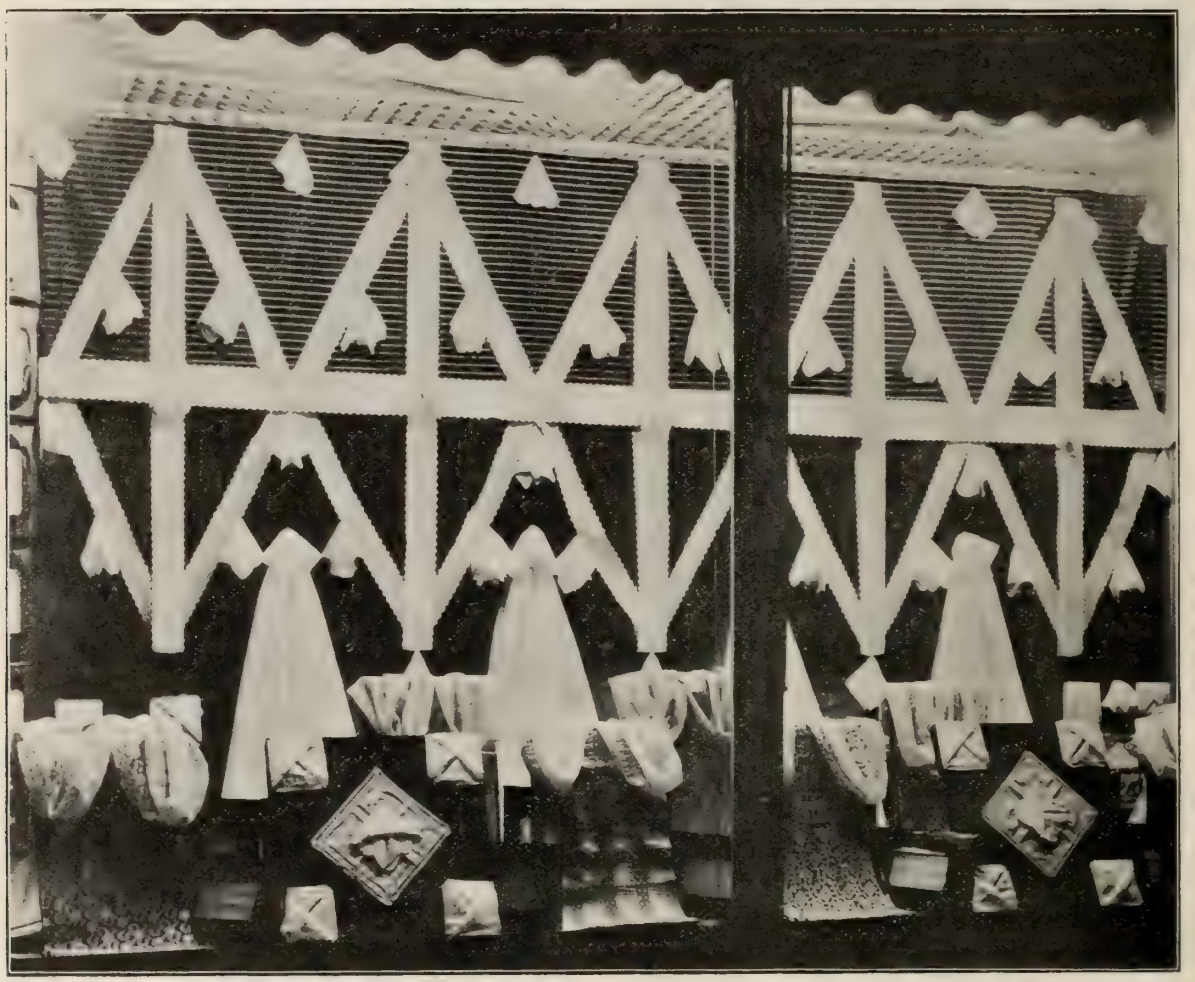
Take Them Down.

How long are you going to let those Christmas decorations remain in the windows; and those cornice trims, how about them? Some forms have been disarranged, goods partly taken down, goods unfastened, drapes unpinned and ugly vacancies left to mar your work and offend the eye; as a matter of fact they should give place to the January whitewear sale at once; besides, it reflects a wide awake policy this being strictly up to the minute and not an hour behind. We don't for a moment suppose that financial disaster would overtake your firm if the decorations remained up a few days longer, but the great tide of Christmas shoppers have had ample opportunity to gaze upon your handiwork and the show has performed its part in enhancing the holiday trade; the goods are dusty and, like a last year's bird's nest, its usefulness has gone. Independent of all that the heretofore stated point of go-aheadedness and that plank of the house policy which probably could best be branded as the " up-to-date " plank, are two of the most important considerations in the management of a lively retail establishment.

Don't Crowd.

Some time ago a salutory lesson was given to a young trimmer that should be impressed upon every amateur as indelibly as it was upon the party mentioned. He was arranging a ledge trim, upon the edge of which was a metal rail for display. Upon this he had spent a full half day arranging puffed wash goods for a wash goods opening. When completed he asked his employer if the trim was all right. After a critical survey he was asked, " Don't you think the goods are too far apart?"

That young man received the best lesson he ever got in just nine words. " Every drape on that rail was crowded so closely together that daylight could not sift through." He felt the sarcasm but remembered the lesson ever afterwards.

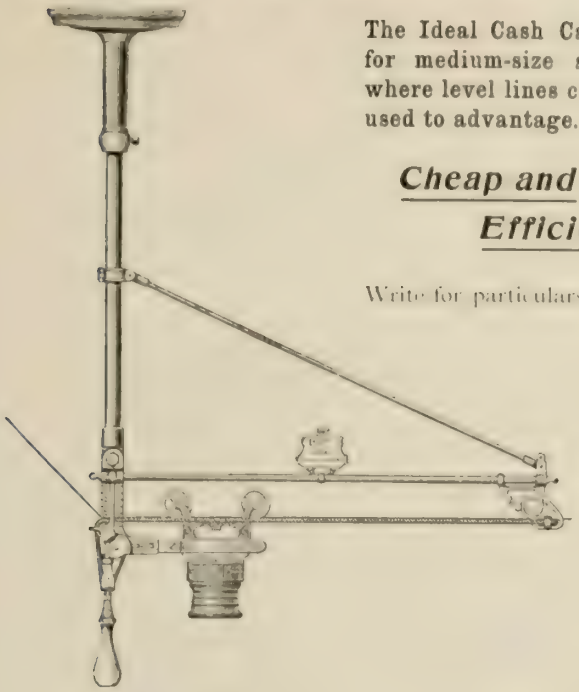


No. 2.

Window trimmers oftener fail from the crowding habit than perhaps any other. This is perhaps more noticeable in jacket and costume displays. A woman wants to see every side of a garment, and if you can arrange it so the back will be shown in a mirror or side window you have won many additional glances from her.

Even an empty or scanty appearance is to be preferred to crowding; but there is a happy medium, which should not be difficult to strike for those who are earnestly trying to succeed.

LAMSON IDEAL CASH CARRIER



The Ideal Cash Carrier for medium-size stores where level lines can be used to advantage. . .

Cheap and Efficient.

Write for particulars.

FRED'K C. CUTTING

73 Adelaide St., West, TORONTO, ONT.



RETURNED APR 14 1904

Our No. A1

Padded and Finely Covered in Linen Canvas.

CLOAK MAKERS

should not fail to have some of our special Cloak Makers' Forms.

Send for our latest supplement showing these forms with prices.

A. S. Richardson

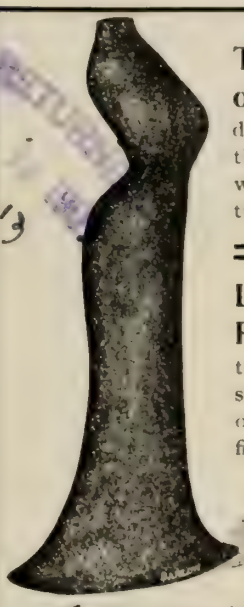
62 Hayter St., TORONTO.

'Phone Main 3687.

MONTREAL

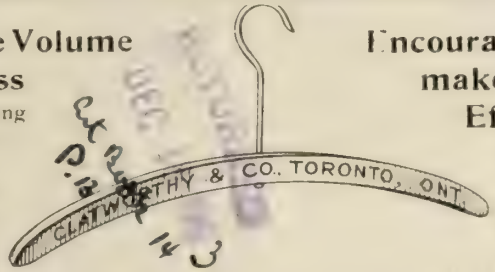
40 Victoria Sq.

'Phone Main 4. 34.



The Large Volume of Business done by us during the past year was very gratifying, and

Drapery Forms to waist, shoulder, or full figure.

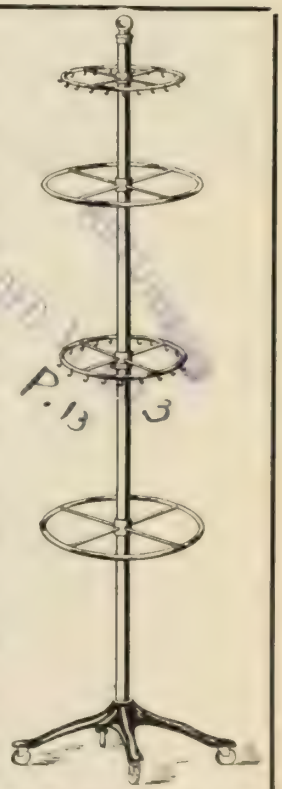


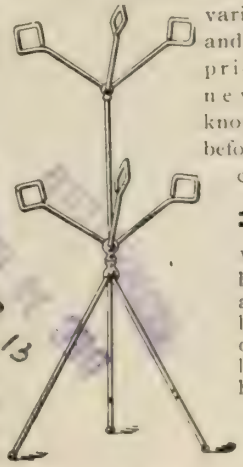
Shoulder Hangers, with or without customer's name. In greater variety and at prices never known before in this country.

We have better goods and carry a larger stock of all our old lines than heretofore.

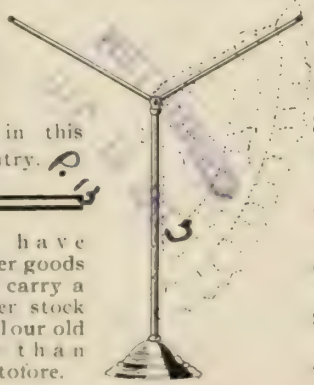
Encourages us to make greater Efforts for the year 1904. With this object in view we are now introducing several new, novel and up-to-date designs.

We are now ready to supply our new Metal Silk Skirt Stand. The best of the kind on the market, elegant, strong and finished in best oxidized copper.

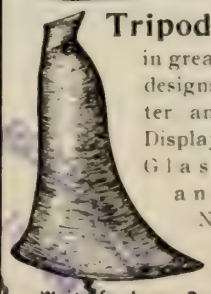




Tripod Stands in great variety of designs for Counter and Window Display, Mirrors, Glass Counters and Cabinets, Nickel-plated Goods, Ribbon Cabinets, Store Stools, Wax Figures, etc.



Our New Individual Skirt Stand. The very latest thing for the display of white skirts.



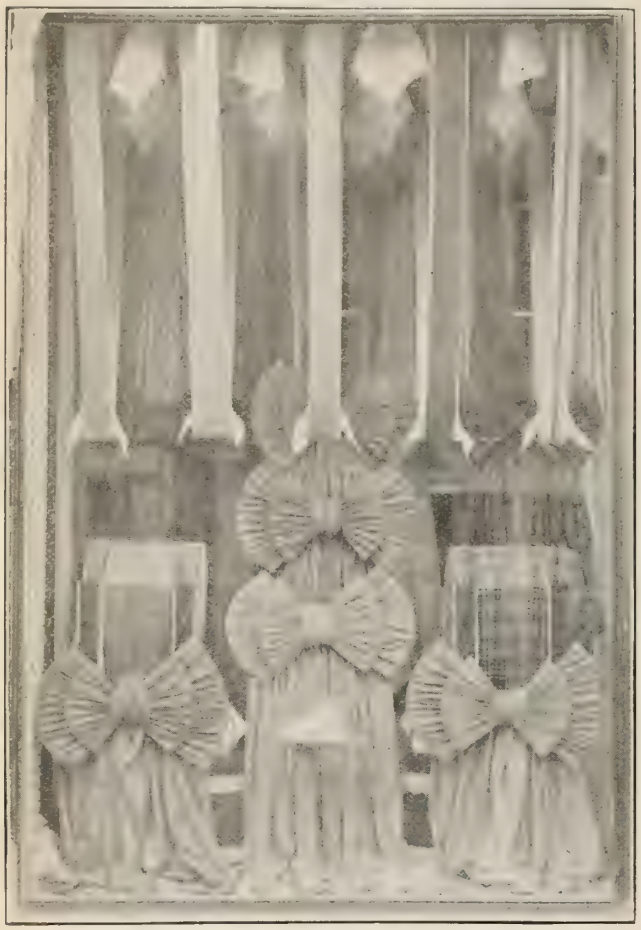
Write for large Catalogue and Supplements.

Place your Orders now for Spring, and we will ship when directed.

CLATWORTHY & CO., 48 RICHMOND ST. W., - TORONTO, ONT.

Use all Your Cunning.

Women are curious. Therefore do something to excite her admiration and curiosity. The best advertisers reach her at long range, and their efforts are followed by her patronage. Cannot you beat the "ad" man out? He only talks about the stuffs which you exhibit. There-



No. 3

fore use all your cunning—there's the rub, ALL your cunning. Are you putting in your best licks for trade or merely filling the windows in the quickest way possible at the least expenditure of energy and thought? Do try and make each window appeal for trade; display goods so nicely as to force people to feel that they really wish to possess them. The result will be an instant demand to people able to gratify their desire.

Those who have to wait and contrive before purchasing will remember the store and displays long after the trims have been removed and the attraction will be communicated to frineds and relatives.

Change Often.

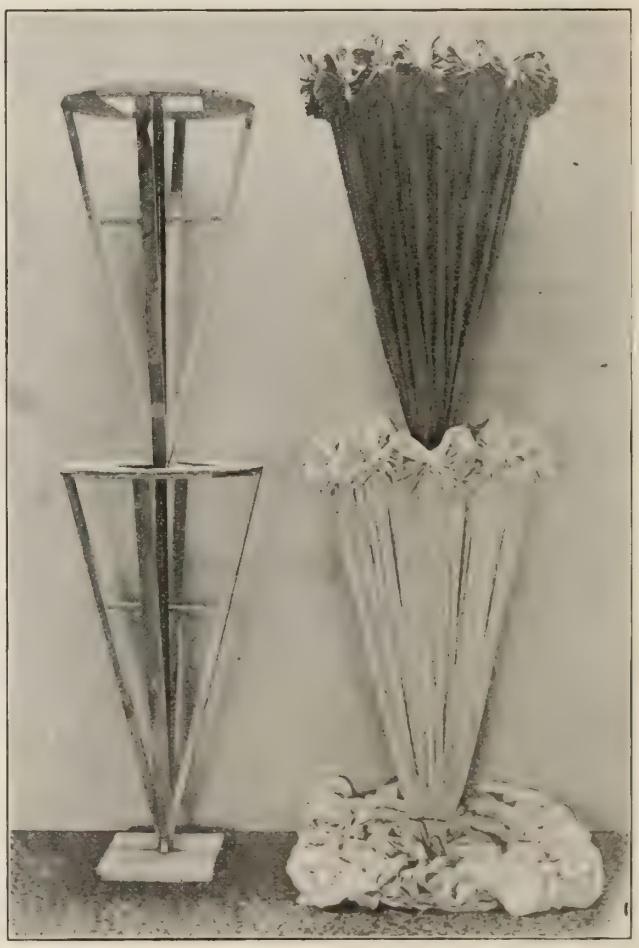
One rainfall does lots of good, but it won't keep your corn growing all Summer. It takes more than one window to draw business permanently, therefore use your windows as you use your linen—change often.

OUR ILLUSTRATIONS.

No. 1—This novel handkerchief trim with rippled floor and background in deep rose pink, has for its display simply basswood strips 1-8-inch thick and one inch wide. The longer pieces start at the floor, at rear of window, and run up, and forward, to window tops, when they are tacked with brads to window ceiling and window back. The treatment of front is similar, the lower ends are stuck down the air space at glass and the other end tacked to cross bar of glass in the rear. The handkerchiefs in this trim were all sold in one day at a profit of 33 1-3 per cent. and is an exemplification of the idea above expressed to trim your windows so nicely that they will appeal for trade and get it. By using heavier or rather wider strips this same idea can be utilized for a stunning whitewear display for a January trim.

No. 2—Background of cardinal and display stands covered with the same shade. To make the diamond-shaped background, nail a wooden strip 1x4 inches from one side of the window to the other; and across this tack lath uprights at equal distances. Upon this foundation use double rows of embroidery with the edges turned each way, and tack handkerchiefs upon the display as seemeth good unto thee. The floor is draped largely with tucked silks, allover laces, white wash goods, embroideries and handkerchiefs.

No. 3—Side wall and window background are dressed with fancy French flannels in contrasting shades, pleated



No. 4.

into folds 1 1-2 inches wide, forming a point at ceiling and extending the material to its full width on window floor. Over poles suspended at window front and rear at ceiling hang wide neck ribbons (papered), passing the end under the front rod, carrying it back over the rear rod and

All in cut Book 15 Page 19

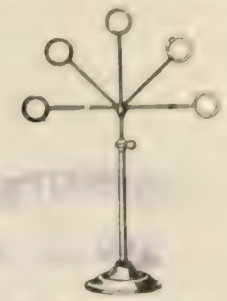
A.W.D



205. Tie and Glove Stand.



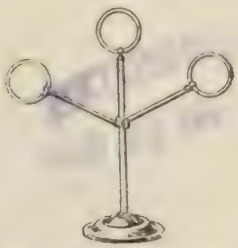
207. Counter Stand.



206. Tie and Glove Stand.



139. Silk and Dress Goods Stand.



208. Tie and Glove Stand.



209. Neckwear, Shirts, etc.

The Profit

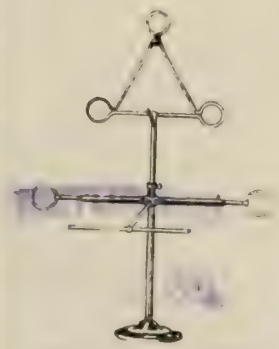
in them is beyond belief. They never quit selling. They never get sick, or tired. All they want is to be well dressed—they work best in good clothes.

Send for complete catalogue of store fixtures and price list. We make special fixtures for any purpose. Send your ideas and we shall submit design and estimate.

Toronto Brass Mfg. Co.

98-100 Lombard Street,

TORONTO, :-: CANADA.



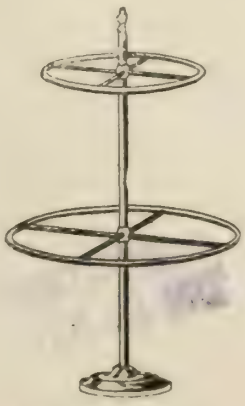
210. Tie, Glove and Shirt Stand.



176. Tie and Glove Stand



140. Dress Goods Stand.



141. Counter Stand



142. Silk and Dress Goods Stand

All in cut Book 95 15

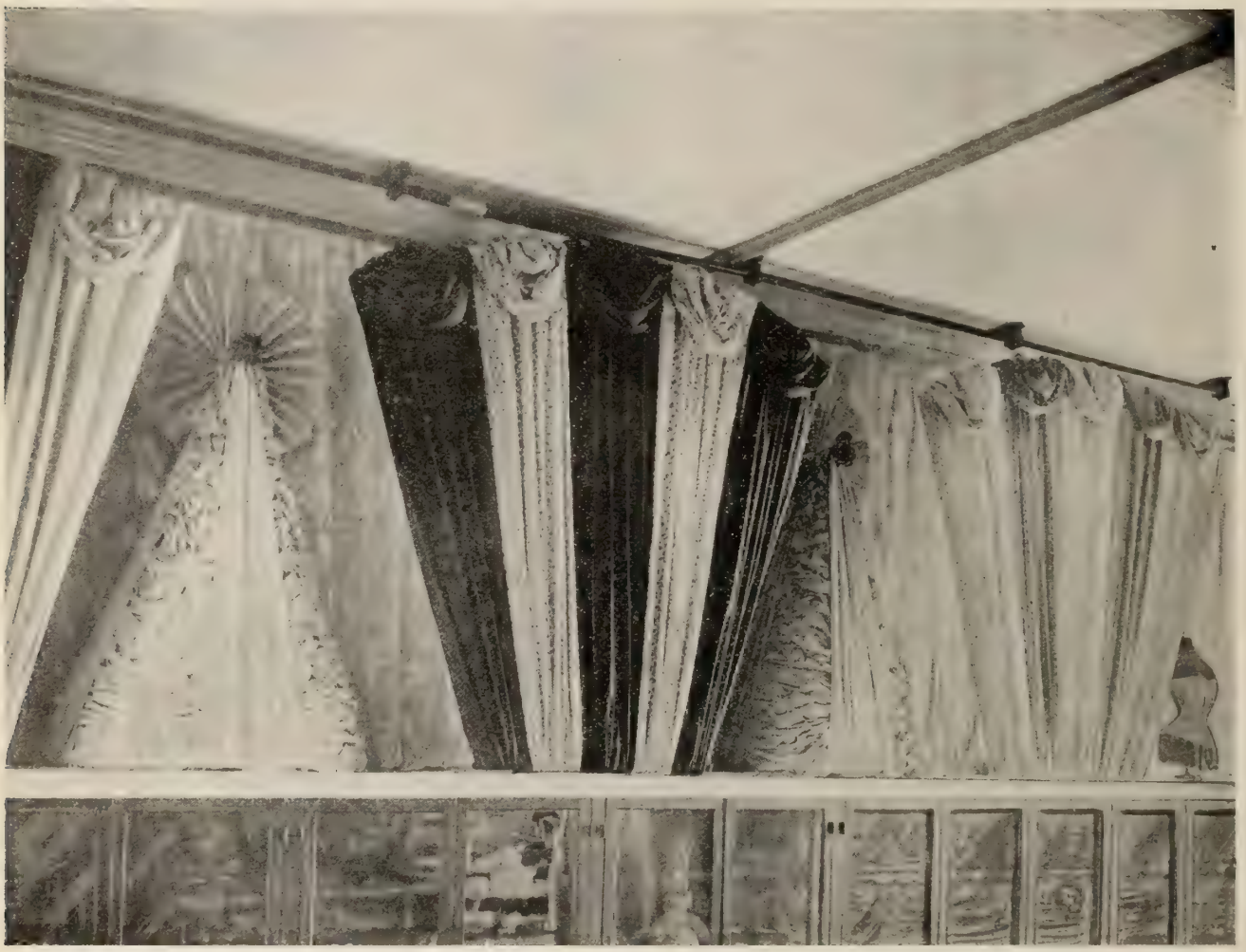
Page 19

down, pinning the end to roll, allowing the same to hang in the centre of window describing a V-shape or triangle Between each row of ribbon suspend lace handkerchiefs, long silk gloves, or lace collars. The draped bow-like forms are dress materials, and the form is made by tacking a segment of hoop to the ends of a stick, with a longer pair behind, and separated by a round disk one inch in thickness. This drape is uncommon, neat and effective.

No. 4—This elaborate wash goods stand is very effective and can be made in any size desired. The light wooden frame in cut requires no further description except that an ┐ shaped hook should be screwed into each corner of the board platform or foot of stand. Commence by leaving out three or four yards of material to form the top puffing, then gather the goods nice and full, pinning the same to top of circle; carry down to the floor and tie around central upright; pass material around hook; back to the central upright; tie again and carry the goods up; pin again to circle; down again around the next hook and so on until finished. Take the four yards of material left out at beginning, crush it in the hand, tie around with string every 12 inches, and pull into puffs for edge of circle. Ripple the balance of goods for floor dressing.

No. 5—Interior Decoration—The beauty of this trim is somewhat nullified by the acute angle necessary to photograph it. Space occupied is 25 feet long, 8 feet high, 3 feet wide. Wall background is made of fine lace curtain suspended from ceiling pole and gathered quite full.

The quarter-circle fan-shaped design, is made by attaching two upright standards to each end of the segment of a circle; across these two uprights nail a cross piece and raise the frame one inch from the floor. This trim is made from French wool flannels. Pass the material under the frame from the back, and bring it up to the top leaving a yard or two to form soft puffing at top. Pull tight into nice rounded flutings, and continue until completed, being always careful to use alternate contrasting colors.



No. 5.

The tapered fan-capped design, is made upon an inch board, stood edgewise to the front; and is 5 feet long by 12 inches wide, with a square foot braced with triangle braces. For the floor spread a large loop as wide as the space you wish to work upon, and fasten it to the floor (one inch from floor) with screw eyes and twine. Pass the material under hoop from inside and carry over top of board down to other side and pass under hoop, pull tight and pin. Make the rippled panels on a foundation of unbleached cotton. Pleat a fan with papered material and let it rest on top of upright board against the wall; and fasten a bunch of flowers to front top corner

No. 6 This ledge or cornice trim is one of nine varying in detail and each section having different drapery, coloring, and designs amounting to over twenty different disposals of materials shown, and should materially aid amateurs in adding to their store of knowledge upon their chosen calling.

W. R. McCOLL.

INDUSTRIAL ARTS IN AMERICA.

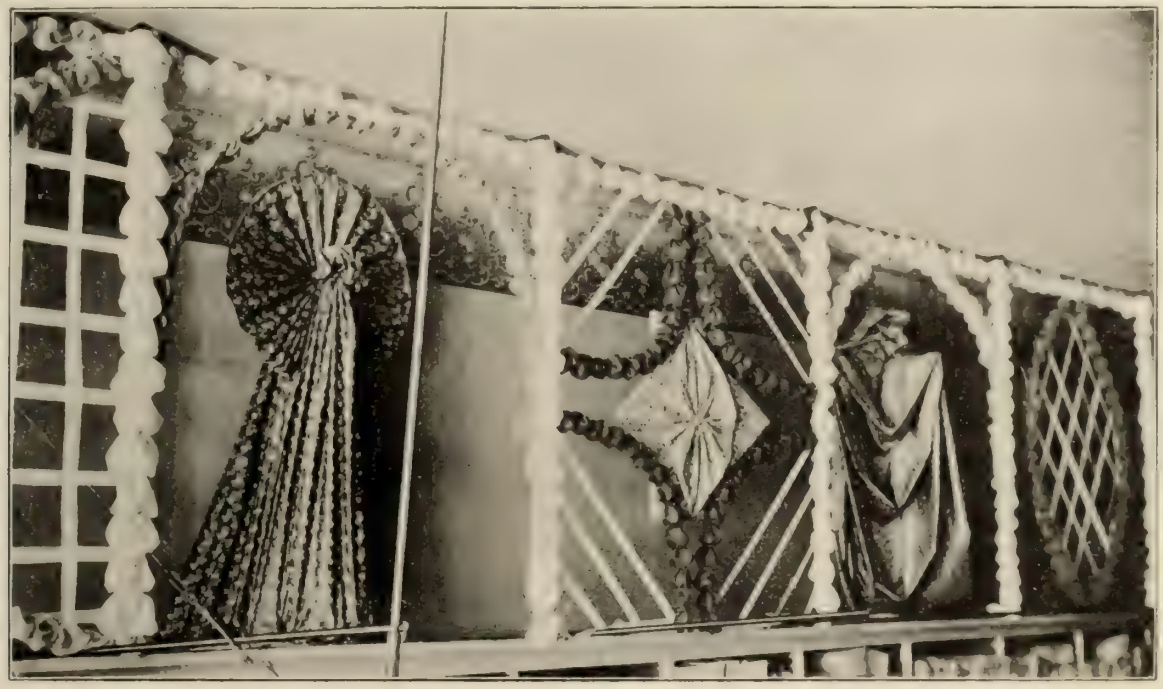
L. R. HEAD, in World's Work, writes on "Industrial Arts in America." "Few persons know the difficulties manufacturers have in producing original work," he says. "The artist and designer is called upon to invent something as good as that made by his competitor, both here and abroad." Without opportunity, training or the facilities in America, he borrows ideas from imported articles as a rule, or goes abroad to find what he wants from the best examples in foreign museums. Thousands of imported designs for wall papers, silks, and dress goods are duplicated here by American designers who go to Europe in droves every year to get ideas to utilize in the arts at home. Welcome the day, when national training schools for artisans, with museums and art libraries attached, shall be established in America. It will help the large army of skilled artisans to create or invent a national style, and in a manner stop a large importation from Germany, France and England of fine china, pottery, silks, etc., and turn the tide to exportation.

PROFESSOR OF DRESSMAKING.

Ruskin University, Ill., has lately established a chair of dressmaking. Henceforth young Ruskinites will learn to make their dresses skilfully and inexpensively, and surely none can escape matrimony unless perchance she steel herself against the thought. Her husband will have made no mistake for economic reasons for a wife skilled to build dresses is worth hundreds of dollars a year. If she marries a rich man, her knowledge of the art will enable her to exercise an intelligent supervision over her dressmaker. If she marries a poor man, she will win his undying admiration, and save him lots of money by appearing in her own "creations."

IF THE STOCK MARKETS WERE CLOSED.

SUPPOSE for a moment that the stock markets of the world were closed, that it was no longer possible to learn what railways were paying dividends, what their stocks were worth or how industrial enterprises were faring. How would the average man, how even would a man with the intelligence and foresight of a Pierpont Morgan, determine how new capital should be invested? He would have no guide except the most isolated facts gathered here and there at great trouble and expense. A greater misdirection of capital and energy would result than has been possible since the organization of modern economic machinery. Mr. Morgan or any other capitalist might be expending millions of dollars in building new railways or cotton mills when there was no necessity for them, while a hundred other industries beneficial to the public were stagnant for lack of capital. Great sums would be wasted in bootless enterprises, which would prove unprofitable and carry down their owners to ruin.



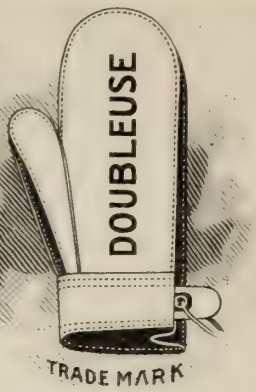
No. 6.

TO MANUFACTURE LINEN IN CANADA.

THE International Flax Fiber Co., of New York, with a capital stock of $1,500,000, has issued a prospectus in Canada. As stated in this the object of the company in coming to Canada is to secure land for the cultivation of flax in this country, and to transform the flax into fibre and tow by the method patented by Mr. G. R. de Montlord, who is president and general manager of the company. They will manufacture yarns and linen in Canada, as well as all the by-products of the flax, etc., etc. Canadians named on the board of directors are Messrs. N. A. Belcourt, K.C., M.P., Ottawa; and Joseph Archambault, banker, L'Epiphanie and St. Henri de Mascouche, P.Q.



DOUBLE USE MITTEN COMPANY



WEAR IT ON EITHER HAND WEAR IT ON EITHER HAND

U. S. Patent, May 6th, 1902. Canadian Patent, June 24th, 1902.

DUNDAS, ONTARIO and MORGAN PARK, ILL.

Successors to Smith & Baker, and the business in Dundas will be under the management of Mr. H. G. Smith. In addition to our many popular lines the **Patent Double Use Mitt** will be made in various leathers, and this Mitt will meet with great favor, as it is not only the most comfortable Mitt, but enables the wearer to get double service, as it can be worn on either hand, and sold at the same price as other mitts.

Every wholesaler should have these lines in his samples.

Write for samples at once.

BATTING

GUARANTEED FREE OF THREADS AND OTHER WEAK AND LIFELESS STOCK.

NORTH STAR, CRESCENT AND PEARL COTTON BATTING

Quality for this season still better than ever. The best at the price, Made of good pure cotton—not of shoddy. Ask for **North Star, Crescent, and Pearl Batting.** Be sure you get these brands.

Robert Henderson & Co.

Dry Goods Commission Merchants

181 and 183 McGill St., MONTREAL.

DYES AND THEIR HISTORY

UNTIL the last few years the greater part of our common colors were obtained from animals, and at the present day, many countries still adhere to this source for reds and p[ur]ple different shades. The oldest color known, that called Tyrian purple, came from the whitish half-liquid matter secreted by certain organs in a univalvular shell-fish, and the cochineal and coccus for a great number of years supplied almost all the reds known. Of late years, however, aniline dyes have almost entrely taken the place of animal coloring matter in the more advanced countries.

Tyrian Purple.

Tyrian purple during many ages was the most celebrated and venerated of all colors given by dying and was the first that could be permanently fixed on wool and linen. The shell-fish that supplied it was called by Pliny, conchylium, murex, purpura and buccinum, and was taken from the sea near Tyre, in Africa near Menige, and in Europe near Laconia. According to Pliny when the Tyrians caught any of the greater purpurae they took the fish out of the shells, but the small fish were simply ground up in mills. The fishermen tried to take them alive or the precious liquor was supposed to be ejected with life. The white veins were taken out and laid in salt for three days and afterwards slowly boiled in leaden vessels for ten days, during which the impurities were skimmed off. The liquor was tried by dipping wool in it.

Some interesting accounts are given of the discovery of the coloring matter. It is said that a dog was one day following the nymph Tyros and her lover Hercules at the sea shore, when he caught one of the purpurae in his teeth and crushed it. The purple juice flowed over his mouth, and Tyros, observing it, expressed a strong desire for a dress dyed in the color. Hercules set to work and worked out a plan whereby to satisfy her. Some date its discovery to 1500 years before Christ, while others place it a century later, when Minos reigned in Crete. The Greeks and Romans used it extensively, but for centuries lost the secret. The first heard of it in the British Isles, was when a fisherman on the coast of Ireland made a reputation for himself through his dyes, which he extracted from a shell-fish found in the sea.

Kermes.

In Southern Europe and Northern Africa grows a species of oak, the Quercus Coccifera, whose bark is usually covered with a small insect, known as the coccus illicis. These are scraped from the branches during the month of June by women, who allow their nails to grow long for this purpose. They are killed by exposure to the vapours of acetic acid, evolved by heating vinegar, and after drying are ready for use as dying agencies. The use of the coccus is very ancient, but cochineal rapidly superseded it, wherever introduced, and at present, it only value is as a dye for leather and woollens in South France, Spain, Morocco and Turkey.

The coloring principle is identical with the carminic acid of the cochineal, but it does not dye such brilliant shades. It is, however, not so readily effected by alkalies, soap or perspiration. When of a good quality kermes, as the dried insect is called, is of a deep red color and pleasant odor, and is soluble in water.

Lac-Dye.

The coccus lacca yields lac-dye, a secondary product in the manufacture of shellac. The insect lives on twigs of trees of the genus Ficus, especially the Ficus religiosa or banyan tree, and is found principally in Bengal, British Burmah and Assam. The insects multiply with such rapidity, that in a short time they cover the surface of twigs a quarter inch thick and adhere very firmly to the wood. The natives break off the twigs just before the time of hatching, and kill the insects by exposure to the sun. The product, stick-lac, containing ten per cent coloring matter, and seventy per cent. resin, is then ground and triturated for hours with water, or some say with weak alkali. The coloring matter dissolves, and is precipitated by adding a solution of alum. The deposit is collected and placed on a canvas filter or strainer, and afterwards pressed so as to form cakes about two and a half inches square, and one-half to three-quarters inches thick. The exact mode of preparation is kept secret even though its use has been general in India for centuries. It was first imported into England in 1796, and was at one time extensively used. It produces a color similar to cochineal, but fuller and faster, though not so brilliant.

Cochineal.

The best known of all insect dyes is that provided by the little insect called the cochineal. This dye is still used in all countries, particularly for woollen goods and to a lesser extent in worsted yarns and stubbing. The scarlet cloth of the English army is all dyed with cochineal. Aniline dyes are, however, rapidly replacing it and its exportation from the countries cultivating it has fallen to a very small amount.

When the Spaniards were engaged in Mexico in 1518 they found the natives using the red dye of the cohineal in considerable quantities, and quickly recognizing its value, exported it to Europe, as early as 1550, when it superseded kermes to a great extent.

The cochineal is the female of the coccus cacti, an insect which lives and propagates on certain kinds of cactus, native to Mexico and Guatemala, and introduced into the Canary Islands, Algeria, Java and Australia. The Canary Islands have always supplied about half of the amount consumed. The male is smaller than the female, which is much like a "lady bird" in size and color, is provided with wings, and does not yield a dye. The female has no wings and remains attached to one spot on the plant from which at the age of about three months, it is swept with the tails of small animals, into small straw baskets. These collections are made three times in the seven months of the season. They are then killed either by being thrown into hot water and afterwards dried in the sun or in stoves; or they are placed in a bag and stored at once. The latter yields the silver cochineal, so called on account of the peculiar white lustrous appearance, which the product possesses. When the insect is first thrown into water it forms the black cochineal. One pound of the dried mass contains about 70,000 insects, and an acre of cactus yields 250 to 300 pounds.

Other Animals.

Cuttlefish and shell fish the world over almost invariably yield some coloring matter, always of a reddish hue. Even catterpillars have been used, and Indian yellow is obtained from the camel. Several blues, too, are made from the fusing of horses' hoofs, and other refuse animal matter with impure potassium carbonate. Almost all of these colors have been discovered by accident, as the coloring matter is usually only a part of the animal, and unlike what prevails in the case of roots and barks that give dyes, boiling will not extract it.

BUSINESS MEN AND THEIR STORES

BRANTFORD is a city of large and numerous factories and of large and progressive mercantile establishments. To be a successful merchant in the Telephone City is a guarantee of business methods that are up to date, a store that is carefully planned and arranged, and a stock that is selected by an expert buyer.

Mr. Robt. C. Burns, of whom a cut is shown, has been engaged in the dry goods business in Brantford for five years only, but in that time his experience in dry goods and his other qualities adapted for such a business, have built up a city and country trade that is loudly calling for more space. One enlargement has already been made, but his specializing in millinery and ladies' wear has been so appreciated that he finds his present space inadequate.

Mr. Burns was born at Niagara on the Lake, and part



Mr. R. C. Burns' Dry Goods Store, Brantford, Ont.

of his dry goods experience was gained as a merchant in that town. The invaluable knowledge to be obtained as a traveller has assisted Mr. Burns' efforts, he having been on the road six years, and a member of the Commercial Travellers' Association of Toronto for over 22 years.

His store front shows that Mr. Burns appreciates the value of well-dressed windows, and has ideas in their arrangement that produce attractive displays. His staff consists of 18 salesladies and milliners. After several years of practical experience in both the credit and cash systems, he has come to the conclusion that the only proper method



Mr. Robt. C. Burns.

is strictly cash, and this is the principle upon which his business is worked.

Mr. Burns' five years in Brantford have attached him to the city and filled him with bright visions of its future. In his own words: "Brantford is a live, progressive place with a future and an assured population of 25,000 five years hence. Manufacturers are all busy, their plants in most cases being enlarged. The farmers in Brant County have had good crops, and an excellent business is the result. Nothing can be conceived that will prevent a good trade in all lines through this Winter and the Spring of 1904."

LOCKETS FOR TRUSTED MEN.

AT the conclusion of a most successful year's business the road representatives of B. Cohen, "Premier" brand waterproof clothing, consisting of Messrs. J. J. Solomon, T. Drennan, M. Simon, F. Bass, J. A. Grant, A. J. Vineberg, G. A. Sutherland, B. L. Martin and J. A. Soloman, entertained the Canadian manager, Mr. J. M. Cohen and Mr. H. Fitzgerald, the bookkeeper, to an elaborate dinner in Montreal on Tuesday, December 15th, and at the same time presented each with a very handsome gold locket suitably inscribed, as a token of the good will and kindly feelings entertained by the staff for them.

JANUARY REVELATIONS IN SPRING GOODS

JOHN M. CARLAND, SON & CO.,

Wholesale Dry Goods,

OTTAWA,

Canada.

Wash goods, the most distinguished range we have ever shown
Carpets, Lace Curtains, Art Draperies, rare designs and weaves
Dress and colored shirts, smartly Knotted Ties, new shapes in Collars
Notion Department reveals new Belts, Buckles, Fancy Collars, Ribbons, &c.
Woollens and Tailors Trimmings-prices right, owing to early Buying
Linen Section embraces some very unusual values in Towling & Tablings
Ladies Furnishing Department-New Features in Blouses Skirts and Suits
Linen Toille, Linen Knickers, Linen Lawns, Jacquard Fancies, Chambrays
Rich Broche Mattings, Highly mercerized, many new weaves in the Printed Cloth
Manchester Vestings, a unique material for the inimitable Shirt Waist
Linings and Foundations the best substitute for silk-so very near the real rustle
Lace and Embroideries, the season before us will demand Big Stocks
Lawns in Nos. 315, 317, 318, 319, 320, we invite the keenest Comparison
Prints, Plains and Fancys a large range, values the very best procurable
Dress Ginghams, Zephirs, Chambrays, Chambray Madras linen effects
Grey and White Cottons representing the greatest value for smallest cost
Most of the above mentioned goods are available through our Mail Order System

The First Ray of Spring reveals to the trade a most facinating range of new Dress Materials, a splendid exhibition of the artistic mind combined with deft hands in the execution of their various ideas.

Our Travellers are now out on their respective routes and will be pleased to have you look over their lines.

Be Sure You Get the Best

Paton's Scotch Boot and Shoe Laces "BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide

See Name on Every Box.

Better Value cannot be got. Send for Samples and Prices.

Ward's Coronet Hard Ash

RED AND BLUE LABEL. - - - - - - - UNEQUALLED IN QUALITY AND PRICE.

..... Sale Agents for Canada .....

GEO. D. ROSS & CO.

53 Wellington Street West, Toronto. 648 Craig Street, Montreal.

SHOE TOP FACINGS

PULL STRAPS AND SHOE LABELS

DRESS & WAIST BELTS

SHIRT AND UNDERWEAR LABELS

WOVEN LABELS

FOR CLOAKS
Low Prices
FOR SKIRTS

SUPPLIED AT SHORT NOTICE.
Artistic Designs Furnished.
WRITE FOR SAMPLES TO

FOR SUITS
Quickest Delivery
FOR FURS

GERMAN ARTISTIC WEAVING CO.,

Factories: Crefeld, Germany, and Pompton Lakes, N.J.
683 & 685 BROADWAY. NEW YORK.
Canadian Office: TORONTO, 14 Melinda St.

BOOTS AND SHOES

STYLES IN SPRING SHOES.

THE feature of the new shoes for Spring, is the neatness of the shapes. The soles are all closely trimmed and light and add greatly to the "tight" appearance of the shoe. Plain effects are the rule, save in an occasional Oxford which shows some fancy work in patent leather continued in the upper.

The ladies' shoe has almost always the patent leather toe-cap and medium weight soles. Very few button shoes are shown, but there is a number of Bluchers which promise only a moderate sale. The toes are more pointed and the slant proportionate on both side of the sole. Vici kid and velour calf are the favorite leathers. Some Summer Oxfords have bars across the front varying in number from three to ten.

The man's shoe has a toe very much like the old "coin" toe, that followed so closely on the "razor" toe. It was the neatest shape in the opinion of many that ever appeared on the market. Some have a more blunt toe with one side straight and the other sweeping around to it in a rather awkward looking style. This is accentuated in the "potatoe" shape which has a decidedly pointed toe. Not many of these are included in the samples, but a few show the tendency of the coming style. The toes are all well boxed out, retaining the popular masculine appearance and comfortable fit. The number of Bluchers is astonishing, fully two-thirds of some sample lots being made in this style. Velour calf has greater prominence than any other leather, and will be the leather for next year. There are some box calf, and a city retailer showed a shoe made of what he called "gun calf," a leather, in appearance like a velour, but much lighter, and thus cooler.

There will not be an overwhelming demand for tan shoes next Summer, but the wholesale houses are prepared for what will come. Tans are of the same shape as blacks. There is even a scattered dark brown shoe in the samples.

ARRANGING THE SHOE STOCK.

THE most practical and convenient plan to adopt in the arrangement of the cartons on the shelves, depends very much upon the space, and the amount of stock carried. It is customary in smaller shoe departments to place as much of the stock as possible on the shelves, providing the extra space required, by building the shelves deep enough to hold two rows of cartons. But the neatest and safest way is to use the shelves only for samples, showing only one of each size and width, and keeping the duplicate stock in another section.

The average store, however, can not afford to carry a stock of sufficient variety, to fill the shelves with but one of a kind, so that schemes must be worked out where the samples will be easily available, and yet kept on the same shelves as the general stock. There are two ways of doing this, one, by placing all the same kind in one division of the shelving, and the other, by using the lower sections as sample space, and filling the upper rows with the stock. The latter is the better, as there is less fear of mixing the cartons, and the samples are more convenient. When a sample is sold another of the same style should be immediately brought down from the stock above. Still another plan is to keep the samples near the trying-on chairs, and the stock in the more distant parts of the department, order being observed in the placing of the stock, as well as of the samples.

The store that has the entire visible stock nothing but samples, is sure to maintain a far neater room, and can easily avoid the mixture of samples and stock that often occurs, where they are close together. Here again the system of one merchant almost always varies from that of another. The plan that has given most general satisfaction, and the one that has been most often adopted with slight modifications is to run the sizes from the ledge upwards, continuing this completely around the store. Where several widths of each size are carried, they should all be side by side in a division, that is each number in all its widths will be placed horizontally side by side, while the size increases with each carton upwards. When this is done the salesman knows the row running the length of the store, that contains the required number, and at a moment's glance can select his 8A or 8B and so on.

Many merchants allot a division in the shelving to a certain style in all its sizes, the space being two cartons high (the limit between shelves) and the required width. If more space is required two divisions are used, and the space not needed, filled up with duplicates. Such divisions are, however, more difficult to fix in the memory, and when the proper style is found, some seconds are required to select the desired size and width, a delay which is increased by the confusion in arrangement in each division, that cannot be avoided.

All this above the ledge, which usually runs around the store at the height of two and a half to three feet. Below this the cheaper lines and rubbers can be kept, the division, rather than the perpendicular arrangement, being observed. Infants' and children's boots are usually kept in drawers beneath the ledge, each style having its own drawer.

When the shoes from a carton are sold, the carton must not be removed from the shelves, but inverted, to show that the box is empty. In his spare moments during the day, the salesman must fill all these empty boxes, in order that no style or size will be missing if demanded. It is a good plan to make this the work of one clerk, each salesman, however, assisting him, by marking on a slip

of paper the style and size of each shoe sold by him. Where there is a cashier, he might note each sale, and the clerk who looks after the samples can receive from him a list of what is wanted.

If a shoe is out of stock the carton representing it, can be turned around, so that the blank end is showing. In this way the buyer can tell in a few minutes what is required, without going to the trouble of examining the reserve stock. To avoid all necessity of going through the stock, a small tag can be attached to each carton that represents a size which is short, the exact number remaining being marked on the tag, and each sale afterwards being chronicled by a stroke. When the stock is replenished, the buyer removes the tag.



By a little thought and care each merchant can arrange and keep his stock as best suits his space and size of stock, and can maintain such order that buying and selling will be done rapidly and easily, with pleasure to salesman and customer, and no dauger of overstock. The shelves can be kept neat, and a salesman be enabled at a glance to see if a certain size is in stock. If this is properly attended to not only is much time and bother saved, but the customer is impressed with the ease with which he is waited upon, and the through knowledge the sales man has of the stock carried.

THE RETAILERS STOCK OF RUBBER GOODS.

THE rubber season may be said to extend from December 1st to the middle of May, with the months of March and April containing perhaps two-thirds of the business. More people are wearing rubbers than ever before, and they are wearing them more of the time. The average man or woman now includes them in the regular winter costume, and it is becoming far more general to continue their wear from the first of the snow until the warm weather comes, than to use them only during the soft Spring season.

For this reason every shoe stock must include a good variety of rubbers, in as many widths and shapes as can be carried. With the large sales of this class of goods, has naturally followed a more strict observance of finish, fit and style, on the part of the consumer, and to meet this a stock must be more select and varied than in former years. The large number of different shapes of shoes demands a correspondingly large assortment of shapes in the rubbers.

The manufacturers have done their part of providing for this large and varied demand, and the merchant must take advantage of it. There are rubbers of all shapes and qualities, to fit the cheap, coarse shoe, as well as the neatest demand of fashion. There are the high storm rubber, the low sole-rubber, with and without front strap, the wool-lined, the felt top, and the boys' rubber with double toe. There is a greatly increasing sale for the low rubber for city and town use, a rubber that has all the advantages of the high shape except in deep snow, with none of its bulky appearance. The average merchant pays altogether too little attention to this style, for the principle objection of the well-dressed man or woman to the ordinary rubber is its somewhat clumsy appearance. This is entirely avoided in the low rubber, and very many pairs could be sold to the better class of trade.

In selling the rubber, strict attention should be paid to the fit. Many a rubber and merchant gets a bad reputation, simply through the carelessness of the salesman in selecting a good-fitting article. A rubber that does not fit will not give satisfactory wear. The usual method of the salesman is to crowd on a size that is much too small in length or width, and, looking only to the tightness of it, declare it a good fit. If the sole of the shoe protrudes beyond the sole of the rubber either in front or side, the rubber is sure to wear through at the projection. It must "set" snugly, but be wide enough for the sole of the boot. Make sure, too, that the toe of the rubber is of the shape that matches the toe of the shoe, or the appearance of the foot will be so much altered as to turn the wearer against the use of rubbers. The fit of the rubber depends very much upon the salesman, and the future sales upon the fit.



The buyer must be careful to provide a good supply of sizes that sell most freely, and not "load up" with an over supply of unusual sizes, and find himself short of those that sell most rapidly. In a woman's rubber the most asked for, are sizes 4 1-2 to 6 1-2; in men's, 7 1-2 to 9; and in boys', 4 1-2 to 5 1-2. Other sizes must be carried, but in many the demand is so small that sufficient time is given to restock when the sizes get low.

BARBOUR'S
FINLAYSON'S
KNOX'S
DUNBAR'S

LINEN THREADS

Also
Boot and **Shoe**
Laces—all kinds.

Any dealer having difficulty in obtaining these is invited to write us direct.

FRANK & BRYCE, LIMITED.

TORONTO,
MONTREAL,
QUEBEC.

MERCHANTS WHO DON'T CARE

To carry **expensive DINNER SETS** in stock need not do so.
We make a specialty of **SETS OF 117 PIECES,** that can be **retailed** at a handsome profit at from $15 to $50, and can supply **Single Sets** if required, for immediate shipment.
SEE THE TWO SUGGESTIONS BELOW.

B. H. M.

SUGGESTION ONE:

If your customer wants a better set than you keep in stock, don t say you cannot supply it, but write us for illustrations or samples naming price your customer is willing to pay. We give such matters prompt attention.

BARNARD AND HOLLAND CO.,
Wholesale Crockery,
290 St. JAMES ST.,
MONTREAL



SUGGESTION TWO:

If your customer is coming to Montreal, send him to us with a letter instructing us to sell him what he wants and to charge to you. We will then credit you with a nice percentage on any sale that we may be able to make.

BARNARD AND HOLLAND CO.,
Wholesale Crockery,
290 St. JAMES ST.,
MONTREAL.

GOOD ADVERTISING FOR WIDE-AWAKE RETAILERS.



* This department is conducted and prepared by Miss Nora Laugher, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. She will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to her. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

"Come, gentle, Spring! Even mountains
And forests seem impatient to demand
Thy promised sweetness. Man superior walks
Amid the glad creation, musing praise
And looking lively gratitude."

* * *



FEW people in the whole world perhaps appreciate more thoroughly the beautiful crescendo and diminuendo of the golden Spring sunshine than we of the northern zone after our long, cold Winter of frost and snow. In the South roses, lilies and violets bloom contentedly all the year round, or else they arise up suddenly in April-time like fair maidens around a Spring bargain-counter. Unlike the bargain-counter ladies, though they are not so well appreciated, because they have not been so earnestly sought after and coaxed to make their appearance. In the land of sunshine one does not have to woo the golden season, it is already won. It is an unchanging throned queen and unappreciated as these unchangeable, august majesties are wont to be. Dame Nature, in the land of John Canuck, on the other hand, believes that variety is the very spice of life and gives the seasons each their own delightful innings. This exactly suits John Canuck, for he is a pursuing animal—he likes best what he has to run after and make a hard run at that. We have learned to love the looking forward to the coming of the ground-hog—to the non-appearance of the shadow of bruin when he takes his first constitutional after his long Winter nap and the search for the fortelling, delicate fringe of emerald along the frozen lake-side—these dear heralds of Canadian Springtime. The Southern woman may gather her bouquet of roses in early April but they cannot give her one thousandth part of the joy that a daughter of Canada feels when she gathers her first Spring flowers, or when, in the keen Northern breeze she listens breathlessly for the song of the first robin, gracefully silhouetted on the yet bare branches of the maple tree.

* * *

Springtime is the Ring-time and the season of all seasons when you can, if you choose, make your advertising a little bit flowery. It is, however, well not to overdo it. Toot your Spring horn well, but don't toot it in a too high-falutin' manner over the heads of the people. Sound, common sense, made bright and Spring-like, is the best of Spring talk.

The Spring outfit is a matter of some moment, therefore it is well to be "abreast of the times" and ready with early work. Lots of bright, sunshiny sayings, bright headlines for Spring advertisements may occur to you during dark January days and it is well to garner these bright ideas up for future use. Take the advice of old Captain Cuttle, "When found, make a note of" and jot down any good original ideas, or clever savings of others for future publicity work.

* * *

Easter arrives a little earlier this year, and of course, you will prepare yourself to cater to the demands of the season of weddings.

* * *

Just as our Ontario Spring unfolds itself gradually, so does advertising steadily and surely bring results. Like the Spring sunshine, too, advertising requires time to materialize. Business from printers' ink does not come with a rush of weak, unhealthy growth. Good advertising does

A Forceful and Effective Ad.

Carpetings for Spring



—now on the eve of its arrival—are all here and you are cordially invited to call and inspect them. We've outrivalled our greatest previous efforts in making the display one grand beauty show. The new season's goods are handsomer than ever—many are our own private patterns and are exclusive. And while accepting our invitation to this beautiful carpet opening, don't forget that this is that peculiar store which saves you fully as much money on Carpets as on furniture. It will pay you to come even though you're several miles away.

No Carpet store in the world has such facilities of displaying its floor coverings as has this one.

Wiltons Savonnerles

Wiltons: Bigelow, Lowell, Whittall and other best makes. The very latest designs, colorings and shadings are here in greater abundance than ever—many our own private designs. Prices begin at $1.27½ per yard.

Savonneries: Smith's—in the new patterns; the most beautiful floor fabric made. Type talk fails to give an adequate idea of their beauty. The popular parlor carpet of to-day in an entire new line of patterns. Price begins at $1.25 per yard.

Axminsters: Our lines of Axminsters have been reinforced greatly, although Hartford and Smith remain the principal makes; over a hundred designs to select from, including an abundance of the ever-popular green. Price begins at 75c. per yard.

Axminsters Wilton Velvets

Wilton Velvets: Beattie's, Smith's, Sanford's, Stinson's and others. The never wear out kind—recommended especially for their durability and long-wearing qualities. A magnificent assortment of patterns for rooms, halls and stairs. Price begins at 60c. per yard.

Body Brussels: Bigelow, Lowell and Whittall are the representative makers of this country. Our selection of patterns in this line is of the very best and our prices are always lower than the general market.

Tapestry Brussels: Stinson's, Roxbury, Smith's, Higgins' and Sanford's are all on show here. Every make is represented by an elegant variety of patterns. This season the designs copy closer than ever the soft rich effects only found in the pile fabrics.

Body Brussels Tapestry Brussels

Ingrains: The Ingrain of today takes rank with the finest grades of carpet in color combinations and effects, making a furnishing that will rival the ordinary Brussels. Our stock embraces all of the principal makes. Price begins at 20c. per yard.

Special: As a special feature for this week we offer a lot of Hassocks, regular 50c. values. They go at 25c. while they last.

Linoleums and Oil Cloths are well worth mentioning here.

J. B. Van Sciver & Co.

LARGEST FURNITURE AND CARPET HOUSE IN THE WORLD

Right AT the Railroad Ferry. Take Railroad Ferry, foot of Market Street, Philadelphia. Boats land at our Warerooms in CAMDEN.

not belong to the fungus species; it unfolds itself substantially in a gradual, wholesome way. That is the kind you want—the healthy, money-making kind, but to get this desirable harvest you must sow the seeds of convincingness.

* * *

First of all your ad. must command the attention of the reader. It must be headed in such an attractive manner that it will catch the eye at first glance, but above all it must convince when it is perused.

* * *

Bear the thought well in mind that people do not generally buy papers for the advertisements they contain, they are merel incidentals which are generally glanced at in a cursory fashion, therefore it is imperative that advertisements should be made particularly attractive with well-set headlines or ilustrations to catch the eye.

* * *

A heavy growth of business does not evolute from one or two big solurces. Such splurges only cause a mushroom popularity—the kind that goes up like a rocket and down like a stick. One big, sensational ad. does not make a successful season any more than one swallow makes a Summer. The right ad-nail to strike is the reliable and worthy nail. Those merchants who industriously hammer away at the simple thought of making business as reliable and worthy of custom as possible, and let folks know this fact through good mediums, are the men who make a success of their labor.

* * *

The advertising of a departmental store is principally addressed to women, therefore the better the adwriter for such a store understands the fads and foibles of the eternal feminine, the better will he be able to put the necessary and convincing leaven into his ads.—this "one touch of nature" without which the ads is flat, stale and unprofitable.

* * *

Hundreds of Toronto women positively enjoy the ads. of the T. Eaton Co., Limited, and the Robert Simpson Co., Limited, not merely for the bargain-things they tell of every day, but also on account of their entertaining and interesting style. This has been more especially noticeable during the recent holiday season, when even the boys and girls of the house sought eagerly every day for news of "Teco and his dog Ever-so-long," and the doings of "Alice and Sinbad in Wonderland."

* * *

Both these companies have solved the problem of successful advertising—they strike the right note—sound it without bombastic bragging, without undue exaggeration—the "one touch of nature" makes the reader kin with the store. It reaches the heart of a woman and creates in her a desire to inspect the articles offered by people she has learned to place confidence in.

* * *

The T. Eaton Co. certainly struck the right advertising note, too, when a few weeks before Christmas they announced that commencing January 2nd, 1904, and until further notice, they would close their store every day at 5 o'clock. Viewed altogether apart from the humanitarian standpoint, and the advantage to the thousands of employes, such a step in advance places this firm in a position that it must command the respect and esteem as well as the business of all who appreciate the live and let live principle which, alas, is too often forgotten in this day of get and grab. It is a gigantic ad. for the most enterprising retail dry goods house in the Dominion. Doubtless the step was taken by the firm with all these advantages fully in view.

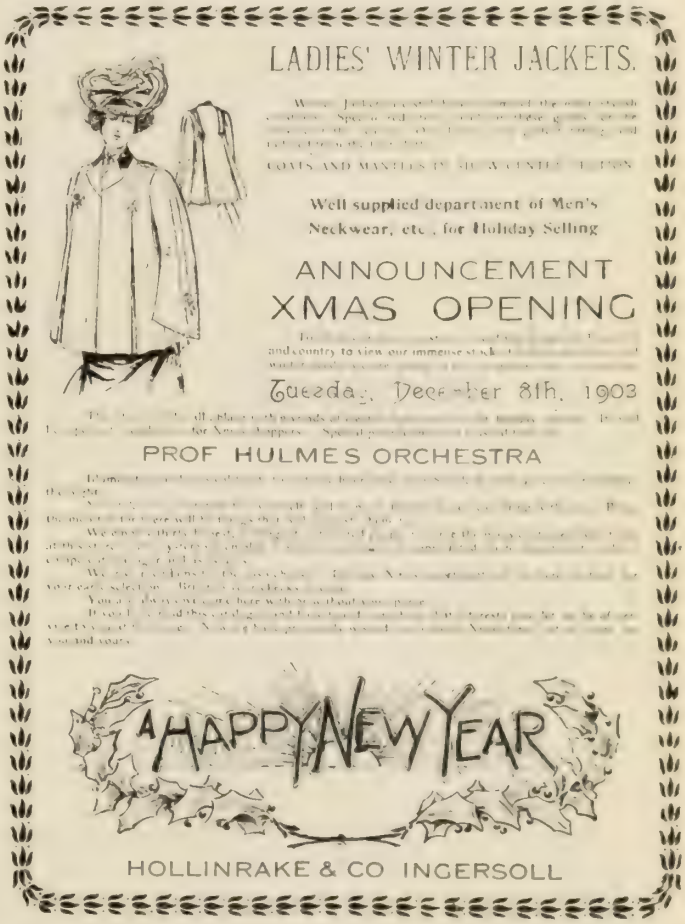
* * *

The adscript of these two stores, both as to matter and setting, forms excellent copy for the general stores in the smaller towns to imitate.

* * *

I noticed an advertisement the other day in a weekly local paper of a small town which stated that a certain general store had for sale "Dress goods, Notions, Boots,

Last Page of a Bright Christmas Announcement



Shoes, Hats, Caps, Men's Furnishings, Paints Oils, Varnishes, Seeds, Sugar, Tea, Soap," etc. If such an announcement as that had been conspicuous by its absence, the results would, doubtless, have been just as satisfactory, because the people for miles round knew that this store always had these goods for sale every lawful day of the year, therefore this space was as blank space and absolutely worthless. Did this merchant tell some well-written story regarding the goodness and worthiness of his goods and vary it from week to week there would not be so much mail-order business transacted by the people of his town with two certain departmental stores many miles distant.

Space occupied by catchy, convincing matter invariably brings business. The merchant should realize this fact and be enterprising enought to expend a certain sum in hiring someone else's brains if his own are incapable of doing the work, so that his advertising space will turn money into his own till instead of the till of others. I hold that the man is untrue to himself who can sit down calmly and allow the bank notes of his neighbors to travel miles away through the mails to fill the coffers of a more up-to-date man—that is, of course, providing his own goods are worthy goods.

* * *

In nine cases out of ten it is the country merchant's own fault that his fellow townspeople place orders for goods in the large departmental stores of distant cities.

* * *

Many bright advertisement writers are to be found in Toronto, Montreal and other Canadian cities, who for a small amount paid monthly or quarterly would forward good, convincing advertising week by week to the country merchant who could easily fill in himself the actual price of the goods. These adwriters make a study of type and so are competent to give full and intelligent instructions to the country printer as to the setting of the advertisement to make it attractive to the peruser of the paper. A good ad., like a good egg, can be easily spoiled in the setting. This is a truism I have pointed out before, and I heartily wish that the storekeepers of the smaller towns would realize it more fully. I marvel much that men who have little time, less inclination and still less talent to compile their own advertising matter do not get their ads. written for them in this manner.

A Bright Christmas Ad.

Ends . . . Saturday Night . . .

10 Per Cent OFF on EVERYTHING

Ends . . . Saturday Night . . .

A price-cut of 10 per cent—when you know that it is genuine—should be sufficient inducement for you to purchase **Holiday Gifts** now. The ten cent "rake-off" on every dollar you spend is quite an item, and first pick from a new and complete assortment of Christmas goods is probably worth as much more. Five cent Dolls are going out at 10 per cent off this week, so are Men's Suits and Overcoats, and Dinner Sets, and Shoes, and EVERYTHING else in our entire establishment — every article that men, women and children wear; a thousand and one decorative, useful and necessary things for the household. . . . . .

The 10 per cent discount will be allowed only on cash sales. Goods will be charged to our customers at regular prices. We cannot afford to "charge" goods and allow a discount of 10 per cent. It's a cash deal, and don't forget that Saturday night ends it. . . . . MAIL ORDERS will be filled promptly and satisfactorily upon receipt of the cash, money order or postal note. . . . . .



Free For The Boys!

BENT FRAME SLEIGHS. . .

HARD WOOD COASTERS.

(200 Page Illustrated) HISTORY OF MICH.

All purchasers of Boys' and Children's **Suits and Overcoats** can have their choice of a **Sled or a History of Michigan FREE.** . . . . .

MABLEY & COMPANY

The general merchant often thinks erroneously that because he knows his own goods from " A to Izzard " he is best qualified to tell others about these goods. He may know, but he may not be able to place the facts in as convincing and attractive literary form before the public. Every business man is not an adept at literary conciseness and catchy expressions—for after all, these are necessities to successful advertising. While on the other hand the practical adwriter may not know the goods personally, yet his practised eye and facile pen will soon prove that his talent and skill in verbal architecture can build up a business-bringing announcement.



Men's Shoes For Spring

Every shoe in this showing is new. New in fashion and in making. One style is made from Vici, a choice selection, over one of the new shape lasts for this Spring's wearing, slightly narrower than common; they have brown vesting tops with a slight mixture of white — a small figure which sets off the shoe to advantage. These cloth tops we guarantee — as we do every stitch in the shoe. The price — and it should be a dollar more, **$3.50**.

* * *

Not long ago, I heard of a merchant in a small Ontario town who has been in business for upwards of 25 years and yet has never ridden on a railroad or talked over a telephone. A railroad runs through his town, but he has always refused to use it. Neither will he allow his goods to be shipped over it. Instead he drives to a city nearly forty miles away where he buys his stock and hauls it to his store by wagon. The strange part of it is that the man has made money. Is it that his out-of-date individuality is a drawing card—an up-to-date advertisement for him, or is it shrewd frugality of the most pronounced type that has enabled him to save? Doubtless, he would have gleaned more of the joy of living, and saved just double the amount he has now, with half the labor, had he shaken himself out of the rut of his forefathers and availed himself of modern methods.

* * *

The fool with the gun has made himself very conspicuous in the field of sport the past hunting season and it is to be hoped, for the good of humanity, that he will soon be as extinct as the fool ad. There is much in the barrel of a gun and there is much in the pith of an ad.—bad or good work depend upon the quality of both. It has long been proved that a fool behind a gun and a fool behind an ad. can both do some exceedingly poor work, but while the former usually deals death to others the latter deals only death to himself in a business sense.

* * *

A few years ago, a great deal of time and ingenuity was wasted in tricking the public into reading advertisements. One plan was to skilfully devise a short story of

a sensational thrilling article and to end it up as an advertisement for something or other. The reader would feel himself humbugged just about when he had arrived at the last paragraph, consequently the pith of the ad. would fall flat as cold porridge upon an epicurean palate.

Bright and Seasonable.



The style is now happily finding its own level in disuetude for the survival of the fittest is as well illustrated in advertising as it is in anything else.

* * *

To paraphrase Shakespeare: "Some are born advertisers, some achieve advertising and some have advertising thrust upon them." The firm of D. Crawford & Co., St. Louis, certainly had advertising thrust upon them. It happened in this way: At the close of the Civil War, Mr. Crawford was doing business in a small and unpretentious store at the corner of Broadway and Franklin avenue. He had never advertised, but he bought at a bargain ten thousand army blankets, and those things just then were in great demand. It suddenly occurred to him that he would place an advertisement in the "Missouri Republican," which was then the leading newspaper of the city. His idea was to expend about $10 or in the neighborhood of $10, certainly not more. However, his change was short and when he sent a boy to the "Republican" office with an ad, he gave him a $50 bill and told him to put in $10 worth of advertising and bring the change back to the store. The advertisment had but a few words in it. It simply read:

TEN THOUSAND ARMY BLANKETS,
FOR SALE VERY CHEAP AT
D. CRAWFARD & CO.'S FIFTH ST. AND
FRANKLIN AVENUE.

Broadway was then called Fifth street. The boy misunderstood his employer and invested the entire amount. Mr. Crawford went home, leaving his partner at the store. The latter did not understand the directions given to the boy and shortly afterwards he went home. So did the boy. When Mr. Crawford picked up his paper the next morning while he was having his breakfast and saw such a big announcement, he was mad through and through. He wasn't going to say anything to that boy, oh, no! He just left his hot coffee where it stood on the table and hurried off to the store to haul that lad over the coals. The boy escaped the hauling, however, for the head of the firm hadn't time to think of him. The store was packed with people and they were still coming in streams after those blankets. He entirely forgot the licking he was going to give the boy and instead donned "the smile that won't come off"; moreover he ransacked the country for more thousands of blankets and kept increasing his advertising space until he soon became known as one of the heaviest advertisers in the Western States. His business was no growth of the fungus species; it grew steadily, increasing year by year until he was on the high road to success. In a quarter of a century Mr. Crawford was rated a millionaire with an enormous departmental store that owed its affluence to the advertising thrust upon it by the woeful(?) mistake of a small boy.

* * *

Seasonable Sayings for the Spring of "Naughty-Four."

An Attractive Headline means much because it draws attention to what you have to say. Here are a few suggestions along this line:

This New Year's best things.

Spring Goods we guarantee.

A Good Seller.



"Where are my President Suspenders?"

(—*and he had them on all the time*)

You don't feel the "President." That's the secret of its popularity—the unconscious comfort of it. Gives such freedom and ease—conforms so readily to every bend of the body.

PRESIDENT SUSPENDERS

guaranteed if "*President*" ... Trimmings cannot rust. Made heavy or light—... Everywhere 50c or by mail postpaid. Say light or dark—... pattern.

C. A. EDGARTON MFG. CO., Box 220 B, Shirley, Mass.

Collected for your early Spring selecting.

A long list of good things for early Spring wear.

Just the smart things you've longed for—they're here with the Spring.

Goods that argue their own cause.

A foretaste for Spring.

Bright things for dull days.
A Clearing-up-Sale of cold weather wearables.
When in doubt see our new Spring stock.
For alert buyers.
A Spring Exhibit.
Rare but reasonable—Spring-like and seasonable.
Spring suggestions.
A counter-crowding Spring Sale.
Old favorites at new figures.
A closely calculated cash price on fresh Spring goods.
A windowful of wonderful Spring bargains.
Spring styles and colors combined to your taste.
Our Spring Opening shows the goods you want at the prices you can pay.
An early Spring bargain crop.
Our best Spring goods for our early Spring buyers.
These Spring things have quality as well as beauty.
These Spring goods for our early Spring buyers.
A Spring Sale that sells fresh new goods.
Time to consider Spring materials.
Touches of beauty.
Signs of Spring.
Select while they're fresh.
Early picking is an advantage.
Our pleasure is in your pleasure.
These Spring specials show that we sell so close there's not much margin.
It's style and variety that makes our Spring stock so saleable.
A Spring blossoming.
Spruce and smart for Spring wear.
A backward season smashes the price, but nothing can change the quality.
Marked to a low margin.
Charms for the particular.
Look them over and pronounce your verdict.
If you buy now you have an advantage.
A margin of profit and a portion of pleasure.
Don't buy what you don't need.
Those who like values like us
A week filled with bargain days.
Satisfying and gratifying.

GOOD ADVERTISING

DEPARTMENT OF

CORRESPONDENCE AND CRITICISM

This department is specially conducted for the benefit of advertisers throughout Canada. It invites correspondence on all matters relating to advertisements and advertising. It requests copy of advertisements for suggestion, criticism or review: it also requests sample advertisements for reproduction in these columns. Its aim is to be of practical value to advertisers.

G. B. D.—Surely you cannot mean, as your letter half implies, that you are going to quit advertising entirely. I read once somewhere or other "The man who refuses to advertise to-day may be advertised by the sheriff to-morrow." Let me know in six months' time from now how you are faring, my friend, if you do stop.

———

C. W.—Your folder is not only very readable, but it is instructive and useful. Allow me to congratulate you upon both matter and type.

P. R.—(1) Yes. (2) If you, a patent medicine man, can find pleasure in these columns, surely I can find equal pleasure in answering your questions. (3) No, I am not of that opinion. I believe that a well advertised article, such as you mention, is recognized by the public as a genuine article because people realize that it does not pay to advertise a fake beyond a certain time.

———

T. H. S.—You seem to be of the opinion that advertising is more a matter of sentiment than business. It has long ceased to be that. It is business with a big, big "B." You must have been writing ads. that missed fire somehow. Don't do flash-in-the-pan advertising; it doesn't pay; it's simply vanity and vexation of the spirit. I'd advise better ammunition. The paragraph you refer to may be found in my columns of January, 1903. I wrote, "Don't send a circular under any circumstances unless it is a good circular." And farther on "The Spring Circular should talk intelligently of Spring goods," etc. Mid-Winter values are also referred to in the same paragraph (page 113 D.G.R. Spring Trade number, January, 1903).

———

F. C. F.—There was quite too much matter in the ad. submitted. It would have been more readable if there had been less display. Don't try to tell all you know about your store in one ad. Talk up your goods more than yourself. Give a litttle more definite information. Always give prices if possible. As you wish, I will give some mid-Winter suggestions next month (February).

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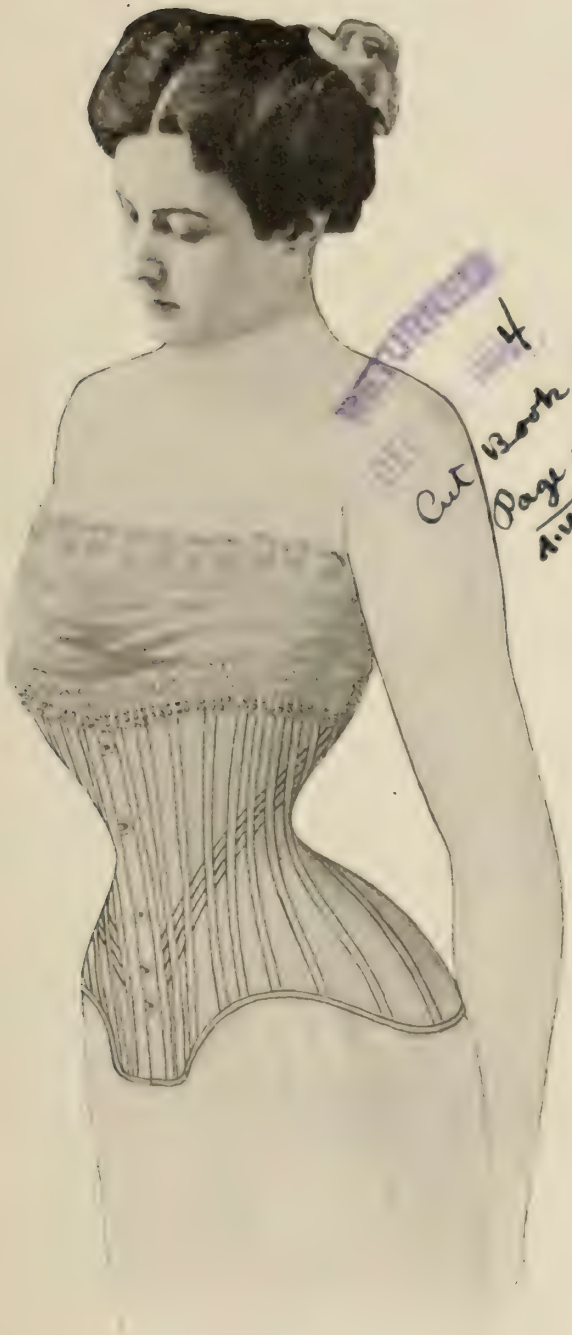
H. & Co.—Your 1903-4 Christmas and Holiday announcement, covering twelve well arranged and well classified pages is very creditable indeed and should be a good business winner. It is right up-to-date and in keeping with this progressive age. One of these announcements placed in every house in the town and surrounding country could not fail to materially increase the volume of holiday trade. Only on two points could I suggest improvement: First, the paper should have been heavier; Second, the press work is not quite as good as it might be. The styles of type used while in some points are rather old-fashioned and defective, but on the whole it is very fair and the composition and make-up is excellent. It has the "one touch of nature." You are on the right track to hold your local trade.

———

J. W. E.—Yours was quite an enterprising sheet of advertising. Your ad., however, would have been more striking if it had had a good illustration or two and much less display—the space would have taken more reading matter in smaller type; it would have looked better if you had bordered it with heavy ruled lines and round corners (always an effective border to make an ad. stand out distinctly from the rest.) G.'s ad. on page 3 was a better ad. than yours because it had a good cut, not so much display and it gave prices under every heading, but G.'s ad. would also have looked better if it had had a border such as I suggest.

THE

STRAIGHT B. & C. FRONT



STYLE 253.

LONG-HIP CORSET.

No Brass Eyelets

ONLY A SOFT LOOP.

For Sale by Wholesale Dry Goods Houses.

Manufactured only by

BRUSH & CO., Toronto

THE MAKING OF VEILING

THE writer recently interviewed a traveller just home from a visit to the lace and veil manufactories abroad, and learned something about the making of veils. The said traveller is a veritable walking encyclopedia on the subject of veils and laces, and in the course of a preamble—an inevitable thing with a woman—she dropped some bits of interesting information.

European Veiling.

"Veiling is imported exclusively from England, Germany and France, with England and France easily leading. Nottingham is the centre for the manufacture of veils in England, and has some of the largest factories in the world. Here is made most of the English goods imported by Canadian merchants, i.e., the staple lines of plain, substantial weaves, unsurpassed in quality anywhere in the world. The gauzy, cob-webby sort of veil is manufactured only in France. In Paris shops you will find no end of open hair-line veils, fancy meshes and spots, with little or none of the plainer sort so popular in London. Mrs. Langtry, the famous actress, has a predilection for something with fire-works on it, as she said in her confidential way to the manager of a Canadian wholesale establishment, while she was being shown an assortment of no less than 1,200 different patterns of English and French veils. With such a magnificent stock to select from, is it any wonder leaders of fashion all over the American continent gravitate thither to buy veils. One fair tourist said she had never in her life seen such a display of delicious veils as during her visit to a certain Canadian wholesale house.

Putting on Chenille Spots.

"The only thing we do in Canada in the way of veil-making is to put on the chenille spots. This has all to be done by hand; but do you know that the whole process of veil-making is so slow, and requires so much hand labor, that we would almost be justified in calling a veil a hand-made article. Much of the spotting is done in France by little peasant girls, who work from morning till night in their cottage homes. Spotting machines have been invented, but cannot be said to be a success as yet. Machinery invariably breaks the meshes in the net, and the damage done is sure to make itself known sooner or later, even if it is not until the veil is worn. Even if no damage is done by a spotting machine, in every 20 widths of veiling that come from the loom, usually about 20 per cent. will be imperfect and damaged so as to be practically useless. Is it any wonder veiling is expensive?

Veiling in its Unfinished State.

"Veiling in its unfinished state resembles waste cotton. White net is dirty yellow, and black net a rusty brown. It has to go through the process of dyeing and cleaning before it bears any semblance to the finished article as we know it. The finishing and cleansing rooms are heated to a temperature to which that of a Turkish bath is only insignificant. Workwomen engaged in passing material from cauldron to cauldron usually stand it for about four years, but are ultimately disabled on account of the chemical fumes and hot damp atmosphere.

The First Veil Making Machine.

"A man named Heathcote, of Nottingham, invented the first machine for the manufacture of lace and veiling, and developed in a quiet way what has since become one of the great industries of the world. Heathcote was followed by Lever, who invented the machine now in use in the largest lace factories of Nottingham. In one establishment alone no less than 21 such machines, costing on an average £1,000 apiece, are in operation. Each machine measures 25 x 10 x 6 feet, and weighs 10,000 pounds, yet silk so fine that it takes 500,000 yards to make one pound, can be worked by it into veiling.

Methods of Manufacture.

"The silk yarn has first to be wound and warped, i.e., it is wound in skeins, thence brought on to bobbins, or ships (on which enough thread is wound to last one day), and finally warped on to what is known as beams, which are put into the machine. Special steam machinery, operated by two workers, does this work and takes them about a week.

"Next the machine has to be entered, i.e., 1,000 ships of different threads on the many beams have to be threaded through the right holes in thin ribbons of steel, called bars. These bars, by their movements, which are regulated by what is known as the Jacuard, make the pattern. The method of entering is quite different for different widths of the same class of goods, and takes two men about a fortnight.

Draughting the Design.

"The design has now to be draughted. A highly skilled man thinks it out, and shows with pen and colored inks on special paper ruled in small squares, how every thread is to be moved to produce the design required. This pattern is then read off by the draughtsman. By a peculiar system which expresses in figures up to 250,000 the movements of the threads as shown in the draught, i.e., the stitches, he dictates to another, who writes down on a series of other sheets the figures necessary to show the puncher how the Jacuard cards have to be punched.

"The Jacuard cards are punched by a special machine worked by keys with the fingers like a type-writer. These paper cards, in which the holes represent the pattern of veiling required, are then laced into a pack or endless chain, and put over the jacuard cylinder. Some patterns require as many as 72 cards.

Bobbins and Carriages.

"Bobbins and carriages have now to be fitted into one another, set into one or other of the two-comb bars of the machine, and the thread on each bobbin tied in. Each bobbin is made of two very thin discs of brass rivetted gether in the centre, and between these two discs are wound the threads corresponding with the weft of a loom. In one machine there are at work at one time over 3,000 bobbins, which have to be taken out and rewound once a day. The comb-bar is a thick steel bar full of fine deep grooves like a comb, into each of which carriages and bobbins slide and fit. At each movement of the machine the whole set of bobbins and carriages is projected from the comb-bar at the front of the machine through the warp threads into the other comb bar at the back of the machine, and thence into the front comb bar again, etc. Every time the bobbins pass from one comb-bar to the other through the warp threads the Jacuard card is automatically brought into position on the cylinder, and by an ingenious mechanism of droppers, the holes in each card regulate the movement of the steel ribbon bars containing the warp threads, and in this way produce the design. By the time the whole belt or pack of cards has passed around the cylinder, one repeat or width of the design will have been made."

BURRITT'S
DOMINION BRAND
HOSIERY and UNDERWEAR

Ribbed and plain
HOSIERY, SOCKS, MITTENS, TOQUES, OVERHOSE, Etc.
Ladies', Misses' and Children's UNDERWEAR.
The name is a guarantee of quality.
Every pair of hose bears our guarantee ticket.
Our UNDERWEAR is perfectly finished, full sizes and sightly goods.



MR. C. H. BURRITT.

A. BURRITT & CO.,

Dominion Hose and Underwear Mills. MITCHELL, ONT.

Sudden Popularity
BASED ON MERIT.

Hewson Tweeds
FOR LADIES' COSTUMES

Won the gold medal at the Halifax Exposition 1903.
"NOTHING ANY BETTER."

Our travellers are showing the new delicate colorings for Spring. Your lady clients will be delighted. Your business will **grow** on Hewson Tweeds. All pure wool.

JAS. CROIE, Agt., MONTREAL.

Hewson Woollen Mills, LIMITED
AMHERST, N.S.

Looking for Something Better ?

Then write us.

The making of knitted underwear a little better than others is both our business and our ambition.

We specialize: Ladies' and Children's Underwear take up our entire time and thought.

Selling Agents:

TORONTO:	MONTREAL:	ST. JOHN:	WINNIPEG:
McCLUNG & BURNS	A. L. GILPIN	J. A. MURRAY	BRYCE & CO.

The Watson Manufacturing Co., Limited

PARIS, CANADA

FOUR GENERATIONS OF MANUFACTURERS.

A NEW DEPARTURE IN

KNITTED UNDERWEAR.

TRY THE NEW ELLIS BRAND !



NOTHING EQUAL, in Canada or elsewhere, in all the range of KNITTED UNDERWEAR, to **THE ELLIS SPRING NEEDLE RIBBED KNITTED GOODS,** in COMBINATION SUITS and OTHERWISE, men's and ladies', being from the superior and peculiar construction of the fabric, of a specially ELASTIC and UNSHRINKABLE character, and combining all the qualities which go to make up perfectly-fitting and comfortable underwear.

Do not fail to ask for these goods, and do not consider any other lines on the plea that they are "just as good," which means that **THE ELLIS SPRING NEEDLE RIBBED UNDERWEAR** is a superior fabric to any other make.

The Ellis Company are the only makers in Canada of these beautiful goods, being the sole users in the Dominion of the necessarily fine and patented machinery.

THE ELLIS MANUFACTURING COMPANY,

FACTORY AT HAMILTON, ONT. Limited.

Selling Agents: Dignam & Monypenny, Toronto and Montreal

Ladies' Wear	KNITTED GOODS	Men's Wear

IN spite of the high price at which both men's and women's knit garments are held, trade in these line continues to be quite satisfactory. Merchants apparently must have the goods. A feature of the trade in knitted goods during the past two or three years has been the continuous demand throughout the first Winter months. Formerly October, November and December were very dull months in wholesale houses, but now the knitted garments and novelties move out stadily right through the Winter without a break.

* * *

Though there has been considerable delay in filling orders, particularly in the men's garments, most Canadian houses have now fairly good stocks, and orders are being filled in all lines. While, owing to various conditions of the market and the position of wool, knitted goods have been held at firm prices, the opinion obtains that prices next year will be fully 25 per cent. higher. This, of course, is an opinion based on present conditions in the market for raw material and manufactured goods. What next year may bring forth in connection with the woollen market is not taken into account.

* * *

Some houses find it very difficult to get repeats, though the buyer for a Montreal firm states that an agent almost "begged" him to place an order on a certain line with him. This agent, by the way, said that goods which at the first of the season, he purchased for 16c. now cost him 23c. The buyer placed the repeat order at almost the same price at which he made the first purchase.

* * *

Though in the matter of men's hosiery the usual plain colored woollens and heather mixtures are selling largely, there seems to be no end to the arrivals of new effects in fancy goods, and for Spring these are being taken by the retail trade in increased quantities. In the new goods black grounds generally predominate, relieved by delicate patterns in green, cardinal, white and other colors.

* * *

While there seems to be no disposition to shade prices on hosiery lines, it cannot be said that the condition of the raw goods market is having any great effect on the prices of Spring manufactured goods.

* * *

The knit sweaters which have been much used by golfers are somewhat in evidence as an article for Winter wear, and Angora wool knit jackets are also being worn considerably, chiefly for skating, showshoeing ,tobogganing and other Winter out-door sports. Cardigans are also in fair demand. All these garments come in a variety of colors, some of them being quite brilliant.

* * *

About the middle of January the mills will be showing the new samples of underwear for the Winter of 1904-1905. There is nothing definite known about the level upon which prices will be based, as at the time of writing little is known of the buying done by the factories. It is not long since advances were registered on some lines, and it is hoped that these will be found sufficient, and nothing further happen to raise the price, of underwear to the consumer. There can be no doubt, however, that if raw cotton and following this, cotton yarns, remain anywhere near the present prices, the manufacturers of underwear will be forced to ask at least ten per cent more for their productions. As a rule stocks of raw cotton were entirely inadequate to put the mills through the present "boom" in that material, but the orders taken last January, with cotton between eight and nine cents, had to be filled at the low price, even with cotton thirteen cents and over. When repeats were sought by the wholesale houses, they found in many cases an entirely different grade of prices from what had existed eight months before.

* * *

But it is not only in cotton that conditions in the raw market have made an advance necessary. Wool is higher in London, England, the wool market of the world, than it has been for years. Australia's crop of wool has been so short that the London receipts are eagerly bought at almost any price, and third grade quality is bringing as much as the first grade usually sells for. In fact a sufficient supply of the best quality cannot be obtained at any price, and the result is that many lines of fabrics that were formerly made of the better class of raw material, have tolook to poorer qualities for their supply. Linen, too, is worth ten to fifteen per cent. more now than it was six months ago. The primary cause of this was the increased demand for it, on account of the price of wool and cotton, but the latest phase of the situation shows a decided shortage in the flax supply, the Russian crop having been a great disappointment.

* * *

Not having a clear understanding of the state of the raw material market, or of the increasing cost of labor, merchants throughout the country are exclaiming at the price which is now asked, and in some cases act as though they consider it all a dodge of the wholesale houses. They will have to come down to a realization of the fact that if raw material goes up, the manufactured article must follow, and neither wholesale nor factory has much control of the situation. The farmer is willing to accept twenty cents for wool that sold a year or two ago for twelve, and the merchant knows how the price has advanced. Yet he appears surprised when he is asked five cents more for a garment from one year to another.

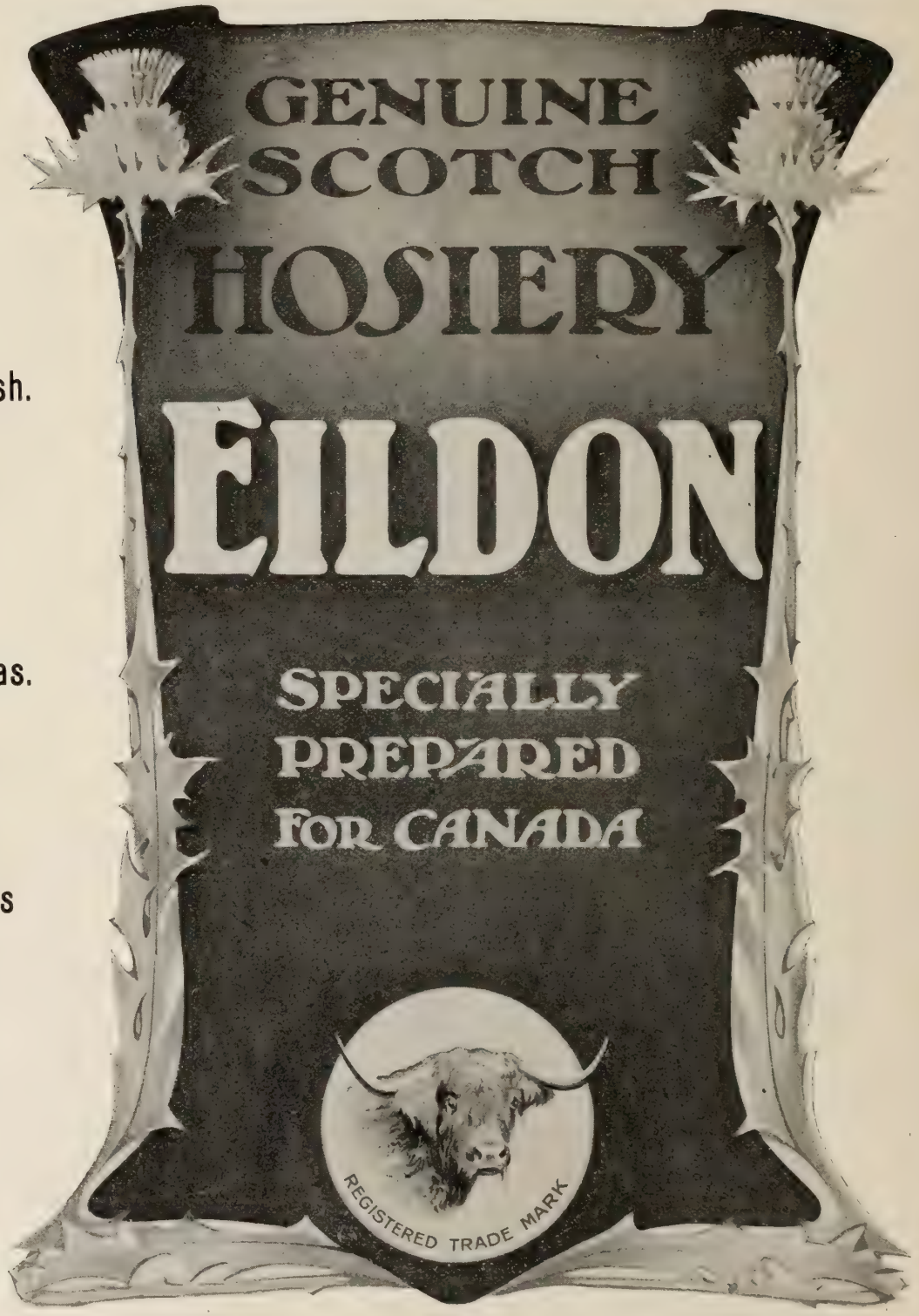
There was more delay this season in the filling of orders than there has ever been, showing that, whether there has been much profit or not, the factories are not wanting orders. At the middle of December the last of the orders taken ten and eleven months before were just being filled, and repeat orders were still being worked at.

Absolutely Reli

Every
Garment
Guaranteed
Best Make,
Style and Finish.

Men's Shirts,
Pants and
Knitted Pyjamas.

Women's and
Children's Vests
Combinations
and
Knitted Night
Dresses.



Sole Agent for Canada and the United States:

JOHN L. WOODS, 214 Coris

able Underwear.

OUR LEADING LINE

EILDON "Guaranteed Unshrinkable Pure Wool."

The Eildon Underwear tabbed *"Naturally Unshrinkable"* is an additional range to those put through the unshrinkable process.

Every garment being manufactured from a peculiar blend of Australian Wool and Indian Cashmere is *Guaranteed Unshrinkable,* without being chemically treated. Ask the wholesale merchants for it and on inspection you will be convinced it is the correct Underwear for you to handle.

RETAILERS! Look out for "Eildon" tab.

CAN BE HAD FROM THE LEADING WHOLESALE HOUSES

---

ne Building, MONTREAL.

Whether the woollen cloth business is suffering in Canada or not, the underwear branch of the woollen industry is not, unless it be that the prices quoted did not represent a living profit to the manufacturer. The lack of help made it more difficult for the mills to keep up with their work, but it can safely be said that the volume of business done this year far exceeded any previous year.

* * *

One of the most important lines of importations from Germany to Canada has been that of underwear and knit goods. Germany has always excelled in the highest class of these goods, and Canada has patronized her to a large extent. Much of her business, however, will now be turned to the home market, and some lines to France and the United States. The importations of underwear and hosiery from Germany have been growing at a marvellous pace. In 1901 they amounted to $76,770, in 1902 to $96,543, and in 1903 to $134,428, an increase in two years of 75 per cent. It remains to be seen just how much the imposition of the surtax will effect it, but it is certain there will be a noticeable falling off. The manufacturers at Chemnity, where the textile industry of Germany is centred, are much excited about the outlook and have petitioned the Government to see if something cannot be done to bring Germany and Canada to a better understanding.

* * *

Retailers appear to be better supplied with Summer underclothing than is agreeable either to themselves or the wholesale houses. The cool Summer retarded the average demand for the light underwear, and retailers stocks were not thinned out as much as has sometimes occurred. Still the old stocks for the coming warm season are not likely to be as as large as they were last Summer. Merchants had bought very liberally in anticipation of a temperature similar to what had existed during the couple of Summers before and found themselves unable to dispose of a considerable portion of it. If a warm season should come, there will be sure to be a larger demand than ever, to make up for the past two Summers of cool weather.

* * *

The fancy hose has come to stay, and every merchant must be prepared to meet the demand that will come as soon as winter breaks up. Last Summer witnessed a sale of this class of goods that caught many a stock low, and many a sale was missed. There are so many beautiful patterns shown, and the cost is so low, that there is no excuse whatever for the store neglecting this branch. The young man and the young woman have seized this stocking with such avidity, that it has threatened to displace the plain black for summer wear, and very many continue it through the entire year. There is nothing particularly new that has appeared recently for the simple reason that man's ingenuity has almost reached its limit. Odd effects have not been sellers, unless there was combined with this taste and neatness. The quiet colors and the small patterns have secured the top position and should be adhered to by every buyer.

* * *

In the December issue of "The Review" the remark was made that made-to-order underclothing was in some demand in the United States, but that in Canada there is none made as far as could be discovered. The Demiel Linen-Mesh Co., Montreal, state that they make a specialty of made-to-order garments, for which purpose they employ a number of skilled operators, and improved machinery. For these garments the charge only fifty cents more than the catalogued price.

———

LATE SEASON NOVELTIES IN FABRIC GLOVES.

IN the height of the selling season there are generally a few novelties put on the market in all lines.

In fabric gloves one that is likely to catch on is a new development of "Viyella" and takes the form of gloves made from "Viyella" yarns. As in all other "Viyella" fabrics they are unshrinkable.

White woollen gloves have for the past few seasons been very much worn in Winter, and as they soil easily have to submit to frequent washings. This these "Viyella" gloves are warranted to do without shrinking.

Those who know the other "Viyella" fabrics will be disposed to give these gloves a trial. They come in all sizes for children's, ladies' and gentlemen's wear.

Another of this season's novelties occupies a rather more doubtful position than the "Viyella" ones. These are the hairy zibeline gloves and are not likely to appeal to all tastes, for though they are warm and comfortable, they have an odd look, and certainly make the hand seem larger.

Zibelines have been called Esau fabrics and most people will be inclined to draw the line before they come to Esau gloves.

———

NATURALLY AND ARTIFICIALLY UNSHRINKABLE.

THE great success which has attended the introduction of guaranteed unshrinkable underwear has induced many manufacturers of undergarments to enter this field, with the result that great variety of these goods is now on the market. Naturally experiments have been made with a view to producing an unshrinkable article of better quality than others, and at the same time at not too high a price.

One manufacturer working along these lines happened upon a combination of wool and cashmere which he found was naturally unshrinkable, without the use of any chemical treatment whatever. This can be made up into underwear at slightly below the cost of the other class of goods, and the fact that it contains no chemical substance is used as a argument in its favor. It has been said that underwear which is rendered unshrinkable by the use of chemicals is not altogether for the good of the skin. This view, however, we should be cautious in accepting. No harmful results have attended the wearing of such underwear as far as we are aware; but it would be an easy matter to convince many people, who have gone mad on the hygienic question, that they were running a risk of catching some skin disease by doing so.

The subject is one which the trade may be called upon to deal with at any time—whenever some health crank searches for new fields to conquor, for instance—but at present the public seem to be well satisfied with any sort of underwear provided that it is absolutely unshrinkable.

THE CELEBRATED

WOLF 

BRAND

Unshrinkable
PURE WOOL
Underwear,
The Very best in Make, Style and Wear,
For Men, Women and Children.

CAN BE HAD FROM THE LEADING WHOLESALE HOUSES.

Robert Henderson & Co., Wholesale Agents, Montreal

The "Tiger" Brand for 1904.



TIGER BRAND

Samples are now in preparation, and will be ready early in January.

All kinds of Underwear, Eiderdowns and Eiderdown Garments.

The Galt Knitting Co. Limited.
GALT, ONTARIO.

Monarch Knitting Company Limited
DUNNVILLE, Ont.

WE SELL DIRECT TO THE RETAIL TRADE AT Factory Prices

MANUFACTURERS OF
MEN'S AND BOYS' SWEATERS
CLUB AND FANCY SWEATERS
ANY COMBINATION OF COLORS.
Beautiful Designs.

WE manufacture the HIGHEST Grade Sweaters in Canada as well as all the medium-priced goods.

LUMBERMAN'S SOX

Our ALL WOOL Lumberman's Sox have CAPTURED the trade.

DON'T BUY SHODDY SOX when you can get ALL WOOL at the SAME MONEY . . . . .

WAIT for our Traveller or ORDER DIRECT.
MAIL ORDERS receive prompt attention.

Crescent Brand

Hosiery and Underwear

S. Lennard & Sons

DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.

28 Wellington St. West, TORONTO, ONT.



MERCHANTS IN CANADA can do a large and very profitable business with

Ringheim's Ramie Fibre Underclothing

THE MOST IMPORTANT DISCOVERY IN HYGIENIC SCIENCE.

RAMIE FIBRE, beside its innumerable advantages not contained in any other fibre, has in itself combined all the good properties of wool, silk, linen and cotton, but none of their bad ones.

It preserves and restores health, receives the endorsement of physicians the world over and is persistently recommended by all who wear it.

Can be retailed in Canada with big profit for **$5** per suit; prices in the United States **$6.50** and **$7**, on account of higher duty.

Write for our booklet "About Ramie," samples, prices and other information.

We can deliver our goods to Canada from United States bonded warehouses or direct from our factory in Sweden.

Ringheim-Schlichten Ramie Mfg. Co.,

INVENTORS AND SOLE MANUFACTURERS OF ABOVE UNDERWEAR.

Factory—Carlskrona, Sweden. Plantations in China.

General Offices for the American Continent:

57 Greene Street, NEW YORK, N.Y.

TO THE RETAIL TRADE, 1904:

Owing to steady increase in our Retail Business, we find it necessary, with the commencement of 1904, to devote our ***WHOLE*** attention of the ***RETAIL TRADE.*** We shall, therefore, be able to give ***this trade*** much better service than heretofore, and we are sure the change will be beneficial to our many customers.



Our **MAPLE LEAF BRAND**

Hosiery, Fine Mitts and Tocques

—AND—

Our **ALASKA BRAND**

Lumberman Socks and Mitts



ALASKA BRAND

will be consequently better values than previously, and can only be bought through agents for different territories as below, or direct from our office.

Retail Trade Only.

PROMPT DELIVERIES. SATISFACTION GUARANTEED. EVERY PAIR WARRANTED.

The Goderich Knitting Co., LIMITED, ...Goderich, Ont.

J. E. LEWITT, Manager. Established 1895.

SELLING AGENTS:

McCLUNG & BURNS, 58 Bay St., Toronto, Ont.

A. L. GILPIN, 469 Temple Bldg., Montreal, Quebec.

J. H. PAYNE, Box 643, Winnipeg, Man., N.W.T., B.C.

EFFECT OF THE SURTAX ON COTTON HOSIERY.

NOW that the surtax has in some measure put a check on the importation of German goods, the home manufacturers are turning their attention to cotton hosiery lines, and are putting in plants for the making of the same.

It is said that experiments in dyin~ have been made with a large measure of success, and that such strides have been made in this department that there will be no cause for complaint.

———

SPECIAL PRICES.

FOLLOWING the custom of large retailers, many merchants have encouraged their trade to buy rather by price than value, and quarter-dollar underwear and so on is looked for by their customers. Now this practice had its advantages while markets were stationery or nearly so it made easy selling.

Now, however, that prices are on the jump it is another tale, and this factor has been an important feature in the situation as many retailers lacked the nerve to break away from an established rule.

The changes in prices, however, will have to be met, and the only safe policy is to cast fixed prices aside and charge a figure that will ensure a good profit. Give good value for the money and explain the reason for the change and you will find this the best way to meet the situation.

———

FALL PROSPECTS.

EARLY in January samples of Fall lines are shown to the general trade, but the manufacturers are totally unable to figure up the probable cost, as sharp advances on all lines in which cotton forms a part are anticipated.

The New York Sun says that the manufacturers over the line have fixed their prices for next Fall and that advances range from 12 1-2c. to 37 1-2c. per dozen garments. Jobbers, they also say, are buying freely at these prices, because there is a possibility of a further advance.

Manufacturers who make only woollen lines have not as many troubles as the makers of goods with an admixture of cotton, and it seems pretty certain that what advances are made will not be very great, and then only in special lines. Though wool is high, and there are some rumours of an advance, there is not the same speculative element to reckon with that there is in the cotton situation.

A large buyer of underwear gives it as his opinion that there will not be much perceptable difference in the appearance of underwear lines, but there will be a difference, nevertheless. The goods will, he says, be sold for the same price, but the values will not be quite as good. On some well known lines, however, where goods are well known, manufacturers will not risk their reputations l reducing values. One line was shown to "The Review" that is now selling at 75c, which may have to be sold at any price from 85c. up to $1.00.

Those large firms whose custom it is to place early orders, are finding that manufacturers are not willing to make very large contracts, and one buyer who wanted 1,500 dozen could only place 1,000 and another who wanted 1,000 only got 500.

———

UNSATISFACTORY CONDITIONS IN THE TRADE.

THE manufacturing end of the knitted goods trade in Canada seems to be in pretty bad shape at present. Manufacturers have been operating under a number of adverse conditions, and it is said on pretty good authority that dozens of knitted goods have been made on which the manufacturer has not netted one cent profit. This has been done in the attempt to fill orders and live up to contracts. The output, too, has not nearly been enough to cover the requirements of the trade, and even the buyer for one of the largest of our retails firms told "The Review" that he had not got all he required.

Such a situation is sure to be fruitful in disputes, as when the manufacturer cannot fulfil his contracts neither can the jobber fill orders. It is said that in some instances there may be an appeal to the courts.

The retailer though subjected to inconvenience, is probably in a better position than any other branch of the trade, as he seems to have been pretty well supplied and at no very great advance in price.

Since the last advance in cotton, and the publishing of the United States Government cotton crop returns, sample lines of cotton underwear have been withdrawn.



WHAT PROMINENT MEN ARE SAYING

ROSEBERY ON DUMPING.

WHAT is dumping and what is not dumping? I am not sure that we have a very clear idea of all that comes under the head of dumped goods. At all events it is not a very easy thing to define dumped goods. What is sold I suppose below the cost of the home market, where it is produced, what is sold still more below the cost of production and is sent into this country in competition with the home manufacturers. All that, I suppose, come under the definition of dumping. And there is another of those odious fellows who will not keep out of the newspapers, when we wish they would be quiet. There is Mr. McLaren, a director of iron companies in the North. He tells us that Canada, the commerce of which it is the special object of this policy to promote, has in the last two years dumped down in Great Britain nearly as much iron as all the dumping countries put together—Germany, Holland and Belgium, the United States all together. What are you going to do with the Imperial dumper? As a consumer, I rather like dumping. But those who do dislike dumping, those producers with whom dumping interferes, see, I suspect little difference between dumping from Canada and dumping from the United States. Well, this really makes the task of the committee of experts on whom the whole future of this policy rests, an extremely complicated one—From a report of a speech in the London "Times."

———

CHAMBERLAIN ON DUMPING.

THE foreigners are sending goods here under cost price to injure, disorganize and finally destroy our industries, and meantime they take away our employment. Now what is dumping? Any kind of fair competition of which I have spoken which results from this, that foreigners have better oportunities, are more intelligent, or have any other advantage, which enables them to fairly compete with us, does not constitute dumping. That is not the thing of which we complain. We must try to hold our own against all fair competition, but dumping is where there is the importation of articles into this country at prices below their cost, below not only cost of the article itself and intended after a short time, at any rate, to destroy by unfair competition our trade. That is the dumping against which we protest, and which can never take place in a protected country. The protected country shuts this out by a tariff, the moment they find another country is sending into them goods below cost price they say: "This is unfair competition," and they shut out goods by a tariff. We are the only free country that admits these dumped goods, and we become, in consequence, the dumping ground and the dust heap of all Europe and America..... Dumping is not, as I have already said, the loss of those foreign countries. If you take a thousand articles and sell them at a profit and if then you make a thousand articles more and sell them for a pound at a profit, and if then you can make a thousand more, the second thousand you can make and sell at 16s. because the first thousand had paid for all your administrative charges; and therefore, if an American or German having a demand for the thousand articles at home, sells them for a pound, in his own country he can very well afford to increase his work to make a thousand we can only make them for 20s.—From a report of a speech in the London "Times."

———

PRESIDENT ROOSEVELT ON PROFANITY.

THE future welfare of our nation depends upon the way in which we can combine in our men, in our young men, decency and strength; genuine and sincere effort toward being decent and cleanly in thought, in word and in deed. I ask you to remember that you cannot retain your self-respect if you are loose and foul of tongue; that a man who is to lead a clean and honorable life must inevitably suffer if his speech likewise is not clean and honorable.

———

TOO MUCH TIME MAY BE SPENT IN COLLEGE.

By Dr. E. J. James, President Northwestern University.

A YOUNG man should get into business early, for the ten years between twenty and thirty are critical years. I believe that a young man looking to a business career should be through with his college work by the time he is twenty or twenty-one years of age. He will become a better business man, other things being equal, than the one who stays by his books until he is thirty or older. Men who stay long in college get such a bent away from business that without great natural ability they cannot break through the culture that hedges them and become great business men. At the age of thirty-five the man who entered business at twenty will be a better business man than the one who began his career at thirty.

University culture is not always the best preparation for life. It often stunts natural business ability, and this is an age when business ability counts for much. very often I advise a college student as young as eighteen years of age to drop his studies and go to work. I would not do this in the case of one who is advancing in a line toward his business career, but with the one who is at a standstill as far as his preparation is concerned it is better to tell him to go to work.

It is an easy matter to spend too much time on the college benches. These years the student would spend in absorbing culture are the very ones that are of greatest value for learning the details of his future calling. They are the years when his business habits can be patterned and molded.

A young man loses his elasticity by the time he is thirty. Usually he can be made into a good business man only while that elasticity lasts.

J. & J. BALDWIN'S

Established 1785

Bee Hive

Established 1785

KNITTING WOOLS

Are known all over the civilized world.



THE LARGEST AND OLDEST ESTABLISHED MAKERS OF ALL KINDS OF KNITTING WOOLS.

Especially adapted for Hand and Machine Knitting.

We claim that they will knit further and wear longer than any other make

New qualities: BEE HIVE IVORINE COCOON and EIDER WOOLS.

Wholesale Only. Send for Samples.

Agent

Duncan Bell,

MONTREAL and TORONTO.

Men's Fine Trousers.

"WOODS"

Men's Top Shirts.

Superior Qualities attract and retain trade.
Our goods are winners—test them.

Clean Cut---Enough room without superfluous material.
Tailor-Made---Six-cord thread. No ripping. Neatly seamed.
Well Finished---Correctly marked. Properly pressed.

See that your stock includes a good assortment of our Brand. It guarantees pleased customers and increased business.

Several lines must be cleared before we move into our new premises.

New, clean, saleable goods for summer wear. Our travellers have these. Ask for them or send for samples.

Seasonable Underwear,
Outing Caps, Suspenders and Sox.

We carry a full line of camping supplies---**Tents, Flags** and **Tent Furniture.** Send specifications for your new awning. Our prices are right.

Every Blanket made by our own Mill at Renfrew, Ont.

Tweeds and Kerseys at our Mill in Wakefield, Que.

Save wholesalers' profit and buy direct.

Woods, Limited

Ottawa, - Canada.

Tweed, Etoffe and Duck-Lined Coats.

Overalls, Bibs and Smocks.

BANKING AND ITS HISTORY

By M. STEWART.
General Manager The Sovereign Bank.

THE business of loaning money, which is one of the principal sources of profit to a banker, has existed from the very earliest times. In the Book of Exodus the Israelites were warned against usury, which means an excessive rate of interest. Another source of profit is the issue of paper currency, but this is a development of more modern times. As a matter of fact, however, they had a paper currency in China, which has been traced as far back as B.C. 119, and they had a banking system in that country in the 10th century, much the same as exists there at the present day.

The Bankers of Greece, Rome and Athens exercised much the same functions as bankers of the present day, except that they did not issue notes. They took deposits, paid interest for them, and these cities being large centres of commerce, they did a considerable trade in the changing of money brought there by merchants from all parts of the world.

Banking in Italy.

The Bank of Venice is generally considered to be the earliest bank in Europe, and had its origin in A.D. 1356, although it did not become a bank in the sense which we understand the term for at least 200 years afterwards. This institution continued to do businsess until the year 1797.

The origin of modern banking may, I think, be traced to the money lenders of Florence, who practised banking as early as the 10th century. Many of them appeared in England in the year 1199, when they were entrusted with the collection of money for the Pope, which shows that, like the bankers of Montreal to-day, they were very honest and trustworthy.

Edward 1st obtained a loan from a Florentine banker in the year 1306, and about this time there were no less than 69 banking houses in Florence doing business in England. As this famous town was practically the birthplace of modern banking, so it was the birthplace of the famous navigator, Amerigo Vespucci, after whom the continent we live on is named.

A very old bank is the Bank of St. George, which was established in Genoa in the year 1345, and continued its existence until the year 1800, when, like the Bank of Venice, it was destroyed by the French. This town of Genoa, as you are aware, was the birthplace of another famoust navigator of importance to us, namely Christopher Columbus, the discoverer of America.

So much for banking in Italy, which country played a most important part in the commercial, as well as the political history of the world.

Holland.

Another country that was at one time famous for its commercial importance is Holland; its chief city, Amsterdam, conducted a very large trade with the outside world. The Government and the merchants of Amsterdam establishe a bank (the bank of Amsterdam) on 31st January, 1603. This institution was at first very ably managed, and continued its existence for 216 years, when on the 19th December, 1819, it went into liquidation by Royal decree.

The Banks of Venice and Amsterdam were originally storehouses for the coin and bullion deposited by merchants, for which they gave in exchange credit on their books. They were paid a certain percentage for keeping the coin, and this constituted largely their profits. Such banks were a necessity, especially in the case of Amsterdam because of the amount of clipped and debased coin floating in that city, brought there by merchants and travellers, but which, when deposited with the bank was received at its exact value and a uniform currency or credit issued by the bank.

Germany.

The three great modern banks of Europe are the Bank of England, the Bank of France, and the Imperial Bank of Germany.

Banking in Germany traced its origin to the Hamburg Giro Bank, which was founded in the year 1619, upon the model of the Bank of Amsterdam. This bank did not issue notes, the first bank of issue in that country being the Prussian Bank, which was founded 1765, after the model of the Bank of England. I mention this bank because in the year 1875 it became the German Imperial Bank, which is controlled by the German Government, and has a capital of 120,000,000 marks ($28,000,000).

France.

The first bank established in France was founded by a Scotchman named John Law, the son on an Edinburgh goldsmith; it was known as the Banque Generale, and came into existence on the 2nd May, 1716. On December 4th, 1718, Law got the name of the bank changed to the stock, became the sole proprietor. It failed in 1722. The present Bank of France was founded in 1796, but did not begin active operations until the year 1800. Napoleon Bonaparte edited with his own hand the preface to the constitution of this bank, and when its stock was issued he subscribed for 100 shares, the capital being 30,000,000 francs, divided into 30,000 shares of 1,000 francs each. The present capital of the Bank of France 150,000,000 marks ($36,000,000).

England.

Banking in the modern sense of the word had no existence in England prior to 1640. Up to that time merchants had been in the habit of depositing their bullion

and cash in the Mint in the Tower of London, under the guardianship of the Crown. In the year 1640, Charles I. seized some of this money, but after remonstrance by the public he restored it, and obtained a loan for about one-third of the amount he wanted, on good security. This advance was re-paid, but the confidence of the merchants in the security afforded by the Tower was gone, and they then determined to keep their gold in their own houses. These did not prove to be very safe places, however, as their clerks stole it. When the King helped himself to their money the merchants knew it, but their employes very often said nothing about it, but simply loaned it out for their own benefit. A good deal of this cash found its way into the hands of the goldsmiths, who re-loaned it at high rates of interest, taking merchants' notes as security. They found this business so profitable that they offered to pay 6 per cent. interest for money placed in their hands, repayable on demand. On the principle of the Amsterdam Bank they gave credits for the amount deposited, and these credits were transferable by written order, which was nothing more than what we call a cheque. This was practically the business of a deposit bank, as we understand the term to-day. The Goldsmiths prospered and became a very important factor in time of war, when they loaned large sums of money to the King. During a war with Holland in 1667, the large advances which they had made to Charles II., led to a run on them, which resulted in a terrible panic. The King issued a proclamation declaring that the bankers would be paid out of the Exchequer, but five years later he issued another proclamation suspending Exchequer payments for one year, but promised interest at 6 per cent. This resulted in another run on the bankers, which entailed enormous losses, and even the interest on the loans made to the Government was not paid until 1701, some fourteen years later.

Mr. McLeod says in this connection:

"In 1700 an Act was passed that after the 31st of December, 1701, hereditary excise should be charged with interest at 3 per cent. on the principal until payment was made of one-half the debt. Thus ended this monstrous injustice. It was calculated that the bankers and their creditors lost £3,000,000. The principal was never repaid, and forms the first item of our National Debt."

The Bank of England.

After this, you can readily see that it was almost impossible for any government to obtain money from the "bankers," as the Goldsmiths were now generally termed, and the financial distress of the country served to turn attention towards a scheme for a public bank such as we have already noticed existed in the Italian States. At this juncture there arose a man named William Paterson, a Scotchman from Dumfriesshire, who devised a plan which resulted in the establishing on the 25th of April, 1694, of that greatest of all monetary institutions "The Old Lady of Threadneedle Street," as it is familiarly called—the Bank of England.

The present capital of the Bank of England is £14,553,000 sterling.

Scotland.

You will have observed that both the Bank of England and the Bank of France were founded by Scotchmen, but Scotland's own great bank—"The Bank of Scotland," which came into existence on the 17th July, 1695, was founded by an Englishman, named John Holland. This bank was not a State institution, but a purely private enterprise. It had the privilege of issuing notes to an unlimited extent, and had a monopoly of banking for 21 years. When, however, its first charter expired, the monopoly privilege was not renewed, and I cannot find that the bank ever even asked for it. This bank is a flourishing institution to-day and is the correspondent of some of our leading Canadian banks.

Scottish banking has a peculiar interest for us in Canada, as our own system is, to a certain extent, based upon it, and in no country in the world was the industrial development so marvellous as in Scotland after the establishment of their banking system. We may say the same of our own country, whose industry and commercial progress are inextricably associated with and dependent upon our present excellent system of banking. Like the Scottish banks, our banks are owned by private individuals, and the less that Kings and governments have to do with them, the better. You have heard the results of such interferences.

United States.

I do not propose to dwell at any length upon the banking history of the United States, but will simply mention one or two points of interest. The first permanently organized bank in the United States was the Bank of North America, which commenced business in Philadelphia on the 7th January, 1782, and is in existence to-day under its original title, although it is now a national bank. As, however, it operated under a State Charter as well as by Act of Congress, George Washington's famous secretary of the Treasury, Alexander Hamilton (another Scotchman by the way), considered it not a proper bank to be the fiscal agent of the Federal Government, and he had the First Bank of the United States incorporated on the 25th February, 1791. Its charter was good for 20 years, but when it expired in 1811, a new party was in power, and it could not get a renewal from Congress. The bank building was purchased by and the bulk of its assets transferred to a prominent merchant of Philadelphia, named Stephen Girad, who continued its business under the name of "The Girad Bank." It became a National Bank in 1865, since which time it has been known as "The Girard National Bank," and is to-day the Philadelphia correspondent of the institution which I have the honor to represent.

The second Bank of the United States was chartered in 1816 and commenced business on January 7th, 1817. Its Federal charter, however, was taken away in 1836, and it became a State Bank, and finally went into liquidation in 1841.

Since the year 1836 the United States has had no great bank closely identified with it, as is the case in the leading countries of Europe.

Of the merits of the present American National Banking Law, which came into existence in 1863, I may have something to say at a later date. I may simply say just now that it would not suit us in this country, and that for our purpose it compares unfavorably with the Canadian system of banking.

Canada.

Canada has the honor of being one of the first countries in modern times to adopt a paper currency.

ALL WOOL UNDERCLOTHING

WILL NOT SHRINK IN WASHING EVERY GARMENT GUARANTEED



ANY GARMENT SHRUNK IN WASHING WILL BE REPLACED

IN WEIGHTS SUITABLE FOR ALL SEASONS.

SUPPLIED THROUGH THE LEADING WHOLESALE HOUSES.

DUNCAN BELL, MONTREAL and TORONTO, CANADIAN AGENT.

Until the year 1685, the medium of exchange in New France was very often beaver skins or moose skins, and sometimes wheat. Coin (silver and copper) had been brought into the country, but left it again as the colonists paid for their importations of goods from Old France. In that year the usual Government shipment of silver for the Intendant failed to arrive, and he resorted to the expedient of card money (monnoye de carte) for the payment of his soldiers. He simply cut up ordinary playing cards into four pieces, on which was written his promise to pay, and bore the seal of France. These were always in handwriting, as the people would not accept printed promises. You will observe that this was nearly ten years before the establishment of the Bank of England, and thirty years before the establishment of Law's first bank in France. This card money was forced on people and soldiers alike, but worked satisfactorily, because the Intendant undertook to redeem it in coin, and he kept his word so long as ships came from France with currency from the Government. They ceased coming in 1709, and then trouble arose in the colony, because while the legitimate basis of the card money was gone, the necessity for it was greatly increased. The result was an over-issue, which ended in the year 1717 by the Government of France redeeming all the currency at half its face value. In two years it was all redeemed, and then the country returned to the currency standard of Old France, and used coin money for about ten years, when they returned to card money at their own request. This second issue of paper currency was limited at first, and was redeemable in coin or by drafts on the French Exchequer. The expenditure of the colony being far in excess of its exports, and the extravagance and misrule of its Governors led to an over-issue of card money, which resulted ultimately in heavy loss to the country.

On September 8, 1760, France surrendered all Canada to England, and England insisted upon a settlement of these and other evidences of debt then existing in the colony, which amounted to a total of about 80,000,000 livres. This was a most troublesome operation, and although settled by France at the time, the French Government failed to meet its obligations later, with the above result.

Ever since the commencement of the British regime in Canada, the currency was in coin of England, France and Spain, mostly Mexican or Spanish. In 1791 Canada obtained constitutional government, instead of by a Governor and Council of State, and the country divided into Upper and Lower Canada. A law was passed by the Quebec Parliament in 1795, declaring that the new American dollar, which was now in use, should be counted like the Spanish and Mexican dollar at 5 shillings. In 1796 the Upper Canada Parliament passed a similar Act.

Up to this time there were no banks of any kind in Canada, and no regular currency or banking system, while in the United States, as we have seen, they had established banks of issue as early as 1781. By this time Montreal had made progress as a commercial centre, and had outstripped the older city of Quebec. The merchants of Montreal—alive then as now to the best interest of their country—applied for a charter for the Canada Banking Co. in the year 1792 (October 18). They did not get it, however, and the scheme fell through. In 1807 Quebec tried it and also failed. In 1808 both cities applied to Parliament for a charter for the Canada Bank, which was to have an office in Montreal and Quebec, with 24 directors, 12 at each place. They also failed to get a charter.

War with the United States broke out on 29th June, 1812, and continued until peace was declared on the 24th December, 1814. During this time the Parliaments of Upper and Lower Canada met and passed a law prohibiting the export of specie from the country, and authorized an issue of paper currency known as "Army Bills." The assets of the country were a first lien on these bills, upon which interest was allowed also. By December 23rd, 1820, at which time the Army Bill Office was closed, the entire issue, which amounted to £1,300,000, was redeemed in full with interest. The experience of the country with this currency was very satisfactory, and the splendid laws passed for its goverance, afford lasting tributes to the good judgment, honor and sound views on the currency question held by the important men of Canada at that time.

Joint Stock Banks.

As already stated, the Army Bills were in existence from 1812 to 1820, and the people of Canada had experienced such beneficial results from this well regulated and elastic paper currency, that they could ill afford to go back to the miscellaneous coin currency now that the war and the necessity for Army Bills was over. They, therefore, decided to have a chartered bank, and this determination led to the establishment, in August, 1817, of the first Canadian joint stock bank, which was known then as the "Montreal Bank," a private association at the first, and which is so well known to us to-day as the "Bank of Montreal."

In Breckenridge's History of the Canadian Banking System, he says:

"And thus the first bank of discount, deposit and issue, to be established either in Lower Canada, Upper Canada, Nova Scotia, or New Brunswick, is to-day the greatest bank, not only in the Canadian Dominion, but in the whole of North America."



Century Advertising Tape.

A Substitute for Cord or Twine.

Made in various widths and combinations of color and when tied on box, as shown herewith, looks like ribbon. A splendid advertisement at little more than the cost of twine. Is suitable for almost any business. Samples cheerfully furnished.

MANUFACTURED BY

GEO. H. WHEATCROFT, WIRKSWORTH, ENG.

Sole Canadian Agents . . . The A. F. Porter Importing Co., 232 McGill St., Montreal.

Cartwright & Warners'

Celebrated All-Wool

UNSHRINKABLE UNDERWEAR.

CARTWRIGHT & WARNERS' name on a garment carries with it the value of a hundred years' successful experience in the manufacture of the best Knit Underwear in the world, and stamps it with the character of superiority that places it above and beyond all other in a class by itself.

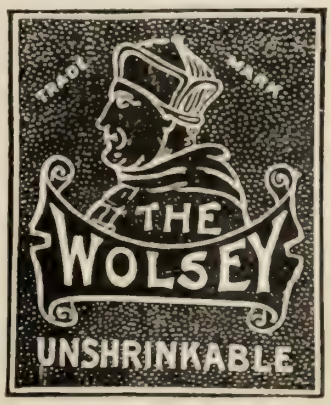


R. FLAWS & SON, Agents, Malinda St., Toronto

The Wolsey

UNSHRINKABLE UNDERWEAR

THERE ARE INNUMERABLE SO-CALLED IMITATIONS OF "WOLSEY," BUT THERE IS NO SUBSTITUTE FOR IT AND NOTHING JUST AS GOOD



The Canadian Public, knowing its unrivalled qualities, and that it is in every respect all that the manufacturers claim for it—

Being Absolutely Unshrinkable Pure Wool, Durable, Well-Fitting

—are insisting on being supplied with "Wolsey," which has stood the test of time, and is one of the greatest successes of modern times.

AVOID SUBSTITUTES.

Staples

Our stock was completely destroyed by fire in June last. You can therefore rely on our stock being all new and up-to-date in every particular.

Our orders for Spring Stock were placed before recent advances in cotton. Our advantage is yours. Place your orders early.

McMahen, Granger & Co., 333 Richmond Street, London, Canada.

Our travellers will call on you soon with full lines in Staples and Smallwares. Their arguments are

Right Goods at Right Prices.

Spring stock is now complete. A letter order from you will receive prompt and careful attention.

McMahen, Granger & Co.

Wholesale Dry Goods,

333 RICHMOND ST., - LONDON, Canada.

Ask Your Jobber

FOR

Bishop

Fur Robes and Coats

A Silk Label "THE BISHOP" on each.

The J. H. Bishop Co.

SANDWICH, = ONTARIO

Wyandotte, Mich.; Tientsin China; 354 Broadway, New York.

SEEN IN MONTREAL STORES

CHRISTMAS month in Montreal has been well observed and taken advantage of by almost all merchants. Never were the window displays and exhibits of goods brighter or more interesting, and the stores were handsomely decorated and made most attractive in keeping with the holiday season.

• • •

At 1683 Notre Dame street, Boyd & Son made special displays of sporting goods of which they carry a great stock. College sweaters, knickerbockers, stockings etc., in any combination of color desired were here shown in profusion, and the firm did not forget to also put forth a fine line of hockey sticks, skates, skis and such goods to accompany the garments. Boyd & Son do a large mail order trade.

• • •

The Hamilton Company's big store on St. Catherine street was an attraction that none could pass without an admiring glance. While their regular lines were shown to the public with their usual good taste ,the toy departments were particularly worthy of note. Special mention should be made of the boys' uniforms, soldiers, sailors, firemen and those of all other callings where brightness of uniform would attract the youthful aspirant to glory to one field or another.

• • •

John Allen's St. Catherine street store gave special prominence to Christmas neckwear, not, however, that clothing, shirts, canes, etc., were at all overlooked. But the showcases, crowded with the most tasty samples of cravats, were not for a moment with their appreciative customers. Mr. Allan adopted a clever style of advertising these goods with a great assortment of cards, pointing out such and such an article as very suitable for such and such a gentleman's Christmas present. In his Craig street haberdashery the class of goods shown differed widely from those in the St. Catherine street store, but there too the same catchy displays of goods were shown. No Montreal dealer excels Mr. Allan in presenting goods to the public in their most attractive form.

• • •

One of the best patronized furnishing stores in Montreal is the Hannon store on St. James street, and this year their holiday showing was larger and more varied than ever before. In this store such lines as smoking jackets, dressing gowns, fancy waistcoats and the like have long been a strong feature, but the exhibit of these lines during the past month has surpassed all the previous efforts of the firm. Leather goods, purses chiefly, were also given considerable prominence in this store. But perhaps no department was more successful than that devoted to ladies' handkerchiefs and other lines suitable for ladies' Christmas presents. Another noticeable attraction in this store was the assortment of English neckwear, which was imported solely for the holiday trade.

• • •

R. J. Tooke's three fine stores have been very busy centres during the past month. Mr. Tooke, especially in his St. Catherine street store, is never surpassed in the matter of selecting Christmas novelties that take the public taste. He offered this holiday season some surprising values in mufflers and dressing gowns, being enabled to do so on account of the large quantities he purchases. Mr. Tooke's store at the corner of St. Catherine and Peel streets is one of the largest in America, and few are as beautifully fitted.

• • •

The Dr. Deimel underwear store, on St. Catherine street, made a special "bid" for the holiday trade in linen handkerchiefs, both ladies' and gentlemen's. Splendid values were offered, absolutely pure linen goods being sold from $1.50 per dozen upwards, and while in another store less notice might be taken of the offer, so well has this firm become known as dealers in pure linen goods, that on this account large numbers of people were brought to the store for Christmas purchases. They could depend on the quality of all they got.

• • •

R. J. Inglis, the leading military and custom tailor also gave good value to the public during December. His imported cloths are always a drawing card to well dressed Montrealers, and his collection of furs and fur-lined overcoats could not be excelled for quality in the city.

WASHING LINES.

IN washing lines matched sets are still in favor, and the little embroidered and lace turn-overs continue to sell in astonishing quantities, and at all prices, from 15 cents up.

The vogue of the "Fifth Avenue" bow will help to sell these turn-overs as the neckbands of these bows are almost invariably finished with one of these turnovers.

The many plauen and cluny lace and embroidered Swiss, as well as the Arabian and renaissance braid effects may be all included in washing neckwear. These braids are now worked up into smart jabots. Sometimes they are worked up with silk or crepe de chine, but oftener they are used alone. In some imported lines this lace braid is shown with insets of coarse linen, and often with embroidery in Persian colorings as well.

In the cheap lines mercerized fabrics are being used with good results and stocks in both white and colors are showing.

GOLD TRIMMINGS COMING.

THAT manufacturers would be quick to see the possibilities of gold effects as a trimming for ladies' neckwear was to be expected, and that the vogue for gold trimming on these goods is likely to be very strong is just what was anticipated. The only danger about gold is that too much will be used and the effect spoiled. When used in moderation some beautiful effects are gained, but gold needs to be very judiciously used.

The style is new and pretty and should be a boon to the neckwear manufacturers if only they use it properly and do not spoil a good thing by indiscriminate use.

THE
GUELPH CARPET MILLS CO.,
LIMITED
GUELPH, - CANADA

MANUFACTURERS OF

BRUSSELS, 3, 4 and 5 frame
WILTONS, 4 and 5 frame
WOOLS AND UNIONS

Our MILLS are equipped with the most approved machinery, and only skilled workmen are employed. The combination of these features with a careful personal supervision of the managers of each department ensures a product that will give thorough satisfaction to the trade that intrust us with their orders.

Particular attention paid to Special Orders.

THE
GUELPH CARPET MILLS CO.,
LIMITED
GUELPH, - CANADA



CARPETS,

ORIENTAL RUGS IN CANADA.

THE Oriental rug branch of the floor covering trade, is as yet in its infancy in Canada, as compared with England and the United States. In both those countries there are numerous long established businesses that have done an immense trade for years, and one that is increasing in bounds. Ten years ago the amount of money invested in these rugs in Canada was so small as to afford no inducement for their importation, but at the present day, several of the largest departmental stores, and carpet houses, as well as one or two wholesale dry goods firms, are keeping a stock that provides a good selection, and is only the beginning of more extensive supplies, as Canadians come to more fully realize the value of the rug of the East.

There is, as yet, only one house in Canada dealing exclusively in Oriental rugs and other wares, and importing direct from the home mart at Constantinople. Courian, Babayan & Co., formerly L. Babayan & Co., have been engaged in the Canadian market for only seven years, but in that time they have built up a business of $75,000 and are finding such an increasing demand for the goods they carry, that a branch has been recently opened in Winnipeg, and the craving of Westerners for first-class goods is making it a great success. Toronto is the head branch, while Montreal is the oldest by one year. In addition to these stores, the company has two branches in California.

All the rugs, hangings and Oriental wares handled by this firm are bought in Constantinople, where the buyers and sellers meet. The greater amount of rugs come from Smyrna and Persia, although there are also many of India manufacture included. The colors most in demand are deep red and greens, but the taste for other shades is not by any means ignored.

At the inception of the business great difficulty was experienced in convincing Canadians of the virtues of the Oriental rug. The price was higher than they were accustomed to pay, and money was not nearly as plentiful as at the present day. It was a difficult matter, also, to gain the confidence of the public, as the average man, knowing practically nothing about Oriental rugs, feared he was being imposed upon ,and bought sparingly. The third year in business saw a turnover of only $10,000 so that in a little over four years there has been an increase of 650 per cent. The durability, individuality, beauty and general suitibility of this class of rug has won it a place in Canada that has been further raised by the wonderful popularity of all kinds of rugs. The vegetable dyes used, the hand weaving, and the excellent material, combine to produce a rug that looks better after ten years of wear than when new, and that is often still looking well after fifty years.

The other cities of Canada, outside of Toronto, Montreal, and Winnipeg, are given opportunities to purchase the Oriental rug, through auction sales held periodically by two or three firms who do business entirely in this way. Courian, Babyan & Co. conduct such sales in addition to their regular branches. A consignment of the rugs is extensively advertised in these cities and the sale follows soon after, the goods being disposed of as thoroughly as possible, before another city is visited with a fresh consignment. In this way outlying towns and cities purchase thousands of dollars worth, and are satisfactorily supplied, when regular branches in those places would not be profitable.

A SEPARATE PLACE FOR CARPETS.

THE carpet stock must be kept by itself; it must have a separate place in the store if only 6x8. Almost any other line carried in the dry goods store can be more or less mixed with other lines, without effecting it nearly as adversely as the carpet stock. Any merchant who is unable to devote a small section solely to carpets,

had better not handle them at all, for they not only do not appear to advantage among other goods, but a floor space, of sufficient size for their display is necessary.

There are stores which have been induced to stock carpets, when their space was already full. In a few cases they have made a fair success of it, but it can be almost depended upon, that not much has been made. The chief fault is, however, lack of effort in the merchant to so arrange his stock, that carpets can have a small section.

An unprofitable line may have to be dropped, but in the majority of cases, a change of arrangement is all that is necessary, and a little thought may effect this. A well lighted corner is the best situation, and the larger the adjoining open floor space, the better.

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RAG CARPET REVIVAL.

NEW YORK'S wealthy citizens have developed another craze, according to the Carpet Trade Review. This time it will benefit the rag carpet weavers, who have all but disappeared. Of course it will be only a fad and as such will, perhaps, run a few months and then be relegated to the position it has held for many a year. The wealthy will have the carpets woven of silk, and such will be much different from the old time rag carpet which made the floors of our ancestors an unsightly spot in the house. With very few exceptions there was no art in the production of the old loom-woman who received her rags from the housewife, and ran them in with a total disregard for color matching or pattern. There are, however, a few still kept as curiosities which, like the Oriental rug, show an individuality and ingenuinty which are surprising as the products of a hand loom and no pattern to go by. There are still scattered through Canada looms which are used for the manufacture of this class of goods, and a few of them are kept constantly working, on account of the wearing qualities possessed by the rag carpet. A couple of large plants are set up in the cities, which contain three or four looms, but the weaving has been rapidly falling off until for the past few years, the custom has dwindled down to a few old families who will use them until a new generation crops up. Any revival in the demand will be welcomed by the women who have done nothing else but weave for the last forty or fifty years.

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THE STRIKE AT GUELPH.

THE brussels weavers of the Guleph Carpet Mills Co., went on strike on December 4th because the firm saw fit to break one of the rules of the union, but in two days the men were back at work under the same conditions as existed at the time of the strike.

"The Dry Goods Review" is in receipt of a letter from the company explaining the cause of dissatisfaction. It says: "The whole cause was our putting three young men on to weave brussels carpet before they were twenty-one years of age. The union, it seems, thinks a man must be twenty-one years of age before he is qualified to run a loom. It does not make any difference whethere he has the abilitv at twenty-one or not, or if he has served only one month. As long as he is the required age, that is all they think necessary.

"These young men we put on to weave had been working with our brussel weavers ever since we started the manufacture of brussels carpet, nearly five years ago, and were thoroughly qualified to make first-class work, or we would not have thought of putting them on a loom. We have added a number of brussel looms to our works this season, and as we had given these young Guelph men the promise of the first chance to have a loom, as soon as these looms were in running order, we fulfilled our promise, and as soon as this took place our old weavers all went on strike."

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ONE STYLE OF ADVERTISEMENT.

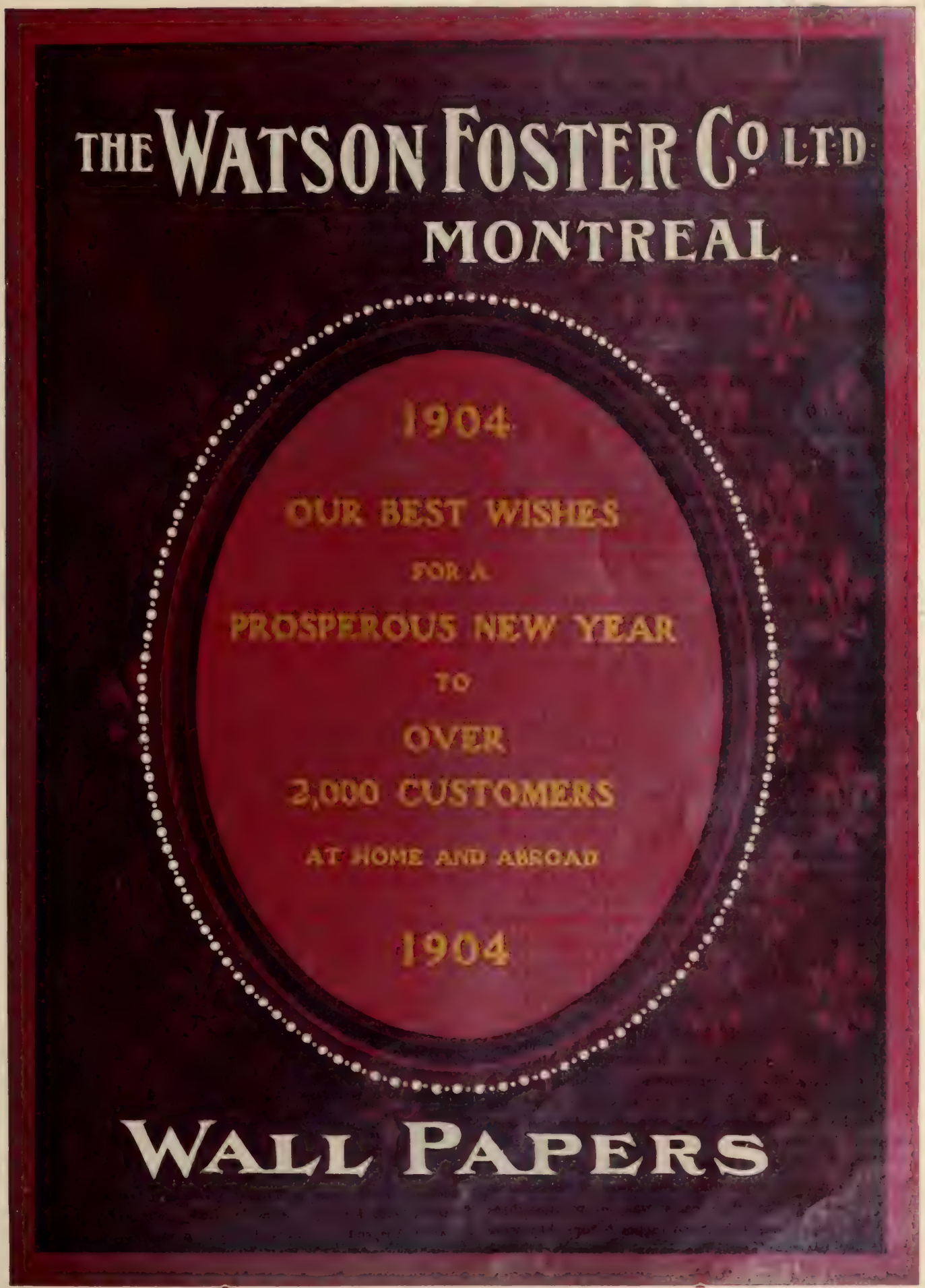
THERE is a house-furnisher in a small town in Eastern Ontario whose advertisements have attracted much attention in his neighborhood. Everybody who reads the local paper in which these advertisements appear, is prepared to peruse the most interesting article and find at the end that it is nothing but an advertisement for this man's housefurnishings. Births, marriages and deaths, the local columns, the foreign news, and any department, is liable to have a paragraph sandwiched in, showing in some way that D—— handles furnishings.

As freak advertisements, these paragraphs are worthy of notice, and whatever their value for selling goods, they show that D—— believes in advertising. During the South African war the local paper was plentifully sprinkled with telegrams from Paul Kruger, ordering another lot of mattresses, or asking why the last order was not filled, and so on. The latest effusion is :

MARRIED.

CROSBY—JONES.—At the residence of the groom's parents, one of the most up-to-date weddings took place. (There had been an agreement between the bride and groom not to be married in the old-fashioned way, but to change the mode a little). Therefore, they were married at the residence of the father of the groom, John A. Crosby, Esq. The groom wore a long pair of overalls and a cut-away coat. The bride wore a calico dress and apron. They both looked the picture of health and were ably assisted—the groom by the bride's sister and the bride by Mr. George Chaldee, a particular friend of the groom's. After spending a couple of weeks in the west they will return and settle down in their pleasant home, "Swandown," the furniture man at C—— having already the contract to see that their home is properly furnished during their absence.

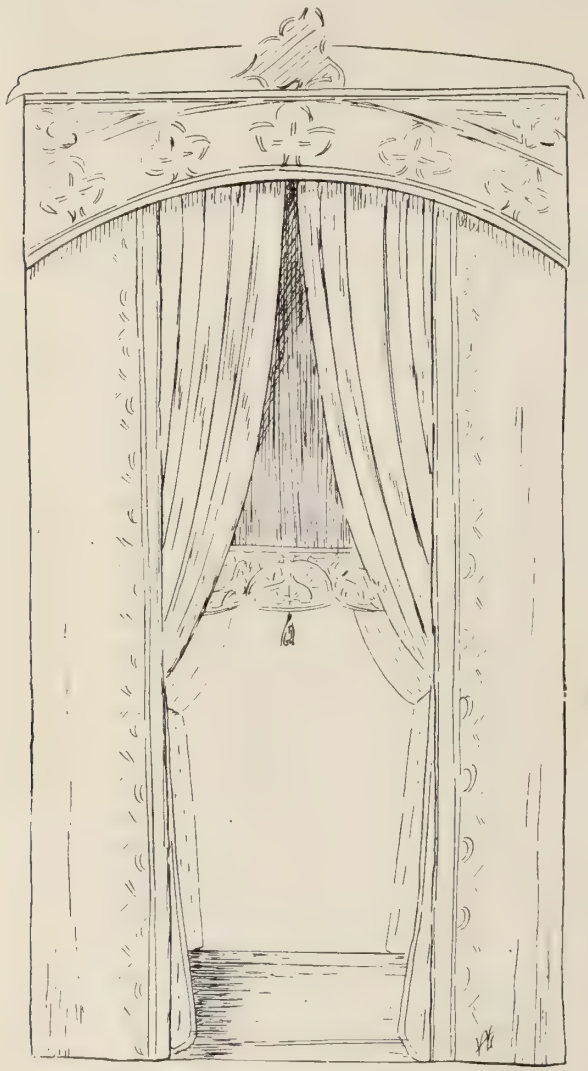
Such advertising is effective, however, only in placing the name before the public, but it will not sell goods ; in fact, many think less highly of a man and his stock, who goes so far out of his way to amuse a certain class of people. An advertiser who gets a nickname through his advertisements, as this man is now commonly called "Kruger," is not, as a rule, building up a business thereby. Advertising is necessary, but the one that stands out for what it is, and does not attempt to catch readers unaware, is the most profitable. The busy reader of to-day resents being forced to spend his time reading a long article that in the end is nothing but an advertisement, and the advertiser suffers.


THE WATSON FOSTER Co LTD
MONTREAL.
1904
OUR BEST WISHES
FOR A
PROSPEROUS NEW YEAR
TO
OVER
2,000 CUSTOMERS
AT HOME AND ABROAD
1904
WALL PAPERS

DECORATION.

THE HOME AND DECORATION.

IF woman fully realized the importance of the man's surroundings in the house, in keeping him at home, her ideas of the necessity of careful decoration would no doubt change. The man is, in general, considered deficient in the knowledge of what is artistic in the house, but he feels more readily than the woman, the atmosphere that is breathed out by homelike surroundings, and his mood is more quickly influenced. In very few cases, unless he has made a study of it, can he tell what is wrong or what pleases him, but he is especially sensitive to the effect. Women on the other hand will discover a dozen faults or be attracted by a number of artistic touches, before she is aware that the general effect is good or bad.



Lace sash curtains, blind, silk or lace inside curtains, and valance continuing around three sides, or at top only, with heavy straight drops with applique trimming. If the inside curtain is silk the valance and heavy drops should be of some contrasting color.

In view of the great influence the home surroundings have on a man and on the pleasure of living of all the family, it is surprising that there is not a great deal more attention and expense devoted to the making of the home comfortable and tasty. Too many women think all that is necessary is a curtain or a drape or a carpet, or furniture to sit upon, without recognizing the fact that the usefulness of the articles is little more important than the taste displayed in arrangement, color, and quality.

The selection of what is required consumes a mere fraction of the time that should be given to the selection of what is best and the arrangement afterwards. A carpet, a curtain, a picture, a chair can be ordered by mail, but the carpet or curtain, etc., that is best suited to the room or the use requires personal attention and a great deal of it. The chair to sit upon, the curtain to divide, the picture to look at, can be placed where they are useful in a few minutes, but to consider taste in the placing, forms the real work of the decorator.

ARTISTIC FURNISHINGS.

"I'M sure I don't know why people should say I have good taste," said the owner of a hospitable suburban home that had long been a Mecca for those of city and country alike, who were so fortunate as to enjoy its privileges and quoted in a contemporary. "I've never bothered my head about it. Things just seem to settle down into the rooms along with the family and their wants and wishes. It looks just like any simple, plain, homely old place to me."

In this remark the author of the tastefulness in question unconsciously touched its secret, she was a woman of refinement, and red and yellow chintzes, wax flowers and chocheted tides naturally did not come within her horizon. Also she did not bother her head about what "they" were using now, what "they" said was "artistic" or "the thing." It did not occur to her to purchase a Russian sled, a Bengal tiger skin and a Tuscan urn as adjuncts of an artificial "cosy corner." All the cosiness in her many roomed home seemed cosy because they had been let alone, and easy chairs and divans and rugs and pictures had gathered and grouped themselves together as comfort dictated.

The "eternal fitness of things" is a much better guide to house furnishing than the special department in the last fashion magazine. One of the crying abuses of modern houses is the use of so-called ornament. A peasant cottage in Brittany possesses more real beauty, and exhibits more true taste than many a "mansion" of the wealthy. Few of the poor have the courage of their poverty, but must perforce overcrowd mantel and shelf and stand with flimsy knick-knacks of no earthly use, and which even the most perverted taste cannot pronounce beautiful. The supreme test of the perfection of a room is; is it comfortable, homelike, lovable? No bric-a-brac shop can be that. Even an ignorant and tasteless nature feels the subtle influence of harmonizing colors, and really beautiful and simple lines and accessories.

THE MERCHANT AS A DECORATOR.

IN cities, every merchant doing a business in draperies and curtains has found it necessary to include in his staff one or more men who are experienced decorators. House furnishing houses and dry goods stores have adopted this plan and are finding it not only a profitable

The Dominion Oil Cloth Co., Limited.

Manufacturers of

Floor Oil Cloth

Table Oil Cloth



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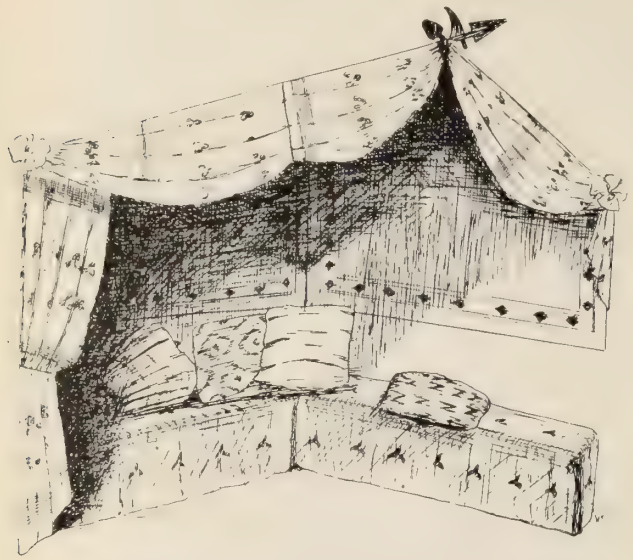
Stair Oil Cloth — Shelf Oil Cloth
Mats or Rugs — Enamelled Oil Cloth
Prepared Decorative Burlaps

Our new Spring Patterns are now in the hands of the Wholesale Dry Goods trade. Do not fail to see them before buying imported goods.

Office and Works : : : MONTREAL.

branch in itself, but an added inducement to customers to purchase their goods at the store.

Larger stores are engaging professional decorators, and paying them large salaries. Merchants in the small towns would not, perhaps, risk such an expensive experiment, particularly as it would take some time to place the new department on a paying basis. But if monetary considerations prevent the establishment of such a branch, the same principle can be carried out, and the foundation laid for a large decorating business, by engaging as salesmen in the house furnishing department,



A cosy corner with light hangings and tapestry wall coverings.

only such men as have an inherent taste for the matching of colors, and the settlement of proportion—men who can hang a drape in the style that will suit the room, and can tell a customer the best shades and patterns for the light entering the room and the use to which it is to be put.

The clerk who can assist a customer in his buying, by offering valuable suggestions as to the most suitable decorations, is of far more value to his employer, than the one who can only talk, and thus sell the goods. In the one case the customer is more strongly convinced of the merit of his choice, the more he sees it, and his satisfaction is expressed in further custom. The second class of clerk talks a man into buying, but as soon as the goods are out of range of his arguments and continued talk, they lose their glamor, and the customer sees he has been hoodwinked. When, to the value of the first clerk, is added the ability to hang the drapes, and to place the decorations, a merchant has an acquisition to his house furnishing department that is its most important asset.

If the services of a salesman with experience in these lines cannot be obtained, it is not a difficult matter to make a selection of the one best adapted for the purpose from the staff already in the store. It would be some time before his ideas would be of any great value, but if a young man with a good grasp of color combinations, and great ingenuity is appointed, his natural ability and taste will fit him to fill the position with some satisfaction, after a season's experience. He, of course, will not be a professional by any means, but after a close connection with the goods, a study of draping as seen in the houses he visits, and some theory obtained from books on the subject, he will be of sufficient value to the firm to show the wisdom of such a new department. Books must be studied, to acquire a knowledge of the cutting of swags and festoons, and the methods of obtaining certain effects. In his department he should be allowed quantities of cheap fabrics to experiment upon, and to work out the ideas he gains, or the lessons he learns from books and papers. There are several papers dealing with decoration which will furnish him with new styles, and supplementary information on materials, cuttings and draping. These should be studied and if not thoroughly understood should be worked out with the cheap fabric at his disposal.

In connection with his studies of draperies he should add all the points he can learn about the general decoration of a room, such as the choice of wall papers and mouldings, the hanging of pictures, the placing and style of furniture, the pattern and color of carpets, the construction of cosy corners, and the other details which enter into the make-up of a tasty room. With a taste for these things and ambition, he will become invaluable to employer and customer.

BEDDING AND FEATHER GOODS.

SLEEP—WHENCE COMETH—HOW GOETH.

By A. G. T.

SLEEP is an enchanting subject; its phenomena most baffling. Stealing as subtly o'er us as night o'er the day, obscure and as little understood as the tides. There is nowhere where it is not. Coming whence; going whither? It is formless, permeating, evanescent and of an indescribable witchery.

Sleep, next to love, has seemed to fascinate and inspire the poets by its delicate substance and mysterious shadow. And yet who can adequately expound the nature of sleep, the priceless gift of God to man.

Philosophers and others who have felt and experssed themselves deeply and clearly along certain lines of nature and human nature, have not as yet, strange to say, opened up that unknown vista where the avenues of sleep begin and end. They have ceased to explore beyond the myriad by-paths.

Love, the highest of all spiritual emotions, has been led out into the clearing and exposed in the lime-light to all of us. Poetry and religion have both told us of its meaning and essence; but, apart from these forces, who is there among us that does not feel that he himself has been to school to this divine teacher, and that his lesson has been well learned?

But the whys and wherefores of sleep are mysterious problems, which have never yet been solved and doubtless never will. Scientists to the contrary notwithstanding, there are certain psychological elements of our existence which serve a higher purpose than man can fathom, and were never intended for the ken of mortals.

Probably Iamblichus, the Neoplatonist mystic philosopher, who lived in Coele-Syria seventeen centuries ago, has most beautifully expressed the meaning of sleep as "The night-time of the Body—and the day-time of the soul."—Copyright.

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Our range for 1904 is now complete and in the hands of our representatives, who will visit you shortly.

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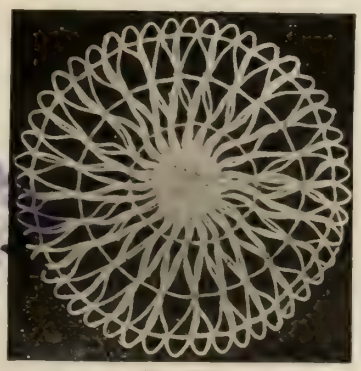
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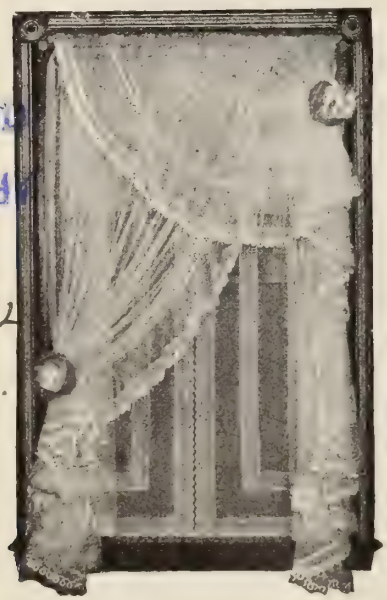
Factories—PUERTO ORATAVA, TENERIFFE, and throughout CANARY ISLANDS.

SHADE AND CURTAIN MAKING.

ONE of Canada's newest industries is the manufacture of bobbinet and lace curtains. Heretofore all these goods have been imported from Germany, Belgium, Switzerland and the United States, but within the past six months a firm of shade and upholstery manufacturers has included the production of bobbinet curtains and many qualities of lace curtains, and for this purpose has recently completed a large addition to its Toronto factory.

In the manufacture of these curtains female labor is almost entirely employed the work being of a nature for which they are the best adapted. The netting and lace are imported in large webs from the Continent, and the form of work done here is to sew the lace to the netting in the required style by machinery, afterwards cutting away the netting which is covered by the lace. The bobbinet curtains are ruffled and trimmed and made with the very pretty effect which have become so popular.

The making of shades is much more complicated and yet not difficult to understand. They are made both by hand and by machinery and in either process pass through a great number of stages before they are shipped as they appear in the store. The material from which the shades are made is bought in huge webs from the cotton mills and is a strong stiff cotton fabric prepared especially for this purpose. When prepared by hand the web is suspended by one edge from a low frame running the length of the factory, and to the other side is attached another frame to keep the material smooth and tight. The first process is the application of the size, a mixture consisting principally of glue. This, when dry, makes the cloth very stiff and tight. The color is then applied by three men with large brushes, the first called the colorman, the second, the spreader, and the third, the finisher. Two kinds of coloring are used, water colors which are the cheaper, and oil colors which are



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used in all the better qualities of shades. The entire preparation goes on as the cloth hangs on the framework and requires three days for completion, the sizing and the two sides of coloring each requiring a day to dry.

The machine used accomplishes the entire preparation of the shades from the sizing to the finished length. The cloth is first sized and carried by the machinery through the color bath on the first story, then up through hot coils, which partially dry it, to the third story where an endless chain draws the cloth over poles, the fabric



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hanging over a pole and after dropping almost to the floor, passing up over another pole sufficiently distant to keep the folds apart, and so on. The length of the factory hung in this way will contain two and a half miles of shade cloth, and seven miles of it can be turned out in a day.

After the cloth is completed, it is placed in a cooling room, as the oils when fresh are too combustible to store away preparatory to cutting. The rolls are then taken to the cutters and placed at the end of a long table, the cutter pulling out the required length, and separating it by means of a sharp knife pressed against a steel edge. The raw edges have been previously trimmed off by machinery, and the cutter does all the remaining trimming necessary. If decorative work is to be added it is done either by the pattern stamp or by the insertion or affixing of lace. The pattern is stamped on in the desired color, and the bronzing or flocking is applied by brushing the required powder over the slightly damp coloring of the pattern. The lace is sewn on by machines, while more complicated machines and more skilled operatives add the lace insertion.

There is a department for the manufacture of special widths, these having to be made on separate frames.

The pole, ring and brass part of the industry is of great importance, both in its connection with the rest of the business, and in the exportations which are made to England, South Africa and Australia. The poles, rings and knobs are received in the plain state from the mills which cut them out, and are finished in the shade factory. The poles are now made almost entirely of basswood, as it is lighter and softer for screwing on the ends. The beautiful oak graining which is seen on almost all of them is stamped on by being rolled over a sheet of metal with the good grain in relief. Machinery

Geo. H. Hees, Son & Co.
LIMITED

HAVE IN STOCK NEW ARRIVALS OF

Cushion Tops. **Lace Panels for Doors.**

Bobbinet and **Muslin Curtains,** OUR OWN MAKE, New Designs.

Lace Curtain Materials, all kinds.

New Patterns of Tapestry Curtains and **Table Covers.**

New Patterns of Chenille Curtains and **Table Covers,** OUR OWN MAKE, at Special Prices.

Silk and **Cotton Velours,** plain and new fancy designs.

Couch and **Furniture Covers,** new designs from **our own looms,** and also latest attractions in Imported Lines of these goods.

LACE CURTAINS.

We make a specialty of Lace Curtains, and carry in **stock ready to deliver** an immense quantity of these goods, from **20 cents** to **$30.00** a pair. Having bought many of these saleable goods before the advance in price, we are giving the benefit to our customers. Please compare our Lace Curtains and prices and you will find it to your advantage to buy from us.

Window Shades, Curtain Poles and Fixtures, Brass and Metal Goods, and a Full Stock of Upholsterers' Supplies.

N.B.—We sell these goods at a price that affords the RETAILER LARGE PROFITS.

GEO. H. HEES, SON & CO.,
LIMITED

TORONTO, ONT.

MONTREAL WAREHOUSE, No. 20 St. Helen St.

then gives the polish. The rings are thrown into tumbrels containing shellac and when these are turned by machinery the rubbing of the rings and other bits of wood, gives a fine gloss. The better rings are more carefully treated and the color is baken on them, producing an exceedingly fine enamel. Thev are then sold as martingales.

The ornamental brass work so much seen on curtain poles is shaped by a most intricate machine. The flat piece of brass is seized, pressed into a general outline of the finished article, and each little dent and bend is then made by its own special arm, which comes up and pinches its particular bend, followed immediately by another arm until the ornament is completed.

Much of the information contined in this article was obtained by a visit to the Toronto factory of the Geo. H. Hees, Son & Co., who are reputed to be the largest shade manufacturers in the world, and who have recently added the first curtain manufactory in Canada. At the Valleyfield mill, which is one of six run by this firm, forty-two looms are also engaged in the production of a line of upholstery goods.

WALL PAPER.

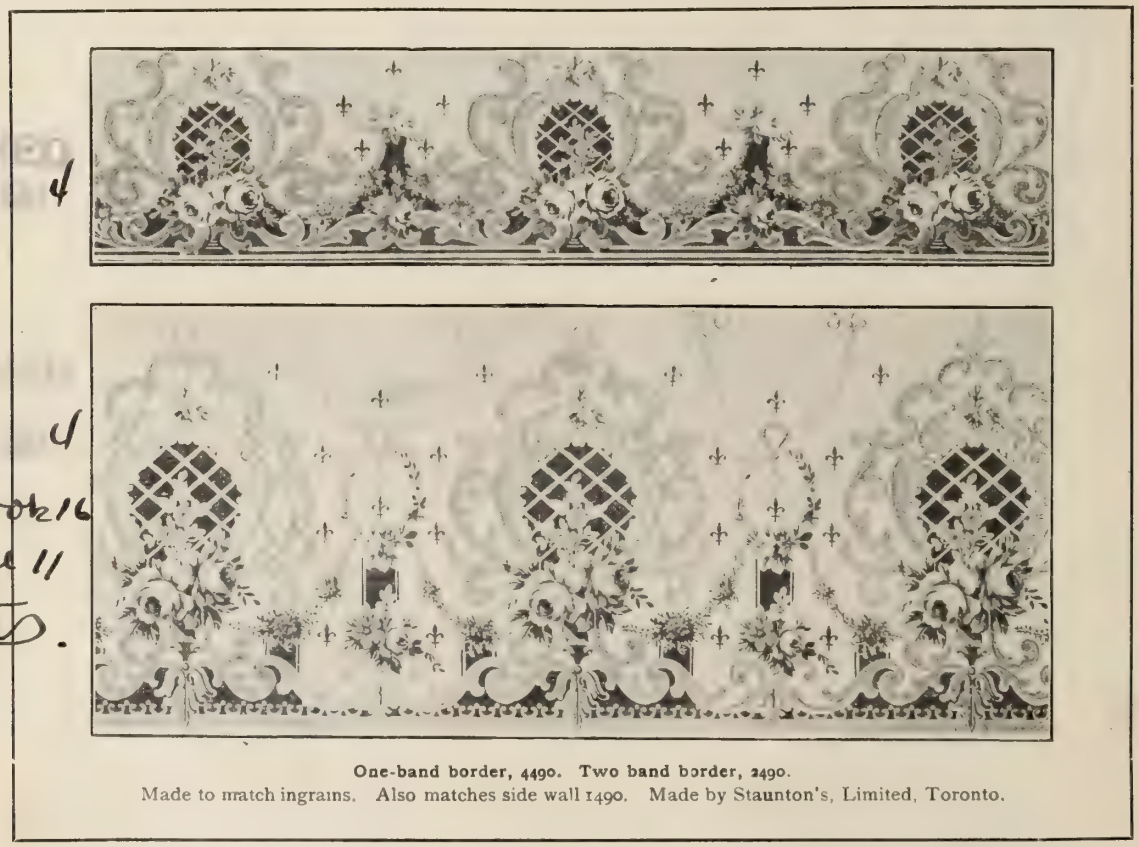
HINTS ON HANGING WALL PAPER.

THE attention of "The Review" has been called to the following articles one of which is from a trade journal published in the United States, and the other from an English trade journal. We believe these will be appreciated by the wall paper dealer as well by the manufacturer, for both are occasionally troubled with claims that ingrains, and sometimes printed wall papers have stained or spotted when hung. It has been found, on carefully looking into the reason for these imperfections, that in nearly every case the cause of the trouble is not to be found in the goods, but in the method of hanging. The deep rich colorings now so much used, and, in fact, the lighter and more delicate colorings also, require that care should be used in hanging, and the condition of the walls and ceilings must be carefully taken into account.

Paper hung on a room that is damp and cold, and that has been shut up for some time, will frequently stain when the paper is drying out on the wall. Such a room should first be thoroughly aired, and if in winter time should be heated if possible.

Thin, sloppy paste is another frequent cause of trouble. Even for the cheapest papers the paste should be as stiff as it can be worked, and made of good quality flour, and the lengths should never be allowed to soak. Each length should be hung as pasted.

The suggestions are well worth preserving for reference. It will be noticed that each of the experts referred to employs a different method in some respects, and in some particular jobs the one method might have advantages over the other. This is where the experience of the paperhanger should be in evidence. The articles are as follows:



One-band border, 4490. Two band border, 2490.
Made to match ingrains. Also matches side wall 1490. Made by Staunton's, Limited, Toronto.

Discoloration of Ingrains and How to avoid it.

In conversation with a gentleman connected with the paper-hanging trade, bearing on this topic, he gave us the result of his experience, which may be worth while putting into print for the benefit of others. He set out with the statement that he would guarantee to make a good job anywhere, and he recited this experience.

A customer came with a client and selected a paper, a blue ingrain, patterned. The painter took it away, and in due course it was hung. Within a few days complaints

WALL PAPER

Remember this is JANUARY—in a few weeks the Spring WALL PAPER trade will be in full swing—are you ready for it? Not many dealers delay buying this late—if you are one of the "late ones" take a suggestion—ORDER NOW, before the choice is further curtailed. Write us for salesman to call or for samples.

STAUNTON'S Limited
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DOWN COMFORTERS,
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FANCY CUSHIONS.



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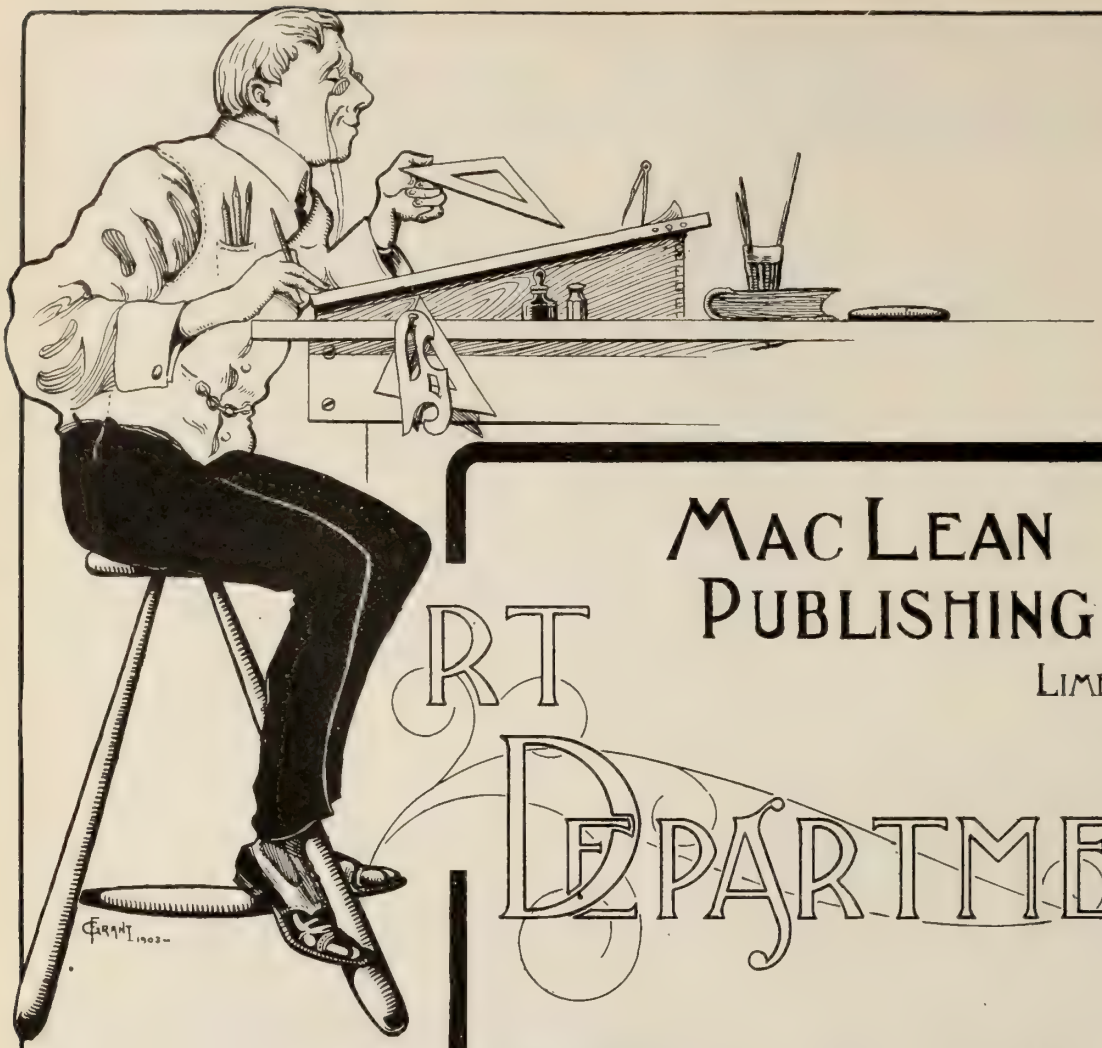
WOOL MENDINGS,

BOOT LACES.

FAIRE BROS. & CO.,
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LEICESTER, ENG.

Representative for Canada
MR. STAPLETON CALDECOTT, Cor. Bay and Wellington Sts. TORONTO.





MAC LEAN PUBLISHING CO., LIMITED.

ART DEPARTMENT

Nothing adds to the value of an "ad." more than a suitable Illustration

We can furnish designs at Very Slight Cost.

came to the warehouse that the paper was faulty, and had dried all in patches. To appease the "customer's" "customer," a new paper was supplied free of charge this time a red one and sent on to the job. This was hung, and after the usual "decent" interval the complaint came along, accentuated and emphasized by vigorous adjectival English, and demands for compensation.

It was at this stage that our informant came on the scene. He had been away on his holidays, and the transactions had all taken place during his absence. As an expert the matter was referred to him, and he took it up in earnest. He found (1) that the wall on which it was hung was a painted wall, (2) that the work had been done on a wet day, (3) that the paper hanger had religiously kept closed up every avenue of air, (4) that he had not lined the painted walls prior to papering, and (5) that he had used thin, sloppy paste.

The room was thereupon done under the direct supervision of the expert. First the walls were stripped and lined, the lining being hung horizontally. Secondly, the paste was made very strong, but stiff. Thirdly, the windows and doors were kept closed while the paper was being hung. Fourthly, the paper was pasted as "dry" as could be done with safety, and not allowed to stand: and, fifthly, as soon as the walls were hung, doors and windows were opened to circulate the air as much as possible, and, with a fire in the grate, the original blue paper was hung—and turned out an unqualified success. Our informant said that with these conditions, i.e., stiff, strong paste, free from alum, dry pasting, walls lined when the under surfaces are painted (brown paper in sheets preferred), he would guarantee the work turning out well in ninety-nine cases out of one hundred. We believe he is right!!—From the Journal of Decorative Art.

Valuable Hints on Hanging Wall Paper.

By E. A. Emunds, Brooklyn

The manner of treatment described in the following lines has served me with unqualified success for many years:

First, prepare the walls. If they are painted, size them with washing soda; nothing else. Make the solution strong enough so that you can see it cut the paint as you spread it on. Care should be taken to prevent it from running down over the finished woodwork. When dry it will be ready to receive the paper. The treatment makes the paint porous so that the paste can take hold and obviate the disasters of "peeling off" and "opening" at the joints on becoming thoroughly dry. It destroys grease and renders the semi-saponified paint to good purpose as a backing.

The wall should always be sand-papered to remove the small lumps after plastering up the holes and cracks.

If the walls be clean, hard finished plaster, irrespective of their age, I treat them with a strong solution of glue and vinegar(cider vinegar preferred). Dissolve the glue in water over a slow fire, then thin down with vinegar, and apply copiously. The vinegar destroys the enemy (lime) which causes the paper to shrink apart at the joints and bleach out in spots. I cannot recall an instance where this solution has failed, even on soft, chalky, "hot" walls. All new walls or parts of walls should be treated with a coat of this vinegar size.

In no case should good papers be put on over old ones, or over kalsomine.

The factor that contributes most to the appearance of a nice room is cleanliness; without this your work will be a failure, irrespective of the cost of paper. In order to attain this you must use your paste so heavy that it is barely possible to work it out evenly on the back of the goods without injuring them. This applies to all grades and kinds of wall hangings, whether of paper or tapestry. In the latter case (tapestry fabrics) it is often advisable to paste the wall, then "roll" the goods on.

The knife and straight edge should be used to trim with, especially on heavy goods. For "butted" work hang the strips from a sixteenth to an eighth of an inch apart, then work them gradually together, and when you have the room all hung, carefully roll down the joints, then with a clean wet sponge moisten the joint by passing the sponge over it once only. This latter act is to remove the gloss the roller makes, and applies to ingrains or other pulp papers. Do not sponge printed or surfaced goods, the colors will run.

The practice of these formulas obviates the use of lining paper, except where they must be used to prevent the heaviest goods, such as Linerusta, etc., from pulling the putty-coat of plaster off. Carpets, Wall Paper and Curtains.

NURSERY PAPERS.

ALTHOUGH there is no purely nursery wall paper made in Canada, the larger stores in the cities and large towns are including it in their wall paper stock, and finding a demand for it among their higher class trade. The Canadian business is not of sufficient volume to induce our manufacturers to incur the additional expense of such papers, and it is accordingly imported from the United States or France. The latter country leads in the manufacture of nursery papers and exports large quantities to the United States.



"The Mulberry Bush"

These papers are considered of great value in the children's rooms by those who can afford to purchase them. Representing as they do animals, games and scenes in great variety, they assist more or less in the education of the young child. Sometimes the entire paper is patterned, and often it is only the border. The cuts show a few of the most popular bordes, and give a good idea of the form the papers take. Some represent games of battledore and shuttlecock, tennis and football, others show sheep, cattle, cats, dogs, etc., and all quite natural in their appearance.



"Buttercups and Daisies"



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Needle Perfection.
Sews
with half the effort of other needles.
A Favorite With all needle workers.
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Cotton Rib Hose, Seamless
JUST FOUR LINES.
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William Liddell & Co, - BELFAST, IRELAND,
MANUFACTURERS OF
THE WORLD'S MOST FAMOUS
GOLD MEDAL LINENS



Invite consumers in Canada, who appreciate the best that looms can produce, to try these goods, Six Gold Medals awarded in Paris, London, Chicago and Dublin for perfection of quality, beauty of texture and originality of design. Our name is stamped on all original goods.

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TRAVELLERS' DEPARTMENT

ESSENTIALS FOR TRAVELLING SALESMEN.

By L. D. Vogel, St. Louis.

GOOD salesmanship is so essential to all lines of business, and so worthy of intelligent study and execution, that the calling, to my mind, is lifted to the dignity of a profession. First, let me say that the definitions of salesmanship which I shall offer are not my own, but quotations from what I have read; and, coming as they do from salesmen of experience who have been successful, they are entitled to respectful consideration.

Definitions of Good Salesmanship.

Thinking it will add to their interest, I will explain that some months ago a prominent magazine devoted to the subject of advertising offered a prize of $25 for the best definition of "Salesmanship." Many replies were received, and copies of them, with the names of contestants, were placed in the hands of J. B. McMahon, vice-president and sales manager of the N. K. Fairbank Company, who consented to act as judge. He awarded the prize to the following, as embracing the most essential qualifications of a good salesman:

> Salesmanship is the quality in a man—partly inherent, partly acquired—whereby he is able to successfully introduce, interest in and sell a prospective customer any article or commodity.

I will quote a few others, which impressed me as being particularly good, and which I singled out of many and copied:

> The ability to sell goods, or other property, in a straightforward manner, with satisfaction to all concerned and with the least expenditure of time and money, but having always chiefly in view the benefit to be derived by the person for whom the property is sold.

Another:

> Salesmanship is that quality in a salesman which enables him, in the shortest space of time, to place in the possession of his customer the greatest amount of satisfactory merchandise, and in the coffers of his employers the greatest amount of profits; while at the same time preserving the lasting good will and respect of his customer.

Bear in mind, please, that a salesman is not in the salesmanship class, according to this authority, unless he can both make a profit for his employer and preserve the lasting respect and good will of the customers.

Another definition that, it seems to me, contains many goods points is as follows:

> Salesmanship is the science of putting into each day's work honesty in speech, loyalty to employer, the hustle of modern civilization, of watching your weak points, of strengthening them, of not only keeping your customers but gaining new ones, of being at all times a gentleman.

It has been my pleasure to meet many salesmen in our office, during my travels, and at the jobbers' and manufacturers' conventions—and a more corteous and pleasant lot of gentlemen it has never been my pleasure to become acquainted with. It is a universally recognized fact that the standard of salesmen has been greatly elevated with the march of time—as to character, ability and intelligence—in proof of which it is not necessary to refer to any other fact than that men not possessing these qualifications cannot find room in the ranks of any reputable firm's traveling force. Furthermore, many of our largest and most successful business firms are composed of and managed by former travelling men.

I will tax your patience with one more quotation, and this one, to my mind, is as true and good as it is terse:

> Salesmanship is ability to make sales; its attributes are health, honesty, courtesy, tact, resource, reserve power, facility of expression, a firm and unshakable confidence in one's self, a thorough knowledge of and confidence in the goods one is selling.

Certainly, none of us will deny that a good salesman must know his goods so well and have such confidence in them that he can convince the merchant that he needs the goods; then he must enthuse him in such a way that, after he does purchase them, he will push them.

Permit me to add that, in addition to the qualifications named in the definitions quoted, if a man is fortunate enough to possess in a marked degree the following he has, in my opinion, the qualities which go to make up what some men term a "crackerjack": Prudence, magnetism, ability to gain confidence, the art of reading human nature, judgment to comprehend a customer: in other words, the faculty of a quick perception of character.

Judgment in Regard to Credits.

A good judgment as regards credits, while mentioned last, is by no means the least of the desirable qualifications for salesmanship.

Competition is keen: there is a great anxiety to do business. Firms employ salesmen for that purpose, so they are anxious to make sales and make them as large as possible. It never did require much capital to start a store. A merchant should not have all his capital on his books, as he can never figure on prompt collections, but is always asked to meet his maturing bills.

It is certainly wise for the salesman to study the credit feature, to get all the information possible on the point and to impart it to his firm in detail, whether good, bad or indifferent. There is no information that a credit man values higher or that is of more assistance to him in determining upon credits, collections or extensions than that obtained from a travelling salesman. I speak from experience on this point.

Coming in personal contact with the merchant, the salesman can form an estimate of his qualifications for success, his character, ability and condition and extent of his stock, the way he handles his customers, the trade and crop conditions prevailing in the section where he does business. A knowledge of these particulars should be studiously sought after by the salesman and transmit-

ted to the firm he represents. He should express his opinion fully and state on what he bases it. It is a fact that it is the prevailing opinion that few traveling men have the ingenuity or take the trouble necessary to equip themselves as good judges of credits. I have always asked our men to give this their best thought; a hazardous account is wore than none—to be ever watchful of a man's condition -whether it be a new customer or one of long standing, for some of our greatest losses have been with customers of long standing, whose condition has changed with time.

The value of the service of any man, be he traveller or office man, is measured by the net results of such service, and certainly the losses on a man's sales are an important factor.

Quoting from the sayings of a wise man, " The principal thing to strive for is wisdom." Next to that the thing we are all working for is the almighty dollar. The salesman is human, he wants his share, and the employer who does not cheerfully give it to him makes a mistake.

First-Class Salesmen Not Numerous.

Little difficulty is experienced in producing satisfactory clerks in the evolution that takes place from the time a lad begins his business experience in the position of office boy advancing in rotation—if he is of the right stuff—as vacancies in higher and more responsible positions occur. But few of them develop the characteristics and tact necessary to give them entrance into the ranks of salesmen and fewer still can ever be classed as particularly successful salesmen. We can advertise for a clerk for most any department of our business and obtain enough responses to enable us to select a suitable person.

But our experience, and that of many business men that I have spoken with on the subejct is, that first-class salesmen are not so numerous and are difficult to obtain; therefore, the employer who has a satisfactory force of salesmen is to be congratulated, and it behooves him to make them satisfied as well as satisfactory.

There is no royal road to success in any vocation. Industry, capacity, power of adaptation, the ability to put forth what is in us, the faculty of utilizing our gifts will bring success. In the vast majority of failures there is a lack of motive power, a disposition to take it easy.

The easiest way to court failure is not to strive for success. The qualities which bring success to men in their chosen vocations are the oualities which make it possible for such men to make their way into those vocations. The man with ability and grit will succeed. The man who does not get discouraged easily is the boss of the man who does. Enthusiasm is something that cannot be bought, because it is priceless.

Opportunities come often in disguise and disclose their possibilities only when a man has made them expand by the force of his zeal and thoroughness. It has been written that " A pound of energy with an ounce of talent will achieve greater results than a pound of talent with an ounce of energy."

Travelling men Their Heaviest Expenses.

Speaking for our firm, I will say the salaries and traveling expenses of our traveling men are the largest items of our annual expense account. Practically, the question of whether our business shall show a profit or a loss hinges upon that. We must rely, therefore, upon the ambition of our salesmen to lead them to make strong efforts to reach a larger volume of sales and keep their travelling expenses as low as consistent with the representation of our firm, and, as a consequence, pave the way to a better salary for themselves.

In conclusion, I will quote for the salesmen, one verse from a poem by Sabin:

Success shall come to him who waits;
But not to him of folded hands—
To him who hopes but hesitates,
And simply by the roadside stands.
Success is won by effort strong;
By unremitting, earnest stress.
The way it travels seems o'er long?
To haste its course, go meet Success.

To the employer it is not well to quote poetry—it's not what he wants. His desire is for profitable business. He can do much to help the salesman meet Success.

House Must Aid Salesmen.

A salesman's efforts can be supplemented by the firm employing him. Proper attention and treatment of the customer by the house will certainly strengthen their position. There are so many ways. Setting aside the question of equipping a man with salable goods and proper prices, the attention an account receives by the firm in any and all of the departments of a business has a vast influence on the efforts of a salesman. Modern and thorough business methods suggest so many excellent ways of doing what is right and proper that it must be a careless man indeed who does not give this subejct thought and attention.

And the house should not only give attention to those that the traveller sells, but those as well on whom he calls and does not sell. It is certainly important to give attention to prospective customers, and the firm can often put on the final touch needed to supplement the efforts of the salesman and open up a desirable account.

I have no doubt most if not all of the manufacturers here have their business so systematized as to lend every support to their salesmen, but I know of some who are not here that have not.

A Word to the Buyer.

To the buyer I will only say: The travelling salesman, if he is a gentleman and has not proven himself unworthy of your confidence, deserves courteous treatment and all the encouragement you can afford to give him. He calls on you because it is his business and, in most cases, his pleasure also. There can be cited plenty of cases in which the buyer suffered more by discourtesy than the salesman against whom it was directed, whether thoughtlessly or intentionally.

DRYGOODS NOVELTY.



THE

Ingersoll

American Watches.

RETAIL PRICES, **$1.25 to $2.50**

ARGUMENT.

We now offer a practical time piece for the Drygoods Trade of Canada, and base our statement upon the following:

First—It is absolutely guaranteed to keep accurate time.

Second—It stands rough usage and does not get out of order easily, making it the only watch for dealers outside of the jewelery trade to handle, and also making it a practical one for sportsmen, boys and all men who give a watch hard usage.

Third—Its low price and high quality insure a tremendous sale, which we further augment by furnishing many handsome advertising devices for your store.

Fourth—Last but not least, these watches offer a handsome profit. Price cutters are not supplied.

Sold by several leading Drygoods Jobbers of Canada. We will tell you who they are upon request.

Trial Offer—To any Drygoods Dealer who will write to us upon his business letter head and inclose 75c. we will send a sample watch (duty not paid) and our catalogue, so that he can test its accuracy and durability.

INFORMATION ON REQUEST.

ROBT. H. INGERSOLL & BRO.

51-53 Maiden Lane, - - - NEW YORK, U.S.A.

Berlin—Canada's Button Centre

. . The . .

Ontario Button Co.

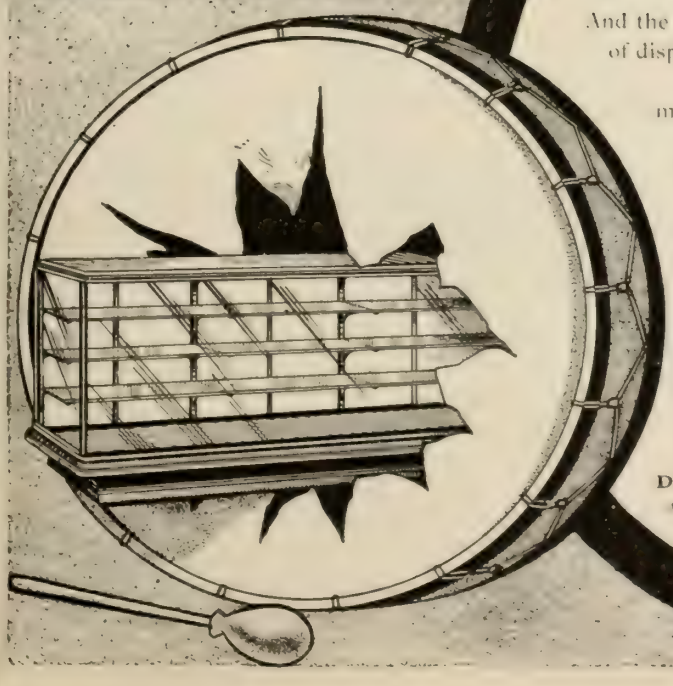
BERLIN, ONT.

Exclusive Button Importers and Jobbers.

OWING to yearly increase in our Business, we were obliged to enlarge our premises and add to our office staff. With a larger number of travelling salesmen we will be out early in JANUARY showing the Newest ***BUTTON*** *productions of Canadian, English, German, Austrian and French makes*

BUYERS *will make no mistake in waiting to see our samples and consult our travellers.*

CAN NOT BE BEATEN



A PHILLIPS'

Silent Salesman

TRADE MARK

And the store that installs it can never be beaten in quality of display.

In its painstaking beauty of construction, in its multitude of peerless shapes, in its wealth of novel display ideas, the Silent Salesman easily stands at the head of the Showcase procession.

But we've no need to beat our own drum. Ask any merchant of your acquaintance, or, better still, take a look at our catalogue and see what you think yourself.

JOHN PHILLIPS & CO., Limited,

Originators of the Silent Salesman Cases.

DETROIT, MICH. WINDSOR, ONT.

All cases for Canadian trade shipped direct from our factory at Windsor, Ont. free of duty.

Address all communications to Detroit office.

Men's Shirts — Ladies' Waists — Boys' Waists

HIGHEST GRADE MADE

We invite you to visit us at our warerooms

323 St. James Street

while on your annual Spring purchasing trip to Montreal.

We are sure we can interest you and your time will be well spent.

Salem Company
Limited
Montreal

Men's Pyjamas — Collars and Cuffs — Men's Vests

DRESS ACCESSORIES

IN laces, veilings, trimmings, chiffons, and nets embroideries, travellers have pretty well finished their advance rounds, and are well satisfied with the result. Placing orders invariably are larger than those of last Spring, and the trade is buying freely. Not only are large orders placed, but higher grade, and more expensive goods are what are most in demand. The prospects for this branch of the dry goods trade are very rosy at present, for, as one large importer said: "Fashion is playing right into our hands this season."

EMBROIDERIES.

THE sale of embroideries for Spring retailing indicates that they will be largely enquired for. The trade always absorbs a large amount of these goods, as they form the favorite trimming for underwear and children's garments. They form a much more durable trimming than lace, and though lace is often used with them, they are steadily taking the place of lace as a trimming for ar arment that is destined for hard wear.

This is a month that in the retail trade there is little or nothing doing, but by the middle of January the first showings of high-class lines will be made. Teneriffes will be prominent among these novelties and some beauful effects are seen. Thought they look so fragile they are said to give good wear.

Circular embroideries for flounces is another of the spring novelties, and there is a large number of patterns in pendant embroideries, and separable designs.

LACES.

LACES are more than holding their ground in fashion's favor. Last Spring and Summer it seemed as if the vogue for laces had reached as high as possible, but fashion is outdoing herself, and laces are to be more worn than ever in the coming season.

Manufacturers of these beautiful goods have certainly made the most of their opportunity, and the lines offered are novelty lines in every respect, and the wealth of new stitches and effects is endless and bewildering.

The question with buyers will be what to reject, and many lovely patterns will be lingeringly put aside, only because it would not be wise to add to an already large collection.

In all new laces the button effect is what is most highly spoken of, and it enters into the pattern of almost all the newest kinds. In heavy laces, as in the lighter makes, this effect is predominent. In Oriental laces some really beautiful patterns are produced in this style, and little sprays and branches of berries and leaves are almost, as it were, suspended in the air, so light and pretty is the style. Where the button effect itself is not seen its influence is felt, and wheel, ring and coil patterns, of all imaginable kinds are used. In short, patterns are all curved and round, though to show these up a great many square mesh grounds are seen.

A great deal has been said in some papers about fine laces for Spring, and there undoubtedly are quite a number showing. It would seem, however, that they will be chiefly used for millinery purposes.

In the new Planens the majority of the patterns are of the heavy Venice order, and these goods may almost be recognized as staples in the trade. Planen imitations of Irish crochet are also looked upon with a favorable eye.

In heavy laces, however, the lace that heads the novelty list this year is the Macrame. Women who some years ago used to make the knotted bands and borders of Macrame cord will have some idea of what this lace is like. The button effect has been introduced into this lace, and by means of it pendant drops, and fringes are used as a finish to many of the "Macrame" edges. Vandyke effects are very strong in this lace, and some very handsome separable motifs with the fringe of drops are shown.

The majority of patterns in this lace come in twine color. Some of the designs, however, are in white, but it must be confessed that they are not nearly so effective as those in the darker shade.

Wood fibre laces are certainly not things of the past yet. The trade has been taking them steadily all Fall, and for Spring they are being shown in lighter and more airy patterns, and in many new effects, one of which is strongly reminescent of the Spanish laces that were fashionable for so long a time a number of years ago.

Silk Torchons in both the true silk and the fibre are largely shown for Spring. Allovers of pure silk that will wash like cotton, in Torchon, and Cluny patterns are selling extremely well, as they are expected to fill a long felt want in the blouse line, and that is a dressy blouse that will wear, wash and get up like new. There is a showing also of finer makes in the wool laces, in white, black, and colors.

In both laces and trimmings the goods shown would point to the large predominance of grey as a Spring color, as there are quantities of grey laces and trimmings shown.

White, cream, ecru and Paris shades are all represented in the Spring laces.

Bands in all laces from 2 to 12 inches wide, and both narrow and wide galoons as well, will all be used. With most of these bands, etc., there is shown an allover to match; indeed the matched sets are quite a feature in the Spring lines, and point out pretty certainly the burnish scheme that is to be employed.

TRIMMINGS.

AS importing houses show their lines it becomes more evident that trimmings are again to be largely used, and that Dame Fashion has made up her mind to shower her favors on them. The tendency of the age is to frills and frivolity in dress, and even the plain tailored gown is again falling under the trimming influence.

The bias of the style was well illustrated in a smart little imported gown of black cloth, which was trimmed around the foot of the skirt with a straight band of wood fibre braid, and a panel front was simulated by graduated rows of the braid, with the pointed ends finished by a button. The long skirted coat had a narrow vest of pale blue overlaid with Persian motifs. The edges were finished with a narrow black and gold braid, and trimmed with a double row of tiny gold buttons. The long shouldered effect was produced by a collar of guipure braid and silk in black and gold. So it seems as though more trimming was to be used, although the severe lines are not to be departed from.

Braids of all descriptions are seen, and in endless variety. Black silk braids are extensively used, and for fancy materials and plain colors in cloth braids also can be chosen to match. These braids are in all widths up from the narrowest soutache.

Many of the new braids have a glint of either gold or silver, and this is to be the chief trimming novelty of the Spring season, for whatever the trimming is, to be right in line it must show the touch of tinsel.

Guipure braid trimmings are shown with the spider-webs and lace stitches in either gold or silver thread, and the braid may be either white, champagne or black.

Persian trimmings are again to the fore in Spring lines, but it is not in such crude, and garish combinations as last year, and those shown so far are in perfect harmony. Many of these trimmings have gold threads interwoven with the design, and some are further ornamented with spangles in black, white and nacre. Some of the most exquisite trimmings of the season are in these Persian effects.

Embroidered chiffon and silk galoons are again to the fore, but in many new designs, and in wheel and geometrical motifs as well as the ever popular floral ones. These galoons are particularly pretty in ecru or champagne.

It looks as though we were in for a season of glittering trimmings, for besides the much talked of tinsel, jets and spangles are by no means done with. Jetted fringes, fringes mixed with jet, jet bands and galoons, fourages, drops, pendants, etc., are all shown in many new designs. It looks as if these pendants were to be longer than ever next Spring, as quite a number are eight or ten inches long.

In separable medallions, very noticeable were the imitations of Teneriffe wheels in beads and jet.

That the trade is not tired of drop ornaments, and pendant effects is shown by the wide range of novelties in this line. The majority of them whether colored, black, or white, are worked up with gold in some form or another. Sometimes it is in the filling in, sometimes the top of the tassel will be of gold, but generally in some way or other gold, and sometimes, but not so universally, silver is introduced.

This is a refreshing touch of novelty that quite puts a newness on a well used idea.

Narrow gold and silver braids are also showing and those who have old stock of this kind can now trot it out.

Gold trimmings are shown, but the fashionable idea is the combining of gold in other fabrics. In some very high-class trimmings cloth of gold is made into raised flowers and applied to the foundation.

Fringes are still pushing their way into favor, and will likely be used as a finish to the Berthas and 1830 shoulder effects that are featured so largely for wear in Spring.

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VEILINGS.

WHATEVER doubts have been expressed in past seasons with regard to the position of veilings, it is certain that no such misgivings will prevail for the coming one.

The dressy woman will wear two, and sometimes three, veils. The hair-net veil will be worn over the face, under the hat, and a fancy mesh or embroidered veil over it.

The demand is shaping itself for higher grade goods and novelties, among which the best and most likely sellers are the "Vandyke" which is a Vandyke patterned net in two colors with a border also "Vandyked" with graudated spots. The "Langtry" is another novelty veiling that is taking well with the trade; as also are the "Alencon" with spot, the "Marquise," the "Helena," and "Mascott."

After these novelties you will do well to stock in general veilings, the embroidered chiffons, hair-nets, meshes, complexions, Tuxedos, Dresdens, Russians, and a very fine fish net.

The lacing orders for chiffons and malines for Spring have been simply enormous, and point to a very large use for these materials.

Undoubtedly the millinery department will account for a great deal, but the vogue for pleated chiffon dresses and chiffon under petticoats has also helped to create this demand.

Large quantities of maline is cut up into the smart little bows that are so much worn at the back of the neck. Most milliners keep a supply of these bows ready made in white and the popular colors.

In the European fashion centres they are wearing a great deal of fancy veils in fancy colorings and combinations, thus a black or white ground will have figures or spots of blue, green, red, pink or yellow, and if the ground of the veil is colored the spots will show a combination of the ground color with either black or white. This fashion is, however, too striking to suit the quieter and more conservative tastes of the Canadian trade; but it serves as a guide post to point out the tendency of the style.

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HINTS FOR THE LACE TRIMMING DEPARTMENT.

A GREAT deal was said last fall about the lovely trimmings that were shown, causing the buyers for this department to place larger orders than they realized. If that was the condition of affairs then, there is need for double caution in selecting trimmings for Spring.

NISBET & AULD



MOHAIRS.
BRILLIANTINES.
CASHMERES.
SICILIAN.
ALBATROSS.
SATEENS.
EOLIENNES.
VOILES
(Cotton, Wool, Silk and Wool.)
CREPE DE CHENES.
SILK GRENADINES.
POPLINS.
(Silk, Wool).
DRESS LINENS.
AMAZONS.
VENETIANS
(Wool and Worsted).
BROADCLOTHS.
BOXCLOTHS.
PANNE CLOTHS.
ARMURE CLOTHS.
GRANITE CLOTHS.
CANVAS CLOTHS.
ZIBELINES.
VICUNAS.
CHEVIOTS.
WHITE AND CREAM SERGES.
MERCERIZED DAMAS.
BEDFORD CORDS.
CORDUROYS.
WAISTINGS.
30-INCH AND 54-INCH FINE FRENCH NURSERY FLANNEL.
HOMESPUNS.
FRIEZES.
DONEGAL TWEEDS.
SCOTCH TWEEDS.
ENGLISH TWEEDS.
CANADIAN TWEEDS.
COVERTS.
WHIPCORDS.
CRAVENETTES.
RAINPROOFS.

SPRING 1904

To the Trade:

In the list given on opposite page many of our customers will observe lines which they may not know we carry. We are gradually enlarging the scope of our Dress Goods Department and in the lines taken up we purpose making our range the most attractive and most valuable to the dry goods trade of Canada. We specialize in dress goods to a degree not approached by any other house in Canada. The volume of our trade gives us access to factories and markets that are closed to lesser buyers until we have done.

Our preparations for Spring and early Summer are thoroughly complete and satisfactory, and close observers of advance styles will find our stock well up-to-date.

A particular feature worth noting is the range of colorings we show in our different cloths. Every shade likely to be required can be had from us.

NISBET & AULD,

Toronto

Trimmings and laces have had such a long run that manufacturers have had the fear that their very popularity would tell against them and cause a reaction in style. This fear has spurred them on in the production of the splendid selection for the coming Spring. This to some extent has been the case in the read-to-wear tailored suit, but the makers of these goods had themselves to blame, as in many cases a costume was overloaded with badly chosen ornamentation, and in any case it is not the trimmed costume, but the plainly tailored suit that is his forte.

Dressmakers to the better trade are relying upon the elegance and elaboration of trimmings to give their customers just the right touch of fashion. To them there is nothing new in the more voluminous skirts, but the real novelty style of the season will come from the new appreciation of the exquisite trimmings that the manufacturers with an eye to this end have put upon the market.

As we all know, gold will enter largely into all trimming schemes, but it will be well to remember that it is with a restrained and not an elaborate effect. It will be just touches of it and dashes as it were, and there will be no overloading.

The trimmings and laces shown for the Spring are particularly attractive, and when the variety is so large and tempting there is always a difficulty in avoiding the tendency to over-buy, as almost before you are aware of it you have exceeded the limit you have in your own mind fixed.

This is particularly to be avoided in making your early selections, as you had much better be short than have a large stock on hand at the end of the season. For of all kinds of stock, an out of date trimming stock is the hardest to dispose of, and it is a stock that so quickly gets out of date. A good profit on your novelties, a quick cut on slow stuff and then, if it does not move, a slaughter sale that will clear it out is the policy of the trimming department, as out of style trimmings are not worth 10c on the dollar to anybody.

In selecting your spring trimmings you should not go at it hap-hazard, and buy just what suits your own taste, but you should have samples before you of the goods bought for Spring selling in the dress department, as the fact that you can show suitable trimmings for the dress materials you stock, will help both the dress, and the trimming department.

This, too, will be a boon to your decorator and greatly improve the look of your windows, as decorators have a very sensible fashion of showing all accessories with the dress materials when they put in a dress window. That the policy of matching trimmings and dress goods is not so generally followed as it ought to be, can be easily seen by many of the windows shown, and the poor decorator to get his window scheme has to be responsible for some strange combinations.

A trimming and lace buyer must keep well posted as to changes of styles, and to keep his department up to a high standard he should not only read the trade papers, but he also should require his help to do so. The writers for trade papers have always an eye open for novel effects and combinations, and are often more accurate than the fashion journals. For this reason he should pass the papers through his department, and require his clerks to make themselves familiar with its contents so far as they bear on their work.

If this is done the clerks become familiar not only with the trimmings in vogue, but also with the modes of using them, and will be better able to clinch a sale with a little seasonable advice.

Customers too, soon find out whether this advice is prompted by a genuine knowledge or by a random guess.

A large firm that "The Review" comes in contact with has a very good plan to get the best out of the trade papers. The head of the firm first reads them and then marks what he thinks right to be of interest to each department, and these paragraphs have to be read and initialed by those in the department indicated.

This firm gets the most good possible out of their trade papers, and each month's issue helps to make the staff more efficient.

Most salespeople are familiar with the time that is wasted while serving a customer, by looking up the price that is so often hidden by the folds of the lace or trimming on the card. This is aggravated when the stock is new and the salespeople are not familiar with it, or if there is new help in the department. Customers get restive under this delay, and this waste of time often has a prejudicial effect on the sale. Trimmings and laces, too, get pretty well pulled about in the process as the customer will often take a none too gentle a hand in it. In an up-to-date department they have a simple way of getting over this that works like a charm. A strip of linen, or calico is run through the lace, etc., next to the card, and secured by pinning firmly to the underfolds and is allowed to project on each side. On each end of this the price is marked and a glance surfices to show what it is. This device has been found largely to expedite the serving of customers.

HANDKERCHIEFS.

THE Canadian retail trade, generally speaking, wisely placed liberal orders as soon as the sample lines of handkerchiefs were shown. This wise course enabled the jobbers to cable early for repeats in the wanted lines, and there has been no difficulty experienced by the trade at large in picking up the lines best suited to their trade.

All orders for holiday goods are about filled, and only a little sorting will be done between now and Christmas.

Among later novelties are some handkerchiefs with daintily embroidered colored borders, in pale blues, pinks, etc. These are something totally different from the old style colored borders. They are hemstitched on to the body of the handkerchief it is true, but the border is only single, and is embroidered just like the edge of an all white handkerchiefs.

Tenerife effects have been successfully applied to handkerchiefs.

Handkerchiefs are one of the very best selling Christmas lines, and can hardly be given too prominent a place.

One of our exchanges makes a very sensible suggestion re the handkerchief window. It says that just about now windows are being dressed that call for the use of immense quantities of handkerchiefs, and that as a very large proportion of them are either so soiled or crushed they have to be slaughtered. Would it not be a good idea to use some of the pretty paper goods that can be had at such a low price that they can be destroyed afterwards?

Pleatings

Sun and Accordion. Our Pleatings hold their shape and stay pleated. We have special machinery for this work. No house in America is better equipped than ours. The tedious and uneven hand pleating is done away with. Furthermore, hand pleating does not wear so well as machine work. Our Sun Pleating equals anthing turned out in Paris.

Merchants:—We fill orders for Accordion Pleatings within 12 hours after receipt of your goods.



Ruchings

1904 will be a Ruching year. Fashion calls for Ruchings at every turn. We are the Ruching house of Canada, bar none; making every sort, every quality, width, style. Nothing produced in Paris or New York that we don't make, and make just as good—we are vain enough to think a little better; and our prices are Canadian.

We occupy a position on Ruchings similar to tha we held a year ago on Foundation Collars—easily in the lead.

Specialties

Foundation Collars

No. 831 is a new number for this year; has 50 per cent. more value than the collar we sold last year, and costs less. Samples sent on request.

Fancy Stock Collars

Uuquestionably the finest shown or made in this country.

New Century Skirt Binding

(Patented).

Hose Supporters

(Patented).

Something new and improved.

Venus Underskirts

(Patented).

Venus Air Forms

(Patented).

A. E. REA & CO., Limited,

20-22 Wellington St. W. TORONTO.

OUR PLACE IN BRITISH AND U. S. TRADE

By C. G. H.

WHERE WE BUY.

WE are continually hearing of the great difference in favor of the Americans of the volume of goods imported into Canada from the United States and Great Britain, with intimations from English exporters that we might do much better for them, and some dissatisfaction on our own part that we are such excellent customers of a country which shows no desire to buy as well from us, nor even (with the exception of a few "reformers") to make the slightest concession in our favor. Regret is also frequently expressed by Canadians that the Motherland, which gives us our largest selling market, should receive in return so little of our buying trade. This is a condition which may remedy itself before many years. Meanwhile our American friends rejoice mightily at this state of affairs, and with the kindly aid of Mr. John Charlton, M.P., will doubtless make their usual "strenuous" efforts to increase the difference in Britain's exports to Canada and their own.

The charts which accompany this article are of American origin, having been prepared by the librarian of the Philadelphia Commercial Museum, with a view to show the relative importance of the United States in the world's commercial affairs. Imperial preferential advocates will no doubt say that the appearance of these diagrams will be materially altered, as far as the United States is concerned, when the British people have adopted their views. The charts incidentally show Canada's standing in some things. No figures or statistics could bring so forcibly before us the great hold the Americans have secured on this market, and also of how comparatively little headway Canadian exporters have made against the United States tariff.



CHART No. I.—Imports of Canada in 1900.

The years 1900 and 1901 have been taken as the basis. In the former the total commerce of the world amounted to $21,500,000,000, of which Great Britain's share was about one-fifth, German's one-eighth, and that of the United States one-tenth. It is worthy of remark, by the way, that while the total volumes of business of Great Britain and Germany were each greater than that of the United States, the increase was in imports, the United States exceeded each of the others in the matter of exports. Canada's share of the world's trade that year was about $376,000,000, of which the imports were some $16,000,000 less than the exports.

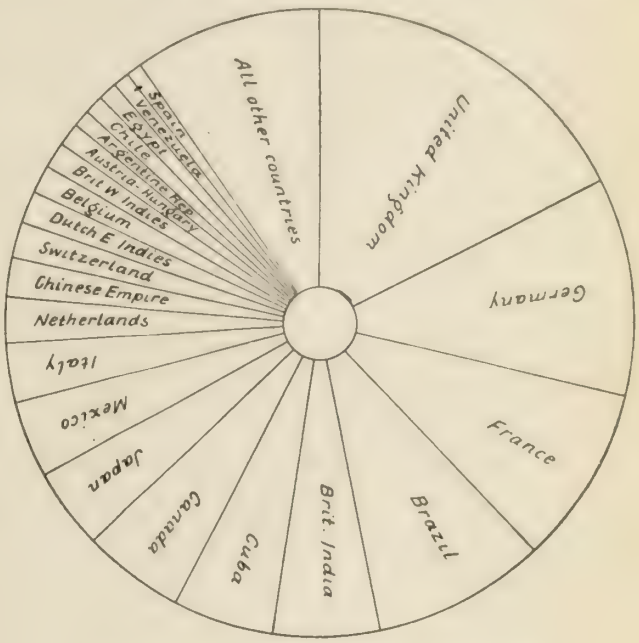


CHART No. II.—Imports of United States in 1901.

Chart No. 1 shows at a glance relatively how much of our trade the United States secured in 1900. (The proportion to-day is much the same.) This chart means that of nearly $190,000,000 worth of goods imported into Canada, over two-thirds were purchased in the United States. The table runs thus:

[Values in millions of dollars.]

United States	109.8	Germany	8.3
Great Britain	44.8	All other countries	27.8

The southern next-door neighbor of the United States is a much poorer customer of hers, though Mexican trade has long been an object of keen solicitation on the part of American exporters. While we give two-thirds of our trade to the United States, Mexico gives one-half of hers, which, considering that her commerce is only about one-third of ours, means an import trade of much less value

to the United States than our own is. In regard to British trade, Mexico's purchases from the Mother Country are relatively larger than our own. South American countries are still better customers of England's, and still poorer buyers of United States products. In Chili, for instance, Great Britain has a long lead; Germany follows, and the Americans come a very poor third, their exports to Chili being less than a third of Germany's. In the value of their exports the United States leads in the United Kingdom, Germany, Canada and Mexico.

Chart No. 2 reveals the other side of Canada's commercial dealings with her southern neighbor. This is even more interesting, but just as depressing as the first chart. This chart shows the imports into the United States from all the countries. The most cheerful thing in it for us is that we manage to come a fair seventh in their market in return for our allowing them a remarkably good first place in ours.

The United States importing trade totalled up to $880,000,000. This was distributed as follows:

[Values given in millions of dollars]

United Kingdom	155	Switzerland	16
Germany	99	Dutch East Indies	15
France	81	Belgium	14
Brazil	79	British West Indies	12
British India	47	Austria-Hungary	10
Cuba	46	Argentine Republic	9
Canada	45	Chi e	9
Japan	36	Egypt	8
Mexico	35	Venezuela	7
Italy	27	Spain	7
Netherlands	21	All other countries	84
Chinese Empire	18		

Great Britain, we see, still keeps a good first place, though she too gives the United States much for little. Out of a total American import trade of $880,000,000 she secures $155,000,000; but on the other hand out of her own total imports of about $2,500,000,000, she purchases nearly $690,000,000 worth in the United States market. The Americans certainly have the best of that exchange also.



CHART No. III.—Imports of Great Britain in 1901.

From Chart No. 3 can be seen how much better our exported goods fare in England than in the Republic. It is over $50,000,000 worth better. The list of countries exporting to Britain is as follows:

[Values given in millions of dollars.]

United States	686.3	Denmark	70.3
France	249.2	Spain	68.3
Netherlands	159.9	Argentine Republic	60.4
Germany	156.7	Egypt	57.9
British India	133.3	New Zealand	51.6
Belgium	120.0	Sweden	47.6
Australia	117.9	Straits Settlements	29 7
Russia	106 6	Norway	27.1
Canada	96.6	All other countries	300.6

We are thus the third best buyers in the United States market, and American manufacturers tell us we are getting better every year. They are quite satisfied with our behaviour in this matter, and we ought to be pleased with ourselves.

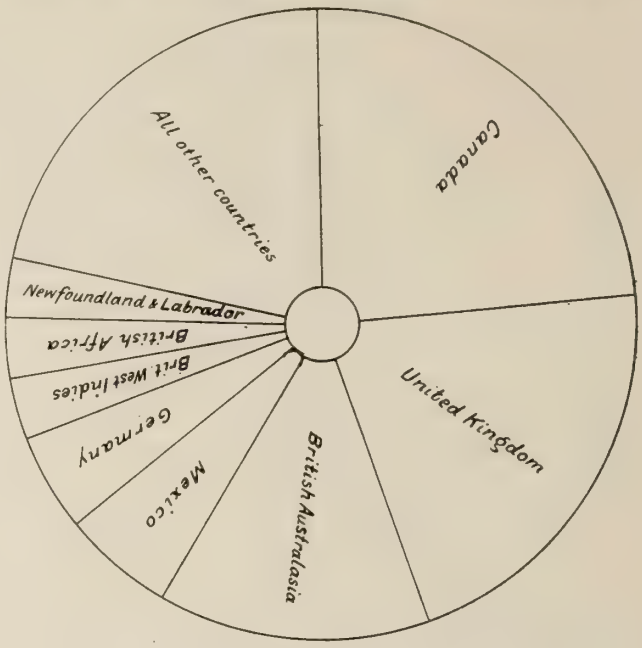


CHART No. 4.—Showing United States exports of wearing apparel in 1901.

France, Cuba, Japan, Brazil and Mexico manage to sell to the Americans more than they buy from them. Germany, on the contrary, like ourselves, gets much the worst of the bargain, and the Germans are making strong complaints against existing conditions in their trade with the United States. While perhaps some other countries, wishing to hold trade, would make tariff concessions to prevent their own exports from being submitted to higher duties, the independent American people—or, at least, the great majority of them—are willing to do no such thing. They say complacently to Germany: "We can do without the things you furnish us, much better than you can do without those we sell to you. So raise your tariff if you like. We don't care." The United States is just now teaching some other nations to utter similar sentiments.

While Canadians are not great purchasers of cotton goods, cotton cloths and other piece materials as compared with many other importers from the United States, we do make a surprising showing when it comes to wearing apparel, being first on the list of importers of these goods from American manufacturers.

We take considerably over one-fifth of the entire American exportation of wearing apparel, the whole export amounting to $1,600,000. Chart No. 4 gives our standing. It also shows what excellent customers Uncle Sam has in the peoples of the British Empire as buyers for

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Latest Shades

Perfect Fit

EVERY PAIR IS GUARANTEED.

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Supports ALL garments at the same time.

No sagging of skirt or petticoats or crawling up of waist in the back.

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GREEFF-BREDT & CO.

Sole Patentees and Manufacturers in Canada,

Toronto and Montreal.

Between now and December
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I shall expect to enjoy your acquaintance.

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WE are manufacturers. We go one step beyond the ordinary manufacturer, for we own our own tannery. A larger investment of course, but it enables us to quote YOU lower figures, and to give the WEARER gloves made from skins concerning the soundness of which there is not a doubt. When it comes to Glove Styles and Glove Workmanship, we move right up into the choice company.

We make Gloves of every description for **men and women**—unlined, silk lined, wool lined, fur lined.

We can furnish you with the best

Mocha, Lined Glove

TO RETAIL AT

$1.00

to be had anywhere.

—Our travellers will call on you shortly with a full
—line of 1904 Samples. It will pay you to see them

F. GALIBERT

MONTREAL.

his manufactured garments. He could hardly do an export trade with us. Here is the list:

[Values given in millions of dollars.]

Canada	0.38	British West Indies	0.05
United Kingdom	.34	British Africa	.05
British Australasia	.22	Newfoundland and Labrador	.05
Mexico	.09	All other countries	.34
Germany	.08		

It is gratifying, moreover, to know that Canadian manufacturers are making such rapid headway in securing the Canadian trade for our own market, that imports of manufactured garments are noticeably diminishing rather than increasing.

While there should be no objections to merely being such good customers of the Americans it is lamentable that we cannot be as good purchasers of British goods as of American. The one is securing the trade that the other certainly deserves.

THE PROPOSED BUSINESS TAX IN ONTARIO.

A REPRESENTATIVE of "The Review" had a brief interview the other day with Mr. J. C. Forman, the assistant assessment commissioner of Toronto, for the purpose of getting an expression of opinion from him in regard to the proposed new assessment law of Ontario, and particularly that part of it relating to the taxation of business houses. In effect he said:

"Personal property will cease to be assessed when the new assessment comes into force. A loss of over $10,000,000 occasioned by the annulment of the personalty tax and in addition, a large loss on income now assessed for taxation at 4 1-2 mills, are to be made up by what is known as the house tax, the business tax and the income tax, respectively.

"The business tax is a tax of from 7 1-2 to 10 per cent. on the annual value of the premises occupied by a business man for business purposes, the said annual value being ascertained by applying 7 per cent. on the assessed value of the property, i.e., on property assessed at $10,000 the business tax on a 7 1-2 per cent. basis is $52.50. The civic authorities may fix the rate of taxation, but must restrain themselves between 7 1-2 and 10 per cent.

"Merchants are liable to assessment on income derived from that other than their business. There is no exemption on this income, but the rating under the new act is from 5 to 7 mills on the dollar. In addition, every person is liable to assessment on his respective income; those in receipt of a fixed income are assessable on the excess over $1,000. A professional man, i.e., doctor, lawyer, broker, etc., becomes liable if his income is over $4,000, but it must be remembered that he as well as the merchant is also assessed on the annnual value of premises occupied.

"The House Tax. Here there is exemption on the annual value (rental) in towns and cities, graded according to population. In Toronto, the exemption is $245, or 7 per cent. on house and land valued at $3,500. Thus every dwelling of $3,500 and under is not liable for the tax. All property over $3,500 becomes liable after the deduction of $245 exemption, and is assessable at from 5 to 7-12 per cent. on annual value.

"This is not a heavy tax, since property valued at $4,000 would contribute only $2.63 at the maximum rate of 7 1-2 per cent. on annual valuation.

"It is claimed for the new system that on the whole it will be more equitable than the old one, since it will prevent the evasion of assessment by those who are able to take advantage of the present assessment act which allows a man to deduct debts either imaginary or otherwise from the amount of personal property assessed. Much time and worry will be saved to the assessor, and also to the courts in hearing personal appeals against assessments on personal property, which class of assessment is being erased from the statutes. The assessor simply gets the names of tenants and applies the business tax as proposed; no matter what the value of his goods may be, it is presumed that the larger the volume of business, the greater the amount of assessments, and the higher the business tax.

"The new act is undoubtedly a sincere effort to reach a basis of taxation, that will make each person bear his just share of the municipal burden and to remedy in a measure at least the lack of uniformith, or inequality of assessment, the lack of universality or failure to reach personal property, the incentive to dishonesty, and the double taxation, which are such manifest defects in the present system.

"The proposed business tax is already in force in Montreal and Winnipeg where it has given fairly good satisfaction. Toronto's great wholesale competitors are Montreal and Winnipeg, so it is manifestly unfair to Toronto wholesalers to withhold from them advantages necessary to place them on an even footing with the said competitiors. That Toronto wholesalers suffer on account of the business tax not being enforced, ought to be taken into account at the same time as the fact that the strongest objection against the new business tax comes from the retail section of the community. They claim that their taxes will be largely increased to the extent that they will have to pay far more than their share, while that of the wholesaler will be largely reduced. As a remedy it is proposed to grade the business tax having in view the ability to pay and benefits received on the part of those who are taxed. On these lines it may be that the retailers' business tax should be low and that on other lines of business graded in accordance with what may be assumed to be their relative positions."

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Men's Overcoatings,
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Workmanship,
Durability.

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The "HIP" Belt.
THE LATEST CREATION.



The "HIP" Belt

Is so constructed that it produces "Decided Hips" and will hold the skirt band in place without any attachments.

The "BLOUSE" Belt.
VERY "SWELL."



The "BLOUSE" Belt

Has a drop front rounded out to conform with the prevailing Blouse front waist. Very swell.

Made in all the newest and Staple Leathers, fancy and plain.

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ASK YOUR JOBBERS FOR THEM.

Make a prominent display of

"PIT"

ON YOUR COUNTERS AND IN YOUR WINDOWS. IT WILL PAY YOU!



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PIT

THE GREAT GAME

"Pit is it."
—N. Y. World.

"Pit is the most exciting of all games that have become popular fads."
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THE NEW GAME "PIT"

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FANCY GOODS

THIS Christmas there seems to have been more attention than usual paid to the fancy goods department. Here, when everything else fails, a suitable present is sure to be easily found, and it is probable that three out of five of the presents given in the holiday season, have been bought from the fancy goods stock. Merchants supplied themselves well in most cases with toys, dolls, leather goods and bric-a-brac; and were quite prepared for the rush; but up to the alst day, mail orders were received by the supply houses asking that certain things be rushed along. These orders were often unfilled as the wholesale stocks were very low at that time, and as much of these goods is imported, a customer must go without them, if the supply house has not got them on its shelves upon the receipt of the order. There are merchants who will persist in delaying their orders until the last moment, thinking the wholesale house can alwyas fill them, and even an experience or two of a disappointment is not sufficient to show them that no firm can keep an unlimited quantity on hand at all seasons. When the order is returned only partially filled or refused entirely, there is often a feeling of pique, which is unjust.

* * *

A noticeable feature of the retail stores was the great care exercised in the interior arrangements and window displays of lines embraced in the fancy goods stocks. The toy section is one of the most important in the store, and clever schemes were used to draw the children and their parents into examining the contents. The windows were enticingly decorated, with Santa Claus a prominent adjunct. One large departmental store included in their toy window an automobile, with a laden-down Santa on board. The wheels were turned by a small motor. Another showed two children tugging at the legs of Santa Claus, who is just disappearing up the chimney. The old man is shown in an air ship filled with toys, looking out of the moon down onto a window floor of toys and dolls, diving into a chimney top, driving a team of horses, and in every position in which a child's fancy would put him. These displays always attracted a crowd, and the toys received their share of attention.

* * *

The sealskin industry in Newfoundland has acquired great importance. This seal, unlike its relative of the regions farther north, is not covered with hair, and the skin is taken solely for the leather into which it is made. This leather is used for patent leather making, and for purses, handbags, belts and other fancy leather goods. The catch during the past year was 350,000, but 500,000 were called for. The average catch for the past ten years has been 260,000 skins annually, but the number does not appear to be diminishing. A new skin that, it is said, is being used in the fancy leather trade is the frog skin. Its attraction appears to be in the beautiful shades it takes, and in its toughness and elasticity. This is one more addition the already large list of skins from which purses, etc., are made, and which now includes the skins of the goat, alligator, snake, sea-bear, seal, walrus and a few others.

A great run has been made on calendars as Christmas and New Year's gifts, and this has been fully warranted by the beautiful designs which have appeared. The drawings of such artists as Gibson, Christie, Johin, etc., when appearing on good paper and tastefully trimmed with a small date card, and possibly ribbons, are a decoration in any room, and can be retained after the year is past. "The dancing girl," "the horse-show girl," "the hunter," etc., are too well known to cause any hesitation in their buying. Perpetual calendars and diaries were, of course, much in demand, as they are at the end of every year. For this year special efforts have been made to make these attractive as well as useful.

* * *

The two games "Flinch" and "Pit" are certainly the games of the season. Flinch, of some months earlier date, "caught on" with a vim, and flinch parties are as common as card parties. The beauty of it is that any number can play and the more the merrier. There is sufficient attention required to maintain the interest and penalties come thick and fast. Pit was issued just in time for the Christmas trade, but some weeks before the holiday stock ran out and the makers could not supply any more. These games are not the only new ones that have appeared this winter, but they are the most meritorious, and have been the most appreciated by the general public.

* * *

The doll trade is always good, and is not essentially a holiday line, but, of course, its best season is at Christmas. This Christmas an endless variety was shown and the price was surprisingly low. Japanese dolls were extremely popular, perhaps on account of their oddness, but influenced, no doubt, by the cheapness with which they could be sold. Almost the entire expense of the Japanese doll is in the head, the clothes and body being minor considerations, and therefore parts that require little attention in the making. The cheapest but of printed cotton without shape or definite pattern, and a body of the cheapest material are all that are necessary accompaniments of a smooth face, dainty mouth, elevated eyebrows and coal black hair done up on the corner of the head. A Japanese doll eight inches in height, that made a squeak when squeezed, was seen recently for sale for fifteen cents. But the same store showed another Japanese doll, for which they asked $25. This doll was about two and a-half feet high and wa smade in exact imitation of the native woman.

* * *

Whether the surtax will effect our importations of other lines from Germany or not, it is certain to alter the source of our toy and doll supply to no appreciable extent for many years at least. The cheapness with which the German manufacturer can produce toys and dolls, has cut out all other countries, and practically killed the industry in some. German wages and facilities for manufacture enable them to monopolize these goods, and their very monopoly has acted as an incentive to the greatest ingenuity in variety of pattern and lines. Out of a total importation of $512,874, we obtained from Germany $201,673, or about two-thirds. In addition to this we received from the same source, $352,359 in other fancy goods, which included artificial flowers, feathers, lace and netting. From these figures a fair idea can be obtained of the hold Germany has had on our market, and it will be readily seen that in toys and dolls at least, the surtax will have little effect. We will have to pay a slightly higher price, but no one will notice it and the manufacturers may themselves bear a part of the increase.

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FRANCE—
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GERMANY—
Deutsche Bank.

HOLLAND—
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BELGIUM—
Messrs. J. Matthieu & Fils, Brussels; Banque d'Anvers, Antwerp.

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W. D. ROSS, - - GENERAL MANAGER.

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Interest allowed on all deposits of $1.00 and upwards at highest current rates.

FINANCE AND INSURANCE

AN examination of the list of stockholders in Canadian banks reveals the surprising fact that directors of the various banks are comparatively small holders of the stock in the institutions represented by them. In nearly every case they hold personally an insignificant proportion of the capital stock and many of them own barely enough to qualify for a bank director. Does it not appear a little strange that those to whom the piloting of a financial ship is entrusted should have so little practical interest in it?

* * *

THE banks of Canada raised their entire authorized capitalization to $97,046,666 during the ten months of 1903, ending with October, an increase of $13,714,100 over last year's capitalization; their paid up capital to $49,989,361, an increase of $5,471,680; their note circulation to $70,480,611, an increase of $9,906,467; their demand deposits to $118,070,088, an increase of $2,179,639; their notice deposits to $275,939,608, an increase of $21,721,739; their aggregate loans to $452,137,008, an increase of $34,168,075; and their assets to $660,520,201, an increase of $25,131,992; call loans in Canada have been pulled down by nearly $11,000,000, and current loans for commercial purposes increased to the extent of $59,953,073.

* * *

A "COMMUNITY of interest" agreement has been arranged between the Dresdner Bank and the Shaaffhausen Bankverein, two of the largest banks of the German Empire, making the new combination, as far as mere capital is concerned the strongest banking institution in Germany. The capital of the Dresdner Bank is £6,500,000, with £1,700,000 reserves; that of the Schaaffhausen Bankverein £5,000,000 with £1,000,000 reserves. Thus the combination will have a total active capital of £14,200,000. In future both banks will conduct their business in common while maintaining each its separate existence, and will divide their earnings upon the basis of the capital and reserves of each institution. At the same time, two directors and three members of the Board of Overseers of each bank are to be elected by the other bank, thus securing a personal as well as a financial union. The form of union here outlined is not uncommon in Germany. Many industrial establishments have become allied on the same basis, and two of the chief banks of the kingdom of Wurtemberg have maintained a similar arrangement for above 20 years.

* * *

IT is ruomored that English life assurance companies are becoming alarmed at the shrinkage in their Canadian business. The offices of home companies are rapidly increasing their business, while the branches of English companies situated in Canada show a record of steadily diminishing receipts. One reason given for this is the protective measures adopted by the colonies in respect to insurance. Another reason undoubtedly is the comparatively low rate of interest on securities prevailing in England. Insurance companies can realize more on their investments than the English companies and have the additional advantage of being on the inside in the event of competition.

* * *

THE new president of the American Bankers' Association is Mr. F. G. Bigelow, president of the First National Bank of Milwaukee. Mr. Bigelow is recognized all over the States as one of the ablest bankers in the country. He is in addition a man who has kept in close touch with and taken a prominent part in the initiation and development of the more important industrial and commercial enterprises in the United States.

* * *

A LEADING exchange says there is no business or profession which offers so much freedom and independence, and such excellent opportunities to young Canadians of enterprise and energy as that of life insurance. In these days of the strenuous life, no matter what profession or business a person is engaged in, success cannot be achieved by sitting down and "waiting for something to turn up." But the young man who applies the same amount of energy, determination and systematic work to the conducting of a life insurance agency as might be applied by him to any other profession or business, will, as a rule, secure a greater immediate return, establish a more permanent income and have better prospects of ultimately attaining to a prominent position equivalent to that held by most men in the commercial, financial or professional life of the country.

* * *

AS far as the leading banks are concerned business throughout the Northwest this year has been greatly hampered by the enactments of the Grain Act. Although the banks have made special provision in order to meet all demands, they find that their money will now be tied up until the opening of navigation simply because in many instances farmers have been unable to get a sufficient number of cars.

* * *

THE Havana Post refers to the recent completion of the Cuba Railroad between Santiago de Cuba and Havana, and of the new electric railroad running from Havana to Marianoo, as memorable events for Cuba and Canada. Both are Canadian enterprises; the Cuba Railroad owes its existence to Canadian capital and the Canadian railway magnate Sir Wm. Van Horne, and will undoubtedly prove a great factor in the development of Cuba. The new electric railroad was built mostly with Canadian capital, its president being E. Hanson, one of the most progressive of Canadians.

* * *

The New York Clearing House Association has made an announcement to the effect that they are considering the question of charging on cheques issued on points outside of New York. All items, from whomsoever received payable at points in Canada, the collecting banks

shall charge not less than one-quarter of one per cent. of the amount of the items. In case the charge upon any item at the rates specified does not equal ten cents, the collecting bank shall charge no less than that sum; but all items received from any one person at the same time, and payable at the same place, may be added together and treated as one item for the purpose of fixing the amount chargeable.

THE LOW PRICE OF EXCHANGE.

AS the price of exchange has been declining to the lowest level in over a decade, a great amount of outside interest has been stimulated in the situation. Everywhere people are asking how it is possible for prime sight drafts on London to be offered at $4.83.

Among the factors which have worked together to curtail the demand for exchange are the comparatively high level of money rates, the cessation of purchases of foreign-held stocks, easing discounts in London, and a falling off in imports.

At the same time there has been a considerable increase in the supply of bills. The turn in the stock market has induced considerable foreign buying, creating credits abroad on which some American stock exchanges have been drawing freely. Such a class of bills do not pass in the market at the same rate as bills of the regular exchange bankers. The low record of exchange is largely due to the offering of these stock bills. But neither stock bills, nor any class of solid exchange on London could be selling at such a low figure, but for the fact that there is a far greater amount of exchange offering than there is any demand for.

According to present indications there is no reason to believe there will be any great diminution in the near future in the volume of exchange against exports. The latter, in the opinion of men familiar with exchange conditions, is the principal reason of the great decline in exchange. It all goes back to the elementary principle that heavy exports of merchandise and produce results in credit balances abroad and force down the price of exchange. This continent is sending abroad as much or even more merchandise than before, "but," says a New York paper, "we are neither buying London's stocks, nor have we heavy maturities to settle on the other side of the water. The supply is there, but the demand—a counteracting condition necessary to keep up the price of exchange—is lacking. The result is that the market declines."

INCREASE IN ACCIDENT INSURANCE.

A BIG increase in the volume of accident insurance has necessitated the formation of what is to be known as the Canadian Accident Underwriters' Association, consisting of two sections, each with a governing council, one in Toronto, the other in Montreal. D. Murphy, Ottawa, has been elected president of the association, and J. Hyde, Montreal, and W. H. Cross, Toronto, joint secretaries, one for the Eastern, the other for the Western field.

In answer to the question what are the objects of the proposed association? one of the officers said: "Now, all insurance is based upon the law of averages. Seldom, however, do two men think alike; so that when a new risk appears, though the assessors of the various accident companies may approximately agree upon its value, no one will be actually correct. But, if many combine, their average will be approximately right. The striking of proper averages along the whole line of risks will, therefore, be one of the objects of the proposed association.

"Again, the law on the subject of accidents, especially in factories, requires watching by the companies for their own protection; not perhaps with a view to its amendment, but to so draw the insurance contracts as to protect the companies in case of actions brought by unscrupulous persons who have no right to relief under the law, but who strive to make the company in which they may be insured a party plaintiff. Besides, one company may frame its contract in certain words, while another, meaning the same thing, will draft theirs in different terms. When these contracts come to be interpreted by the courts, and especially by juries diverse meanings willl be accorded to each. The association will strive to so identify these policies in their form as to avoid this difficulty."

THE MONTHLY PAYMENT OF INSURANCE PREMIUMS.

THE time was when life insurance as an investment was looked at askance. Such is no longer the case. Many a man on small salary who fell victim to the late speculating craze wishes now he had been wise enough to put the surplus of his hard earnings into something which would at least have guaranteed the bare amount of investment.

Life insurance is par excellence as an investment for the poor man. It is intended as a provision for those who are dependent and at the same time it aims to encourage prudence, economy and thrift in the man who has to put aside regularly a portion of his salary to meet insurance premiums. In view of the fact that insurance was instituted primarily for the poor man, his convenience and interests ought to be considered with reference to time and manner of payment of premiums. For instance, it is easier for him if his yearly premiums are divided up into monthly and perhaps weekly payments. Most working men are paid weekly or monthly. If they have it continually before them that a monthly payment has to be met they will arrange for the same without more ado. When the payment of premiums is left until the end of the year there is danger that the matter will slip the mind in the meantime and at the end the policy holder will find himself hard pressed.

Among the institutions in Canada at the present time serving this purpose in a degree are the beneficiary societies. In these, a member who pays his insurance fees has a fairly reasonable guarantee that in case of death his heirs will receive the amount of insurance; but if he allows his insurance to lapse he throws away all the premiums he has previously paid. It is this evil that a monthly payment system on the part of the regular insurance companies is intended to remedy. Then a policy holder, instead of running a chance of losing the premiums of previous years, puts his contributions into a savings bank where he can find them with interest in the event of adversity overtaking him.

The weekly payment, or industrial system of insurance, has already become a popular feature of several insurance companies doing business in Canada. The writer learned in an interview with the manager of The Metropolitan Life Assurance Co. (an American company) that it has carried

on a successful industrial business for the last 19 years. At present it employs nearly 10,000 agents in city, town and country to collect weekly dues. Policies of any size are issued, ranging anywhere from $16 to $50,000. One country groceryman casually remarked that his boy was no spendthrift; he was keeping up a $300 policy in order to meet the expenses of a prospective university course, and hoped to have it paid up by the time he would have matriculated. There are faults with the industrial system; the same in kind, though perhaps less in degree, as in beneficiary societies; a man has to pay in premiums for at least five years on the weekly payment system before he can receive an equivalent paid-up policy or draw out his savings with interest. The expense of collecting small premiums is also considerable.

The industrial companies also issue policies along the ordinary lines, namely, they receive yearly, half-yearly or even quarterly payments of premiums and issue on this basis paid up policies at the end of three years instead of five years, as on the industrial plan.

Many of the larger and older established insurance companies discourage the industrial system, although they too receive half-yearly and quarterly payments of premiums; such companies, however, are not hunting for small policy holders. Their clients, as a rule, can pay premiums in a lump sum as well as in weekly instalments and in most cases prefer to do so. At the same time, the system of weekly payments was undoubtedly made to suit the small policy holder, and in the course of evolution when certain weaknesses hinted at shall have been eradicated, it should serve one of the great needs of the Canadian working man.

FINANCE AND INSURANCE NOTES.

The business of the Empire Loan and Savings Co. has been transferred to the Sun and Hastings Savings and Loan Co., of Ontario.

The site occupied by the Molsons Bank at the corner of King and Bay streets, Toronto, has been sold to the Canada Life Assurance Co.

The Bank of Montreal has recently established branches at Edmonton, Alberta; Gretna, Man.; and Sherman avenue, Hamilton.

Blair & Co, bankers, St. John, N.B., have suspended. The house has been in business about fifteen years and consists of A. C. and A. Blair.

Halifax banking institutions are reported to have made great strides during the year 1903, bank clearings showing an increase of $5,334,729 over 1902.

The London Financial News is authority for the statement that there is talk of the establishment of a special department on the London Stock Exchange to be devoted exclusively to Canadian securities.

W. R. Travers, manager of Merchants' Bank, Hamilton, has resigned, owing to ill health. His successor is A. B. Patterson, manager of the St. Thomas branch.

The past season has been the most disastrous for inland lake marine underwriters since 1898. Their aggregate losses, including cargoes, were about $2,100,000, which also represents the total amount of premiums paid.

The old banking house of E. D. O'Flyn & Sons, Madoc, have sold out to the Dominion Bank. F. W. O'Flyn remains as manager of the Dominion Bank, Madoc, and H. H. O'Flyn, has accepted a position with the bank in Toronto.

In compliance with a request from the civic authorities from London, Ont., the Fire Underwriters Association have agreed to reduce fire insurance rates in that city as soon as certain improvements in the fire protection system are made.

The Bank of Montreal is erecting premises for the branch at Birchy Cove, Newfoundland. It has also acquired a property at the corner of Greene and Western avenue, Westmount, where premises are being erected for the occupation of a branch to be established there.

The banks who are members of the Toronto Clearing House have begun to do business in the new office at the northeast corner of Wellington and Yonge streets, Toronto. At present there are nineteen chartered banks doing business through the clearing house in that city.

The new City and County Bank of Ottawa, and the new Crown Bank of Canada, both in embryo, have amalgamated to form the Crown Bank. The head office will be in Toronto, and a branch will be established in Ottawa. The bank will be open for business about the first of May next.

The policies of the Mutual Life Insurance Co., of New York, have been freed from restrictions as to residence and travel. They will likewise contain no restrictions in respect of military or naval service on the part of civilians, but the present extra rates will be retained in the case of regular army and navy officers.

UP-TO-DATE

Financial and Commercial Corporations ask applicants for positions to furnish a Guarantee Bond instead of letters of recommendation. For particulars apply

DOMINION OF CANADA
GUARANTEE & ACCIDENT INSURANCE CO.
Cor. King and Yonge Sts., TORONTO.
J. E. ROBERTS, - General Manager.

WESTERN ASSURANCE COMPANY. Incorporated 1851
FIRE AND MARINE

Head Office Toronto, Ont.
Capital - $2,000,000.00
Assets, over - - 3,333,000.00
Annual Income - 3,536,000.00

HON. GEO. A. COX, President.
J. J. KENNY, Vice-President and Man. Director.
C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y
FIRE AND MARINE.
Incorporated 1833
CASH CAPITAL, $1,000,000.00
TOTAL ASSETS, $1,864,730.13.
LOSSES PAID SINCE ORGANIZATION, $22,527,817.57.
HEAD OFFICE, - BRITISH AMERICA BUILDING,
Cor. Front and Scott Sts., Toronto.
GEO. A. COX, President. J. J. KENNY, Vice-President.
P. H. SIMS, Secretary.

THE BANK OF MONTREAL

Proceedings at the Eighty-Sixth Annual Meeting — A Satisfactory Report — Hon. Geo. A. Drummond Touches on General Trade of Country, which has been Prosperous — Election of Directors

THE eighty-sixth annual meeting of the shareholders of the Bank of Montreal was held in that institution recently. There were present: Hon. George A. Drummond, Vice-President; Sir William C. Macdonald, Hon. Robert Mackay, Messrs. R. B. Angus, A. T. Paterson, E. B. Greenshields, R. G. Reid, Charles Alexander, E. K. Greene, G. F. C. Smith, A. T. Taylor, Hon. J. K. Ward, Donald Macmaster, K.C., C. J. Fleet, K.C.: F. S. Lyman, K.C.; Henry Dobell, Angus Hooper, Richard White, Thomas Gilmour, James Tasker, James Moore, Geo. Hague, B. A. Boas, James Croil, D. Forbes Angus, George Filer, R. H. Clerk, John Molson, John Taylor, H. Macdongall, Robert Archer, Hugh Cameron, W. D. Gillean Robert Hampson, H. M. Foley, W. Howard, W. H. Evans, Fraquhar McLennan, H. J. O'Heir, Alfred Piddington, J. J. Robertson and John Morrison.

On the motion of Mr. John Morrison, Hon. George A. Drummond, Vice-President, was unanimously voted to the chair, in the absence of the President, Rt.-Hon. Lord Strathcona and Mount Royal.

Mr. B. A. Boas moved, seconded by Mr. Henry Dobell: "That the following gentlemen be appointed to act as scrutineers: Messrs. F. S. Lyman, K.C., and G. F. C. Smith; and that Mr. James Aird be secretary of the meeting."

Directors' Report.

The report of the directors to the shareholders at their eighty-sixth annual general meeting was then read by Mr. A. Macnider, acting-general manager, as follows:

The directors have pleasure in presenting the report, showing the result of the bank's business for the period from 30th April to 31st October, 1903, in accordance with resolution at the special general meeting held 7th January, 1903:

Balance of Profit and Loss Account, 30th April, 1903	$ 724,807.75
Profits for the half-year ended 31st October, 1903, after deducting charges of management, and making full provision for all bad and doubtful debts	917,156.31
Premiums received on New Stock	416,024.00
	$2,057,988.06
Dividend 5 p.c., payable 1st December, 1903	684,000.00
Amount transferred to Rest Account	1,000,000.00
Balance of Profit and Loss carried forward	$ 373,988.06

Since the last annual meeting of the shareholders, branches of the bank have been opened at Edmonton, Alta., Indian Head, Assa., and Brandon and Gretna, Man., and a branch at Sherman avenue, Hamilton, has been arranged for, to be opened on the 1st December, 1903.

The bank also established a branch at Yarmouth, N.S., through the purchase of the business and premises of The Exchange Bank of Yarmouth.

The bank is at present erecting premises for the branches at Edmonton, Alta., and Birchy Cove, Newfoundland, and has acquired properties on the corner of St. Catharine street and Papineau road, Montreal, and the corner of Greene and Western avenues, Westmount, where premises are being erected for the occupation of branches to be established at those points.

The bank has also, since last annual meeting, gone into occupation of the new premises on Craig street, Montreal, and the reconstruction of the St. James street building is proceeding satisfactorily.

With deep regret the directors have to record the death of their esteemed colleague, Mr. A. F. Gault, who had been a member of the board for upwards of ten years.

The vacancy on the board has been filled by the election of the Hon. Robert Mackay.

It has been thought desirable to provide an assistant to the general manager, and Mr. H. V. Meredith has been appointed to the position of assistant general manager, retaining also the position of manager at Montreal.

The issue of $2,000,000 new capital stock authorized at the special general meeting of 7th January last, has been all subscribed for, and all taken up with the exception of $12,660, which will be paid up on the 23rd December, making the capital stock, all paid $14,000,000.

The head office and a number of the branches have been inspected since the meeting last June. All the branches will be inspected, and reported on at next meeting.

STRATHCONA AND MOUNT ROYAL,
President.

Bank of Montreal, head office, 31st October, 1903.

The Chairman's Address.

Hon. George A. Drummond then said:

The statements now presented show clearly the position of the Bank, and will, I feel assured be accepted as satisfactory.

In Montreal the new banking room in the rear has been occupied, and, giving as it does, ample and convenient accommodation to the public and the staff, has proved most satisfactory.

The old building has long been outgrown by the business of the Bank, which was being carried on in it under crowded and most unsanitary conditions.

The reconstruction of the old building in modern fireproof manner is now proceeding, the original facade alone remaining, and when finished the premises of the Bank in this city will no doubt be accepted as creditable alike to the architects, the bank and the city.

It may be mentioned that the original building, fronting the square, was first occupied in 1847, at which period the liabilities of the Bank to the public were $3,660,000, as compared with $93,-534,000 at present, figures giving some indication of the expansion of the Bank's business and the accommodation required.

Turning to general questions, the most striking event of the year has been the serious decline in the market for securities.

Primarily, this has been the result of over production of stock certificates, bonds, debentures and all marketable securities, in some cases the necessary consequence of great industrial activity, but in others due to excessive capitalization, the disclosures of which excited public distrust.

It is to be noted that such cases have been rare in Canada, but we have by no means been exempt from the consequences.

Notwithstanding these drawbacks, which have made the receipts of wholesale houses occasionally slower than usual, the general trade of the country has been prosperous, as the following summary will indicate:

Dry goods—"An unusually good year."

Wool—"A good demand at good prices."

Iron and hardware—"An excellent year's business at fairly remunerative returns, equalling those of any former year."

Leather exports—"An increase of late at prices netting shippers good returns."

Boots and shoes—"A very good year's trade."

Grocery—"A satisfactory year's business, materially greater than last year."

Lumber—"A very satisfactory year, at prices 10 to 15 per cent. higher than last year."

Cheese—"The most profitable for years."

Summarising the figures approximately they stand thus:

Exports of lumber	$ 33,000,000
Exports of butter and cheese	27,000,000
Exports of bacon, hams, eggs, poultry	16,000,000
Exports of grain of all kinds	28,000,000
Exports of flour and meal	7,500,000
Exports of live stock	12,500,000
	$ 124,000,000

And it will be noted a large proportion of the year's crop has yet to come forward.

The opening of the trade with South Africa promises well. Already an extensive trade in flour, meal, lard, meats, canned goods and lumber has been established.

As regards the business of the port of Montreal, very full information is already in the hands of the public, and it need only be stated that the tonnage visiting the port shows a steady increase over the past three years, the excess being 41 vessels and 350,662 tons for 1903 over 1902.

The abolition of tolls on our canals has been effective in increasing the business of the port, the exports of wheat for the season from Montreal being larger than from New York; nevertheless, our grain exports are below the figures for 1896 and 1899.

The cattle exports for the past season show a very great increase over any previous year.

The rapid development of the Northwest Territory, and the consequent increase in exportable produce, is amongst the most important of recent events. During the past sixteen months the Canadian Pacific Railway has sold for settlement over three millions acres of wild lands; add to this the sales by the Government and private holders, and the aggregate must reach into large figures. It is known that at least 115,000 immigrants have entered these territories since the 1st of January last.

If disposed to attempt a forecast, which I have no intention of doing, it would undoubtedly be necessary to give weight to the great factors already alluded to. The prosperity of our farmers, the wealth pouring into territories only recently a barren waste, the full employment of labour of all kinds at high wages, and the great industrial activity caused by the establishment of many branches of manufactures; but I should also be compelled to enforce the counsels of prudence and economy.

I have much pleasure in moving:

"That the report of the Directors now read be adopted and printed for distribution among the Shareholders."

This was seconded by Mr. A. T. Paterson, and was carried unanimously.

Thanks Are Tendered.

Mr. Donald Macmaster moved:

"That the thanks of the meeting be presented to the President, Vice-President and Directors for their attention to the interests of the Bank."

Mr. Angus Hooper seconded the motion, which yas unanimously agreed to.

The Chairman—In the absence of Lord Strathcona, and in the name of my brother directors, I beg to express sincere thanks for the honour done us.

Mr. R. B. Angus—I beg to move:

"That the thanks of the meeting be given to the General Manager, Assistant General Manager, the Inspector, Manager of other offices of the Bank, for their services during the past year."

The ability, integrity and zeal with which the officers of the Bank have displayed deserve this recognition at our hands. It is a matter of regret to us all that the General Manager is at present absent, having been detained in England by business matters, and also by a slight indisposition. But he is now well, and will be here in a few days.

The motion was seconded by Mr. R. G. Reid, and was carried unanimously.

Mr. H. V. Meredith, Assistant General Manager, said: I regret that the General Manager, whose duty and pleasure it is to reply to this resolution, is not in his place to-day. He is, as Mr. Angus has said, detained in London undergoing treatment for an ailment, which we are all glad to know is not a serious one, and we expect to have him back with us in the course of a few days. I am aware the vote of thanks to the staff, which you have been good enough to pass, is to a large extent one of form and usage. At the same time I feel that the words of appreciation and confidence which the mover of this resolution has used, coming as they do, from one of our old and most successful General Managers, must prove an incentive, were incentive wanting, to greater exertion in obtaining the best possible results for your investment, and at the same time safeguarding the large responsibilities you have confided to our care.

Mr. A. Macnider, Acting General Manager, returned thanks, on behalf of the other members of the staff, for the kind words of appreciation that had been spoken.

Mr. George Hague moved, seconded by Mr. A. T. Taylor

"That the ballot now open for the election of Directors be kept open until 2 o'clock, unless fifteen minutes elapse without a vote being cast, when it shall be closed, and until that time and for that purpose only this meeting be continued."

This was unanimously concurred in, and a hearty vote of thanks was then accorded the chairman, who acknowledged the same.

The Directors.

The ballot resulted in the election of the following directors:

R. B. Angus, Esq.
Hon. George A. Drummond.
E. B. Greenshields, Esq.
Sir William C. Macdonald.
Hon. Robert Mackay.
A. T. Paterson, Esq.
R. G. Reid, Esq.
James Ross, Esq.
Rt. Hon. Lord Strathcona and Mount Royal, G.C.M.G.

At a meeting of the Board of Directors held the following day, Lord Strathcona was chosen President and Hon. Geo. E. Drummond as Vice President.

GENERAL STATEMENT.

LIABILITIES.

Capital stock		$ 13,973,560 00
Rest	$10,000,000.00	
Balance of Profits carried forward	373,988.06	
	$10,373,988.06	
Unclaimed dividends	3,620.01	
Half yearly dividend, payable 1st December, 1903	684,000.00	
		11,061,608 07
		$ 25,035,168.07
Notes of the Bank in circulation	$11,325,203·00	
Deposits not bearing interest	23,579,315.46	
Deposits bearing interest	57,847,538 20	
Balances due to other Banks in Canada	94,499 36	
		92,846,50
		$117 881,29

ASSETS

Gold and Silver coin current	$3,286,113 46	
Government demand notes	4,197,915 50	
Deposit with Dominion Government required by Act of Parliament for security of general bank note circulation	454 634 63	
Due by agencies of this bank and other banks in Great Britain	$ 5,688,191.81	
Due by agencies of this bank and other banks in foreign countries	3,093,893.41	
Call and short loans in Great Britain and United States	15,356,366.00	
	24,138,451 22	
Dominion and Provincial Government Securities	435,697 46	
Railway and other Bonds, Debentures and Stocks	7,579,948 51	
Notes and cheques of other Banks	2,304,119 85	
		$42,396 880 63
Bank Premises at Montreal and Branches		600 000 00
Current Loans and Discounts in Canada and elsewhere (rebate interest reserved) and other assets	$74,605,119 69	
Debts secured by mortgage or otherwise	166,648 27	
Overdue debts not specially secured (loss provided for)	113,075 50	
		74 884,843 46
		$117 881 724 09

E. S. CLOUSTON
General Manager.

Bank of Montreal,
Montreal, 31st October, 1903.

HINE, PARKER & CO. LIMITED,

LONDON, ENG.

MAN'F'RS. HOSIERY AND UNDERWEAR

Our new samples will be in the hands of our representatives in a few weeks.

SPECIAL VALUES IN

Women's, Children's and Men's Hose and Half-Hose.

Men's and Women's Underwear.

See our values before placing orders for Fall 1904.

SOLE REPRESENTATIVES FOR CANADA AND UNITED STATES

E. A. CUFFE & CO.

67 YONGE ST. - TORONTO.

E. A. CUFFE & CO.

67 Yonge Street,

TORONTO.

Representing

Hine, Parker & Co., London, Eng.

Hosiery, Underwear and General line of Gents' Furnishings.

Brice, Palmer & Co., London, Eng.

"Eminent" Raincoats.

H. T. Greenlaw & Co., London, Eng.

The largest and most representative line of Neckwear shown in Canada.

Selling agents for The Toronto Feather & Down Co.

Our men will shortly start out with the New Fall Samples, and will take an early opportunity to see you.



"TWO STEEPLES"

THE ORIGINAL

PURE WOOL UNDERWEAR.

NEVER SHRINKS.

FIRST IN 1895, FOREMOST EVER SINCE.

A purely British Production, made by British workers . . .

AND

THERE IS NOTHING JUST AS GOOD.

"TWO STEEPLES" LIMITED

Manufacturers,

WIGSTON,

and 1 FELL ST., LONDON, E. C., ENGLAND.

ONLY CANADIAN ADDRESS

ROMAIN BUILDING,

85 KING ST. WEST,

(1st. Floor)

TORONTO.

SOME THINGS SEEN IN NEW YORK SHOPS

THE so-called automobile veil, which is so much worn, has a circle of wire that is placed on the top of the hat, from which the chiffon, which is shirred to it, falls. The chiffon is slashed up the middle as far as the neck. The wide portion comes over the face, and the two ends are carried around to the back, and there cross, the ends being brought to the front and tied slightly to one side in a large bow. These veils will prove very comfortable for cold weather, affording much protection to the face and neck, and effectually excluding the dust and dirt.

* * *

Pretty things in handkerchief and glove boxes are covered with a pale green linen, and have Dutch figure scenes upon the top. In the same style are small traveller's work boxes, four or five inches long by something more than half as wide, containing scissors, thimble, reels of silk and thread.

* * *

Here is a smoker's pen wiper. There is a playing card, the genuine article, with a half-burned cigar resting upon a match, which meets the eye, and if they were not seen in one of the shops no one would believe that they were not genuine and relics of a smoker's game of cards. But lift the card and beneath it are squares of flannel shaped like the card for wiping the pen.

* * *

Pretty, long scarfs for the neck are of white chiffon with deep plaited ends of pink-flowered mull. They are long enough to go twice around the neck and tie in front.

* * *

Some very handsome grass linen waist patterns with elaborate Japanese embroidery or drawn work have been noticed.

* * *

Hatpin holders are made of satin ribbon about an inch wide, this doubled up about hatpin length and feather stitched together on the two edges to make a long and narrow bag which holds a long glass bottle in which the hatpins go. The ribbon is carried up above this bottle and is tied to hang on the side of the mirror, or anywhere that it will be convenient.

* * *

An attractive ornament in a cluster of flowers for the corsage is a bunch of the beautiful red poinsetta blossoms, with a mass of loops of half-inch black velvet dotted with gold beads.

* * *

Among the most popular novelties in knick-knacks are portfolios covered with cotton tapestry and having in the centre of the top cover a copy of an old-time colored print, also open envelope and letter paper boxes and small chests of three or four tiny drawers, suitable for holding letter paper, veils, handkerchiefs, and trinkets, both covered and tapestry.

* * *

There are all sorts of things in the colored embossed Japanese leather, and one feature in the pocket photograph cases is worth considering. These have pieces of mica covering the opening through which the photograph is seen, protecting this from the rubbing that is inevitable when it is without protection. It is something new.

* * *

Delightful things are to be found in the Japanese metal ash trays. They are in different shapes and different signs, and show white and gilt metals combined. One has an elephant with a number of little "Japs" climbing over the animal. Another has a border of chrysanthemums around the edges, with birds in the centre, some show storks, and they are round, oval, or irregular in outline, and all the work is done with Japanese skill. A quaint inkstand of the same Japanese metal shows one of the queer Japanese gods with the inkstand, a little dish of white pottery set in at one side, and with a cover of the metal.

* * *

Long kid gloves have slits cut in the arm part, and narrow ribbons in contrasting colors are laced through them and around the arms. The effect is sometimes more striking than attractive.

* * *

Pretty things in neckwear are brought out in ruchings. These are wide, an inch and a half, perhaps, the ruching proper, but this for the back of the stock only, the front under the chin being plain. Other exceedingly pretty things are bows of chiffon finished on the edge with narrod bands of lace and with an edge of lace, or perhaps with a little silk finish. Some show a little color beneath the white at the edge, and one style which is good has a white ribbon with a little black edge frilled on the edges. There are pins at the back of each bow, that they may be fastened in place without difficulty. Ties are made on the same principle, but longer, the ends reaching nearly to the waistline, finished with ruchings of chiffon.

* * *

Admirers of burned wood articles can now gratify their desire for such ad libitum. Especially desirable are the desk sets with holly designs. The red of the berries is effective on the brown wood and the designs are so small as not to look out of place on even even tiny stamp boxes. Book racks, grandfathers' clocks and steins are also to be had.

* * *

Odd little trinkets which are attractive look to be small watches of silver and gun metal. They have watch faces, but are coin cases to be worn on a long chain. There is to be found a small mirror and powder puff within.

* * *

Big plumes are much in evidence on hats. There are innumerable white ones, big black ones on black hats, and a beautiful pale heliotrope velvet hat has two big plumes, one to match the velvet and the other white, across it.

* * *

Useful material for skirts is moreen. It comes in all colors and many shades. There are bright, dark blues, dull blues, bright reds, and deep maroons, greens in different tones as well as the more sombre colors.

* * *

A novelty in small clocks is to be seen in rosy china apples attached to tiny boughs with green leaves. There is a leaf rising at the back of the apple, and this forms a handle. The apple opens from side to side to permit of the setting and winding of the timepiece.

* * *

Among the different things ornamented with red berries and green leaves are black silk stockings. The design cannot be exactly said to be holly, but the colors have a holiday appearance, and the stockings with this embroidery are very pretty. The same design is seen in other colors.

* * *

Attractive slippers trimmed with black jet are those with straps, three of them across the instep, buttoning at one side and having in the centre of each strap the jet, arranged to give the appearance of a small black buckle. There is a round piece of jet in the centre, and wings on either side of it are formed of jet beads.

* * *

The handsomest cushions that have been seen this season are those of velvet or plush with leather trimmings. Bands of leather an inch or more wide are put on in straight lines or scroll designs. At the corners the ends of the leather are allowed to hang for several inches and are frequently finished with Chinese coins.

WE ARE

LEADERS

IN OUR

LINE

AND

we make no exaggerated statement when we claim that we have the largest assortment of

Woollens

and

Tailors' Trimmings

FOR **SPRING 1904.**



Embodies every desirable feature. The wonderfully successful business of this establishment is due to the RELIABILITY, NOVELTY, STYLE, and EXCEPTIONAL VALUE and VARIETY of our offerings. An inspection of our stock or samples will quickly convince you of the truthfulness of our claim. THE OPPORTUNITY IS YOURS to make the favorable and lasting impression upon the minds of your customers that you ARE UP TO DATE and carry THE BEST IN THE LAND by placing your order with us.

Orders through our representatives, who are now on the road, or by letter direct to the house, will receive our prompt and careful attention.

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MONTREAL AND TORONTO, JANUARY, 1904.

A GOOD OLD YEAR TO CANADA.

NINETEEN HUNDRED AND THREE is a year which Canadians ought to remember kindly. It was a good year for Canada; in fact the best that the country has ever seen. It was a significent year in many respects. It saw in agricultural and industrial development generally, the greatest progress yet experienced.

The crops of grain and fruit were on the whole, exceedingly bountiful. In the lumber industries the experience was most gratifying. The railways had more business than they could handle and therefore earnings were consequently the largest on record. The banks also reflected the active and generally healthy condition of trade.

The most distrubing feature of the year was the slump in the stock market due to the inflated value of prices. This to some extent counteracted the generally satisfactory trade conditions, but in spite of this, 1903 is easily the banner year commercially in the history of Canada.

The foreign trade, like the home trade, was also the most statisfactory in the history of the country. The total, taking into account the import as well as the export business, was about $460,000,000, which is about 90 per cent. larger than the aggregate ten years ago. In both exports and imports records were established as well.

Confidence in the future is no doubt to some extent shaken by the threatened industrial depression in the United States, as well as by the unsatisfactory trade conditions in Great Britain and Germany. But Canada has less to fear from a general depression than any other country in the world.

The exceeding good crops of last year is a good basis upon which to start the New Year. Then there promises to be an even larger influx of immigration than during 1903. This, with the extensive railway construction projects which are under way and contemplated, must necessarily create a large demand for material and merchandies of every description.

The New Year is starting off under auspicious circumstances and business men, by the employment of proper business methods, will in all likelihood find trade as satisfactory as during the prosperous year that has just gone.

• • •

It is better to get 50c on the dollar for old and damaged goods than to keep them till the only outlet for them is the rag bag.

• • •

LARGER POWERS OF SELF-GOVERNMENT WANTED.

A GREAT deal of needless capital is being made in both Canada and Great Britain out of the remarks of Sir Wilfrid Laurier as to the necessity of Canada being given larger powers in regard to treaty making and questions arising over international territorial disputes.

In Great Britain, particularly, there appears to be people who see in the proposal the entering in of the thin edge of the wedge of political independence. It means nothing of the kind. What is really meant is larger powers of responsible government, which is dear to the heart of every Canadian.

The principle is not new in Canadian politics. It was ennunciated many years ago by Mr. Edward Blake. And if it was felt to be a necessity then, it is a great deal more so now.

We are simply wanting the power to manage our own affairs and any one who is at all conversant with Canadian history, knows that the greater the latitude Canada has been given in matters of self-government, the stronger have become the ties of consanguinity between this country and the Motherland. There are still a few statesmen in Great Britain who regret that Canada was allowed in 1846 to regulate her own Customs tariff, but had she not been so allowed, it is scarcely probable that Canada to-day would have been a part of the British Empire.

The securing of the powers outlined by Sir Wilfred Laurier will be another step in the direction of completion in the matter of self-government, and like all pre-

vious steps in that direction, mean the cementing, not the dismemberment, of the Empire.

The trend of things is already in that direction. At one time Canada had practically no voice in international affairs affecting her welfare. The injustice has, however, been disappearing by easy stages, until in the last international tribunal to settle the Alaskan boundary question, two out of three jurists representing the Canadian or British side, were the appointees of our own Government. The rights granted to Canada in 1878 to decide whether or not she should be included in any treaty made by Great Britain with a foreign power, was also a step in the direction towards that more complete system of responsible government which Sir Wilfred Laurier, and, we believe, the majority of the people of this country, are seeking.

By granting the larger powers outlined by the Premier, the source of the only serious grievance Canada has had against the Imperial authorities during the last half century will have been removed. It, therefore, follows that in the interests of the unity of the Empire, these powers should be conceded.

It is only a question of time before the right to manage our own affairs in regard to treaty making and territorial boundary questions must be granted, and Canada should now be sufficiently in the confidence of the British Government to have this right unhesitatingly accorded her.

* * *

Low prices will sometimes find customers for goods on the shelves when all other methods have failed.

* * *

IT PAYS TO VISIT TRADE CENTRES.

THE merchants whose ambition is higher than the mere selling of a yard of flannel, or a cake of soap, finds his frequent visits to urban communities of far greater value to him in the building up of his business, than any amount of shrewdness in buying. He finds at least two trips a year, no matter at what distance he may reside, a necessity both to good buying and good selling.

Every visit to the city serves to bring him closer in touch with existing conditions in all lines of goods. A valuable knowledge can be obtained in this way on styles, prices, window and interior decoration, approaching slackness in the sale of certain lines, shortness in the supply of others, and in addition will acquire a general fund of information that will be of considerable interest to his customers. Bargains can be always picked up on these trips that will perhaps pay the expense incurred.

The merchant who thinks to save money by remaining at home, or considers himself too busy to leave, or is disinclined from any other cause, is not in a position to successfully compete with his rival who regularly visits the commercial centres.

A GOOD GOVERNMENT IN TROUBLE.

THE meaning of the election in North Renfrew is obvious. It means that the confidence of the people in the Ross Administration is gone. This is to be regretted. The Government, has on the whole, been a good one. Measured by the standards of Government in the other Provinces of the Dominion, it is rather superior. But evil days have evidently fallen upon it.

Its political opponents may charge it with all sorts and conditions of maladministration. There is no doubt that some members of the Administration rest under very grave suspicion indeed; but to charge the Government as a whole with maladministration is to levy a charge that cannot be substantiated by facts.

The loss of prestige and the threatened loss of office is nearly altogether due to the acts of its servants. The acts of some of these servants will go down into the political history of this country as among the most disgraceful ever practiced. And these have gone on multiplying until they have practically ruined the Administration. The latter cannot plead irresponsibility. It is just as responsible as a merchant is for the action of his clerks; and it must pay the penalty.

Placed under similar conditions a board of directors would either resign or at least make an appeal to the shareholders. This is what the Ross Government in Ontario should do.

The people are the shareholders and they are manifestly dissatisfied. The least the Government, therefore, can do is to appeal to them through the ballot box.

The plea that the Opposition is weak, may be true, but whatever may be the condition of Mr. Whitney and his party, the Government should not attempt to carry on the affairs of the Province under the present unsatisfactory state of affairs.

Office is not everything. Good government far transends it in importance. As long as the present state of affairs exists Ontario cannot have good government.

* * *

It does not always pay to demand the pound of flesh when selling a yard of cloth.

* * *

USING RETAILERS AS A CONVENIENCE.

THERE are hundreds of people in the country who use the local merchants for little else than buffers between them and the mail order house, as conveniences that lessen the risk of mail orders. Every merchant is familiar with the feeling of disgust which accompanies the knowledge that Mrs. Blank has received a broom or a dozen clothespins from the city mail order house, but this is a small matter compared with the impudence of many of these buyers by mail orders, in asking the merchant to help them out in their transactions abroad.

A merchant in a country village some five miles from the railway, and who makes almost daily trips to the

station, says that it is a common occurrence to be asked to bring out with him parcels that have been ordered from the mail order houses. In addition to losing the sale, his good nature is further imposed upon, and he must act as a delivery wagon for the city stores.

A Dawson merchant complains of further impositions, that could not be practised by people whose feelings should be even slightly considered. Extensive orders leave there periodically for the department stores in the East, and of course in a majority of these orders, there occurs a misfit or two, or an unsatisfactory article. The recipient thereupon goes to the local merchant and practically demands an exchange, on the strength of a small patronage that cannot be given abroad. Not satisfied even with this, the woman (for they are almost always women) demands goods in exchange, that satisfy her, without any regard to the merchant's superior appreciation of value.

The woman who depends upon the mail order house, should be prepared to run all the risks of misfits and should certainly not expect the local merchant to be her carter. Any woman who receives a forty-four-inch corset for a thirty-six-inch waist, should not consider it otherwise than just if the local merchant will not exchange, and accept the large corset at her valuation.

Country merchants who are troubled with customers of the above type should set themselves to the task of teaching them that business is business.

* * *

A resolution is only good when it is based upon truth and justice, and acted upon with decision.

* * *

THE YEAR IN COTTON GOODS.

ACCORDING to expectation an almost all around advance in cotton goods was made by the manufacturers on December 4th. A couple of weeks previous to this, a few prices had been withdrawn, thus giving the wholesale houses ample warning of the advance, but at the same time rendering them powerless to anticipate it.

This is the fourth revision that has taken place in a few of the lines, some others having remained untouched since September 28th, but there is only one that has not for the second time felt the influence of the raw cotton situation.

The lines that have received attention this month are white and grey cottons, which have advanced 5 to 10 per cent., pillow cottons, 10 per cent.; a few lines of printed goods, 20 per cent.; duck, 5 to 12 1-2 per cent.; bags, 15 per cent. and flannellettes, 10 per cent. The most popular duck is quoted 12 1-2 per cent. higher, although until now it has brought only the same prices as when raw cotton was as low as 5 1-2 cents. On 28th December raw cotton laid down in Montreal cost 15 cents a pound.

That the new quotations are fully warranted by the situation in the raw cotton market is not doubted by any wholesale house which has kept in touch with the "boom." A few have delayed buying in the hopes that lower prices would soon follow the "bull" operations in the United States, but instead of lowering, the tendency has been almost constantly upward. Even the mills traded on the prospects of a lower plane when the new crop came in about September 1st, but they have since been forced to renew their stocks in a market scarcely ever below 12 and now up to 14 cents. A year ago raw cotton ruled around 8 1-2c. and the prices of the cloth were placed accordingly, although in a few lines, such as wrapperettes, competition had enforced a much lower level. In no case has the final advance of cotton goods kept pace with the increase in price of raw cotton, the former averaging about 20 per cent. and the latter going as high as 60.

Almost all the revisions have occurred during the past five months and a comparison of the prices now with those of July would be startling. March quotations were all, however, on the old basis, and in order to cover all advances, that month will be chosen in order to show the exact difference between the prices prevailing at the end of 1903 and what were quoted before the "boom" in raw cotton.

Grey cottons, according to quality, have gone up from 15 to 21 1-2 per cent., the latter being in the very best quality; white cottons from 16 to 27 per cent., the larger advance being quoted on the cheapest quality; flannelette in light stripes from 11 to 21 1-2 per cent., and in dark checks and stripes from 8 1-3 to 16 2-3 per cent.; Saxonies from 14 to 21 per cent.; linings, including foulards, silesias, linenettes, percalines, surahs, sateens, and Italian cloths, from 11 1-2 to 30 per cent.; prints from 9 to 30 per cent.; warps 5 1-2 cents a lb. in white and 7 1-2 in colored, or over 37 per cent.; bags from $2 to $5 per bale or as high as 27 per cent.; sheetings and pillow cottons about 17 per cent.; and colored goods, including denims, shirtings and cottonades, about 15 per cent. Sateens, warps and H. print have reached the highest level, while flannellettes, although experiencing the greatest number of advances have varied the least. As on December 28 some of the mills withdrew their prices, further advances may be expected.

The wholesale houses must be given the credit of having been very lenient with the merchant, some of them having retained the old prices on all lines bought before the rise, although knowing full well that upon replenishing their stock higher prices would have to be paid. In the majority of cases the level has been raised about ten per cent., or half of what is being asked from them by the manufacturer. The merchant, therefore, is given half the benefit of the buying done before the "boom," and the full weight of the latest advances will not be felt by him for some months, and perhaps not at all, if raw cotton reacts to a normal figure.

FURS

AFTER THE CANADIAN FUR TRADE.

New York Times.

"THE time is coming, and it is not so far off, either," said a large importer of furs the other day, "when our American manufacturers of furs will invade the Canadian market. Many men in the trade agree that this will happen eventually, but I think that it is coming much faster than many of them imagine. Few Americans have any conception of the rapidity with which the Canadian Northwest is being opened up. It is undergoing the same process of development that our Northwest has undergone, and very rapidly too. Thousands of American farmers are emigrating to Canada every year.

"This development offers a great opportunity to the fur trade, for in that section as in our own Northwest, a fur coat is not an article of luxury, but one of necessity, worn by rich and poor alike. The fur trade of the Northwest and of Canada is not a speculative business like the manufacture of fur garments in the East, dependent on the vagaries of fashion or the rise and fall of stock values. It is a staple trade, catering to a constant and well established demand, and goods that are not sold one year can be carried over to the next without any fear that changing fashion will make them unsalable.

"The Canadian trade is attractive, too, because there is not nearly so much trouble with credits as we have here. The business houses are of the old-established conservative kind that pay their bills and do business within their capital. I am convinced that the field will prove so attractive that before very long we will see an invasion of Canada by American manufacturers."

It must not be supposed, however, that this invasion will take the form of the shipment to Canada of goods made in the United States. The Canadian tariff on dressed or manufactured furs will prevent that. What will happen, though, will be that the manufacturers who are now catering to the Northwestern trade will cross the border and establish factories in Canada. They will not, however, find a clear field when they arrive there, for the fur manufacturing business there is already very highly developed. A member of one of the largest New York firms importing raw furs, who has just returned from a trip through Canada, told a New York Times reporter the other day that he was astonished at the factory development he found there.

"We have nothing in the East to compare with their fur factories." he said.

Some idea of the magnitude this branch of the fur trade can be gained from the statistics of the trade in the American Northwest in the manufacture of fur coats. This trade is now practically confined to five cities —St. Paul, Minneapolis, Detroit, Milwaukee, and Chicago. In former years a considerable number of the coats were made in New York, but this city's production is now so small that it is totally disregarded in estimating the total of the trade. St. Paul leads with an annual production of about 75,000 coats, and the other four cities divide the remainder of the trade, which amounts to about 75,000 more. The raw skins for this trade are almost all bought in New York, and are calf, racoon, muskrat, tallupe or Russian sheepskin, wombat or Australian bear, and Chinese dog. These are the skins that are also used by the Canadian trade, and large quantities are also bought by the Canadians in New York, as the Canadian tariff, like ours, admits raw and undressd furs duty free. The majority of the skins for the Canadian trade, however, is purchased in London or in Germany.

"The American who goes across the border," said the Times' informant, "expecting to find the Canadian asleep will be very much mistaken. He is wide awake now, and perhaps we could learn something from him in both manufacturing and merchandising."

A VIEW OF THE FUR TRADE.

A LARGE fur dealer in New York was interviewed in regard to the condition of trade in his particular line. "Fur-bearing animals are becoming scarcer," he said. "This country is increasing in wealth, and to-day wealthy people are spending more money for furs than ever before. There have been only 20,000 Alaskan seals caught this season. Out of this number not more than 16,000 are fit to make up into garments. It takes on an average five skins to make up a fashionable garment. Now, how many women can obtain sealskin coats when there are only 16,000 skins to furnish the entire world.

"Like statements are true in regard to otter and Russian sables. Royal ermine is more extensively worn than ever. Chinchilla and Siberian squirrel are in fashionable demand. Moleskin is being sold to some extent to those who desire everything new and in the extreme of style, but I believe the demand for them will be short-lived. For I am satisfied the skin will prove not to be durable and generally unsatisfactory. I don't recommend them.

"The fur trade is in a healthy condition, and people who have capital to do business have an opportunity to make as much money now as they ever had, and those who have the capital are making the money."

FUR SKIN DRESSING.

ONE of the most important branches in the fur trade is the dressing of furs and skins, and yet it is the poorest paid branch in the whole industry, according to Cloaks and Furs. The dressers are themselves largely to blame for this, as they cut and slash prices to try to outdo their competitors, and the result is that while a few get living prices the majority are "up in the air," so to speak, and this unfair competition has a tendency to turn out inferior workmanship.

The day of the really first-class dresser is almost over, and when prices are paramount to workmanship it is a sad state of affairs. The dressing of mink to-day is with few exceptions very poor, and grease is very often left in skunk for want of proper tubbing or drumming.

If the furriers who really understand what first-class dressing is would only make a stand and insist upon a proper butter dressing and accept no skins done by stone or acid, they would be doing themselves justice as well as protecting their customers' interests.

You will always find us Headquarters for whatever is New and Up-to-date in

Hats, Caps, Furs, Robes, etc.

Our stock is selected from the best manufacturers in Canada, Great Britain, and other foreign countries, and includes

MANY NEW AND NOBBY LINES FOR FALL TRADE.

Our travellers will wait upon you shortly with latest samples. Wait till you see them.

EDGAR, CORISTINE & CO., - - MONTREAL.



Fur-Lined Coats.

I HAVE ON HAND for immediate delivery special values in these goods.

Chinese Mink Lined, Persian Lamb Collar and Lapels, - PRICE, $24.00

Best Muskrat Lined, Real Otter Collar and Lapels, - PRICE, $38.50

Everything in Furs.

OTHER VALUES EQUALLY CHEAP.

Prices and Samples on application.

A. J. ALEXANDOR

Wholesale Manufacturing Furrier,

504 St. Paul St., MONTREAL.

By His Majesty's Royal Letters Patent
PATENT No. 5295
The Premier
ART PROOFING

Ladies' and Misses' Garments Bear this Label.

HIGHEST GRADE

BRITISH-MAKE

FOR LADIES, GENTS, MISSES AND BOYS.

The "Premier" Waterproofs are the absolute Guaranteed Garments in the Dominion of Canada, thoroughly waterproof and will not harden

BEWARE OF IMITATIONS

(Guaranteed)

"PREMIER" WATERPROOFS and SHOWERPROOFS

(Guaranteed)

STANDARD OF THE WORLD

Established 1873.

Head Works:
MANCHESTER, ENG.
Branch Works, Showrooms and Offices:
MONTREAL, TORONTO and WINNIPEG.

The PREMIER WATERPROOF GUARANTEED TO RESIST ALL CLIMATES

Gentlemen's and Boys' Coats Bear this Label.

"CEETEE"

Underwear

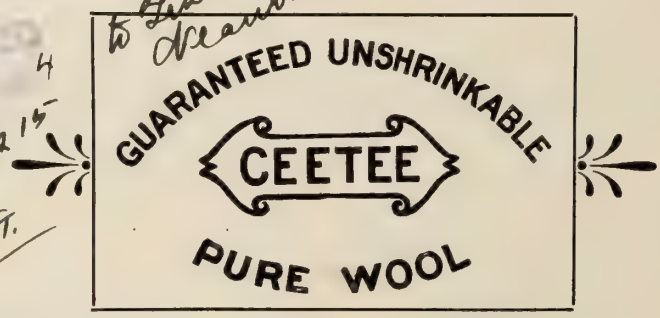
Unshrinkable

Full-Fashioned

Never gets hard with washing. Retains its elasticity.
Keeps its shape. Is soft and warm.

Made from fine pure wool.

Every Garment Stamped



We replace any that shrink. Made in light weigh India Gauze, for Spring and Summer. Medium and heavy natural for Winter.

Elastic Ribbed Underwear for 1904

Our Ladies', Children's, Infants', Vests, Drawers, Union Suits, Corset Covers, Tights, etc., will be right at the top for quality, new designs, new trimmings.

Our travellers will call on you shortly.

The C. Turnbull Co.

OF GALT, Limited

Galt, Ont.

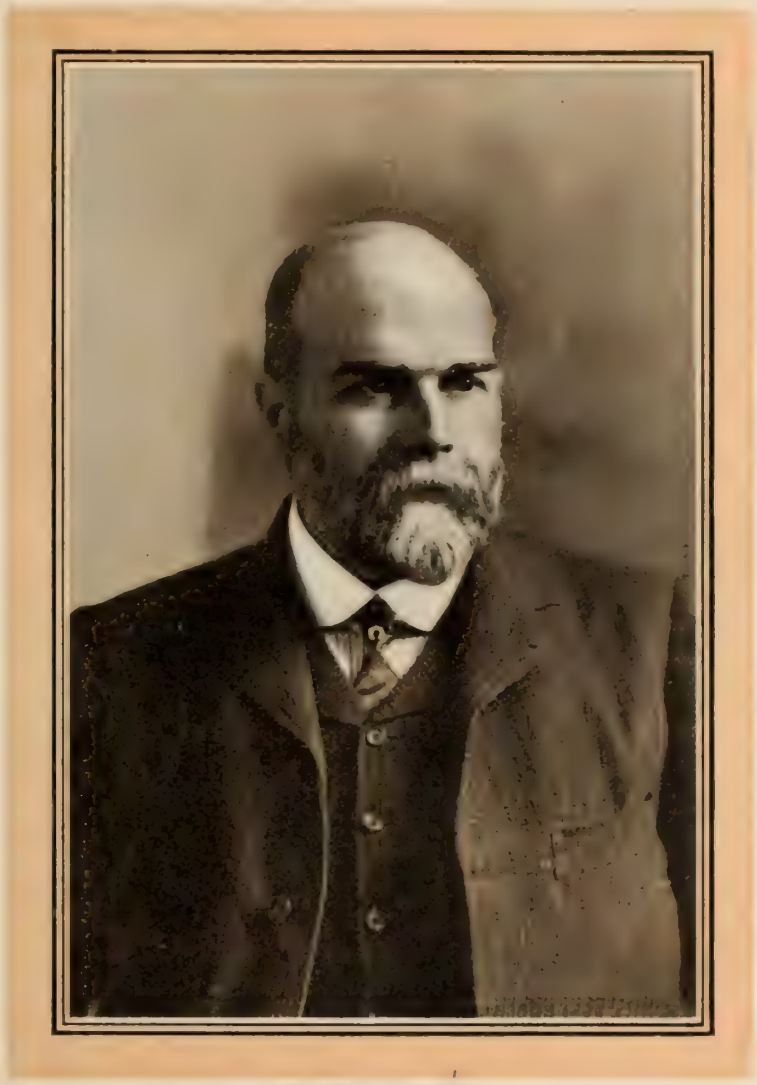
MONTREAL WHOLESALE DRY GOODS ASSOCIATION.

AT the annual meeting of the Montreal Wholesale Dry Goods Association of the Board of Trade, held on December 11, Mr. Geo. B. Fraser, of Greenshields, Limited, was elected president, the former president, Mr. A. W. D. Howell, retiring after a two-years' term. The other officers were as follows: Vice-president, A. Scott Robertson, of Caverhill & Kissock; treasurer, Robert Henderson, of R. Henderson & Co.; directors, R. A. Brock, of The W. R. Brock Co.; R. W. Macdougall, of The Gault Bros. Co.; Alphonse Racine, of A. Racine & Co.; R. N. Smyth, of H. L. Smyth & Co. The association's nominee for election to the council of the Board of Trade in place of Mr. Fraser was Leslie H. Gault, of the Gault Bros.

Mr. Howell, the retiring president, received a hearty vote of thanks for the thoroughness with which he had conducted the business of the association for the past two years.

The New President.

The new president, Mr. Fraser, has been an influential member of the firm of Greenshields Limited since 1891. Since 1887 he has been a member of the Montreal Board of Trade, and for the past two years has represented the Wholesale Dry Goods Association on the council of the board.



MR. GEO. B. FRASER,
President of the Wholesale Dry Goods Association, Montreal.

Mr. Fraser came from Aberdeen, Scotland, in 1875, having been offered a position in the firm in which he now is a partner. In the British cotton and woollen centres his is a well-known face, as he does the buying in these lines for his firm. Mr. Fraser shows a surprisingly keen grasp of the market conditions in cottons and woollens in the Old Country as well as on this side of the water, and in the metropolitan dailies he is frequently quoted as a leading authority on this subject. He superintends the dress goods departments of his firm, and no one is better posted in the various changing fashions. A genial man, one can always make sure of receiving a kindly welcome and courteous hearing from Mr. Fraser, in spite of the fact that he is an extremely active and busy man.

FORCE AND PUSH IN THE SALESMAN.

TO my mind, the word salesman means a great deal more than most men realize. There are thousands of men employed in the various lines of business who have the audacity to call themselves salesmen, but they are not. They are only what you call "makeshifts." They sell goods, 'tis true ; but, How much ? is the question.

Then, too, the question arises, How much are the net profits to the concern they represent? There are too many salesmen who are looking for No. 1 —that is, themselves. This is where the average salesman makes a great mistake. If they would do as I have always done — figure what did the firm make or lose on my work— they might wake up to the fact that they are failures.

When a salesman finds that he has not netted the firm he represents a good, round profit, he should study out the reason why. Find out it it is his fault, or if it is because he is not selling a good class of goods. It might perhaps be that the firm he represents does not do business on business principles. In this case, of course, the salesman is not to blame, but, if the firm sells a good class of goods and fills orders promptly, the employer has a right to expect a reasonable net profit on the work of each salesman, except in rare cases. There are times when the employer is well satisfied to run his business through some salesman at a loss, but this condition must not exist for ever. After the salesman, if he is the right kind, has worked in a store, or has worked the territory for a sufficient length of time, he ought to be able to make for his employer some money

If a salesman finds that he is not a success with the line of goods he is selling, it is his duty to make a change, not

to wait until he is told that his services are no longer required. Every salesman should try to make himself valuable and work for promotion. This can only be accomplished by hard, persistent work and in looking after his employer's interests. He should always remember and bear in mind that his employer should be considered No. 1. If No. 1 is satisfied and is making money, it naturally follows that the salesman, as No. 2, will get his just reward.

To my mind there is nothing so valuable to a salesman as enthusiasm ; he must put vigor, vim and dash into his work—do his work with a will—do it as if it were a pleasure to him.

There are lots of good positions open for good salesmen, and the demand is increasing, and every salesman should so conduct himself that his services will be in demand. When he reaches this point he will get all he is worth.

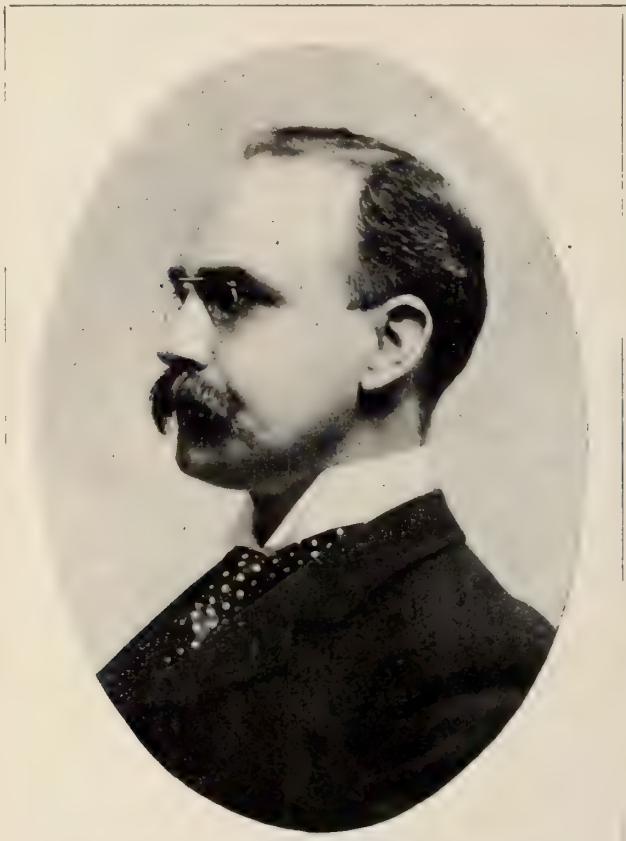
I have employed hundreds of salesmen, and the one trouble I find with the most of them is that they waste too much time on people whom they ought to know will not do business with them. A salesman, if he is diplomatic and will study his customer, can very readily learn whether he can sell his man or not. I have never wasted any time on people, because I made it my business to study each man individually. When I found that my customer was pliable and might be influenced by presenting some convincing arguments, I have always held to him to the last.

A good salesman puts in a certain number of hours' hard work each day, and whether business be good or bad, keeps hammering away. Of salesmen of this character nothing is to be expected except results and success.

You must strive to do a certain amount of business every day, every week and every month. What you don't get to-day is lost. You can't make up for lost time. Every day must be taken care of as we go along. Strive to make a sale to-day. Put force in your talk and actions, put push in your work, then you may expect to accomplish something. This calls to my mind a saying at the top of a letterhead which I received yesterday—" The reason why most men do not accomplish more is that they do not attempt more."

A PIONEER FIRM'S PROGRESS.

THE business of W. Symons & Sons, general merchants, Wiarton, established away back in the pioneer days of the town, has grown steadily until to-day it ranks among the largest, most prosperous and best known dry goods, fur and clothing emporiums in Northern Ontario.



MR. ANDREW ROBERTSON,
Vice-President of the Wholesale Dry Goods Association, Montreal.



MR. ROBERT HENDERSON,
Treasurer of the Wholesale Dry Goods Association, Montreal.

A few days ago a representative of "The Dry Goods Review" had the pleasure of personally interviewing W. Symons & Sons, and inspecting their remodelled premises. As a result of increasing patronage they have outgrown their old building which has been thoroughly overhauled, enlarged and fitted up as a modern store having a capacity of over 6,000 feet of floor space. It is divided into two handsomely appointed departments, the one being filled with dress goods of every description, furs, etc., while the other is occupied by the clothing, boots and shoes, men's furnishings, and grocery departments. The upper story has also been fitted up as a carpet department and dressmaking parlors. "The Review" congratulates this enterprising firm on having increased their busines to demand such spacious and handsomely appointed quarters.



Konig & Stuffmann, - Montreal.

Laces Dress Tr

UNQUESTIONABLY STOCK

Dress Trimmings.

We have those new trimmings you want in stock right now. If it's new ; if it's fashionable ; if you saw it elsewhere for import, you will find it in our stock for immediate delivery.

Gimps, Sequins, Cotton and Silk Appliques, Fancy Braids, New Gold Trimmings.

Buyers for our New York house are in Europe continually purchasing novelties for New York and Canada.

Laces.

From half a cent to fifty dollars a yard.

Swiss Laces that are works of art. **Chantilly, Calais, Plauen and Nottingham Laces** of every description.

Real Brussels Lace in great variety.

Lace Berthas, Boleros, Fichus, Collars, Robes, etc., up to one hundred and fifty dollars each.

If it's lace you want we have it in stock.

Embroideries.

For immediate delivery and for import. **Edgings, Insertions and Galoons** at all prices.

KONIG AND

Offices and Manufacturies : Brussels, Paris, Calais, Lyons,

immings——

THE LARGEST
N CANADA.

Embroideries

In our Corset Department

WE CARRY IN STOCK



W.B.

America's Leading Corset,

AND

P.D.

The High-class French Corsets.



Both these lines are kept in up-to-date dry goods stores and are **money makers.**

A full assortment of all latest styles in stock.

STUFFMANN

Plauen,
Nottingham,
St. Gall,
New York.

Canadian Branch: Victoria Square,
MONTREAL.

WE WISH TO ANNOUNCE TO THE TRADE
THAT THE GOOD-WILL AND STOCK OF

THE LADIES' NECKWEAR DEPARTMENT

: : OF : :

E. & S. CURRIE, Limited

HAVE BEEN PURCHASED BY US.

As Specialists in

Ladies' Neckwear, Belts and Kindred Lines

WE ARE CONFIDENT THAT OUR LINE
WILL BE FOUND INTERESTING.

Our range of Samples WILL BE SEEN WITH THE REPRESENTATIVES OF **Messrs. E. & S. Currie, Limited.**

"Ladies' Wear," Limited,

***77* York St., TORONTO.**

See Reading Notice, page 188

LADIES' NECKWEAR

EVERYTHING points to the continued vogue of ladies' neckwear, through the coming season, as more attention than ever is bestowed by women on becoming and attractive styles of dressing the neck. And it must be said that manufacturers have provided her with a large variety of dainty neckpieces to gratify her tastes in this direction. This branch of the dry goods trade has made rapid strides in the past year. A year ago many retail firms were rather doubtful as to the wisdom of stocking these goods, and refused to touch them, but these merchants have rapidly fallen into line, and now it is safe to say that there is not a dry goods store of any size that has not a fairly representative stock of ladies' neckwear.

• • •

The orders for lines for the holiday trade have been very large, and the factories that turn out these goods are putting in all the overtime they possibly can, but notwithstanding this, belated orders have to be refused, and even those who made special efforts to avoid delay in filling orders are obliged to admit that they can not keep up with the demands of the trade.

• • •

This is in a measure due to the fact that suitable help is hard to get, as the class of operatives needed have to be particularly deft, and dainty in their work, as the Canadian firms who make these goods are very particular as to the neat finish of their wares, and just as much care is exercised in this respect in the cheaper grades as in the higher priced lines.

• • •

Owing to press of work no Spring samples have as yet been prepared. Ideas are maturing, but there is no time to carry them out, and from the look of things Spring lines will be late in making their appearance this year.

———

POPULAR LINES AND STYLE TENDENCIES.

ALTHOUGH it is now mid-Winter the tendency is towards transparent and filmy styles in neckwear, chiffon and unlined silk stocks being in the ascendency, and the lined stock that was so much worn last Spring looks quite clumsy and heavy when shown with those that are in vogue now. The high choker is also out-of-date, and stocks are all of moderate and comfortable height.

There is a revival of the quaint jabot effects which is not to be wondered at, as these are only a repetiton of the styles worn long ago when the full skirts, long shoulders, and poke bonnets were the vogue before.

The jabot starts at the centre of the neck-piece, in a little puff, or knot, or in short, loops, and after falling loose for a few inches is often knotted again. Fringe, beads, lace, fancy drop ornaments, embroidery, etc., all contribute to the beauty of the new stocks.

Pleated chiffon, while not a novelty, is indespensable when preparing a range of jabot effects.

Tight folded silk pieces that come from the back of the stock and are let loose on either side of a fall of pleated chiffon are very numerous. These are so arranged that the long, narrow effect is gained, as this is the marked tendency at present in jabots.

In Persian patterned louisine there are some stocks shown that may almost be classed with the jabots, as they have a number of long, narrow tabs cascade fashion in front. These tabs have rounded ends, and are edged with a narrow binding, finished with shell stitch. The top of the stock has several rows of faggoting.

In stocks very few turnover tabs are seen, but the single tab, that is faggoted into the body of the stock is much in evidence.

Quite a few foundation collars, with incrustations of lace and jabots of chiffon, silk, lace or all combined, are seen; and beads and small buttons are also much used on this class of stock.

Persian bands are prominent in stock-making, as also are little medallions in Persian coloring. A charming little stock was shown in white chiffon that was powdered over with these tiny motifs in black and dull pink.

Persian effects promise at present to develop further in the Spring lines. Drop ornaments and fringes are also to be much used.

The free use that is being made of tinsel is sure to have its influence on neckwear, but as yet it has not been developed beyond the use of gilt beads, and tiny gold buttons.

The "Fifth Avenue" bow is another coming style and some smart little stocks are shown. The latest is a stock of white taffeta with straps through which the silk is threaded. The silk that this particular bow is made of is particularly pretty, and was specially imported by the firm who showed these stocks. It is thickly dotted over with fine elongated pin spots and has a fancy hemstitched stripe running through it. The colors are red and blue, and it should prove just the thing for wear with the jaunty military styles that are shown for the coming Spring. Crush belts of the same silk come en suite with these stocks.

Evidently the French are banking on the collarless waist for Spring, for most pieces of French neckwear are made to suit that style, as many of the imported stocks are merely a long straight band with long tabs at each end as the illustration given shows.

The body of this stock is of embroidered lawn edged with a heavy Venice pattern in lace.

In the usual stock shape this combination of Plauen and embroidered lawn is much shown, as well as some lovely designs in Panen Venice. Stocks of immitation Irish crochet are also fashionable. Guipure stocks made of silk braid are in some very novel effects, and are com-

bined with pale colored silks, Persian patterned silks, and lace stitches in both silver and gold. "The Review" was shown a line of French imported neckwear that contained some most beautiful pieces of this kind.

Little turnovers are always in demand and some of the latest are embroidered in Persian and Dresden colors, in pale blue, pink, and faint green, etc. These were done on white China silk.

COLLARS AND STOLES.

THE new Spring waists will mostly have no collar attached, and the separate collar of embroidery, or Plauen lace, will be popular, particularly as these collars launder well and are easy to keep in order. This is a style that is likely to be well worn in the hot weather, as they are cool and comfortable.



For Wear with the Collarless Blouse.

Cape and stole collars are meeting with much success, and are to be well worn in Spring and early Summer when wraps are laid aside, as they form a graceful finish to the costume, and one that carries out the drooping shoulder 1830 idea.

The button effect is strongly featured in these new collars, and they are remarkable for the many combinations of lace stitches that are used to make up a pattern. Thus a Venice collar will have inserts of Maltese, Teneriffe, etc., or the Venice patterns will be grounded with brides and picots. Some effective imitations of Maltese are included among these patterns. Ecru and deep cream are the predominating shades, but pure white Irish crochet collars are to be fashionable.

In wood silk guipures, there are some magnificent collars and stoles shown that will alter the whole character of a plain waist, or will fittingly serve as a finish for the most dressy toilette. Many of them are finished with fringes, but the novel finish seems to be a frill of silk Torchon.

Silk Torchon edges and insertions are much used as a relief for the guipure patterns. When we come to the more expensive and elaborate collars, the variety of both styles and materials is bewildering, and they are simply lovely. There are inserted pieces of embroidery, silk or chiffon in pale tints or in the stronger Persian colorings, they are jetted and spangled, or wrought with gold, and silver thread, and the shapes are as numerous as the materials used. They have long stole ends in front; but not so long as those worn last season, and have elaborate epaulettes that have pendant trimmings that come away down the sleeve, and also a pendant that goes down the back. In fact they are rather yokes than collars. Light weight broadcloth and chiffon velvets are appiqued with the silk braids, and instead of the tassels and fringes are drooping bell flowers sewn on by the stalk and under petals with the others left free. These flowers are veined in gold and silk embroidery with just accentuating touches of black. It is utterly impossible to convey by means of the pen an adequate idea of the great beauty of these collars, but it is not too much to say that it is seldom that such a collection is seen in this country, and those buyers who have seen them so far are very enthusiastic about them, for they are an education in both color and style.

SEPARATE BUSINESS FOR LADIES' NECKWEAR.

E. & S. CURRIE, LIMITED, 58-60 Wellington street west, Toronto, have found that the rapid growth of their business in 1903 has completely overcrowded their already large premises. Consequently they have decided to separate the men's from the ladies' departments.

A new company has been formed to be known as "Ladies' Wear, Limited," which is to take over the ladies' branch of the business. The new firm will be located in the Nordheimer Building, 77 York street, Toronto, and will devote their entire energies in catering to the demands of fashion in novelties for ladies' wear.

Mr. F. P. Evans, formerly with E. & S. Currie, Limited, is to be managing director of the new concern.

THE DRY GOODS TRADE OF WINNIPEG

ITS HISTORY AND FEATURES

NINETEEN HUNDRED AND THREE will stand out as a conspicuous epoch in the growth of Winnipeg, the capital city of the Canadian West. With the building record touching the $6,000,000 mark it is impossible not to feel that a new era has dawned. "Winnipeg's growing time" is at high pressure and though everything points to even greater development in 1904 there are some special features about the growth of 1903 that make it a year apart. Not until this year has it come fully home to the people of the West how great and glorious will be the future of Winnipeg, if this growing time is but rightly used. There has been a reaching out after the best in this development that has been more marked than ever before. All classes of building have been active, but business warehouses show the largest expenditure of money in any one line.

Winnipeg as a Dry Goods Centre.

To readers of "The Dry Goods Review," interest will naturally centre in the development of the dry goods trade, but in Winnipeg as in fact in every Western city, the early wholesale trade was more or less of a general character and a brief history of its development will not be without interest.

As there has been so often occasion to remark in these pages, the Hon. The Hudson Bay Co. were the founders of wholesale trade in all lines in the West. A few years ago "The Review" presnted its readers with a detailed article, thoroughly illustrated, giving the history and development of the Hudson Bay Co., so that upon this occasion beyong giving them credit for foundation work it is not proposed to say anything more about their work, but the jobbing trade of the West is an interesting study quite apart from the labors of that historic company that fill so large a place in everything connected with the life of Winnipeg. To the Hon. A. G. B. Bannatyne belongs the honor of laying the foundation of the jobbing trade which is to-day the wonder and admiration and, indeed, the envy of Eastern Canada. Mr. Bannatyne had been an officer of the Hudson Bay Co., and was the first man who dared to trade in opposition to them, at a time when they had absolute control of the Northwest. It required no small degree of courage to oppose this great corporation with its enormous wealth and boundless resources, and that that Mr. Bannatyne succeeded in his undertaking and cleared the way for the great army that has followed him, entitles him to the respect and almost reverence with which his name is still regarded in the West.

Dry Goods on Ox-Carts.

Up to the time of Mr. Bannatyne's venture all goods came into the Northwest via the Hudson Bay and in the company's ships. Mr. Bannatyne opened up trade with St. Paul and also with England, bringing in goods by way of St. Paul across the prairie in ox-carts. It was not unusual for three hundred of these carts to leave Winnipeg or Fort Garry in the Spring loaded with furs, and return bringing a load of 1,200 pounds each. Now 360,000 pounds sounds small enough for a jobbing trade, to men who are handling three and four hundred cars of 30,000 pounds each yearly. Nevertheless, Mr. Bannatyne did a jobbing trade and was most truly the first wholesale merchant of Winnipeg outside the Hudson Bay Co. In 1869 Mr. Bannatyne was joined by Mr. Alex Begg, and it was to the enterprise of the latter that Eastern Canada owes the enormous and lucrative trade which her manfacturers and jobbers now do with the Northwest.

Mr. Begg, on his arrival in Winnipeg in 1867, found that the people here knew little and cared less about Eastern Canada. Returning to Hamilton, Ontario, Mr. Begg succeeded in interesting a number of wholesale merchants of that city in the little town in the far west, and then and there was drawn up that famous document which is still in the possession of Mr. Andrew Strang, of Winnipeg, whereby these men agreed to venture certain stocks of goods to Mr. Begg's firm, and Mr. Robert Strang came out as representative of these firms. Several of the firms that entered into that contract are represened in the wholesale life of the city to-day.

The Necessity of Change.

It means something out of the ordinary to start in the wholesale trade when you are anywhere from 1,500 to 3,000 miles from a base of supplies, and with none but the most limited and primitive means of transportation. Thirty years ago it required almost unlimited supply of pluck and even the men who have come in within the last 15 years have encountered difficulties that would make an Eastern wholesaler gasp. Wholesale trade in the West even to-day, is more difficult and more complicated than in the East, for Winnipeg is just as far, geographically, from the great majority of the manufacturers. The distance from the point of manufacture and the fact that navigation is closed four months in the year necessitates buying very heavy stocks in advance. This means increased storage capacity, increased insurance and numerous other expenses of which the Eastern jobber knows nothing, and along with this the Western jobber has to meet in competition the great Eastern houses which merely send travellers and maintain sample rooms in the west. However, this class of competition is lessening for Eastern houses find that if they really want to be on the ground and do business, they must have warehouses of their own, and one of the largest houses erected this year is by an Eastern firm that has very wisely formed a Western branch. This by way of introduction, and now for a word about the houses that are to-day doing the actual dry goods trade of the West.

Stobart, Sons & Co., Limited.

Stobart, Sons & Co Limited, opened the first dry goods and furnishing house in the West (Bannatyne & Begg having always done a general trade) and date back to 1874. In Begg's "Ten Years in Winnipeg," the firm under the name Kew, Stobart & Co., advertised themselves as "Importers of English and Canadian dry goods, clothing, carpets, etc., robes, furs, skins, and pemmican bought



Warehouse of Stobart, Sons & Company.

and sold." In 1877 the firm was Stobart, Eden & Co., and in that year they erected at a cost of $20,000 a brick block on that portion of Main street lying between Bannatyne and William avenues, the building is still a fine one and at present is partially occupied by the Dominion Express Co. In 1882 the firm erected a four-storey brick block on the corner of Portage avenue and Smith street. The writer well remembers the erection of this block. It was considered an amazing thing and the size of it was regarded as out of all proportion to any development of business that might possibly take place. But for years the company have found themselves in straightened quarters; goods were carried in half a dozen different buildings and the need of larger and more up-to-date quarters was pressingly felt, so last Spring the erection of a new warehouse was undertaken and the cut given in this article is a fair representation of the great building that now occupies the corner of McDermott avenue and King street. The building is 92 feet on the avenue by 132 on King, five stories high on a very high stone basement; the total amount of floor space is 70,200 square feet, and it is probably the largest and most commodious dry goods house in Canada. The fittings of the building are of the very best and the public and private offices on the ground floor are handsome in the extreme. The fitting up of these offices was let as a separate contract and the golden oak in dull finish and the bevelled glass give a most charming effect of solidity and refinement. The ceilings throughout the building are of metal, fast passenger and freight elevators give access to every floor, and the one special feature which more than any other strikes the visitor is the splendid light in every department. The erection of this warehouse has doubled the capacity of the company and left a good margin to spare. The additional space provides for the development of certain departments that hitherto have suffered from want of room. Light, air, space and the facilities for doing the greatest amount of work in the shortest possible time and with the least expenditure of effort is the thing for which this new warehouse stands. The house is well and favorably known throughout the West and this last evidence of its growth and prosperity is regarded with great pleasure, not only by all retail dry goods men but by citizens generally. Winnipeg likes to see all those engaged in business do well, but the West is very loyal to the men who were here at the beginning of things, who had faith and showed it by their works.

Next in point of age is

The R. J. Whitla Co., Limited.

After a successful career as a retail merchant in a business known as the "one price house," Mr. R. J. Whitla (a sketch of whose life and business career was published in "The Review" something over a year ago) together with Mr. D. K. Elliott erected a four-storey building on the corner of McDermott avenue and Albert street, and opened in the wholesale dry goods trade. This was in 1882. With push and energy and a faith that knew no wavering through the dark days that followed the boom of 1882, the firm continued to do business, to grow and develop. As early as 1889 their four-storey building proved too small for their requirements and several other buildings in various sections of the city were pressed into service and in 1890 the firm, which was now a joint stock company, erected their present quarters, a splendid five-storey building on the corner of McDermott avenue and Arthur street, just one block west of their old quarters. The new building is 50x120 and



Warehouse of R. J. Whitla & Company.

the company own the balance of the block up to King street and it is understood that in the not very distant future they will erect a similar building on this lot, which will give them a frontage of 100 feet on the avenue and entrance on three streets. In addition to their wholesale jobbing house, the R. J. Whitla Co. with the enterprise that has always characterized the house, has gone into

THE MAN WHO KNOWS

Will put in **stock** for **next** season, our celebrated

Black Galloway Robes and Coats, Gloves, Mittens and Gauntlets

The old reliable standard, for honest Material, Workmanship and Durability

The Sovereen Mitt, Glove & Robe Co.

LIMITED

DELHI, ONT.

JOHN L. WALLER & CO.

WHOLESALE MEN'S FURNISHINGS, - WINNIPEG

Our travellers are now out with samples for Fall 1904. We are showing a large and complete range of Sheepskin-lined Coats and Vests, Mitts and Gloves, Top Shirts, Underwear, Hosiery, etc.

KINDLY RESERVE YOUR ORDERS. SEE OUR SAMPLES.

OUR PRICES ARE **RIGHT.**

the business of manufacturing. This was first started in a comparatively small way some three or four years ago and this year a large three-storey factory with the latest improved machinery has been erected for the manufacture of " The King of the Road " overalls, as well as dress skirts, waists, wrappers, etc. It has been so often said that Winnipeg would never be a manufacturing centre that citizens look with peculiar pride on these growing evidences that Winnipeg will some day be not only the great wheat centre but also a great manufacturing centre.

Gault Bros., Limited, Winnipeg.

Gault Bros., Limited, was the third house to open in the wholesale dry goods trade. It is now four years since the Winnipeg house was started. The late Mr. Gault had been making a trip through the West and was very much struck with the distributing possibilities of Winnipeg. His house had been sending travellers west from Montreal for a number of years, but Mr. Gault felt that that was a thing of the past; western business could not be handled successfully from the East. His reputation as a shrewd man of business was once again confirmed by his choice of the site for the new warehouse. It stands on Bannatyne avenue, one block back from Main, faces on three streets and four streets converge at this corner. The first warehouse erected was 80x100 feet, four storeys on a high basement of native stone. It was a handsome, substantial building and was thought to be ample for many years, but the trade developed so rapidly it was thought best to enlarge it this Spring, and an addition of 52 feet was made and two storeys added to the whole, the present building is 100x132 feet and six storeys high. The Gaults do not occupy all the ground floor, but they have at present 40,000 square feet of floor space or 20,000 more than they had last year, and, in course of time, and that not a long time, they will no doubt occupy the entire



Gault Bros. Limited, Winnipeg.

building. The company have made a separate branch of the Winnipeg house and it will control all trade from Fort William to the Rocky Mountains. The Eastern travellers will not touch this section which is under the management of Mr. H. M. Belcher as director. The branch in Vancouver will control the trade for that Province. The house is a very popular one and its surprising development and success has been watched with pleasure by all classes of the business community.

Greenshields Western, Limited.

The last, but by no means the least, to join the dry goods jobbing army of the West is Greenshields Western,



Greenshields Western Limited.

Limited, an outgrowth of Greenshields Limited, of Montreal. This house has been doing business in the West since 1879, when their travellers first came with samples. They have maintained sample rooms in Winnipeg for many years. The branch at the coast which has been established for many years is known as " Greenshields Co., Limited," and this year the Winnipeg house has been separately organized and chartered as Greenshields Western, Limited. The company has built this year a very handsome warehouse, of which a cut is given. The interior of this warehouse is not yet complete, but the company have moved in and quantities of goods are arriving every day. The warehouse is erected between two streets, Arthur and King, has a width of 75 feet by a depth of 98 and is six storeys high on a basement. The seven floors give a tremendous amount of space. The building is thoroughly modern with two freight and one passenger elevators. The handsome offices finished in oak and glass are on the ground floor and the entry and shipping rooms on the seventh. It will be interesting to merchants in the west to know of the arrangement that has been decided upon for the various floors. In the basement will be grey and white cottons, sheetings, contonades, denims, etc., etc. On the ground floor flannelettes, dress and apron ginghams, wrapperettes, checked shirtings, and all similar goods; on the second floor prints, lawns, sateens, muslins, dress goods and linings;

on the third floor will be the great carpet department and house furnishing supplies; in addition to carpets, rugs, portieres and lace curtains, there will be on this floor a full stock of house and table linens, on the fourth floor men's furnishings and all woollens; on the fifth small wares, laces, ribbons, hosiery, and the like, on the sixth floor ladies' ready-made skirts, blouses, corsets, etc., and on this floor also will be the shipping and entering rooms. Mr. Gallagher and Mr. A. W. Johnson are the western directors. Mr. Johnson will act as European buyer; Mr. Gallagher will be directly responsible for the conduct of the business here and the coast, and also do the buying from Canadian and American markets. Greenshields is as well known in the West as in the East where they have done business since the early forties, and wholesale and retail trade have alike given this new departure their cordial endorsement.

W. J. Peck & Co.

Winnipeg has only one exclusively wholesale clothing house though numbers of Eastern firms are represented here, and several of them carry large stocks. The firm is an old one, and was originally Carscaden & Peck. In the early days of 1883 they occupied a building on the corner of McDermott and Princess, a building erected and owned by the Oddfellows of the city. Many years ago, however, they outgrew these premises and erected a handsome block of their own on the corner of Notre Dame avenue and Princess. They manufacture all their own goods; their factories being situated in Montreal. Their business is an ever growing one and they handle in addition to clothing an enormous line of both ladies'- and men's furs. A number of years ago Mr. Carscaden's name was dropped and the firm has ever since been known as "W. J. Peck & Co." Mr. Peck, the head of the business, is an ardent politician and takes a great interest in public affairs generally. The growth of the business has been keeping pace with the growth of the west, and to-



Warehouse of W. J. Peck & Company

day the company no doubt does the largest business in men's and boys' clothing west of Toronto. It will be seen from the foregoing and more particularly from the illustrations that Winnipeg is well supplied with the first-class jobbing houses. "The best is none too good for the West," is abundantly verified.

E. C. H

SURTAX REGULATIONS.

THE Dominion Government is evidently determined to hold to the strict letter of the law in regard to the surtax on German goods, as the following regulations recently adopted by the Order-in-Council show:

1. Articles which are the growth, produce or manufacture of Germany, when imported into Canada, shall be subject to a surtax over and above the duties specified in Schedule "A" to the Customs Tariff, 1897, such surtax in every case to be one-third of the duty specified in the said Schedule.

2. Such surtax shall also apply to any article imported into Canada when the chief value of the article was produced in Germany, although it may have been improved or advanced in value by the labor of another country notwithstanding the provisions of the British Preferential Tariff and regulations thereunder.

In determining whether or not any article imported into Canada, which has been produced, improved or advanced in value by the labor of any other country other than Germany, is subejct to the surtax by reason of a portion of the value thereof having been produced in Germany, the fair market value of the article or material grown, produced or manufactured in Germany which has entered into the manufacture of the article imported into Canada, shall be held to be the value produced in Germany within the meaning of the Tariff Act respecting the surtax.

3. Invoices of goods imported into Canada shall be further certified and signed by exporters in all countries in one of the following forms, as hereinafter prescribed, viz.:

Further certificates from exporters prescribed to be written, printed or stamped on all invoices of goods for entry under the British Preferential Tariff in Canada, and to be subscribed by the persons heretofore authorized to make and sign "Preferential Certificates":

(K)

Whereas, German goods are subject to a surtax in Canada, I certify that the chief value of none of the articles included in this invoice was produced in Germany.

(Signature) .....

Exporter.

Further certificate from exporters in all countries prescribed to be written, printed or stamped and subscribed on invoices of goods exported to Canada, except such goods as are admitted under the British Preferential Tariff in Canada:

(L)

Whereas, German goods are subject to surtax in Canada, I certify that none of the articles included in this invoice are the produce or manufacture of Germany, and that the chief value of each of said articles was produced in Germany—save and except all articles opposite which the word "Germany" is written on this invoice.

(Signature) .....

Exporter.





MADE IN CANADA.

A Brand well known is half sold.

Merchants handling

The Shield Brand Garments

report the Waist and Skirt Department one of the most successful in their business

WHY ?

Because they combine the six prime features in waist making :

COMFORT *STYLE*
FIT *QUALITY*
FINISH *DURABILITY*

Our Spring range is now ready and includes some new and beautiful creations in

Silk Waists **Cashmere Waists**
Silk Jackets **Flannel Waists**
Silk Skirts **Lustre Suits**
Jap. Kimonas.

We wish you a Happy and Prosperous New Year.

Our travellers are now showing the full range of samples.

The New York Silk Waist Mfg. Co.

40 St. Antoine St., - MONTREAL.

WAISTS

SILK WAIST IN NEW YORK.

"THE biggest silk shirtwaist season in the history of the trade," is what the manufacturers in New York are said to be preparing for.

"We expect an enormous demand when the trade opens up next month," said one large manufacturer, "and we have expanded our organization in preparation for it. We sold about 75,000 shirtwaist suits last year, and we have organized to produce fully twice that number this season. I believe that there is going to be a run on that style that will be entirely unprecedented in the history of the trade.

"Fashion has been tending that way for several seasons, and there is every reason why the tendency should continue. There is no garment at the price out of which a woman can get so much. It is neat, stylish, comfortable, and good enough to wear anywhere. It can be bought in a good quality of silk at retail at from $10 to $25, and in appearance it equals a much more expensive costume.

"In fabrics I believe printed foulards are going to be the popular thing. So great is my faith in them that I have given an order to one house for 1,000 pieces of foulards in the grey, which we will have printed ourselves. Checked taffetas are also going to be good in black and white, brown and white, and blue and white checks. Gun metal taffetas in both plain and figured designs are sure to be big sellers. In all the fabrics, gun metal, blue, and brown will be the prevailing shades. The waists will be a little longer in front this year, but the plain tailor-made effect will be retained. The skirts will be of walking lengths, just long enough to clear the ground."

He declared that the silk piece goods market is demoralized on account of overproduction, and that prices are lower in consequence. It is impossible to fix any general average for the reductions in prices, as they are widely different on different goods, and on the same goods made by different manufacturers. The weaker houses have been forced to unload, often at large losses.

It is not likely, however, that the reductions in silks will materially affect the prices of suits, as the cost of the material in them is a small item compared with the labor cost. Labor conditions are about the same as last year, and there will be practically no change in prices, although in a trade like this, where price conditions are largely governed by fashion and demand, it is difficult to make any comparisons.



Two of the most striking Spring Waists to be shown in the Canadian market

THE ORIGIN OF THE NAME "TWEEDS."

ACCORDING to Lord Tweedmouth, tweed cloth does not, as many people think, take its name from the famous river that runs through the principal districts in Scotland in which that textile is made. It is to the bad hand-writing of a clerk that this fabric owes its name. He wrote the wood twills on a bale of the cloth in such a manner that it read tweeds. Instantly the appropriateness of the name was seen, and it has been so ever since.

MANAGING A WAIST DEPARTMENT

NOW that the Spring season is upon us a few words on this important article may not be out of the way. All well conducted waist departments should have a buyer and a head saleslady who should buy together, although the head of the department must know just which styles are likely to be called for by the customers. The buyer should be sufficiently conversant with his floor to know the quantities most likely to be required.

Numbers and Description.

After the necessary styles have been put aside, the buyer should in all cases take down the numbers and material each garment is made from; also a good description. When a large quantity of any one style is ordered it is always advisable to have either a sample waist or a good large clipping of the material when order is placed to prevent disputes when goods are delivered; no manufacturer will refuse either, as anything to prevent unpleasantness is welcomed by the manufacturer. Return goods are a serious loss to him in every case.

Care in Ordering.

Always state plainly when goods are wanted, and if same are useless after this date, say so on the order. When goods arrive and have been checked for quantity, quality and price, they should at once be numbered, priced, and placed at the disposal of the head saleslady, whose duty it should be to have them properly displayed.

Displaying Waists.

We have always been surprised to see houses who spend many hundreds of dollars on large glass show cases, to display millinery, contented to supply their waist department with about ten cheap forms, and expect results therefrom. Many large firms do not realize the important factor the ready made garment trade has become, or better facilities would be provided for the display and sale of these goods.

Every style of waist should be displayed on tables with proper fitting figures for each and the stock of each particular style should be close at hand so that every shade and color should be found immediately when required by anyone in charge. The most expensive waists may be shown the same way, but in dust-proof glass cabinets.

The Saleslady.

The salesladies should be neatly dressed, and we have always found those who possessed a good figure and perfect fitting waist the most successful. Salesladies should always be attentive to their customers and when some sign of attention is shown a sale is usually the result. We know of one particularly high-priced saleslady who would if possible know each lady and in every case know her size, which is a most simple matter to judge. After a few days' fitting waists any one with ordinary intelligence should tell at a glance the size required. This lady would always produce the right size and if in doubt would say: "Your size is 38, is it not, Mrs. Brown?" Mrs. Brown was so pleased to know her wants were being studied that she would return to this department with pleasure when another garment was required.

Special Measurements.

When special measurements are required these should be taken by one person only and one who has received instructions from the manufacturer. This would prevent much dissatisfaction. A special book for this purpose should be kept containing style of waist ordered, color, price, measurement, name of manufacturer, name and address of lady it is required for, date of order, and date received.

An Order Book.

Another book containing all orders given, with full particulars, should be also kept, and all garments received should be crossed out so that the head saleslady can tell at any time whether a line is short or overbought.

ELRICH & CO. REORGANIZED.

THE death of C. G. Elrich, which took place recently, has taken from the list of our manufacturers one of the first to introduce the manufacture of horn combs in Canada. He was the senior member of the firm of C. G. Elrich & Co., of Toronto, and manufactured horn combs in Aberdeen, Scotland. Coming out to Canada in 1885 he started the factory, of which he was the head in Toronto.

The firm of C. G. Elrich & Co. is at the present time the only one manufacturing these goods in Canada, and those in the business who are qualified to judge claim that the goods which they turn out, both in quality, style and finish, are equal to the best foreign manufacture.

Since Mr. C. G. Elrich Sr.'s death, his son Mr. John Elrich, who has been with his father since the inception of the business, and who is practically in touch with all the different branches of the trade, has taken full charge. The business has also been thoroughly reorganized, and the firm of George Ridout & Co., Manufacturers' Agents, have taken over the selling privileges.

Those who have personally known the late C. G. Elrich will long remember him for his sturdy honesty and candor in business: and those closer to him in life will miss the kind-hearted and thoroughly staunch friend.

MR. WHITFIELD TAKES IN A PARTNER.

Mr. Whitfield, formerly of 34 Lemoine street, who is well known in Montreal, has recently taken into partnership Mr. Reg. Mayall, of Liverpool, Eng., the firm now being known as Whitfield, Mayall & Co., with offices and showrooms at 14 Place Royale. The dry goods branch is under the control of Mr. T. Richmond, who was for some years in charge of the hosiery department of Hudson, Smith & Co., Limited, Hull, England. This branch is being considerably extended and they are making arrangements to represent in Canada several British and foreign houses for hosiery, underwear, laces, silks and novelties, ladies' belts, etc., etc., and hope soon to be in a position to show a complete range of samples. They are also manufacturers of special lines of toilet powders which already have a large sale throughout the country.

ADVANCE DESIGN.



Dainty China Silk Waist

Trimmed with four rows of Mexican Stitch down front, and four clusters of five tucks each. Yoke effect of Mexican stitch. Silk ornaments on shoulder. New two-piece sleeve with Mexican stitch and tucks. Fancy collar and cuff. Back made with yoke effect of Mexican stitch, and two rows of Mexican stitch and tucks running up and down. Above waist can be seen in our travellers' samples 1st January, with six other beauties at popular prices.

Tooke Bros., Limited

MONTREAL.

ORIGIN OF ALPACA AND MOHAIR IN GREAT BRITAIN

THE name of Salt will be for all time an honored one in the west riding of Yorkshire, and a native of that part of England will always be eager to talk of Sir Titus, and of the wonderful model town he built on the banks of the Aire, and to which he gave a combination of his own name and that of this lovely moorland stream; lovely in spite of all its pollutions—Saltaire.

The wild moorlands and bleak hillsides of this part of Yorkshire have always fed a large number of sheep, and Yorkshire wool held much the same position in the middle ages that Australian wool does in our day, so that it is no wonder that many of Edward III. colony of Flemish weavers, which he settled in Kent should soon find their way north into the West Riding of Yorkshire; for besides the wool, the swift flowing moorland streams, furnished water power for the fulling-mills. Soon every lord of the manor had his fulling mill, and many are the squabbles and disputes about that that are unearthed from old records.

From Edward III. time, dates the home weaving industry, in that part of Yorkshire, and even until well on in the early years of the nineteenth century almost every cottager and small farmer was a woollen manufacturer in a small way. So important and wide-spread was this practise that many laws were passed to encourage this industry.



SIR TITUS SALT, BART.
The first man who made Alpaca.

Even now in some remote fold of the wild moorlands, there may yet be a stray hand-loom weaver left, for the writer well remembers being taken to see one among the hills that part the valleys of the Calder and the Aire.

The house was typical of the district -all stone where stone could possibly be used—stone walls, stone roof, door sills, and window sills, floor. Even the stairs up into the chamber above was of stone. In one corner was the four-post bed, with its blue and white checked hangings, and the wide open grate with its white hearth and shining steel fender took up nearly the whole of one side of the low-ceiled room. In an inner room was the loom with its tangle of harness, and large shuttles, where the head of the house plied his trade.

Titus Salt was born at Morley in the very heart of the cloth-weaving district of Yorkshire in the old manor house still sanding, in 1803. His father was then a farmer, and perhaps he too manufactured cloth in a small way, also; but if he did not, he was sure to have plenty of neighbors who did so, and so Titus Salt must have grown up as it were with the trade, and no doubt it was here that he gained his first knowledge in the manipulating of wool that he afterwards turned to such good account.

Daniel Salt, the father of Titus, must have been a pushing energetic man, for when his son was old enough to take upon himself business cares, his father, who had gone into business in Bradford as a wool-stapler, had a good position ready for him.

That Titus Salt had a fair share of the proverbial long-headedness, and dogged persistence that Yorkshire people are credited with, is shown by the incident that first led him to start as a spinner and manufacturer. He became impressed with the possibilities of a particular kind of Russian wool, and as he could not bring the Bradford manufacturers to share his views, he went into business to demonstrate to them that he was in the right. And in this he was completely successful. This success probably gave him the necessary confidence in himself, to solve the much greater problem of how to use alpaca wool successfully.

Alpaca is the wool of a South American animal that is neither a sheep nor a camel. There are four varieties, of which, two, the guanaco and vicuna, are wild, and the llama and alpaca, are domesticated.

When the Spaniards conquered Peru they found the natives wearing beautiful robes made from the fleece of these animals, but though they brought some few alpacas into Spain they never attempted to make any use of their long silky fleece.

About 1832 a Liverpool firm of brokers had a quantity of this alpaca wool on their hands, and it seemed likely to stay there. How they got rid of it Charles Dickens tells in "Household Words." Dickens says: "This wool was a huge pile of dirty looking sacks, filled with some material which bore a strong resemblance to superannuated horse hair, or frowsy, elongated wool, or anything else that was unpleasant and unattractive. When these queer looking bales had first been landed, or for what purpose they were intended no one could say, but they seemed likely to rot, or fall to dust, or be bitten up for the particular use of family rats – for brokers would not look at them, merchants would have nothing to say to them, and manufacturers shook their heads at the bare mention of them. But one day a plain business looking young man, with an intelligent looking face, and a quiet reserved manner, happened that way, and his eye fell upon some of this superannuated horsehair projecting from one of the dirty bales. Our friend took it up, looked at it, felt it, rubbed it, smelt it; in fact he did all but taste

it, and he would have done that if it had suited his purpose, for he was 'Yorkshire.'"

Dickens says he took some of it home in his pocket, but it is more likely that according to the custom of the trade it was his handkerchief that he filled. Having tested it, in spite of his father's and friends' advice he astonished the owners by purchasing the whole consignment.

When he had succeeded in spinning this wool, his real difficulties had, however, only just begun, and he was a long time before he hit upon the proper method of weaving it, but when he at last succeeded in producing a fabric of matchless luster, and delicacy, he had the happiness of seeing the new fabric grow rapidly in popular favor, and mill after mill was occupied in making the new material.

In 1844 Queen Victoria sent him the fleeces of two alpacas that were kept at Windsor, and she was so delighted with the fabrics made from them that alpaca at once became the rage.

In the Great Exhibition of 1851 Mr. Salt not only showed many different makes of alpaca, but also of mohair. Mohair is the fleece of the Angora goat, and it is supposed to have been from this wool that the curtains and covering for the altar of the Tabernacle in the wilderness was made. This wool, thought evidently known in England in the 18th century, does not seem to have been much used until Mr. Salt began to make mohairs.

All mohair wool used to come from Asia Minor, but of late years Cape Colony has been a considerable factor in the trade, and the supply from these seems not to have yet by any means to have reached its full development.

But it is in connection with the town of Saltaire, the "alpaca colony," which Titus Salt built, that his name will be best remembered. And there is probably no manufacturing establishment, or social organization in the whole world better known than the works, and town of Saltaire.

It would take a whole number of "The Review" to describe the works and public buildings, the immense fac-



Old Manor House Morley—Birthplace of Sir Titus Salt.

tory, the 800 dwelling houses with their pretty gardens, the church, the schools and institute and park; the 15 almshouses, etc., all built and endowed by Titus Salt.

It would seem that the Bible maxim that to whom much has been given, much will be required, was never absent from the mind of this man, for besides his Saltaire benefactions, and his private charities which are known to be great, he gave away in his lifetime to various public institutions, no less than half a million sterling.

In 1867, he received the decoration of the Legion of Honor from the then Emperor of the French, and in 1869 Queen Victoria conferred on him the distinction of a baronetcy, and from that time on, the firm has been known as Sir Titus Salt, Bart., Sons & Co.

In the early part of 1876, it became evident that this useful life was drawing to a close, and on the 29th. day of



Angora Goat—The Animal that Supplies Mohair Wool

December of the same year Sir Titus Salt died at his residence Crow Nest. On January 6th, 1877, he was laid to rest in the church he had built in Saltaire, and his funeral will be long remembered in the West Riding, for over 100,000 people assembled in Bradford streets to see the funeral cortege pass.

Since Sir Titus' death many distinguished Englishmen have been presidents of the Salt schools, and a citizen of Toronto, Professor Goldwin Smith, holds the honor of having been the first president in 1877.

TRIALS OF TRAVELLERS.

A COMMERCIAL traveller from Montreal a few days ago passed the night in a hotel in Cornwall. About midnight he waked up with a feeling of cold and jumped out of bed on a still hunt for an extra cover. No sign of any being about the room he opened the door and cautiously peeped out. All was still, but down the corridor a light streamed through a partly opened door. Out he slipped, crep hastily along the silent corridor, found the room empty, grabbed the clothes off the bed and, quick as a wink, was back in his own nest with the commandeered blankets piled cosily atop. Next morning at breakfast the Montrealer overheard a most indignant man tell of "such a curious thing happening last night." He had left his room for just a minute to see about getting some more bed clothes, and when he came back his bed was stripped, and no sign of any one about anywhere. And the Montrealer looked his sympathy and kept his face as long as his own arm.

THROUGH A MODERN WHITEWEAR FACTORY

AN invitation was recentelv given me to visit a modern whitewear factory after the lights were lit. The factory I was wanted to see was specially built for making ladies' and children's cotton clothing by strictly modern methods, and every device that can simplify and expedite the work has been introduced.

In the modern factory everything goes as it were by clockwork, and the manager is the man that keeps the machinery wound up and everything going. The old saying too, "a place for everything and everything in its place" is forcibly impressed on one by the methods employed here.

The particular factory which I visited is a large and imposing building. As you enter from the street by a wide and handsome entrance, through large doors of polished wood and plate glass, you turn to greet a lady standing by the door, only to find that it is a lifelike wax figure wearing a linen costume that is to be the "latest" when Summer comes again.

The first thing that strikes you is the sense of space—the lofty ceiling and the spread of the windows. This is not confined to the office flat, but it is the same all through the building. There are no dark corners in this factory. Another thing is the Summerlike state of the temperature, all over the building, 70 degrees being the regulation temperature and the high ceilings make ventilation perfect. No hum or vibration of machinery is felt or heard as the floors are extra strong and designed for this end.

The central part of the entrance is used for the sample room, but fittings are not yet complete. On this floor too are the general offices, and a cosy separate office for each member of the firm.

To enter the factory proper you must mount a wide stair, which as well as all the floors in the buiiing, is of oiled wood. This staircase, as well as all the lavatories, etc., coal bins, engine room and anything that will make a dust, or raise a smell, are outside the enclosing walls.

It was a pretty sight to see the long rows of girls at their machines, each with an individual electric light bulb that can be moved in any direction, so that it will throw the light where it is wanted, on the work.

"We are quite proud of our girls," said the member of the firm that acted as cicerone, "and think our employes are above the average. Just cast your eye on those faces and see if I am not right?" And I was bound to admit the fact. One end of the large workroom was separated from the rest of the room, by a glass partition, in which were two wickets—the one for giving out the unmade, and the other for receiving the finished work.

On going behind the examiners, whose business it is to detect imperfections, were seen intent on their work. At another table girls were threading pretty ribbons in the various pieces and tieing them in dainty bows. To the side was a table with machines for special work—buttonhole making and fancy stitches, etc. One of these machines was for sewing on buttons. Now, sewing on buttons by ordinary methods is tedious work, as everyone knows, but here we have a machine that sews upwards of 7,000 buttons on in a day, and good and firm, too—for the writer tried to pull one off, and it not only sews them on but it cuts the thread and ties the ends as well.

The garments to be made are given out in bundles, and are made by what is termed team work, that is, each girl does a certain part. This is a much more expeditious method than if one girl began and finished the garment.

When finished, examined and buttons and ribbons are all in place the bundle is thrown into a chute, which takes it to the pressing room; but we go up to another flat before following it there.

On the top flat is the stock and cutting room, and here was seen a novel machine for cutting out, or rather sawing out, garments, that was worked as all the other machinery in the building is, by electric power. When the writer saw it 250 skirts were being cut out, and that was not the limit of its capacity. The cutting was accomplished with great rapidity, and the edges were as clean cut as a die—not a shade of difference between the top layer and the lowest.

Laying the cloth ready for cutting seems to be an operation that takes considerable time, but on their longest table this firm is putting a traveller that works backwards and forwards and so expedites the work.

After cutting, the trimmings are added. And there is no time lost looking up the trimmings either, as each kind has its number and box, and the bundles are made up ready to be given out on the floor below.

In the pressing room each girl has her own table. And the girls are placed back to back "so that they can't talk," the writer was laughingly informed.

Each girl has her own iron connected with a gas tube and by a new device the gas is mixed with air, and a great saving effected. She has nothing to do but go staright ahead as her iron is always clean and ready.

Such a pile of dainty whitewear was seen here, all white, smooth, and folded so as to show up to best advantage, for it is attractiveness that makes the sale, though it is good fit and finish that keeps the customer.

On this flat the boxing, shipping, etc., is done, and passing on we came to what was the most interesting feature of this factory, as it evinced the kindly thought and care that was taken for the comfort of those who worked there.

"From our first beginning business we have always taken a great interest in our girls, and when we built to suit ourselves we were enabled to show our interest in

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WAIT

THE AMERICAN SILK WAIST TRADE MARK MONTREAL

There is money in it.

Our travellers will call upon you with the largest variety in **American Fashion, American Make** and **American Finish** of Silk Waists, Silk Coats, Silk Dress Skirts and Underskirts, also Fancy Cotton Waists and Cloth Skirts.

THE AMERICAN SILK WAIST Co.

30 St. George St., MONTREAL.



Spring and Summer line now ready.

Larger and better than ever before.

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THE SMARTEST OF DESIGNS IN THE MOST PERFECT SHAPES

Buy Direct From the Manufacturers



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LONDON, ENGLAND.

SOLE REPRESENTATIVES FOR CANADA.

Messrs. E. A. Cuffe & Co., 67 Yonge St., TORONTO

a practical form, so we planned this lunch and sitting room for them," remarked a member of the firm to me.

The bright airy lunch room, like all the rest of the factory, was clean as a new pin. The tables had white covers, and were set with neat tableware ready for the next meal, while the dining chairs were of a comfortable pattern. A cook was in attendance, and tea and milk—and good tea, too, is provided at one cent a cup. The tea I had the pleasure of tasting. Preserved fruit and hot vegetables can also be had to supplement the cold lunch brought from home.

Behind the lunch room is a sitting room with rockers and easy chairs, and the beginning of a library, and conveniences for writing, etc. Over the open grate was a neatly framed picture of one of the girls who had been with the firm since they first started business, and whom they greatly valued.

While the writer was finishing her tea, a bell rang, and section one, for with such a large number of girls some system has to be observed, was heard approaching with hurried steps and much laughter. The younger girls rushed in first, while the elders came more sedately, and soon a merry party was seated around each table, for they were working overtime that night.

Housewives often wonder why servants are so scarce, but as factories of this class multiply, where every care is taken to provide for the comfort, health and safety of those employed in them, if other points are equal, it seems likely that fewer girls even than at present will be willing to take up domestic service.

Eight years ago the particular firm whose factory I visited, started business with only 15 machines. They now have a large staff of employes to perform what they then did with their own hands and the experience of this firm is the experience of most other Canadian firms.—L.D.

WHITEWEAR.

SHORTER HOURS IN THE WHITEWEAR FACTORIES.

PARADOXICAL as it may seem, it is said that the scarcity of skilled labor, and the great demand for the same, may be the cause of shorter hours in the whitewear factories in Toronto.

One large manufacturing establishment is closing up its factory after January 1st at 5 o'clock in the evening instead of 6 o'clock. This, it is hinted, is being done with the purpose of attracting employes, and one at least of the other large firms is seriously considering the advisability of following suit.

Those who are familiar with the practical working of one of these factories will readily see that this early closing need not necessarily make the output smaller.

Managers of these establishments find discipline harder to enforce between 5 and 6 than any hour of the day, as the girls are beginning to be tired, and a little extra effort on the operatives part, in the earlier hours of the day, will easily offset the loss of this one hour at the end of it. This the girls will be inclined to accomplish as it will mean a curtailment of their wages if they do not.

In support of this view the instance can be cited of a manufacturer who some years ago had a large stock of goods that he did not want to job off and wishing to curtail his output without losing his hands he cut down the working days to four in the week, when to his surprise he found that the output was just about the same as when the longer time was worked. The truth of the matter was that the operatives having been used to a certain wage, made an extra effort to maintain it, and were enabled to do so by the fact that they had two and a-half days' rest out of the week.

It is generally conceded by heads of firms that when overtime is worked, except that it helps to complete an order by a certain date, and so satisfies customers, it is of very little practical benefit either to the firm or the employes.

An operater can only do a certain amount of work, and if she works two or three hours overtime for two or three nights a week, there is a very perceptable lessening of the work she turns out in the day.

The whole tendancy of modern methods is towards shorter hours and more intensified work in those hours, that is, within certain bounds, and perhaps we shall see five instead of six fixed as the general hour for closing work in the whitewear factories before long—at any rate the experiment is in a fair way to be tried.

A SUCCESSFUL BANKER

By C. A. C.

MR. H. V. MEREDITH, after nearly forty years of active service in the Bank of Montreal, has been promoted to the important position of Assistant General Manager of that prosperous institution.

His career has been one of steady progress, and he may be described as a man who has constantly grown from his earliest beginnings. Mr. Meredith would have made a success at any business. One would only need to look at his strong face to feel that you would gladly invest your earnings in any institution over which he had control. He is personally a model of refinement. He is fond of sport and athletics of all kinds, riding, golfing, fishing and shooting; and his splendidly proportioned figure is noticeable in all the events of importance from time to time. He believes firmly in the sound mind and a sound body.

Alert, keen and absolutely exacting in the details of the bank, he is a distinct antithesis outside, where his free, pleasing and generous personality have made him a favorite with all who know him.

His earliest appointment was as accountant at London, Ont., afterwards becoming accountant in Montreal, later assistant inspector at the head office, following assistant manager, and then manager at Montreal, and more recently assistant general manager at the head office.

Mr. Meredith has a hobby of gardening and is most devotedly fond of animal pets. He has one of the most beautiful private residences in Montreal, which is at times a brilliant scene of intellectual and social gatherings.

He is fond of art, and is one of the Councillors of the Art Association. He is a director also, of the Standard Life Insurance Co.

Mr. Meredith is so unassuming that it was difficult indeed to induce him to permit this short sketch about himself. But he is now a public character and hundreds of our readers do business with this great bank and are interested in knowing something of the men at the head of it.

Something might be well said regarding the magnitude of the banking institution over which Mr. Meredith is second in command. The Bank of Montreal is the third largest banking institution in the world, and the president, Right Hon. Lord Strathcona and Mount Royal, G.C.M.G., is one of Canada's princely benefactors. It was on Monday, November 3, 1817, the Bank of Montreal opened for business in the building of the Armour estate, situated on St. Paul between St. Nicholas and St. Francis Xavier streets. To-day they have a new structure on St. James street unsurpassed for beauty, in the world. The paid-up capital then was $350,000, which stands out in vivid contrast to the capital of to-day of $13,379,240. The first president was Mr. John Gray and the first cashier was Mr. Robert Griffin.

On January 1st, 1858, the system of decimal currency was adopted in Montreal. Previous to that date the bank books were kept in what was styled Halifax currency, L.S.D., one pound being valued at $4.60. In January, 1859, the Montreal branch was established as a distinct and separate business from the head office, Mr. J. H. King being appointed as first manager. The designation of chief officer of the bank was changed to that of cashier and then to that of general manager. In the year 1862 Mr. David Davidson was the general manager. In the following year the bank was appointed bankers in Canada for the Canadian Government. In January, 1893, Mr. E. S. Clouston, being general manager at the time, became their financial agent in Great Britain.

Mr. Meredith is distinctly the type of the efficient management throughout.

The board of directors need only to be mentioned to indicate the dignity and tone of such an institution. These include besides Lord Strathcona: Hon. G. A. Drummond,

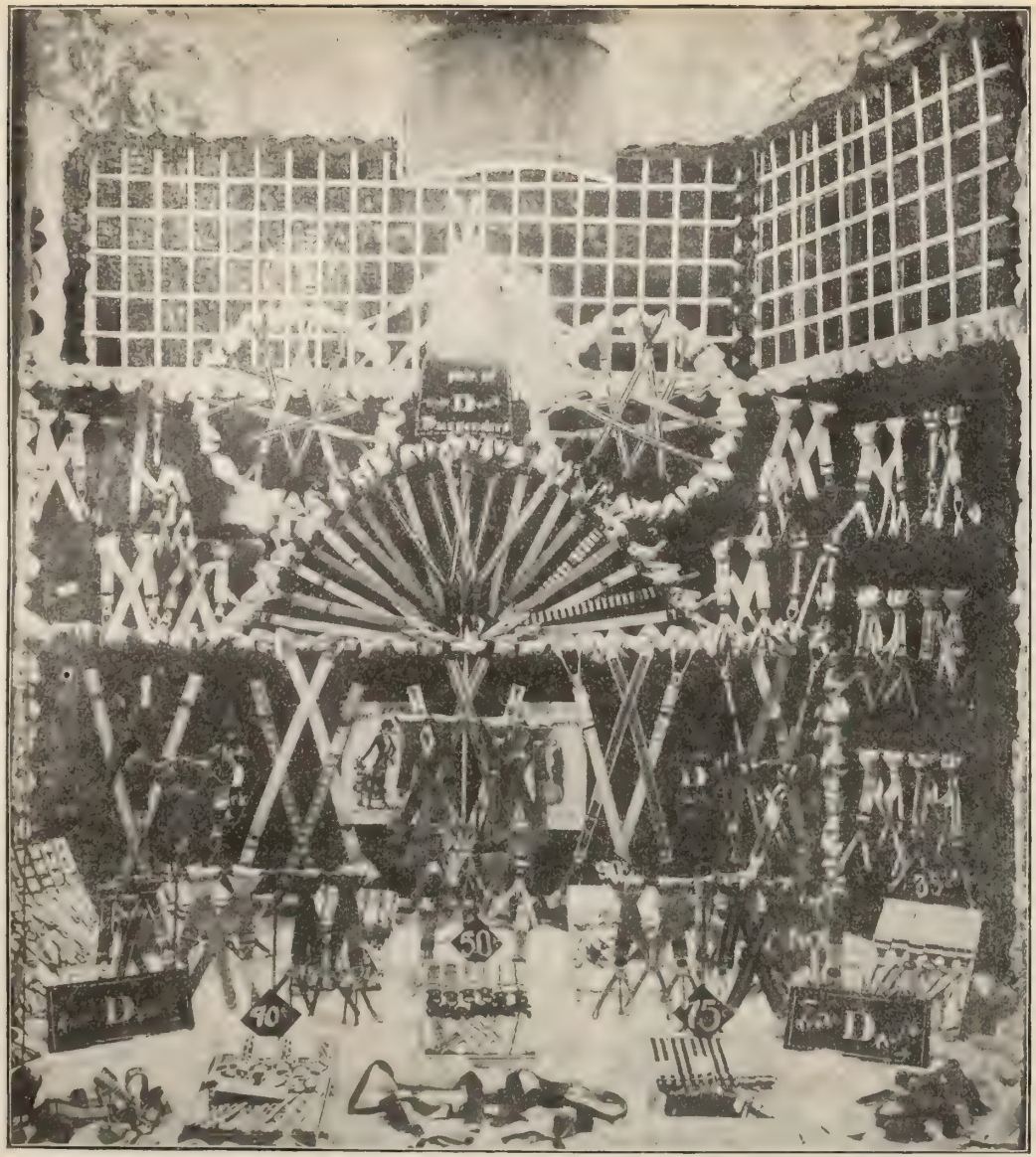


MR. H. V. MEREDITH,
The Recently Appointed Assistant General Manager of the Bank of Montreal.

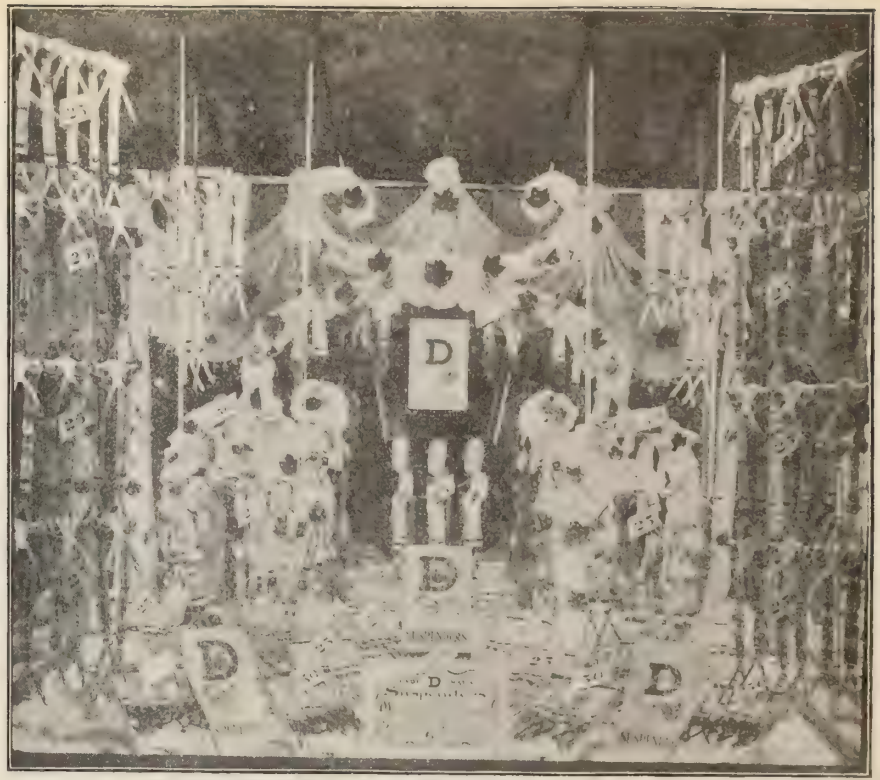
vice-president; A. T. Paterson, Esq., E. B. Greenshields, Esq.; Sir Wm. A. Macdonald, Esq.; R. B. Angus, Esq.; James Ross, Esq.; Hon. R. G. Reid, Esq.; Hon. Robert Mackay.

BUSINESS MEN AS TEACHERS.

THE courses of study in the Willis Business College, Ottawa, appeal very forcibly to the good judgment of business men, as it is the policy of Principal Willis to engage as teachers only men and women who have had practical business experience in their specialties. Experienced bookkeepers teach bookkeeping, arithmetic and correspondence; experienced stenographers teach shorthand and typewriting, expert penmen teach writing. The graduates of this modern, vigorous, and progressive institution, as the result of this practical instruction, are able to do first-class work, and are in demand amongst the business houses familiar with the merits of the school.



1st Prize—Won by R. W. Watson, with The G. D. Scott Co., Limited, Nanaimo, B.C.



2nd Prize—Won by Will J. Keeler, with D. C. McDonald & Bros., Guelph, Ont.



3rd Prize—Won by Wm. L. McRae, with James Kelso, Campbellton, N.B.

WINNERS IN THE

WINDOW DRESSING COMPETITION

CONDUCTED BY

THE DOMINION SUSPENDER COMPANY.

FEATURES IN STAPLES

WHEN raw cotton reached about 12 cents on December 1st, there were a few who confidently believed that a decline was in sight. But against those few was ranged the opinion of those in close touch with the market, that an advance rather than a decline was coming. On December 2nd the price for spot cotton was 11.95. The next day about noon the Government report was announced, and although the general estimate was for little over ten million bales, and the Government report placed it at a very few thousand less than ten million, the instant the figure nine was announced, there ensued a wild scramble of buyers and cotton rose on some months 68 points in a few minutes. Later it sank to 12.45. The following day it was 12.65 and from then until the 17th the price wavered between that point and 12.25. Then strong cables and poor weather reports "bulled" it up to 13.20 in three days. A drop on the 22nd was followed by a "bull" movement and the price went steadily up until on the 28th it reached 14.10, the highest but once in 28 years. The market of the 29th was the wildest that has been known on the exchange. A couple of advances of 60 or 70 points were sandwiched in between as many and as strong drops, the price at night being down to 13.70. At the time of writing there is no indication of what will happen within the next week. That there will be excitement seems evident and from the ease with which the bulls have controlled the market for six months, chances appear to be in their favor.

• • •

That the present prices are a result of clever manipulation is true to a great extent, but that it is also caused by existing conditions in the new crop is just as true. The crop is short—800,000 bales less than last year, and over a million and a half short of the estimated demand. The speculator knows this, and realizes that over his head hangs a sword that is held by the "bull" party. Sully, Price and Brown were clever enough six months ago to anticipate a shortness, and fortunate enough to be aided by a still smaller crop, and a nervous bear party. Careful calculation, unlimited capital, conspicuous daring and good fortune, have assisted the "bull" operations, and one success makes the next one easier. In the handling of the "corner" they have shown consummate skill. A reaction is allowed, a quick advance soon shows their power, and the "bear" party is frightened into helplessness. It is felt by many that the "bulls" have restricted the supply, and can thus ask their own price. If this is so there will be a reckoning some day, when the crop held back is thrown on the market. Demand will lessen as the price advances, and the curtailment of the mills will have a further effect. The cotton mill owners are perfecting an agreement to curtail production, and if this is completed and adhered to cotton must come down, but whether sufficient to greatly effect prices in cloths is another matter. At the present demand a crop of over eleven and a half million bales would be necessary to bring prices to last year's figure. During the month of December, 1902, cotton varied from 8.50 to 8.85, while the past month has seen it up to 14.10 and not once below 11.95.

This flurry in prices has worked havoc with price lists. In an editorial the prices at the middle of December are compared with those in force last March, but since the former date all those quotations have been withdrawn, and where provisional new ones are issued there is a further advance. For over a month the merchants and the Montreal Cotton Companies have issued no regular prices, but have taken orders, the prices for which will be quoted only from the mill. On the 18th the Colonial Bleaching and Printing Co. withdrew all prices, and on the 28th the Dominion Cottons Mills Co. did the same. Provisional quotations are given which advance all lines of bleached shirtings a quarter of a cent, cambrics a half cent and ducks one and a half cents. The wholesale houses are buying from hand to mouth, and have very little idea what prices will meet an order. There is not one settled quotation out, nor will there be for weeks to come. No matter which way cotton goes it will be unsteady. On December 18th cotton laid down in Montreal cost 13.90 and on December 28th had advanced to 15 cents. On December 4th advances in cloths were made all around, and a few more were added at the middle of the month, but as these have since been all withdrawn, they are of no interest save as given in the editorial referred to.

• • •

The London wool market remains very strong, influenced solely by the difference between the supply and the demand. It may seem a peculiar feature of the market that high class wools have advanced very little in price, but a simple explanation is that there is none of it to be had, and the price is only nominal. Another reason is that prices for these were at a very high level last year, almost up to that of 1899 the boom year; and still another is that the demand is decreasing yearly, as the modern machinery works up a lower grade into a presentable cloth. The latest Shelbourne reports state that receipts are much less than last year and prices remain firm. The feature of the market is the demand for the good average wools. The receipts of wool at Shelbourne from June 30th to October 30th were 31,000 bales less than last year, but this is partially accounted for by the lateness of shearing this year. The carryover from the London sales was the smallest in the past ten years. The average price of a bale of greasy wool in the first sale of a certain company for the past ten years is:

Year	£	s	d	Year	£	s	d.
1894	6	11	1	1899	12	12	10
1895	5	1	3	1900	6	3	3
1896	9	17	3	1901	8	11	10
1897	8	6	6	1902	9	8	1
1898	8	19	9	1903	10	15	6

WADDING STILL HIGHER.

A FURTHER advance is reported in the price of cotton wadding by N. Henderson & Co., selling agents for the Dominion Wadding Co., Montreal. The advance amounts to about 10 per cent. Prices are very firm, and further advances may be expected. Prices now quoted are as follows

	Bales	Cases	
BATTING—			
North Star	14	15	cents per pound
Crescent	13	14	"
Pearl	12	13	"
Made in 4 6 8 12 and 16 oz rolls			
WADDING—			
Black A		B	
	26	22	cents per pound
White XX.		X	
	32	26	

*Made in 1 and 12 yard pcs also in 2, 3 and 4 pound to the 12 yard length

The above prices took effect on December 21. They are subject to change without notice.

Wholesale Millinery

COMPARE VALUES

Every line in our magnificent range of Samples for Spring and Summer season will bear the most thorough comparison.

Our values have been found right by a large number of the Millinery buyers of Canada who have already placed substantial orders with us.

Our Representatives will call upon every dealer in Millinery Goods in Canada. Those who have not as yet placed orders, we would respectfully request to kindly reserve same until they have had an opportunity of inspecting our samples.

The D. McCALL CO., Limited

DEBENHAM, CALDECOTT & CO.

MILLINERY.

STRAW GOODS,
FLOWERS,
CHIFFONS,
MILLINERY TRIMMINGS,

Also a complete stock of Staple and Fancy Dry Goods.

Note.—We are opening up a Trimming Room in February to receive Millinery. Our trimmed goods we expect to have by the first week of February.

70½ St. Joseph St.,
QUEBEC.

18 St. Helen St., MONTREAL

The Canadian Millinery Review

Spring Trade Forecasts



N the wholesale millinery houses preparations are begining to be made for the Spring trade. Staple lines that have been sold earlier in the season are now being shipped, and buyers are paying visits to New York in quest of the latest novelties. Buyers who are acting for Canadian houses in Paris and other centres are preparing to return, bringing with them the latest ideas from Europe. Of course it is hard to predict just what will be the novelties; ideas of what will be the leading styles are as yet vague.

• • •

It would seem that the seasons are lengthening and that the trade for Spring and Fall is not crowded into such a short time as formerly. The last few seasons have been very satisfactory on the whole and everything points to another good season.

THE READY-TO-WEAR HAT.

THE "ready-to-wear hat" is a factor that must be reconed with, in catering for the Spring trade. As this is a hat that is designed specially with the object of rendering them becoming to most faces, and as the greater part of the work on them is done by machine, they are put on the market at a price that is within the reach of all purses and most millinery departments find it profitable to carry a good assortment of this class of hat.

This kind of hat has been well received by the trade for Spring, but for the past month a little slowness has been experienced.

Just at present straws are in the ascendent, rather than the chiffons, nets and other airy fabrics. Checked straws in black and white, blue and white, red and white, etc., are decidedly favorites for early Spring.

THE SYNDICATE CARD.

WHILE of course the colors on the Syndicate card furnishes no clue as to what will be most en evidence in the Canadian trade, as it expresses the Parisian idea it is always of interest here. One feature of the card is the many tones of one color, and this would seem to point to shaded effects rather than the combination of separate colors.

Greens have a strong representation. At the present moment a bright emerald is being very much worn, both in Paris and London. The series is made up of two distinct types, one in pale reseda greens and the other on the emerald order, shading through hunter's green to a very deep rich tone.

Champagne tones are very strong, and they come in pinkish as well as the duller colors that shade into mode.

When the fact that Paris favors grey is considered it is not surprising to find such a long list of greys on the card and that their position is so prominent. The tones in this color are medium rather than light.

The soft pretty grey called mole is likely to go for the very early trade. This is a soft, warm shade with a deal of brown in it.

Mauves again have a prominent position on the shade card, but mauve seems in this country to be looked upon as a doubtful color.

Fuchsia shades are again on the card. Bluish greens are one of the ranges. This class starts out with pale turquoise, and there are three more following on the same order.

Nearly at the end of the card are a pretty series of blues, and bluets in three shades make up the card.

Browns are extremely well represented and there are pinks and also yellows.

OSTRICH PLUMES FOR THE SPRING HATS.

A GOOD deal of confidence is expressed in the use of ostrich plumes for trimming the Spring hat. It is the colored feathers that are expected to take rather than the blacks and whites. Not that blacks and whites will not be worn, but colored plumes will lead. Though some long plumes will be seen on some styles of hats, the tendency seems to be towards the demi-plumes and the shorter tips. Bonnet tips will be particularly in evidence. These will often be converted into an aigrette by the addition of an osprey. By the way, it may be mentioned than osprey is likely to rule dearer, as owing to the great demand in other markets the price has jumped 50 per cent.

LACES AND NETS.

LACES are in such a wealth that they must be going to be used very liberally on the Spring hats. First in popularity are the silk yeek-fibre silks, I suppose, I should call them. There are any number of handsome patterns in this kind of lace, and there are bands, galoons, separable motifs, etc. Lace all-overs are also well thought of for use on Spring millinery.

Some lovely bands of Oriental lace have insets of imitation Teneriffe. In net top laces some handsome patterns, with the pattern in egg-shell and the popular button effect, are showing.

Chantilly laces and light laces of kindred makes are well shown. There is a wide collection of Escurials, both in black and white, and in galoons, motifs and all-overs.

The greatest novelty in laces, however, yet shown is the new Plauen laces, with linen insets. These insets are in different pale colors such as pale blue, pale green, champagne, etc.

Pleated and ruched chiffons are to be quite a feature for the coming season. Everything points to a large degree of light, fluffy styles, and these pleatings will not only be used on hats, but for stole effects and as dress trimmings as well. Vandykes and scallops are much oftener met with than the straight edge.

The embroidered chiffon galoons are again brought out, and in some very rich and handsome patterns. These are particularly noticeable in champagne color.

For the high-class trade colored laces are in evidence, and in a totally new form, for the ground is in canvas weave and the pattern is of taffeta appliqued on to the ground.

SPRING MATERIALS.

THIS is going to be a season such as milliners like, as there is a wealth of materials in both novelties and in well known millinery fabrics.

This will be good news to the milliner, as it gives her an extended sphere in which to show her powers of manipulation, and adds greatly to the interest taken in her work. Chiffons and malines have been sold in immense quantities.

"Don't know what they are going to do with all that they have bought" said the buyer for one house. "We repeated our first order and then had to repeat our repeats," said another.

Soft panne, and mirror or couche velvets will be used in touches, and for covering frames, etc. This is a pretty fashion that milliners cling to, as nothing accentuates the light, airy appearance of net and chiffon like these touches of velvet.

Cloth of gold, and nets, both of fine and heavier cord with gilt or silver interwoven, are expected to be much used in millinery, but the gorgeousness of these materials is toned down by the drapings of chiffon and net, and it is only a sheen of the gilt or silver that shows through. Many of the laces have gold introduced in the patterns, and this is particularly the case with the silk yaks.

Gold is sure to be featured largely in millinery, but not in large masses; it is just the hint, and the milliner who is inclined to be liberal with it must remember that in such an overpowering material, the slightest touch too much vulgarizes the effect, and that the glittering laces, nets, etc., require to be very judiciously used.

Although jet and jetted effects fell off so completely at such an early date last Fall, the present indications point to a good deal of jet being used this Spring. Jetted bands, crowns, etc., and bands of jet in combination with straw, and also straw and gold, and straw and silver are shown.

Jet ornaments, particularly in leaf and flower motifs are good. There are some lovely things in printed and jet and either silver or gilt embroidered chiffons. Thus a black chiffon will have a white pattern printed over it and this pattern will be outlined with jet and either gold or silver. The effect is very rich and striking.

Embroidered straw bands in both black, white and colors, and with and without the introduction of gold or silver are very much in evidence; as also are crowns embroidered in the same manner.

In ornaments it is said that steel, and steel and gold will be the leaders.

For the early Spring trade fruit is much spoken of, and in certain classes of trade violets and lilacs are expected to be good.

Foliage seems so far to be expected to be a leading feature on Spring hats and foliage brims, foliage crowns, and maybe even whole hats of foliage will be seen; in fact the trade may confidently bank on the part that foliage will play in the season of 1904.

Unmounted roses, and the long stemmed flowers that were so successfully used last season will also be a feature this year again.

RIBBONS.

MILLINERY ribbons for the coming season are all in soft makes and in the wider widths. Soft louisenes, satin taffetas, taffetas Duchesse, etc., are shown. These are all in the plain ribbons. Fancy ribbons do not appear to be expected to take any prominent place in the Spring season. Of course it is early to say with any confidence what is and what is not, but fancies do not at present show any strength.

Velvet ribbons, both in black and colors are altogether likely to be a popular feature on Spring hats.

The newest ribbons for Spring are the linen ribbons. These are in the popular voile weave and are shown both in the plain ribbon and with the coin spot in gold.

STRAWS AND SHAPES.

FANCY straw braids are very much in vogue for millinery purposes, and are in all the wanted colors as well as black and white. Preference this season is given to soft, pliable, bright, satin finished straws; but the dull finished straw braids will also be used.

Just what the shapes are is still difficult to say, and buyers are very cautious about favoring any style. Large hats, however, but not too large, and moderate crowns, are expected to be about right. Tricones and modifications of the military shapes are also expected to take.

Novelty crowns are in evidence and the crown that goes lengthwise is pretty prominent. When a hat has this shaped crown the uninitiated invariably takes the side for the front of the hat.

TRADE SALE OF BIRDS AND PLUMAGE.

A TRADE sale of birds' plumage for millinery purposes was recently held in the salerooms in Mincing lane, London. The feathers come from all quarters of the globe, but the bulk apparently are from the Malay Archipelago, Australia and South America.

Beauty and rarity are remarkable features. No less than eight different kinds of birds of paradise were in the collection, and there were thousands of humming birds in many varieties.

Spring 1904

S. F. McKinnon & Co.

LIMITED

Wholesale Millinery and Cloak Manufacturers

Millinery

Our Travellers are on their respective routes with a full line of

Spring Millinery Samples

INSPECTION INVITED.

Cloaks

AND

Skirts.

The Range we are showing excels all previous efforts.



TORONTO WAREHOUSE

S. F. McKINNON & CO., Limited. Toronto, Montreal, Quebec. London, England.



Millinery

Spring 1904

Stock——The very largest
Styles——The very newest
Quality——The very best
Prices——The very lowest

NOVELTIES

Our Specialty—Prompt attention to all inquiries and letter orders.

Caverhill & Kissock

Quebec Ottawa Montreal

Spring 1904

Ladies' Straw Shapes and Ready-to-Wear Hats.
Flowers, Feathers, Ornaments, Chiffons,
Laces, Fancy Trimmings, Mechlins,
Tulles, Nets, Crapes, Grenadines,
Ribbons, Silks, Veilings.

Millinery Accessories

We have in Stock

Everything in the Millinery Line.

Caverhill & Kissock

Quebec Ottawa Montreal

Lovers of birds would be pained to see the numbers of cuckoos, kingfishers ,parrots, owls, and hawks, etc.

Some idea of the magnitude of the trade may be gained by the fact that these sales extend over a week, and last for six hours daily.

Whether women will ever be brought to realize and discourage this persecution seems doubtful. Perhaps some good would result if some discrimination and restraint was exercised in the choice of the feathers worn, for if only the feathers of domesticated birds were used, a very real amount of good would be done.

In buying ostrich feathers, a great industry is being encouraged as there are large ostrich farms in South Africa and there are beginnings of this industry in the Southern States.

———

HATS AT THE NEW YORK HORSE SHOW.

MILLINERS who are now beginning to turn their thoughts to preparations of Spring lines will be interested in the report of an expert as to what was the kind of head-gear worn by the fashionable crowd at the New York Horse Show.

One of the most fashionable shapes was the small torpedo turban, but as this is a very trying style to most American faces, it is not likely to be generally worn.

Madame Wiehe, the little French actress, looked charming in one of these hats. It was entirely of sable and had for its only trimming a row of dahlias at the left side.

The larger sizes in this shape, although not so smart, are more generally becoming. The picture hats worn were not of very large size.

A black hat of beaver was caught up at the left side, and had the crown entirely covered with white gardinias. A black cavelier shape was trimmed with a large white ostrich plume laid on the edge of the brim.

A black had of similar shape worn by Mrs. Vanderbilt, was trimmed with a wide band of gold galloon and caught up on the left side with white wings.

With a black vlvet costume Mrs. Alfred Vanderbilt wore a large box-turban of black net. The brim made of pleatings standing up and falling down, and running through the centre ran a row of tiny pink roses.

The black picture hat with white plumes was very much worn by the leaders of smart society.

A new color that is neither mauve nor pink was much seen in both fur and silk beavers.

Pale blue hats were worn either with white or gowns to match. Blue was more worn than pink, and a few red hats were also seen on the younger women. Brown hats were worn with brown costumes and generally had as trimmings a touch of yellow.

Mole grey is another of the colors worn by a number of prominent women, and a new green that is brighter than hunter's green. This color was seen in two shades the more vivid of which was much used to trim black hats.

Gold was worn by every well-dressed woman in some form or other, and there were gold bands gold epaluettes, gold cockades, and gold cords and buttons on the hats.

The tricorne is a shape that lends itself well to gold trimmings, and there is a new military turban that is worn with gold bands and a colonel's aigrette and with the pompon made of gold.

A few white tulle toques glittering with gold and silver wer noticed.

Picture shapes and turbans were principally worn, and only a few poke shapes tied with strings were seen.

There were both high-crowned, low-crowned, and crownless hats worn, and where a white picture hat was seen it had a colored plume.

The " baby hat " is the latest fad of society women, but is certainly not suitable to all ages. Some of the wearers were very amusing in these hats.

———

RIBBONS FOR SPRING.

THE fashionable neck ribbons are far narrower than formerly: the widths being 36 lines and 42 lines.

These will be largely used with the turnover stock collar which will be very fashionable during the coming season. In the narrow ribbons soft makes will be all the fashion: such as Duchess, Liberty and taffeta makes.

Baby ribbons will run on narrow taffetas, moires, and soft satin makes.

The French syndicate card colors show no important change for the coming season, and the opinion is that the staples, whites, blues, pinks, etc., will be most in demand. There does not seem to be any prospect of an improvement in the demand for black ribbons, though the narrow colored velvets which are still fashionable, show a fair amount of blacks. The fancy ribbon trade is not encouraging. The millinery trade look forward to a good demand for wide ribbons, Nos. 60 and 80 for hat trimmings.

Raw silks being very firm have effected the position of silk ribbons which are also held at firm prices; though manufacturers do not at present expect an advance.

———

THE STRIKE OF THE LYONS TULLE WEAVERS.

THE progress of the strike of the tulle weavers in Lyons is being watched with some uneasiness by the millinery trade in Canada, and the hope is expressed that it will not be long continued. Chiffons and tulles have been so largely sold here that anything that would tend to restrict the output would certainly be felt on this market.

D. McCALL & CO.

ALMOST striking contrast was presented to the representative of " The Review " on entering the establishment of the D. McCall Co., Limited, Toronto. Without we had all that goes in the make up of a mid-Winter scene. People hurrying to and fro garbed in fur and everything available to make life comfortable in their journey against the cold blasts of the penetrating zero winds. Inside it was a complete transformation from mid-Winter to Summer, to all appearance at least. The large staff was busily engaged opening up and arranging importations for the Summer season. All goods within view were of the Summer character, and they were piled ceiling high in every department.

" As you will notice," said Mr. McColl, " we are already at the threshold of another season. The past has been the most satisfactory Fall season this company has experienced, both as regards the volume of business transacted and payments, and we are entering upon this season with every confidence of doing a greatly increased trade. Our preparations have been made with that ob-

ject in view, and we are satisfied that with the prosperous condition of the trade and the increased demand for our goods throughout the country our expectations will be realized.

"Orders received to date show a substantial increase in every section of the country, which is very satisfactory, in as much that it is evidence of the general popularity of our goods.

"The bulk of our importations have already been passed into stock, and in a few days the shipping of early orders will be in full swing."

G. GOULDING & CO.

THE firm of G. Goulding & Co., millinery importers, Bay street, Toronto, report that each year it seems as though the season opens up earlier. This necessitates a more forward state of preparation on the part of the wholesale trade.

Their large warehouse on Bay street is rapidly filling with all the latest novelties for the Spring trade. These novelties cover a wide range as almost all possible materials are to be used. Rich silk yak laces, eggshell and Tenneriffe effects on Oriental net; colored linen embroideries with Plauen insets; new and beautiful patterns in Chantilly and many other novelties in lace, are all represented in their showrooms. Jet figures largely, and straw and jet embroideries on chiffon, in crowns and bands, also colored straw embroideries, are among the novelties shown.

In hats, of course, it is too soon for any definite information to be given about any but staple lines.

This firm has every confidence in ostrich for the coming season, not so much in the long plumes, and in black and white, but in demi-plumes and short tips and in very small bonnet tips.

Osprey is, if anything, more popular than ever, and the demand from other markets has been so great that the price has jumped about 50 per cent.

Lilacs and violets are showing for the very early Spring for the high-class trade, and fruit is to be very much used also.

J. D. IVEY & CO.

THOUGH it is yet early, preparations for the Spring trade have already begun in earnest in the warehouse of the J. D. Ivey & Co., Wellington street west, Toronto.

Novelties of course are not particularly numerous as yet, but attention may be drawn to the rich silk laces, and to the novelty laces in colors.

Cloth of gold and nets with gold introduced are to be used for the covering of hats. Millinery styles promise to be soft and fluffy and fancy crowns are much in evidence.

Soft louisine ribbons, and canvas weave ribbons in the linen shade, both with and without introductions of gold, are to be much used. Fruit, foliage, and unmounted roses are to be prominent in early Spring.

Mr. J. D. Ivey is now in Paris in the interests of the firm, but will be home in time for the openings.

Mr. Guthrie, the foreign representative of the S. F. McKinnon Co., Toronto, will arrive in Canada about the 15th of January for the millinery openings.

Wholesale Millinery.

SPRING 1904.

THE advent of another season finds us prepared for the demands of an extensive and growing trade with an increased stock in all departments, selected from the fashion centres of the world, with careful thought to artistic requirements. No effort has been spared to make the range comprehensive and complete, and we are confident of our ability to meet the needs of the trade in Millinery Goods.

A cordial invitation is extended to Buyers from all parts of the Dominion to look through samples in the hands of our travellers, or inspect our stocks at Toronto, Montreal, or Winnipeg.

G. GOULDING & SONS,

55 Bay Street

TORONTO

LONDON: 3 St. Martin House, Gresham St.
PARIS: 35 Rue Poissonniere.

MONTREAL: 230 McGill St.
WINNIPEG: 220 Notre Dame Ave.



Canadian Made

COMBS

C.G. Elrick & Co.'s **HORN COMBS** cannot be improved upon for **Quality, Finish** and **Price** anywhere in the world. Ask your dealer for them.

Selling Agents to the Wholesale Trade

Geo. Ridout & Co., 77 York St., Toronto.

Montreal Branch: P. J. CORNFORTH, 301 St. James St.

THE BEST

CELLULOID

COMBS, BRUSHES, MIRRORS, HAIR PINS

ARE MANUFACTURED BY

The British Xylonite Co., Limited

LONDON, ENGLAND

SELLING AGENTS TO WHOLESALE TRADE FOR CANADA:

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VELVETEENS

Agents for Louis Behrens & Sons, Manchester.

Colors our Specialty.

Can supply any Color desired within a few days.

Large Stock of Blacks carried at Toronto and Montreal for the Wholesale Trade.

Geo. Ridout & Co., 77 York St., Toronto

COMMISSION MERCHANTS,

Montreal Branch: P. J. CORNFORTH, 301 St. James St.

Concerning Carpets.

All the Standard makes—Linoleums, Oil-Cloths, Rugs and Squares, Mats, etc. Our prices are exceptionally low.

Ingrains—our great leader.

Our travellers are now out and will see you soon.

IMPERIAL CARPET CO.

29-33 MELINDA ST., TORONTO.

Gebruder Herfurth

MANUFACTURERS OF

GLOVES and HOSIERY

Chemnitz, Saxony.

PAQUETTE BROTHERS, SOLE AGENTS,

527, 528 Board of Trade Building, MONTREAL.

See our Fall goods—Cashmere and Ringwood Gloves.

Supplied with a complete range of samples of their well-known GLOVES and HOSIERY, with lowest prices—calculated for WHOLESALE only. **Telephone Main 3971**

JAPANESE GOODS.

E. Orth & Co.

YOKOHAMA.

E. S. HASSBERGER, Sole Agent, 10 St. Helen St. MONTREAL

Echizen, Kawamata and Kaga Silks, Silk Kimonas, Dressing Jackets, Dressing Gowns, Embroidered Quilts, Table Covers, Beadspreads, Curtains, Doilies, Quilted Petticoats, Smoking Jackets, etc. Samples of all lines. Telephone Main 3025

CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale Trade supplied.

D. MORRICE, SONS & CO., AGENTS

MONTREAL and TORONTO

MANTLE MFG. CO.

High-Class Manufacturers of

Ladies' Cloaks, Mantles, Costumes

Our Spring Lines include the very latest styles such as are worn in New York, Paris and Berlin. We do not solicit the trade six months earlier than the styles are established, hence the trade can DEPEND ON THE VERY LATEST.

CALL WHEN IN THE CITY.

Our Garments are Leaders in FIT, STYLE, DURABILITY

Star Mantle Mfg. Co.,

35 Lemoine St., MONTREAL

Special Line of MILITARY GARMENTS for LADIES

THE TRAVELLERS AND THEIR OFFICERS

THE 29th annual meeting of the Dominion Commercial Travellers' Association was held in Montreal on Saturday, December 12. The chief interest was in the election of officers for the ensuing year.

President Robinson's Report.

James Robinson, the retiring president of the association, presented his report, which read as follows:

In presenting the Annual Report for the year ending December 5th, 1903, the Board of Management are pleased to state that the year just closed has been the most successful in the history of the Association, and may justly be styled the "Banner" year as the increase in membership and the amount added to Capital Account exceeds that of any former year since the organization of the Association.

Apart from the numericial and financial success of the year, it may be termed an uneventful one, but the Association is to be congratulated on the continued good feeling existing between its members and the harmonious working of the Board of Directors, whose deliberations have always been carried on in a friendly and businesslike manner.

The applications for membership show a considerable increase over that of any previous year; the number of new members enrolled is 737, their average age being thirty years. 367 failed to renew their subscriptions making our present membership 4,434 a gain of 370 over last year.

Our Death Claims in comparison with the increasing membership may be considered very few, numbering thirty-three as against thirty-two for each of the three preceeding years. The claims arising therefrom amount to $30,900.00 being $1,400.00 less than last year.

It will be noticed by the Treasurer's Statement herewith, that the sum of $18,000.00 has been invested. This amount is secured by 1st Mortgage on real estate bearing five per cent. $5,500.00 have been realized on Matured Loans. The net surplus for the year carried to Capital Account is $19,942.77, which now reaches the handsome sum of $222,917.50.

On the first of May last we vacated our former quarters situated in the Bank of Toronto Chambers, and removed to more commodious premises in the new Board of Trade Building, where we are now located, and where we have a suite of rooms which are being furnished and made as attractive as possible.

The Hospital Fund suggested at last annual meeting, for the endowment of a Commercial Travellers' Cot in the "Montreal General Hospital," and "Hospital Notre Dame," was started early in the year, when a sufficient amount was collected to provide in each Hospital a Cot for the year, and an inscription on a brass tablet over each cot reads thus: "This bed is supported by the Dominion Commercial Travellers' Association." A general appeal has now been made to the members in order that an amount may be subscribed sufficient to endow these cots in perpetuity.

The Board would call attention to the By-Law requiring all applications for membership to be recommended by two members: They should not only vouch for applicant's moral character, but should thoroughly enquire as to his eligibility to become a member, and that he fulfils all the requirements for membership as printed on back of application form. A member recommending an applicant who is not qualified renders himself open to severe censure.

The Association dinner was held on the 20th Dec., at the Windsor Hotel, and was honored by many distinguished guests who were there for the first time. Two hundred and four tickets were taken up, and, although there were not as many present as on some former occasions, it was as usual a great success. This year the Dinner will be given at the St. Lawrence Hall, on Wednesday evening, the 30th inst., when we trust a large number will do justice to this time honored festival."

The Officers.

The elections resulted in the return of Jas. S. N. Dougall, of McCaskill, Dougall & Co., as president. The election for president was not as closely contested as in some former years, Mr. Dougall being elected over George A. Mann, of Gowans, Kent & Co., by a majority of 462, Mr. Dougall receiving 1,273 votes and Mr. Mann, 811 votes. The new vice-president is D. M. Lefebvre, of Finlay, Smith & Co., and the treasurer, F. L. Cains, of Brophy, Cains & Co.

The directors are as follows: W. B. Mathews (re-elected); W. J. Egan (re-elected); W. P. Beauchamps, J. F. L. Dubreuil; Thos. S. Currie, R. Booth, jr., S. A. Agnew, A. D. Gall, P. J. Paradis, John Paterson, James Robinson, past-president.

A Brief Sketch of the Officers.

The president, Mr. James S. N. Dougall, is the senior partner of the firm of McCaskill, Dougall & Co., Montreal. He is a native of that city, having been born there in 1853. He received his education in the High School, and afterwards in Liverpool, England. He began his commercial career when 16 years old, and has ever since been identified with the Canadian varnishing manufacturing industry.



MR JAMES S. N. DOUGALL
The New President

The nomination of Mr. Dougall for president of the Dominion Commercial Travellers' Association came as no surprise. He has long been a prominent member of that body. For 27 years he has been a member; for the past three years he has been treasurer of the association, and he was previously a member of the board of directors.

Apart from the travellers' association Mr. Dougall is connected with many of the leading Canadian commercial bodies. He is a member of the Canadian Manufacturers' Association, and has been on the Montreal and Toronto executive boards; he has been a member of the Montreal Board of Trade since 1887, and is also a worker in the Montreal Business Men's League.

Canadian sports have found a good friend and supporter in Mr. Dougall, and he is a member of the Royal St. Lawrence Yacht Club and a life member of the Montreal Amateur Athletic Association.

David M. Lefebvre has been representing Finlay, Smith & Co., wholesale woollens, Montreal, ever since the commencement of that firm in business, and was the first traveller they engaged.

Mr. Lefebvre is a native of Hawkesbury, Ont. He started in business with the firm of James McDougall & Co., and on the retirement of that company from business joined his present firm. He covers in his trips the Eastern townships and Quebec City.



A View of Montreal from Notre Dame.

It is unnecessary to say that Mr. Lefebvre is a most trusted employe in the firm he represents. He has the reputation of being one of the best salesmen on the road, combining great tact with a thorough knowledge of salesmanship. Not only with his customers is Mr. Lefebvre popular, but by his fellows in the association he has long been held in high esteem. Mr. Lefebvre has already been a director of the Commercial Travellers' Association..

The treasurer for 1903-1904, Fred L. Cains, has been a partner of Brophy, Cains & Co., since the year 1886, when he and Mr. Brophy founded that enterprising dry goods house.

Mr. Cains is a brother of Geo. L. Cains, of Greenshields, Limited, and he was formerly connected with that firm. He has represented Brophy, Cains & Co., for some years on the road, and still occasionally makes calls on his old frineds, of whom he made a great many during his travelling experience. His first territory was in the Eastern Townships and afterwards in the Ottawa district.

Mr. Cains is a gentleman who makes friends everywhere, and in the association is one of the most popular. He has been a member for 17 years, but has never held office before.

INFLUENCE OF TECHNICAL EDUCATION.

THE great influence of technical education in developing industries, increasing export trade, and augmenting a country's wealth is shown by a report which the Britsh Consul at Stuttgart lately sent in to his Government concerning the technical high schools of Germany. There are nine such created and conducted by the Government; two more are now being established. Besides these State institutions, many others under private management, but subject to governmental supervision, exist in Germany, which turn out able engineers and scientifically educated craftsmen.

The British Consul points out that Germany, in consequence of its thorough and widespread system of technical education, has surpassed, within the last fifty years, all other nations, and now holds first place in chemical manufactures. He estimates the value of the chemical products annually made in Germany at 1,000,000,000 marks, or $238,000,000. A very large part of these (especially dyes made of coal tar) are exported to the chief manufacturing manufacturing nations— the output and the former was considered the least of the evils. The chamber says that a matter of far-reaching importance to the future of this industry is that the German materials, thanks to the methods adopted by German exporters, have gained a footing in markets and consuming centres which previously knew them only by name, and which, now convinced of their superior qualities, have made arrangements for the continuation of their imports, provided prices prove satisfactory.

OTTAWA TRADE GOSSIP.

Some very special effects in blouse cloth are shown.

There has never been a distinctive article of ladies' dress that so long enjoyed uninterupted and well-deserved favor as the familiar shirt waist, each season bestowing a multiplication of designs and admired by thousands of womankind.

No amount of fashion criticism will cool the ardor for shirt waists. Though it is full time for the closing of the shirt waist era, there are thousands who say, "Wait a bit. I cannot let them go, my long and short waisted friends."

The retail trade are jubilant over the success of canvas weaves and basket cloths. They are exceedingly good sellers in browns, blues, greens, also black and white maintains a share of its former popularity. There is a growing tendency for monotones. The Spring trade will call for a full card in leading shades.

ESTABLISHED 1830

BENNING & BARSALOU

Oldest Auction House in Canada.
Trade Auctioneers and Commission Merchants

86 and 88 St. Peter St., MONTREAL, Can.

REGULAR SEMI-WEEKLY SALES OF

Dry Goods, Clothing, Boots and Shoes and General Merchandise.

BEST OPENING IN CANADA for Manufacturers and Merchants wishing to dispose of surplus stock. Liberal advances made on all kinds of Merchandise consigned to our care.

REFERENCES - Bank of Montreal. La Banque d'Hochelaga

CORRESPONDENCE AND CONSIGNMENTS SOLICITED



FURS! FURS!

I am in the market with Large Orders for Raw Furs of all kinds. Prime Grey Lynx and Fancy Skins a specialty.

I make a specialty of Raccoon Furs. The highest price will be paid for Raccoon Robes.

CONSIGNMENTS SOLICITED
RETURNS MADE PROMPTLY

N.B. The best prices paid for Raccoon and Fox Skins.

HIRAM JOHNSON Importer and Exporter, **494 St. Paul St., MONTREAL**

REFERENCE: Bank of British North America

Sewing Cottons

SPOOLS, CONES, COPS and TUBES, in two, three, four and six cords, etc., all numbers and colors, kept in stock

For Manufacturers.

NOT TRUST THREAD AND PRICES.

ANDREW H. McDOWELL

Importer and Commission Merchant

185 St. James St., MONTREAL, QUE.

Ask for quotations. Telephone, Main 4158.

WILLIAM BLACKLEY, Limited

Wholesale Jobbers and Dealers in
General Dry Goods, Gents' Furnishings, etc.

11 Colborne St., - TORONTO

Merchants doing a live business are invited to call
Special "Jobs" always on hand.

SELLING AGENTS for

Hollick Bros. & Abbott.	London, Eng.
Henri Tarney,	Paris, France.
Louis Edelmann,	Schlettau, Germany
Ernst Friedrichs,	Chemintz, "

TRY US!

WILLIAM BLACKLEY, Limited

The N & C

PERRAMUS PROOF
REGISTERED TRADE MARK

RAINCOAT



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THE "GRANVILLE."

STILL FIRST IN THE FIELD!

WHY?

1 BECAUSE Nicholson & Co. are absolutely THE ORIGINAL INTRODUCERS OF THE MODERN RAINCOAT

2 BECAUSE, this being so, they possess that very necessary qualification which leads to success i.e. EXPERIENCE

3 BECAUSE their "PERRAMUS" and other goods have now a world wide reputation

4 BECAUSE they are adapted for all temperatures never overheat the body, and are thoroughly hygienic

5 BECAUSE they serve the purpose of an ordinary overcoat and possess the additional advantage of being a thoroughly reliable rainproof coat

6 BECAUSE they are made up from choice and exclusive cloths, no rubber is used, and the best possible workmanship is employed throughout.

7 BECAUSE the thousands who wear them always return to purchase another

Flannel Suits for Town, Country and Seaside Wear.

**New and Exclusive Designs,
Best West-End Cut, Style and Finish.**

SELLING AGENT FOR CANADA

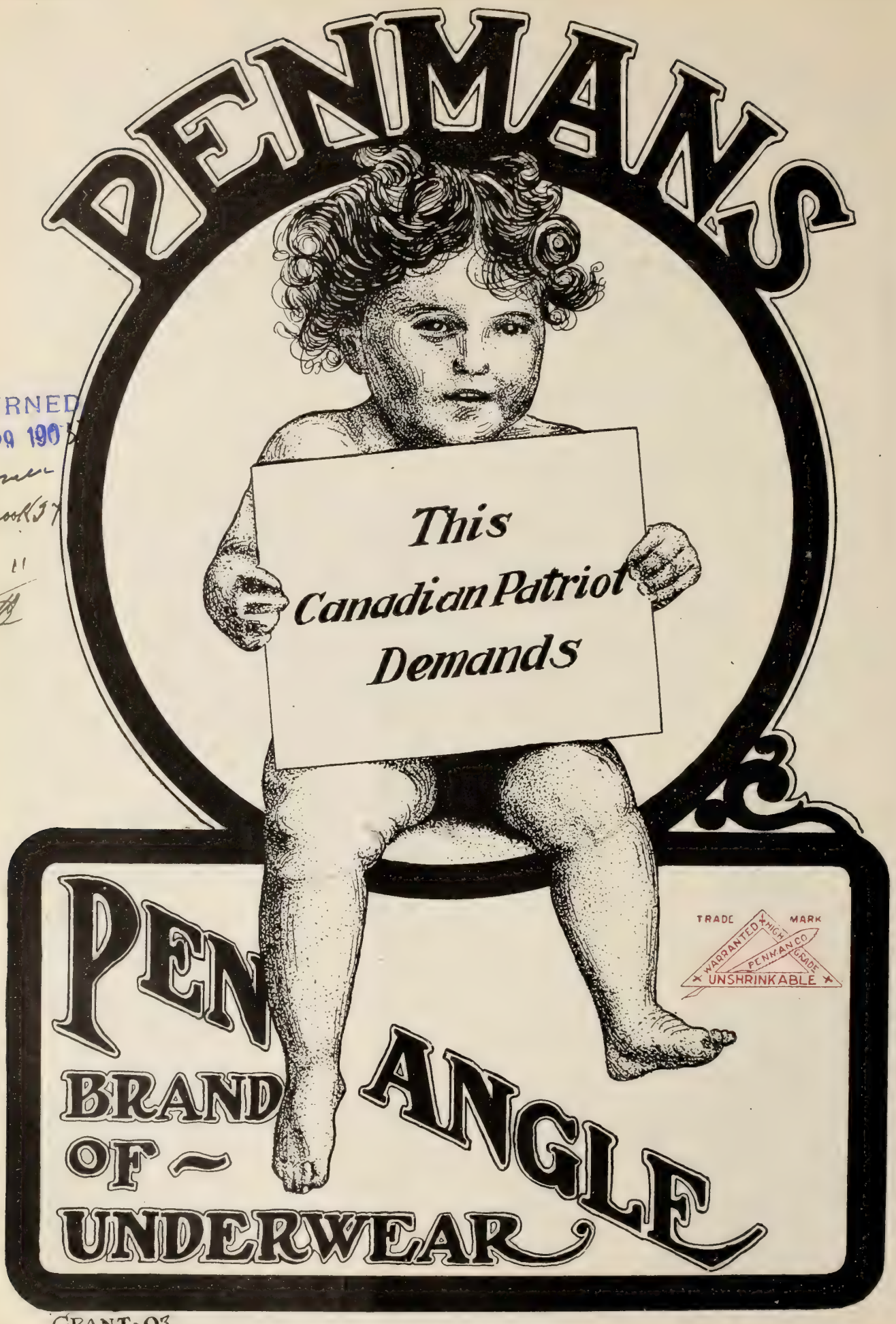
JOHN C. BUTLER,
348 Clarence St., LONDON, ONT.,

From whom Patterns, samples, &c. can be obtained.

Nicholson & Co., BEAUMONT WORKS,
ST. ALBANS, ENGLAND.
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THE "ALBEMARLE."



RETURNED
JUN 29 1903
To Owner
Page 11

Men's Furnisher and Clothier

Devoted to the Canadian Dealer in Men's Goods

CLOTHING
NECKWEAR
UNDERWEAR
HOSIERY

SHIRTS
COLLARS
GLOVES
NICK-NACKS

FLOWING ENDS OF TALK.

AN agitation has sprung up in Manchester, Eng., to abolish the use of the hat, or if the public positively refuses to throw away all opportunity of head decoration, they are gently requested to meet the reformers half way and wear only the band or walls. Leeds started out on a no-corset crusade, and Manchester felt that her reputation was at stake, so a Mr. Nahell, after careful deliberation hit upon a newer subject of agitation. With serious countenance he informed his followers, that unless the present custom of wearing hats was discontinued, hair on the head of future generations would be a curiosity. And then he pointed to his own plentiful locks and remarked that, except in the city, he had never worn a hat for years. Mr. Newall has not done a great number of things that a self-respecting man usually does. For instance he goes collarless and cuffless, allows no curtains in his house, and eats no flesh and drinks no intoxicating liquors. The weight of his arguments was rather lightened by a further sample of his don't-do-it-ness when he said that in seven years he had never used soap, and considered Turkish, vapor and cold baths an abomination. Crownless hats may be adopted as a preventaive for the present tendency to baldness, but uncovered heads without soap—never!

Crownless Hats

• • •

THE Daily News, of London, England, has endeavored to show that men as well as women are returning to the styles of the early Victorian period. They state that in England a noticeable novelty is the watch-guard many of the men are wearing. It consists of a silk band studded with diamonds and worn tight across the front of the waistcoat. With engaging definiteness the article adds: "The price of the black moire band with its diamond fittings depends upon the value of the stones." Men, too, are said to be allowing their hair to grow longer, and are burnishing it with a strenuous use of the brush, and a finishing touch of a silk handkerchief. As a natural consequence a crop of curls over the brows, and modest Byronic clusters over the ears, are almost daily expected. The small and lissom waist is also said to be a tendency, and tailors are assiduously contracting the waistline of their clients with a combination of bones and silk which is nothing more or less than a corset, modified to suit the male figure. It is said that the young man is dissatisfied with his dancing pumps as the present fashion constructs them, and is longingly looking at brogued evening shoes (whatever they may be) and silk embroidered stockings. These are a few of the oddities of prevailing styles, the list being only ended when the ingenuity of the correspondent has been exhausted.

Fashions of the 30's.

• • •

WHAT some of the daily papers do not know about fashions as they should be, they make a conspicuous guess at. A New York paper during the horse show published an interview with the man it called "the best dressed man at the horse show," accompanied by a picture of this wonderful being. The information extracted from this concentration of good taste, was not so very noticeable for its abundance, but the picture that was given to illustrate how he carries out his ideas, showed a man, who, if seen on the streets of a Canadian city would be "spotted" immediately as a race-track "tout" or a "manipulator." A hat some sizes too large, a vast shirt front, an immense crystanthemum, trousers three inches too short, and spats, even when accompanied with a cane and patent shoes, glaring creases and an innocent expression, are not considered in this country the characteristics that mark a well-dressed man.

Fashions in the Daily Papers.

• • •

THE Irish have always considered themselves abused by the governing powers, and so the most recent attempt to legislate against them did not long pass unnoticed. The War Office is the latest branch to incur the displeasure of the Dublinites, or at least of the tailors of Dublin. It has leaked out that an order was issued to the Connaught Rangers, that all officers purchase their uniforms and outfits in London, even going so far as to name the houses. The Dublin Master Tailors' Association has taken up the cudgels, and with a just anger is pointing out through the daily press and elsewhere, the unfairness of such orders. The defendants state that they simply "advise," but the tailors say "advice" is only a euphonious expression of the word "order." At any rate there is considerable feeling aroused and the papers are full of articles signed "Captain," "Tailor," "Fair Play," "Adjutant," and such general, indefinite noms-de-plume.

The War Office vs the Irish.

"Above All Others."

TRADE MARK Greene MADE IN CANADA.

With our entire attention centred on making Collars and Cuffs you would naturally look for the best; that is—— Our line will not disappoint you.

TRADE MARK Greene MADE IN CANADA.



Head Office and Factory: WATERLOO, ONTARIO.

William A. Greene & Co.

THE ONLY EXCLUSIVE COLLAR AND CUFF MAKERS IN CANADA.

SHIRTS AND COLLARS

WHILE the demand for the new Spring shirts has been quite satisfactory on some lines there is plenty of room for improvement in the total volume of business. This improvement is confidently expected when the trade becomes thoroughly alive to the necessity of procuring their stocks at old prices, if that will be possible later in the season. All indications point to a rise in prices, and it may be considerable. This would come as a surprise to no one who has kept an eye on the raw markets, and manufacturers and the trade in general are fully prepared for such an advance.

* * *

Doubtless the postponement of much of the buying is due to the condition of retail stocks throughout the country, two unfavorable Summer seasons having had a noticeable effect in many parts of Canada. And there are few branches of the dry goods and furnishing business that would be more adversely affected than in men's fancy Summer shirts. Even with this very good reason it is still not altogether an act of wisdom to ignore the condition on the primary markets and the effect it must necessarily have had on the manufacturing trade.

* * *

As to the shirts in demand for Spring there is little change from the styles indicated in these columns last month. There is still some talk of the revival of cross stripes in shirts, but it is hardly to be taken seriously. The vertical stripe is certainly more tasteful and lends itself to finer effects in the pattern. The trade and their customers both seem to have this idea. The dark backgrounds spoken of last month are more prominent than ever, all the more expensive shirts being of this style. In the high-class shop the cheapest of these costs $1.75 and prices run up to $3.

* * *

An American novelty, the shirt with a different color on the bosom and cuffs, seems to be making some headway in Canada. Some years ago shirts after this style were on the market, but they were chiefly confined to the lower grades. Now, however, some really fine qualities are offered for sale. Another American introduction is the double or fold cuff, doubtless borrowed from the idea of the fold collar. These cuffs were brought out by a leading New York custom shirt maker, and as yet their sale is chiefly confined to the very fine trade. In fact very few of the dealers in Canada have heard of it, and it is doubtful if many of them will dare handle it, until there is a decided demand. That this will not occur is confidently felt by most haberdashers, as there is nothing in favor of the fold cuff and only a certain class would ever don it.

* * *

The jacket or coat shirt is steadily acquiring a high position in the estimation of the well-dressed man. As yet it is seldom if ever, seen, except as a custom-made shirt, but if the demand increases, the mills will soon supply them. As a dress shirt it is loudly praised by all who have worn it. The open back shirt of any kind does not "set" as well as the open front, but it has advantages for ordinary wear that counterbalance this. The dress shirt must, however, fit perfectly, and the difficulty of putting on or off a shirt that opens only to the bottom of the bosom, is obviated in the coat shirt, which opens to the bottom of the shirt and is donned like a coat.

* * *

In the matter of collars what has been said before can only be repeated. Wings are selling well, with some dealers, for the better class trade, and their influence has been felt on the double band collar sales. A few say that their trade in the latter has decreased wonderfully, but that a level has been reached, and the fold collar is still selling in large quantities. With some haberdashers, the fold is picking up again, caused, as they think, by the fact that men have tried the wing and finding it wanting, have come back to the comfortable double-bander. There is an evident intention on the part of a few high-class furnishers to talk it down, and for this reason some erroneous impressions are obtained by their customers, assisting greatly in the sale of the wing. The introduction too of the wing as a possible evening collar, has also augmented the sales, but the more careful men cling to the straight stander for dress wear. When Spring approaches, the fold collar will easily take a position at the top.

* * *

A Troy, N.Y., manufacturer is trying to break in on the celluloid and rubberine collar trade by introducing a new collar called "Anti aqua," which is guaranteed to withstand perspiration and water on account of its peculiar finish. If the finish has the appearance of the ordinary linen collar, and the price is reasonable he is certain to be favored with large sales among a certain class of men.

THIN TIES FOR FAT FOLKS.

"THE stout man who wants to look as thin as he can," said a well-known Strand hosier, "ought to wear a small tie of the kind known as a 'Marmaduke.' Preferably it should be dark in color and drawn tight. That carries down the line of the face and lengthens it to a degree that tends to make the face look thinner.

"Another aid to making a man look thin is in the height of his collars. Stout men who want to look thin should wear high collars and closed ones. Any collar that opens in front makes one look stouter in nearly every case.

"The fat man should avoid the kind of tie that has a horizontal effect.

"On the contrary, a cross-bow tie will make the thin man look stout. The broad ties have little effect on a man's looks one way or the other. When he wears them, it is the collar that makes the difference."—Answers.

CURRENT STYLES IN NEW YORK.

THE cold weather has brought out all kinds of fur garments. The fur-lined overcoat is seen more than ever, and very many of the wealthier classes wear it all Winter long. Its cost is prohibitive to the average man, as, with its mink, sealskin, or Persian lamb lining it amounts up sometimes to hundreds of dollars. Fur cuffs are seldom seen, and many wearers are using buttons instead of frogs.

The Fur Waistcoat.

In the illustration is shown a waistcoat made of fur, seen occasionally on the streets. Its use has not become by any means common, possibly on account of its price and its rather rough appearance. The furs used are all of the short-haired variety, such as Persian lamb or sealskin. It is cut single breasted, without a collar and has a fly to cover the buttons and buttonholes. The pockets are as invisible as possible. Some make the vest by merely sewing the fur over an ordinary waistcoat, cutting holes for the pockets.

Mufflers.

The shaped muffler of the past few years has gone out of style, and the folded piece of worsted or silk has taken its place for all uses, for day and evening wear. The cut shows a common type of worsted muffler with a plain effect and closely woven. The muffler when unfolded is longer than it is broad, and is folded straight. The silk ones are more for evening wear, while the worsted is worn only for informal day wear. The general effect is much neater than the shaped muffler, as it has the appearance of being



A Worsted Muffler.

hand tied, and on this account has been readily taken up by the best class of trade.

Outfit for Automobiling.

The automobilist being exposed to the full blast of the wind, and having no protection but what is given by his clothes, has found it necessary to make them the warmest possible. Fur-lined overcoats are very warm for this, but as they almost require a different shape from what would be worn on the street, most autoists prefer to wear a special overcoat which can be confined to the automobile. A double-breasted coat is the warmest, and the collar is made of a peculiar shape to admit of close buttoning around the neck. Pleats in the back are of great use as they provide extra garment to be pulled over the knees when the wearer is seated. Small side belts hold the pleats in place when not in use. The belted overcoat, with the belt across the entire back, and holding in folds, is often used. The wrist



A Persian Lamb Vest

can be buttoned up tight to keep out the cold, and to allow a gauntlet glove to set tight. Any ulster material is used. Gaiters are a protection to the legs, which receive much of the wind. The cap worn often has ear flaps which, when not in use, can be buttoned together on the top.

Cravats.

Voluminously proportioned cravats are what the well-dressed man is almost entirely confining himself to. Large squares, wide four-in-hands and any broad shape are shown by all the highest class shops, and sold to the men who patronize them. It is simply a reaction from the narrow shapes of a year ago, and an endeavor to provide variety in man's apparel which varies so little. The coming of this style of tie has brought with it a revolution in pattern. The extensive surface which is revealed, has been an incentive to greater efforts on the part of the manufacturer to provide something striking in the way of design and material. Unfortunately it has also tended to encourage bright inartistic colorings, but these are bound to attend any popularity of brighter shades. There are, however, very many of the new designs that excel anything that has appeared, and great taste is shown in the working in of colors without producing a loud effect. The peculiar weaves that have come with these, assist greatly in modifying the conspicuousness of the pattern or color.

With these large cravats must be sold the wing or straight collar, and the tendency is towards the former. This is due quite largely to the efforts of the haberdashers.

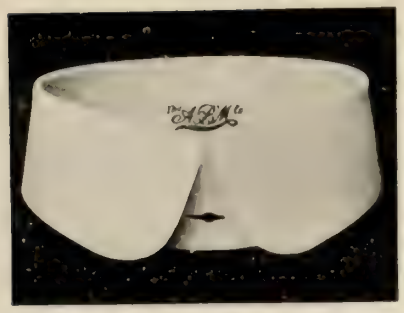
The A.B.M. Co. TRADE MARK

RUBBER COLLARS

MADE IN CANADA

HIGH POLISH AND DULL FINISHES

PRICES AS FOLLOWS



KING Front 2 in. Back 1⅞ in. $1.50



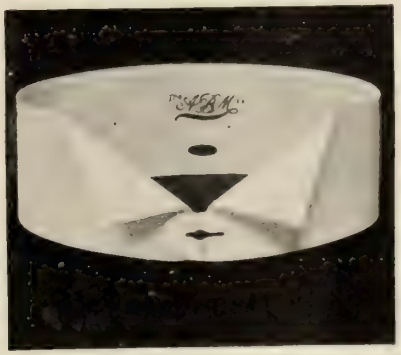
METEOR Front 2¼ in. Back 2 in. $1.20



REGINA Front 2¼ in. Back 2 in. $1.75



REGENT Front 2¼ in. Back 1¾ in. $1.50



OUR GAIT Front 2 in. Back 1⅞ in. $1.20



REX Front 2¾ in. Back 2 in. $1.75



DUKE Front 2¼ in $1.30



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AJAX Front 2¼ in Back 1¾ in. $1.30

These Names are for Linen Interlined. Prices same for Rubber Goods.

If you cannot obtain these from wholesale houses write us direct.

The A. B. MITCHELL CO.,

Factory and Stockroom: **16 SHEPPARD ST., TORONTO, ONT.**

Agent: DUNCAN BELL, 301 St. James St., MONTREAL, QUE.

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Canadian Neckwear Co.

Neckwear

Workmanship,
Elegance,
Style,
Quality,
Boxing,
Delivery.

These are the Six Planks in our Platform.

Our salesmen stand on these.

The retail trade of Canada is asked to test their soundness.

Our salesmen are out for business—your business.

The King Suspender Co.

Suspenders

Good, honest, serviceable Suspenders.

Made in a great variety of colors and in many grades.

We put in the best workmanship, the best material.

The result is a good article.

Made for the workingman and for the fastidious dresser.

Retails at from 25c. to 75c.

Packed very attractively in boxes that make good shelf dressing.

Our salesmen are out for business—your business.

"The best goods at the price in Canada."

Canadian Neckwear Co. **The King Suspender Co.**

60 62 Adelaide E., TORONTO.

SYSTEM FOR THE CLOTHIER AND FURNISHER.

By Thomas H. Sherman.

THE merchant who has so systematized his methods of doing business as to get the maximum of detailed information concerning his purchases, sales and profit and loss accounts, with the minimum waste of time and energy, is in a position to curtail purchases and expenses to the limit of practicability, and thus stop the inroads on profits. Few merchants, aside from the proprietors of the larger city stores, realize the importance of having a well-arranged system of reference for their purchases, sales, expenses, profits, and other data. If they do realize it, they seldom possess either the time or experience necessary to outline a satisfactory system. At the end of the year perhaps they find their sales were large enough to have shown a much larger gross profit than the books represent. Where has that profit gone? Can it be accounted for? Can a better showing be made another year? Again, certain lines of goods do not pay as well as they should; but it is difficult, when many lines are carried, to keep the sales separate during the entire year. In fact, it would be impractical to keep separate sales of perhaps fifty to seventy-five different lines of goods.

These perplexing problems have an approximate solution in the following system, which, with a little variation, may save the purpose of a business in which sales run to one hundred thousand dollars a year, or even more.

Purchases and sales represent the two essential transactions in any business of the above nature. Purchases and sales do not necessarily produce profit, however. Goods must be bought with judgment in order to be sold with judgment. "Well bought is half sold" is a maxim well to remember. Figure 1 shows a page from ledger merchandise accounts, just after an inventory, and for the month following.

By this method of keeping ledger merchandise accounts much valuable information may be secured at a glance, and with no more effort than though the account had been kept with two columns. It shows up to the day posted the exact amount of goods received up to that time, the exact amount of sales, the amount of rebates and returns from sales, and also the amount of rebates and returns to the wholesale houses.

At the time this system was inaugurated inventory was taken by departments.

This seems to fill the needs, but others may be satisfied with fewer divisions of stock. The most satisfactory book for an inventory is a loose leaf ledger, which may be made larger and indexed throughout, so that the different departments may be taken on separate sheets, and, after deductions are made, assembled in the inventory book under the proper department index. When the inventory is completed, another book, called the department merchandise book, with same indexing, must be opened, and the total inventory for each department entered under the proper index. As the bills come in a rubber stamp is used.

Method of Entering the Various Items in a Bill.

If the bill contains several items in different departments, the amount of each is entered in the stamp ruling. A note is made of each department for which the items are intended, and the total footing is made to agree with the total of the bill. From here it is posted to the department merchandise book and added to the inventory of the department to which it belongs. This book will thus show at any time the inventory of each department at the beginning of the year, and any additions to that department as fast as bills are entered. If this book had no other value, it would be worth all it costs as a reference to show where certain lines have been bought. This might otherwise necessitate a reference to innumerable bills, and this perhaps several years after the purchase. The accompanying illustration shows how a card may be kept to show the inventory in each department and amount of purchases in each department for each month, with the total for the year and yearly comparisons of inventory and sales in each department on another card. With this system purchases may be kept in one drawer of cards and the records and comparisons of sales and expenses in another.

		MERCHANDISE	DR. INVOICES AND PURCHASES	DR. RETURNS AND ALLOWANCES			CR. RETURNS AND ALLOWANCES	CR. SALES
Jan	1	Inventory	71600 00		Jan	1		197 50
"	2	Bills	19 20		"	2	Mens pants returned	52 00
"	3	Discount		1 20	"	2	Sales	275 25
"	4	Sweater returned		2 50	"	3	"	200 75
"	5	Discount		2 15	"	4	"	190 10
"	6	Bills	725 70		"	6	"	350 15
"	7	Hat returned		2 00	"	6	"	310 20
"	9	Pants credit		1 00	"	8	Sweater rebate	17 00
"	10	Shirt "		25	"	"	Sales	195 60
"	11	Duck's and returned		1 75	"	9	"	192 50
"	12	Bills	1200 60		"	10	Vests. Ult. returned	54 00
"	13	Cap returned		50	"	11	Sales	287 60
"	15	Shirt credit		25	"	12	"	199 92
"	16	Misc amt		2 00	"	13	"	325 17
"	17	" hat		30	"	15	Mens amt returned	12 50
"	18	Bills	520 00		"	"	Sales	310 20
"	19	"	10 60		"	16	"	197 98
"	20	Rebate on coat		1 00	"	17	"	295 10
"	30	Bills	710 00		"	18	"	215 63
					"	19	"	297 18
					"	20	"	287 26
					"	22	"	159 62
					"	23	"	198 20
					"	24	"	210 15
					"	25	"	198 14
					"	26	"	270 80
					"	29	"	290 80
			74686 00	14 90				135 50 5907 35

Figure 1.

Perhaps the most unsatisfactory record to keep in a retail business is the record of purchases. These are always made in a comparatively short time and for any particular season. To classify properly and quickly, so that each day may show just how many suits, overcoats or trousers of each particular kind and price, as well as size, have been bought, in order that over-purchases may be avoided and nothing be omitted, is a difficult task. The card here outlined shows how a at

System for Keeping Record of Purchases in a Retail Store.

glance the total number of suits at any price may be quickly noted. Similar cards for each department may be ruled for that particular department, and this will make a complete drawer of cards in itself, which will keep track of purchases in a very satisfactory manner. These cards may be properly ruled and printed. Simply fill in the firm name from which the material was bought, the terms and other information, indexed according to departments, and letter so that the firm's name may be quickly found. As the prices of any particular article from any one firm do not cover a wide range of figures, these may be easily entered in the space provided, having a total card, as in the case of the sample form shown for "Men's Suits" (Figure 2).

MEN'S SUITS

PURCHASES —— FALL —— 1900 S

BOUGHT OF: The Stein Block Co., Rochester, N. Y. — Traverse City, Michigan, July 14 1902

SHIPPING DIRECTIONS: M. D. & P. M. — TERMS — DATE Nov 15, 7/10

LOT	DESCRIPTION	AMT	PRICE	NO. OF SUITS AT PRICES 10	11.50	12	15	16.50	18	SIZES 34	35	36	37	38	39	40	42	44	46	48	TOTALS
1840	Black Ch alk.	16	10 00	6						1	1	1	11	1							60 00
1960	Blue serge "	8	12 00			8				1	1	11	11	11							96 00
1875	Grey chev.	12	11 50		12						1	11	11	11	11	1	1	1			138 00
1900	Ch. grey	10	11 50		10					1	11	11	11	1	1	1					115 00
1780	Black cl	12	15 00				12			1	11	11	11	11	1	1	1				180 00
1920	Light Ch.	8	12 00			8					1	11	11	1	1	1					96 00
TOTALS		56								4	8	11	12	9	5	4	2	1			685 00

Figure 2.

To Account for Shrinkage in Gross Profits.

To account as near as possible for any shrinkage in gross profit, take an inventory by departments, but also at the retail price. Then figure the exact percentage of profit each department will show if sold entire at the marked retail price, and without reductions in price or other losses. This gives an accurate basis on which to make future estimates. The following plan may be used on sales slips to account for every cent possible of the profit shown at inventory time: Each sales slip has a ruling, called "Mark off;" each salesman understands that every cent's deviation from marked retail price must be shown here, as also every cent's worth given with a purchase. At the end of each day these amounts may be quickly footed up and put down under the proper column on card outlined above, and marked, "Daily Sales and Discounts, January, 190—." These monthly amounts are carried to a card showing monthly totals, and from there to a card showing yearly comparisons (Figure 3).

DAILY SALES AND DISCOUNTS—JAN. 1900.

SALESMEN

	JONES SALES	JONES DISCT	BROWN SALES	BROWN DISCT	SMITH SALES	SMITH DISCT	MURPHY SALES	MURPHY DISCT	MCINTOSH SALES	MCINTOSH DISCT	BLACK SALES	BLACK DISCT
	75 16	3 72										
	120 50	6 17										
	86 00	2 35										
	152 70	10 50										
	212 31	15 70										
	79 80	3 89										
	115 17	5 20										
	125 30	8 42										
	97 25	6 13										
	80 15	4 79										
	50 20	3 60										
	76 32	4 25										
	115 25	7 00										
	180 72	11 50										
	82 69	2 75										
	49 70	1 60										
	65 20	4 00										
	81 21	4 18										
	97 56	3 82										
	122 60	6 78										
	117 30	6 23										
	113 75	4 90										
	62 12	3 46										
	57 62	2 16										
	87 62	1 98										
	109 80	5 69										
TOTALS FOR JAN	1613 67	41 29	1100 70	27 60	1910 63	75 13	1500 75	89 60	1400 50	58 27	1210 75	51 00

Figure 3.

Index Cards Showing Expense Comparisons.

The expense comparisons are valuable in many ways. These cards (Figure 4), information for which is taken from the ledger each month, show each month and year just the amount paid for salaries, interest, light, fuel, amount paid each railroad for freight and amount paid each drayman for hauling. This information may be curtailed or extended, according to the value given it by different merchants, or the necessity for information thus shown. Many times will occur when such information will have to be sought throughout the ledger, or perhaps several ledgers.

With the information kept during the year as here outlined, we come again to the inventory. The department merchandise book is balanced and shows the total amount in each department for the year. The total of this book should agree with the difference between "Inventory and Purchases" column and "Returns and Allowances" (credit column) in the merchandise account. In fact, this book should be balanced each month with the merchandise account in this way. Next make out a sheet as shown in Figure 5. The balance in each department taken from the department merchandise book shows the total amount of goods had during the year, including, of course, the previous inventory. Put opposite this the present



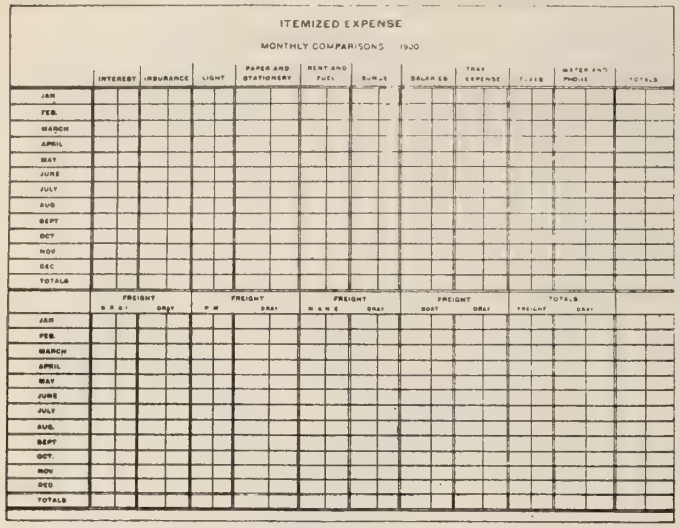
RETURNED
APR 27 19

Chamberlain	-	-	-	-	1½,	1¾,	2,	2¼	inch	at	$1.00	per doz.
Fiscal Policy	-	-	-		1¼,	1½,	1¾,	2	inch	at	1.00	per doz.
Balfour	-	-	-	1½,	1¾,	2,	2¼,	2½,	2¾	inch	at	1.50	per doz.

Balfour made of "Iron Frame Linen," hand ironed.

Ready for delivery on and after 1st February.

inventory, which shows the present amount on hand. The difference is the cost of sales, or goods which have gone out, and which extends into the third column, "Sales." These amounts of sales are then entered in red ink, as "Sales," in their respective departments in the department merchandise


ITEMIZED EXPENSE

MONTHLY COMPARISONS 1900

	INTEREST	INSURANCE	LIGHT	PAPER AND STATIONERY	RENT AND FUEL	WAGES	SALARIES	TRAV. EXPENSE	TAXES	WATER AND PHONE	TOTALS
JAN											
FEB.											
MARCH											
APRIL											
MAY											
JUNE											
JULY											
AUG											
SEPT											
OCT											
NOV											
DEC											
TOTALS											

	FREIGHT D. G. & C.	DRAY	FREIGHT P. M.	DRAY	FREIGHT M. & N. C.	DRAY	FREIGHT BOAT	DRAY	TOTALS FREIGHT	DRAY	
JAN											
FEB.											
MARCH											
APRIL											
MAY											
JUNE											
JULY											
AUG.											
SEPT											
OCT.											
NOV											
DEC											
TOTALS											

Figure 4.

book; subtracting it from the balance found there, which leaves the amount of the present inventory with which to start another year. One thing to be borne in mind is, to charge profit and loss and credit merchandise for any deductions at inventory time from stock. These deductions must also be taken from each department in the "department merchandise book," rom which such discounts have been made.

Another point: After such deduction the cost, as well as the retail, of such goods should be plainly changed to correspond, so that no errors may occur. It is one of the essentials of this system that goods must be plainly marked at all times.

At any time during the year any particular department may be quickly inventoried by the stockkeeper and the exact amount of costs of sales for that department up to that date shown by subtracting such inventory from the total shown by balance for that department. This might be desirable, even when it is not necessary to take an inventory of the entire stock.

In conclusion, I would say that a well arranged and thorough system, while it may look complex to those unfamiliar with it, when once well inaugurated costs less time and energy than does a haphazard or approximate guess on the information desired. Hardly a day passes that system does not show dollars saved to its credit.

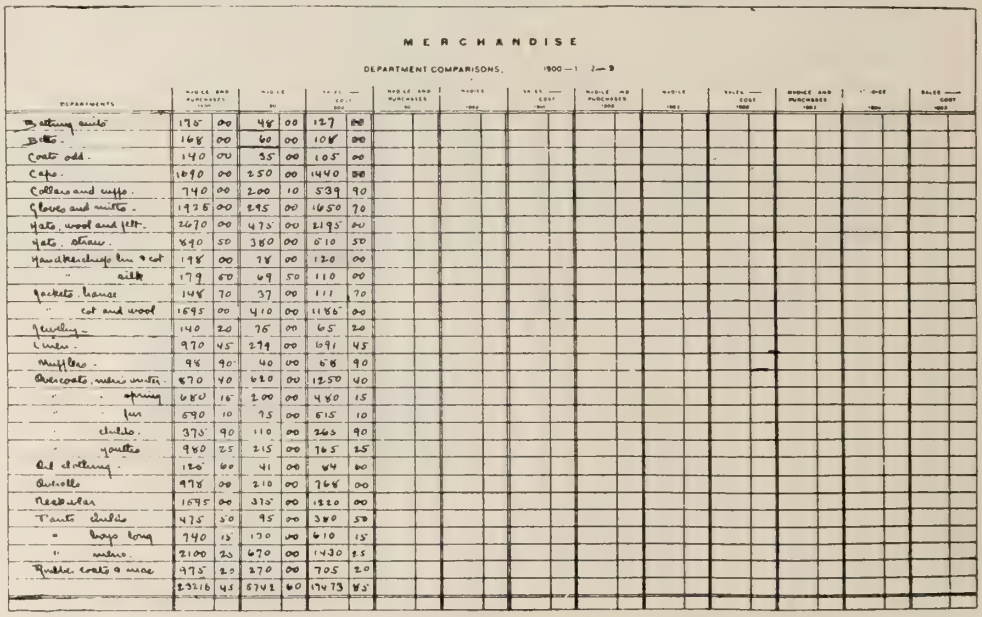
WILL NOT BUILD IN WINNIPEG AT PRESENT.

There has been a good deal of speculation as to whether The W. R Brock Co. would build a large warehouse in Winnipeg as Greenshields and Gaults have done. In answer to a question, W. R. Brock, M.P., told THE REVIEW the other day that they had considered the matter very carefully, discussing it from all standpoints, and had decided that, for the present at least, they would not build there. They will, of course, continue to cover the ground as thoroughly as they have done in the past.

A SHOPPING DAY FOR CHARITY.

NOVEMBER 3 was largely observed among retail houses in London, Eng., as "King Edward's Hospital Fund Shopping Day." The committee interested in this hospital approached the merchants of that city some months before and secured, where possible, their promise to give a percentage of their sales on the appointed day to the hospital fund. The amount was left entirely in the hands of the dealer, some giving the whole amount and many as low as 5 per cent., depending greatly upon the style of business done. The lines of business included almost everyone that took in money. A court hairdresser gave his entire receipts, a photographer 50 per cent., the average dealer from 5 to 15 per cent. and 'bus drivers, livery stables and carters were willing to donate some of their earnings on that day.

To better advertise the scheme among the general public and induce them to enlarge their shopping list for that day, many bills and notices were printed and distributed in the interested stores, both for window and interior display and for further distribution among the customers. In the stores were small and large posters, drawing attention to the day and announcing the fact that prices would not be raised, but many lowered. Little slips were


MERCHANDISE

DEPARTMENT COMPARISONS, 1900—1 2—9

DEPARTMENTS																								
Bathing suits	176	00	48	00	127	00																		
Belts	168	00	60	00	108	00																		
Coats odd	140	00	35	00	105	00																		
Caps	1690	00	250	00	1440	00																		
Collars and cuffs	740	00	200	10	539	90																		
Gloves and mitts	1925	00	295	00	1650	70																		
Hats wool and felt	2670	00	475	00	2195	00																		
Hats straw	890	50	380	00	510	50																		
Handkerchiefs lin & cot	198	00	78	00	120	00																		
" silk	179	60	69	50	110	00																		
Jackets linings	148	70	37	00	111	70																		
" cot and wool	1695	00	410	00	1185	00																		
Jewellery	140	20	76	00	65	20																		
Linen	970	45	279	00	691	45																		
Mufflers	96	90	40	00	68	90																		
Overcoats mens winter	870	40	620	00	1250	40																		
" spring	680	15	200	00	480	15																		
" fur	690	10	75	00	615	10																		
" childs	375	90	110	00	265	90																		
" youths	940	25	215	00	765	25																		
Od clothing	120	60	41	00	64	60																		
Overalls	978	00	210	00	768	00																		
Needwear	1695	00	375	00	1320	00																		
Pants childs	475	50	95	00	380	50																		
" boys long	740	15	130	00	610	15																		
" mens	2100	25	670	00	1430	25																		
Rubber coats & mac	975	20	270	00	705	20																		
	23216	45	5742	60	17473	85																		

Figure 5.

given for the use of the customer, with blank spaces for the insertion of the shopping list for that day. The committee felt that the merchants would lose nothing, because the trade of the day would receive an impetus. On the 3rd all who were giving a percentage displayed small cards containing the words, "To-day," while 'bus drivers and others had small white flags on their whips.

There are in every town deserving charities which are struggling for an existence, the supporters finding it extremely difficult to induce a man to open his purse directly. These same men, however, would be sufficiently interested to indirectly assist a charitable institution by buying more on a certain day, and in many cases buying things which they would otherwise do without.

THE GLOBE SUSPENDER COMPANY.

If You Are in Want

OF

SUSPENDERS OF ANY STYLE, ARMBANDS,
SHOULDER BRACES, WATERPROOF, : : :
LEATHER AND WOOL-LINED JACKETS,
LADIES' AND GENT'S WATERPROOF COATS

You make no mistake in seeing our samples and prices before placing your Spring order.

Globe Suspender Co.,

Office in Montreal at 207 St. James St. Rock Island, Que.

Attractive Advertising



brings results. It compels attention. You were attracted by this ad. and have read it.

We will make your advertising just as attractive to others—make it bring results.

Let us prepare your newspaper advertising or write a booklet or circular for you.

We will give you just what you need.

We will make it our business to increase your business.

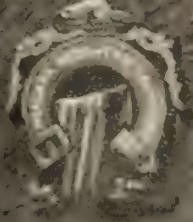
Write us to-day.

CHILD & FALL,
78 W. Chestnut St.,
WAKEFIELD, MASS.

Cut Books
Page 24
A. W. D.

DOMINION SUSPENDER CO.
NIAGARA FALLS
MAKERS OF
Trade D Mark
SUSPENDERS
GUARANTEED

NIAGARA NECKWEAR Co. LIMITED
NIAGARA FALLS



MAKERS OF
AMERICAN STYLES
OF NECKWEAR

HATS AND GLOVES.

IT must be admitted that there are more brown hats seen on the street now than appeared a couple of months ago, but that is not saying much. For informal wear the dark brown cannot be said to look out of place on some men, but the shade must be very dark and the felt of exceptionally good quality. A disadvantage that it works under is the fact that, as a rule, the men who are wearing it are not those who set the style in anything. It is not that it has caught the fancy of the young man, who eagerly clutches the newest offerings in every line of wearing apparel (and it is surprising he is not favoring it more strongly), but those upon whose heads it is seen are often of what might be called the "careless" class, if that word can be taken to reflect no discredit upon them. What is meant is that they are mostly the men who pay little attention to the fitness of things, but observe merely whether the article of wear looks fairly well upon them. Very few of those who are considered well-dressed men have ventured to cover their heads with the brown hat, of whatever color it may be. Hatters, as a rule, are disappointed with the small attention that it has received, for it promised to mean much to them. Few of them have, however, been caught, as they are very careful in their stocking of novelties, and the great run of quiet shades and shapes has taught them that men are becoming more sensible in their selections.

* * *

A brave attempt was made in the United States by manufacturers and retailers to push the brown hat to a prominent position. Even a few of the fashion journals were inveigled into talking freely of its merits and popularity. Several shades were experimented with, until the seal brown was hit upon, and at last there seemed to be an encouraging demand. But it was only in some localities, and none of those the fashion centres. It is said that in New York the very unpopularity of the style, has induced a few careful men to wear it as a morning hat with the covert coat, and with suits and overcoating containing brown in the material. But a New York exchange says that hatters who have stocked the hat are at last discouraged, and all shapes and shades, that have been selling at $3 are now offered at $1.50 and still not selling well.

* * *

A London, Eng., paper has come forward with the startling announcement that the silk hat is going rapidly out of favor. Daily and weekly papers on this side of the water have seized the article as interesting matter, and have really convinced many that the high hat which has been "in" for so many years must give way to some other shape. It is only another case, however, of the "reporter and his copy." The conclusion was drawn from the fact that there are not so many silk hat factories in England as there were ten years ago, and not from any seeming decrease in the number of high hats worn. The decrease in manufacturing establishments is a result of combinations of factories, not of the dropping out of the market of a large number. Even in London there is no falling off in the sales, and in America it is worn more than it has ever been. In fact a considerable falling off in Canada among a certain class would do much to place the hat upon a higher plane than it now occupies.

Gloversville, the great glove centre of the United States is in daily dread of a strike of glove workers. For weeks past there has been a series of conferences between the Glove Manufacturers' Association and the representatives of the International Glove Table Cutters' Union over a clause in the schedule of wages submitted by the manufacturers, which does not discriminate between union and non-union men. The cutters have voted to reject the schedule and both parties are determined to adhere to their demands. Should the strike occur, 12,000 men will be thrown out of work, and the industry temporarily paralyzed.

* * *

The hat manufacturers are experiencing very troublous times with their union employes. The Knox Hat Manufacturing Co., of New York, whose hats are well known in Canada, is passing through the first strike in its 63 years of business. The firm had an agreement with its union employes, which does not expire until 1905, but the union, as usual, considered contracts as not binding, save on the employer. For years the company has been yielding to the demands of the workmen until the contract was drawn up, only a year ago, with a view to a cessation of hostilities. The directors have now resolved that they will admit no union man to their employ, and if forced, will take their plant abroad, perhaps to England or Germany—why not to Canada? We still have some control over our labor unions. The now celebrated case of D. E. Loene & Co., hat manufacturers, is still being fought out in the courts, one party at one time getting the advantage, and at another time the other. The case so far has, however, established one principle, and that is that in the United States the individual member of labor unions indulging in boycotts, can be sued and have their property attached to secure the damages claimed, in both the State and Federal courts, at the same time. The United Hatters have been forced to furnish a bond of $180,000, and have had to appeal to the individual members to advance their property and moneys. A manufacturer of hat leathers has been forced into a strike on account of one non-union employe, and the union men employed in factories using the productions of this mill have refused to handle them. Where will it all end?

———

THE CARE OF GLOVES.

Following are some hints on the care of gloves which retailers may suggest to their customers:

Never put on a pair of gloves in a hurry, and if possible have them fitted where they are bought, then any flaws may be remedied, and you will be sure of having a perfect fit. Have the fingers fitted straight and tried on.

Cheap gloves are usually the most expensive in the long run.

When removing gloves turn the wrist part over the fingers and pull the fingers through the wrist, as pulling by the finger tips direct wears them very quickly.

Never roll gloves up in a ball; smooth them out, put each finger out carefully and lay them out their full length.

Never wear a glove when a stitch is broken; keep cotton on hand and mend every break as soon as it appears.



"Pinto" Shell Cordovan has got after the consumer—*your* customer.

He has found out that "Pinto" is exactly what *we* say it is. He knows now that "Pinto" is the best wearing mitt and glove leather on earth—he knows it won't draw cold because it is not loaded with oil and mineral - he knows it is boil and scorch proof—rain and wind proof—He knows all these things.

Now what are *you* going to do about it?

Better stock it up, eh?

Hudson Bay Knitting Co.

Montreal Winnipeg

for holes not only grow larger if the glove is worn, but the kid stretches so that it can never be neatly mended.

Glove powder and stretchers should have a place on every dressing table and should be used frequently.

HATS IN MEXICO.

AMONG all well-bred people in Mexico great attention is paid to the hat of the masculine visitor. That emblem of grandeeship, as Richard Ford called it, is taken at once and carefully placed on a chair quite as if it were a person. It must be treated with respect. A table is also a proper place for it, but a chair is better.

Especially is the top hat distinguished in etiquette; it implies that the wearer is a real senor, a true caballero, and it is honored with careful treatment. See that it is allowed to repose on a chair safe from casual knocks or jars. It is an emblem of social rank, and lawyers often wear it from morning till night.

The sombrero de paja, or straw hat, may be of many degrees of fineness. Sometimes it has a gold or silver cord, and is worn by well-to-do rancheros or great haciendados on proper occasions. Women on horseback in the country, and formerly in the city, wore handsome sombreros. The sombrero of felt, with its ornaments, may cost anywhere from $10 to $1,000. It is the gala hat for horseback on days of fiestas and in the country regions is affected by the prosperous. Remember that the hat in any form is something to respect. It is taken off as a sign of regard and deference, or of mere courtesy.

The sombrero calanes is the Andalusian hat of low crown and broad brim, the hat of the bullfighter on the street, where he receives the homage of the admiring populace, especially of the small boy. It has its epochs of coming into quite general use, and is far more picturesque than the staid and trim derby. The latter hat is much affected by the city youth of Mexico, but it is foreign, alien, and an exotic. It is ridiculous when worn on horseback under the ardent sun of Mexico or Andalusia.

In old times Mexicans as well as Spaniards or social rank wore the cocked hat, immortalized in Alarcon's story of the "Sombrero de Tres Picos." The three-cornered hat, properly speaking, affected by people in times agone, was called the "sombrero de tres candiles."

Boys of the lower classes wear cheap straw sombreros to school, and the marvel is that they even distinguish them, for they are as much alike as peas in a pod.

But to return to our muttons, so to say, the hat is a symbol of grandeeship. It is nowadays the tall hat, the "topper," the silk hat, stovepipe, or what you will. "Gobernadores" wear it. Senators and deputies and lawyers of course, though in Mexican cities the younger lawyers affect jaunty straw hats in warm weather and often derbies.

The grandees of the firs class of Spain have the privilege of remaining covered in the presence of their sovereign, and the other day the young King Alfonso, receiving a party of noblemen of high degree, who approached him uncovered, said, after a moment, "Cover yourselves, Senors," which is the ancient etiquette. Thus the hat plays in Spanish tradition and actual life a ceremonial part differing from usage in Anglo-Saxon countries.—Modern Mexico.

CRAVATDOM.

THE hold which grey has obtained on popular favor, is the most remarkable feature in the cravat trade. At no time has any one color ever been so much seen and so much admired. Every haberdasher's window is almost entirely made up of greys, and it is safe to say that four-fifths of the best trade are wearing it most of the time. The demand for this color has brought to the front an immense variety that relieves the monotony that might be expected to exist when there is such a run on one color. A man may have a half dozen greys so different in appearance as to almost appear different colors. This variety is provided by the shades, the patterns and the weaves. Ties in solid greys without pattern are of several shades, and when pattern is worked in the range is mulitudinous, as a dot of white or black will change the entire effect. Material, too, means much. The best effects are in small all-over patterns, or in tiny dots, diamonds, squares or circles of black or white on a grey background. In very many of these a dot of color is inconspicuous, but important, red and blue being the favorites. An entire window of grey cravats at present attracts much attention on the streets, and the store specializing on them is favored with a large trade. Combinations of black, white and blue are still much worn, but grey is the favorite. The tendency to introduce the spots of color, will do much to retain for it its present popularity, for no single color can remain in use for an extended period.

Not much can be added to what was said last month about shapes. The best trade is buying the large sizes, once overs and Ascots. Puffs are seldom seen, as the buying public, when purchasing the tie of quantity, are looking for something large, loose and hand-tied. Grey in these ties is very effective, and well dressed men know it. Since the fold collar, however, is still being much worn, the narrower tie has a ready sale, not the thin "stringy" affair, but a graduated end, or a flowing end or any cravat that will tie small and neat and get show sufficient material to look substantial.

* * *

There is more color showing in spite of the popularity of grey, than there was a month ago, and there appears to be a gradual leaning towards its introduction into the more sober combinations. Flaming, obtrusive shades are shown by a few, but it is certain they will be but mild sellers for many months to come even to the "popular" trade. The introducers of these bright colors are going about it quite cleverly, in that it is almost entirely in the narrower shapes that they are shown. A wide expanse of brightness, in the present state of public taste, would shock the beholder, and deal a blow to the advance of other shades than the black, white and grey. A two-inch cravat of red will sell where the same shade in an Ascot would be frowned upon.



FACTORY

For SPRING TRADE

Gloves, Mittens, and Moccasins

ESTABLISHED 1868. INCORPORATED 1903.

During the more than 35 years success of our business. we have always been at the front in all that pertained to improvements in the production of Gloves and Mittens. We have brought out new ideas We have given the Trade splendid values—goods which have possessed style, given satisfaction and long service.

Our representatives will call on the Trade in due season. Make it a point to see our samples before placing your orders. We guarantee satisfaction, and the maximum in value at the minimum of cost.



TANNERIES

W. H. STOREY & SON, Limited

The Glovers of Canada. ACTON, ONT.

FANCY WAISTCOATS FOR SPRING, 1904.



OUR LINE IS NOW COMPLETE WITH A RANGE OF MATERIALS AND PATTERNS UNEQUALLED IN CANADA.

As the demand is likely to be felt early, the present is none too soon for retailers to give the matter their attention and place their orders early.

SEE OUR SAMPLES OF

SUMMER CLOTHING.

This is another of the lines in which we excel. Our new spring samples, now shown by our salesmen carry our reputation a notch higher than ever. Examine the fabrics, note the nobby styles, study the perfect tailoring, and you will buy for the profit you can see.

CAULFEILD, BURNS & CO.,

17 and 19 Front Street West, TORONTO.

WOOLLENS CLOTHING TRIMMINGS

THE MERCHANT TAILOR

STYLES AT HOME AND ABROAD.

THERE is a noticeable difference between many of the materials for the coming Spring suits and those in vogue last Spring. At that time Scotch tweed was almost universally used, and the patterns were in quite pronounced stripes and overchecks, with faint touches of color here and there. For the coming season there is a decided leaning towards cheviot-finished worsteds. These would not be distinguishable by the average man from some of the tweeds, but the tailor knows the difference, and at the same money a more endurable fabric will be obtainable. There is an abundance of dots often arranged in an order that gives a striped appearance. Strips are seen but they are very faint, as also are the overchecks. The dots are white or colored on a black background, and lines of a dark color that influence the general effect, but are not visible except when looked for, run through the cloth. But there will still be a large sale of tweeds, and some very pretty things are showing, principally in the patterns that have been described. The general tone is quite dark, although there are, of course, lighter effects for those that desire them.

* * *

For evening suits there is a choice this year between vienna and unfinished worsted, the preference being rather towards the former, although both are perfectly proper. The facing is very often of grosgrain silk, and it must be said the appearance is very neat and quiet. The vest is made with or without a braid trimming, but as a rule the plain white figure single-breasted vest is most worn. No braid appears on the trousers, which are quite large in the leg. The evening jacket has obtained quite a strong position, but it has never reached the point it did in New York, where present indications point to a decline in its use, owing to its commonness during the early Winter.

* * *

There will be seen this Spring some of the tastiest light waistcoats ever introduced to the public, as well as a few extremely loud ones. Grey, white, and black and white mixtures are the most attractive. One particularly neat one is of a pearl grey with small points of color about three-quarters of an inch apart. Another is of a grey stripe, an eighth of an inch apart, with an alternating stripe of the same width in a broken grey and white pattern. Still another is of the same shade as the background of the new Spring shirt—a gunmetal or grey composed of irregular lines of white and black. One of the loudest is a checker board design in a basket weave fabric, with squares an inch in size and made up of alternate squares of black, and a mixture of black and white. There is another basket weave with a white background, stripes an inch and a half apart, of black, and between these, broken designs in black. Some of these can be retailed at $2 and others at $2.50. The plain white have mercerized patterns, or a design worked in with the basket weave.

* * *

The woollen controversy goes merrily on, supporters of higher and preferentail tariff each having their say, and each saying more or less that is inaccurate, or immaterial to the subject. Some mills are proved to be making a good profit and paying a good dividend, in the face of preferential tariff, while others prove by statistics that there is need of a higher tariff. No matter is too small or too large to form a plank of a party platform, and no detail too small to prove the need of that plank. Still the fact remains that many of our manufacturers are dissatisfied with their lot, and consider themselves laboring under unendurable conditions. There can be no doubt



An Overcoat Window Trim

that the question of the protection of the woollen manufacturer will be an issue of some importance at the general elections.

* * *

In spite of the higher price of wool and all raw material the American Woollen Company, a large cloth trust in the United States, has lowered the price of some lines of its overcoatings as much as five cents a yard. But there is no significance in this fact, and no encouragement to tailors in the end. This is a trust, and it is merely adopting trust methods to get a monopoly of the market. Prices of the manufactured cloths cannot reasonably drop when raw material is going higher. Of course these prices are not felt on this side, but tailors have had the oppor-

tunity of seeing this reduction mentioned in the papers, and may be entertaining the delusion that quotations in this country will follow suit. No such thing is likely to happen. We have no woollen trusts, and no single firm will dare adopt their methods. Wool is dear, cotton is dear, labor is expensive, cloths must stay up, and it is altogether likely that the tailor is at present receiving poorer value for his money now than he did a year ago.

* * *

It is said that the London, Eng., tailors are doing everything in their power to introduce colored materials into evening clothes. They argue that blue, green, crimson, and plum look well in artificial light and lend an agreeable variety to the present funereal aspect of the man in evening dress. The argument may be sound, but men are naturally reluctant to stamp themselves as a product of the 18th century. Even with the example set by King Edward who has tried to popularize breeches, black stockings, and shoes with buckles. The men cannot get past the fancy waistcoat, but they have done their best in that.

* * *

The woollen industry in England is in a rather unpleasant state. The West of England and Yorkshire are both feeling the stress of unfavorable trade conditions. Yorkshire has captured much of the West of England trade, but it is in turn complaining of very dull times. German manufacturers are encroaching on their business by manufacturing more cheaply, and by producing almost perfect imitations that cost very much less.

* * *

According to Lord Tweedmouth, tweed cloth does not, as many people think, take its name from the famed river that runs through the principal district in Scotland in which that textile is made. It is to the bad handwriting of a clerk that this fabric owes its name. He wrote the word twills on a bale of the cloth in such a manner that it read tweeds. Instanly the appropriateness of the name was seen, and it stuck to it ever since.

* * *

An enquiry has been received asking the names of the Canadian agents, if there are any, for Putnam's cloth chart.

MR. TURNBULL'S VIEWS ON TWEEDS.

A representative of "The Dry Goods Review" recently had an interesting chat with Mr. J. Turnbull, one of the leading members of the Paton Manufacturing Company, manufacturers of tweeds, etc. In the course of his remarks, in which he strenuously advocated the cause of the Canadian manufacturers, he said: "You can say from me, that no country in the world makes more rubbish that is sold as woollen goods, or more goods in which the colors will fade so quickly as the manufacturers of Great Britain."

CLOTHES ON PREMIERS.

THE late Lord Salisbury shared with Mr. Gladstone a disregard for clothes, and several times his attire was referred to with regret by sartorial writers. So long as his coat hung fairly well from the shoulders the deceased Premier cared little, but he never went the length of Mr. Gladstone, whose clothes were often so shabby that only an eminent person would wear them. Lord Salisbury's hats were enormous affairs, quite equaling Mr. Gladstone's in size, and much more respectable. Indeed, says the London Men and Women, Mr. Gladstone's headgear was generally in the "shocking bad hat" category. While in attendance in the Commons Mr. Gladstone dressed fairly well, but outside the House he paid little attention to his garments. The successors in office of the great departed are, on the other hand, careful dressers, especially Lord Rosebery, who designed a collar for himself with the turn-over peaks rounded for greater comfort and durability. Mr. Balfour's appearance is usually very smart on social occasions, although he seemingly does not endeavor to attain the well-groomed condition of Mr. Chamberlain.

A MODEL MAN.

A model man he seems to be,
I've noticed him quite often, and
That's just how he impressed me—
I think his style is simply grand.

He neither drinks nor swears nor smokes,
Was never known to make a bet,
Or tell those questionable jokes
As do some people I have met.

He always wears the same sweet smile,
A frown has never marred his face:
I have observed him quite a while
And never knew him off his base.

From most men that I've ever known
Some ugly language I have heard,
But temper he has never shown;
He never says an angry word.

He's pretty as a picture, too,
Complexion rosy, fresh, and clear,
Such eyelashes you seldom view—
What ladies call a perfect dear.

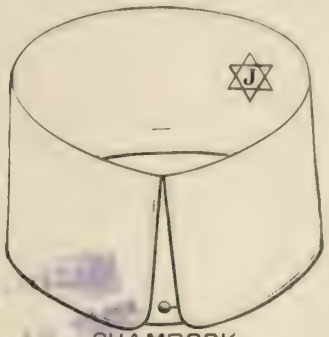
His clothes are of the latest cut,
He's comme il faut from toe to top;
It is a pity he is but
A dummy in a tailor's shop. —Irish Draper.

PERMANENT FINISHES FOR CLOTH.

UNITED STATES CONSUL DAY at Bradford, England, has been making an investigation in regard to the permanency of finish in textile fabrics for which the manufacturers of that city are so famed. In his report, under date of October 20, he says:

"A subject of importance to manufacturers in the United States is one which has very largely engaged the attention of both dyers and finishers here, viz., that of permanency of finish in textile fabrics, in which Bradford finishers still excel, and I know of no branch of textile manufacture where advancement has been so marked. Numerous inquiries have been received from United States manufacturers asking for details as to how this permanency of finish is obtained: naturally, the utmost reticence is observed in imparting information. However, it is now possible to finish both woollens and worsteds in such a way that the finish is not affected by the tailor's hot iron. The best information obtainable is that a German machine, manufactured by Paul Klug, Maschinen-Fabrik, Crimmatschau, Sachsen, Germany, is used to obtain this finish. The machine and its operations are of too technical a character to be explained in a communication of this sort, but it seems that the finish is obtained by forcing dry steam through the fabric. This is done before the goods are dressed, and all subsequent operations seem to have little or no effect in destroying the conditions created by this finishing process. Several of the very best finishers in Bradford and Leeds are using this machine."

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EVENING DRESS SHIRTS

made in Austria that are without doubt the most perfect finished and finest appearance of any White Dress Shirts ever shown

Prices $10 to $12 per doz., all styles.

COLLARS—Our stock of COLLARS is complete, and in all Styles, Heights and Sizes.

ORDER NOW BEFORE PRICES ADVANCE.

CUFFS—Complete stock in every shape desired.

We have a Special Indigo Blue Worsted Jersey, English make, in sizes 20 inches up to 48 inches. Price $5.75 for 20 inches rise 75c.

This is a leader with us and we recommend it to the trade.

We can send you a perpetual Calendar free for the asking

The Canadian Underwear Co.

10 St. Helen St. MONTREAL.

AS SEEN ON LONDON STREETS.

PERHAPS the most remarkable feature of the suitings for this Winter has been the prevalence of color. This does not mean that bright, obtrusive colors are run into the material, but dots, faint lines and checks usually in silk, supply sufficient coloring to take off the dead black or quiet blacks and greys that have been worn for many months. And this is not confined to suitings alone but runs also into overcoatings. Some, as could be expected, carry it entirely too far, and favor a cloth with more color than black.

A Few Overcoats.

The Chesterfield, as was mentioned some time ago, has been, and is, by far the most popular cut of overcoat, and it is perhaps a result of its commonness, that quite a number of men are donning different styles. Suitable and



A Double Breasted Sack Ulster

convenient as the Chesterfield may be, the introduction of a few other shapes is a relief from the monotony that has been seen on the streets. The cut shows a double-breasted sack ulster, as published in The Tailor and Cutter Double-breasted overcoats have been rather out of favor for some time past, but the man who wishes to wear one can never be said to be out of fashion. The agreeable license allowed a man in the selection of his dress, has almost abolished the use of such terms as "out of style," although there are, of course, favorites in every article of wearing apparel. The check in this overcoat would be objectionable to very many, but it is only a sign of the growing favor of pattern and color. The front view is similar to an ordinary double-breasted coat, but the back is finished with a belt, which holds in a fairly large amount of loose cloth, in such a way as to enable it to hang neatly and almost straight at the bottom. The heavy collar is the usual accompaniment of such a coat. Harris tweeds, cheviots and soft angolas are the materials most commonly used, the lining being of Italian cloth or fine cashmere check.

The fur-lined overcoat has come more into use than ever before. As a cover for the dress suit it has acquired considerable favor, and when properly made, lends a tone to a man's dress, that at once bespeaks the careful dresser, and the moneyed man. It is built up with large, heavy collar and long roll, and very often has cuffs of the same fur as appears on the collar. This is usually sable, mink, or bearskin, and the lining either of the same or of a cheaper skin. A heavy vicuna is the cloth, and instead of buttons and buttonholes frogs are used with long oval-shaped buttons. Some variety is given the ordinary Chesterfield by the use of different length lapels. In some a slightly rolled collar is seen and oftentimes the collar is of fur.

Neckwear.

Among the neckwear houses in London, H. T. Greenlaw & Co. are showing some exceedingly handsome goods of the kind that is accepted by the well-dressed man. Small knots are still worn, and will be, as long as the double fold collar remains. This collar is sticking to the trade, in spite of the efforts of manufacturers and haberdashers, to dislodge it. The wing collar has acquired great prominence and has to some extent driven out the double-fold. It is worn very much at evening functions, and many men are using it almost entirely for day wear, but the comfortable "double bander" is selling almost as readily as ever, and haberdashers must carry it. Fashion sheets have omitted it for months, but it does not seem to effect its standing in the least, for popular wear.

The most sought after ties are of black and grey or slate, with fairly large unobtrusive patterns, with here and there the slightest touch of color. One beautiful tie that occupied for some days the most prominent position in the showroom of the above-mentioned company, was of fancy twill ground of black, with a broken diamond effect in slate grey. A small point of red formed the centre piece of each alternate diamond. It seems strange and worthy of notice that, while black and grey continue to be favorites, the competing color is a bright green—almost emerald. Single color cravats have the run at present, and this is influenced strongly by the fact that more color is appearing in the material from which the suits are made. Large shaped ties are in good demand, and some very beautiful effects are shown. This tie accompanies the wing collar, and as vests are cut somewhat lower in the neck, a goodly portion of the cravat material shows. With the carefully dressed man this means a stricter attention to color, and to supply this the manufacturers have come forward with better designs than ever.

Our *mills* are built of *solid brick.*
Heated by *Webster's Improved* system.
Buildings are lighted by *electricity.*
Air is all *purified* by humidifiers.
Every convenience for *skilled operators.*
Health and comfort means best *results.*
Our mills use *Nova Scotia* wool only.
We operate our own steam laundry.
And *test* every *garment* the *hard way.*

Stanfield's mills are the best equipped and most up-to-date Underwear mills in Canada. Stanfield's is the recognized Standard for high-grade underwear and it will pay you to see our samples.

Stanfield's is sold direct to the retail trade.

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STOBART SONS & CO.,
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Sole Distributors for Manitoba and the Northwest.

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Oxford Tweeds

(Winners of Gold Medals everywhere)

We guarantee our goods to be

Strictly High-class Pure Wool Fabrics

They bring satisfaction to both dealer and wearer.

See our trade mark stamped every three yards on reverse side 6/4 goods.

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OXFORD MANUFACTURING CO., Limited
OXFORD, NOVA SCOTIA.

JOHN FISHER

SON & CO'Y,

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— AND —

Tailors' Trimmings

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WORKING
Shirts
MADE RIGHT
AT THE
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TO RETAIL AT
50c., 75c., $1.00,
$1.25, $1.50.

High-Grade Working Shirts.

We have solved the problem of producing well made, good fitting, large and roomy Shirts that are correct in style, at prices that will surprise you. This firm makes Working Shirts, to retail at popular prices, and they are the best Shirts that we, you, or anyone else ever saw for the money. Better materials are used, better workmanship employed, and more "Snap and Ginger" is displayed in our productions than in any other Shirts of their class. The **Deacon Shirt** is becoming famous you should sell them.

Made by

The Deacon Shirt Co.
Belleville Ontario

Hermann H. Wolff & Co.

170 McGill Street, - - MONTREAL.

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HEALTH

Health Brand Underwear

Made in Ladies', Misses', Children's and Men's.

OUR LONDON FASHION LETTER

New Notions in Dresses for Theatres and Soirees A Favorite Frou-frou Petticoat Japanese Silks and Tissues in Great Vogue Newest Things in Fans Special Designs for Spring.

THE LONDON MODES FOR EVENING DRESS.

THE new notions in dresses for theatres and soirees include the mixing of mauve and pink, and in schemes of the kind, mauve lace over pale pink mousseline is used very successfully. Quite a contrast to dresses of delicate, pale colors are the black evening gowns that are coming on. A quaint little dress of black crepe de chine stands out with distinction among more elaborate modes. It is made with a simple, old-fashioned, draped bodice, crossing to the left side, where it is ornamented with floral tassels of cut jet that dangle down the side of the bodice and proceed from a band of jet embroidery that borders the corsage at the low-cut neck, where a tucker of white tulle appears. The small sleeves, fitting the arms to the elbows, are made of cross-bars of jet, and conclude in full frills of crepe de chine. The simple skirt is tucked in lines downwards, and in the spaces between the tucks the crepe is gathered and trimmed with bands of jet, while at the waist is a high, draped ceinture.

* * *

A favourite frou-frou petticoat that Society is wearing a great deal is of pale blue glace silk, cut exceptionally full, and provided with a handsomely tucked flounce let in with lines of Valenciennes lace insertion. For dowagers, a petticoat of black silk, relieved with fine white embroidery, is specially suitable.

* * *

Cape effects are largely introduced into boudoir gowns, tea gowns, and breakfast robes. A simple robe of white nun's veiling is prettily trimmed with coffee-coloured lace; and another, of peak blue, makes a feature of pointed trimmings. The lines of lace on the skirt are arranged in Vandykes piped with silk, a pointed pelerine trimmed with butter-coloured lace decorates the upper part of the robe, and the sleeves have little pointed hanging cuffs of lace, while all about the robe are pendant tassels.



The Newest Woollen Golf Jersey Strapped with Cloth

* * *

Japanese silks and tissues are a great vogue. It is a curious fact, that modern dyers can never reproduce exactly the wonderful blues, greens, and strange pinkish reds of the old time Japanese or Chinese silks and tissues, so well preserved for many, many years. Recently the writer had the delight of handling and inspecting a wonderful collection of Japanese priest and mandarin robes that were very old, but reflected the most exquisite colourings, that were remarkable for their brilliance and freshness of tint. The owner of this collection had tried many years in Japan and had found the old time costumes of the Japanese people a fascinating study. When, on an occasion, she visited a west end theatre in company with the writer, and witnessed a Japanese play, she derived immense amusement from the curious errors in the supposed correct dresses and atmosphere introduced. As an instance, a Japanese princess wore a richly embroidered silk coat, that is a style is always reserved for the Mandarin on high festivals. Similar curious ideas were apparent to this as to any traveller in Japan, who witnessed the psuedo Japanese play in London. It will take very careful scrutiny to discover any such mistakes in Mr. Beerbohm Tree's coming play at His Majesty's Theatre. Now, as always, he is going by the best possible authorities on the manners, customs, and costumes of all Japan, and well his Company know it, by all accounts of the rehearsals taking place.

* * *

An observation of the newest fans shows that the chief note among them is glitter. They are very much pailette, and are manufactured in mixed effects, such as light green and yellow, white and gold, peacock blue and green, tourmaline pink and white, blue and silver, black and steel, and so on. Another new feature is that the sticks in many cases match the upper part of the fan. For instance, there are sapphire sticks of pearl to a fan paillette with sapphires, green pearl sticks to a green fan, and other sticks that take on the gold or pink effects of the spangles above in a similar way. These spangled fans are of net, and are medium size. Small feather fans are also prepared for use in the coming Season, and there are others of parchment and net, hand painted and spangled, that are very beautiful. The chief decoration is in the centre of the fan, while around are spangles and sometimes lace applications. Fan-sticks are chiefly of opalescent pearl, light and dark, and are either plain or richly decorated with gold, pierced or spangled; there are also ivory and tortoiseshell sticks on the new Season's fans, but pearl sticks are considered smarter. Some of them are richly carved and enameled. The white ostrich feather fan is still the most luxurious of its kind, but the haute nouveaute is the spangled fan.

Fascinating tea gowns, in the softness of the silks and crepes, bearing quantities of lace, are typical of the best ideas in negliges, a characteristic model being of white crepe-de-chine over oyster-pink silk, seemed a jour and handsomely inlet with fine lace embroidered with pale pink sillk. The upper part is arranged with a cape, and this falls over immensely wide, hanging sleeves of crepe-de-chine, with abundant under sleeves of accordion-pleated white chiffon. Dainty wrappers of white, pink, and pale blue cashmere, with pointed Victorian capes and guipure, or finer lace motifs and frills, are here to meet the needs of the dressing room, and Zenana cloth in cream, pale pink, or other delicate tints, is put to the use of warm, cosy negliges for Winter fireside wear.

* * *

For riding and hunting the glove of the Season is a prick seamed glace Cape, strong and durable. It has no buttons but is a "sacque," with a smart little strap across the wrist. It was pointed out by a specialist lately that one of the most expensive and beautiful gloves is of real kangaroo, double sewn, with Bolton thumb and raised cord point back. It is soft as suede, but very much stouter. Another new glove giving splendid wear, is an imitation of deerskin, and will be worn in soft shades of beaver, sufficiently dark to be useful. A similar glove is produced in black, and is a great novelty for half-mourning wear; and for the same purpose is the new batswing glove, made of suede, pique-sewn, a capital glove for useful wear. Finally, a word concerning evening gloves. These will be of white glace kid and soft ficelle tints, and just turn the elbow—sixteen button length, fastening with three little buttons at the wrist. Ficelle gloves will be worn with bright-colored dresses, being softer looking and prettier against color than hard, white kid; while with pale gowns the gloves worn are invariably white or oyster-grey.



Special Design for Spring; by Bechoff-David, Paris.

NOTE. The cape sleeve, the vest, the open or closed Eton effect. The braiding gold, and the color a bright blue. All are strong features for Spring.

* * *

As to veiling. There have been rumors lately that the short dress-veil, reaching barely to the lips, was coming in again, but there is no likelihood of the long veil "going out" just yet. The present fashion stands at a veil from eighteen to twenty inches in length. The principal points about veil-fashions are that quiet styles prevail and fine patterns and not too many spots are the things to-day. The fashionable spot is medium-sized; the very large, thick spots that were once thought highly of, having entirely gone out.

Owing to the changes that are taking place in the style of tailor-made coats and bodices, more especially in regard to the return of tight-fitting coats, the question has arisen whether corsets will undergo any marked change in shape in order to suit the requirements of the new costume. When a well-known Regent street specialist was asked on this point she replied: "There is no inclination for the bust to alter its present shape, and the straight-fronted corset will certainly remain in fashion. It is true, however, that the drop stay is going out, and that the tendency is for corsets to grow higher and longer, a fashion better suited than the low corset to the more severe tailor modes that are coming in, which seem to demand greater support for the figure than the drop stay affords. Even the new evening stays are higher than they were. We are making these in broche and in fancy silks, but plain satin is not much used now. The most popular material for stays are the silk coutils and silk batistes in white and colors. The newest material, however, is a perforated net. It is made in pink, blue and mauve, as well as in white, and is neat and comfortable. Of course, ribbon and elastic stays are very fashionable, both for evening and day wear, and these are now cut higher than formerly, with a stiffened bust supporter. The new riding stay is made on the same principle. It consists of four wide bands of elastic—black, white, or colored, with bone supports covered with satin.

* * *

Some Novelties in the Shops.

Printed mousseline de soie is a novelty and has a very light, dainty appearance, eminently suitable for evening gowns. At present it is only being shown in white with floral

Important to the Trade:

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For Men and Boys,

DEFY Hard Wear and Bad Washing.

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There is a strong demand for these goods in every town. Who's getting the benefit in your community ?

Now is the best time to place orders for ***Spring*** and ***Summer Weights.***

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(ORIGINATORS OF "LINEN-MESH")

2202 St. Catherine St., Montreal, Canada.

DR. DEIMEL'S LINEN-MESH UNDERWEAR Registered

ONLY ON THE GENUINE.

LONDON, E. C., ENG.,
10-11-12 Bread St.

designs in white, but no doubt colors will soon be introduced and the effect will be quite as good as the printed nets and chiffons we have hitherto seen, and will have the great advantage of being much more durable.

Nowadays the handbag has become an absolute necessity to almost every woman, and the multiplicity of materials used for this useful little article makes it quite impossible to describe each one.

Bags of gold beads have been shown all through the season, and much newer are those made of creamy white beads, having gold wreaths and wrist chains.

A chain purse bag in the old fashioned stocking shape is very neat, this is of gun metal, in somewhat a close mesh and set with turquoise. . The mouth which opens with a spring is also thickly studded with this jewel.

Quite a novelty is a handsome bag made entirely of squirrel fur, and having a broad silver mount.

Neckwear plays an important part in the fashion fancies of this year, and numerous little trifles are invented and prove an attractive finish to a costume. Rabat collars in Maltese and Irish lace hold their own and a very dainty in a fabot of silk aud chiffon. The collar and shoulder pieces are made of silk, and entre deux stitching, while the front is formed of accordian pleated chiffon finished with a little chiffon ruche. These are shown in pale pink, blue and Emerald green.

A smart little stock, evidently hailing from Paris, was in white linen, very deep and forming a point in front. A hem stitched border finished the edge, and little round holes also round the collar showed the ribbon passed underneath which could be of any shade, according to the taste of the wearer.

Some dainty ties, which should prove a most desirable finish to a blouse, are made of the softest satin knotted at intervals, and the long ends being finished by little silver or gold tassels. These novel ties are shown in such colors as scarlet, pale blue, pink, and a new very deep cream.

Velvet ties in scarlet, green and royal blue, are often used as a finish to the newest blouses and have a very striking appearance.

A somewhat novel blouse in the palest turquoise had a carelessly knotted tie of Emerald green silk.

Single poppies and roses of immense size, in delicate shades and liberally scattered with silver spangles are much used to ornament the decolitage.

True lover's knots and wings in little colored sequins are popular for the evening coiffure.

A delightful garniture for an evening bodice was a tastefully arranged spray of holly. The leaves being thickly frosted threw up the bright scarlet of the berries to perfection.

For the coming Spring season it is understood voiles will hold first place for dress materials, in fact all thin supple cloths will be favored.

Velvet will be still worn during the early part of the season. It has proved wonderfully popular through this year, and has been used for every variety of garment. Some wonderful tea gowns are being shown in the new chiffon and mousseline velvet.

It was thought at first that plush would be much taken up, but these hopes have been disappointed and the decree has gone forth that no plush is to be worn either this season or next.

The popularity of Japanese silk increases, and it will be much used for blouses in the Spring – in conjunction with such materials as peau de soie, crepe de chene and lustre silk. There seems to be no decline in the popularity of the blouse, and a good season is being looked for in this line. Women have now realized the inexpressible comfort of the soft blouse, and they are wise enough not to give it up for a stiff bodice.

Green jade is being much used as umbrella handles—the favorite shapes seem to be either the crook or the ball shape; the crook slightly increases its size towards the end. Otherwise there is not much changs in the fashion of this particular article.

A BOOKLET WITH AN INSURANCE COUPON.

The Colonial Bleaching and Printing Co., Montreal, are again sending out to the trade, with their compliments, the same useful little note book which has been one of the most popular of the holiday souvenirs issued by any firm in Canada.

Attached to the inside of one of the covers is a railway accident insurance coupon, which entitles the next of kin of any person who has one of these note books and who may be killed by accident to the steam railway passenger train in which deceased was travelling, or who shall have been fatally injured thereby, should death result within 30 days, to $1,000. In addition to this, partial injuries are also provided for, payable to the holder of one of these booklets.

THE BACHRACK CONSPIRACY CASE.

Editor, " The Dry Goods Review "—In your last issue appeared an article " A Partial Failure of Justice," in which Mr. S. A. Jacobs deplores the miscarriage of justice, and regrets the conspirators escaped the law. Unfortunately, my name figured conspiculously in the case referred to, and I too, with Mr. S. A. Jacobs regret the miscarriage of justice in this, as in other cases in the city of Montreal.

No one regrets more than I do, the ending of this case in the way it did. It meant humiliation and disgrace to me to be compelled (in order to escape with my liberty) to plead guilty to a charge of which I was innocent. This step was only taken at the last moment, and on the urgent solicitation of eminent counsel in Montreal and Toronto. The encouraging feature of this deplorable case was, and is the refusal of the trade and the public generally, to believe that I was guilty of any wrongdoing, and that helped me bear the heavy burden.

It is a source of encouragement in the hour of trial to find that a quarter of a century of honest, upright dealing, counts for something. It may not be uninteresting to the readers of your paper to know that, from the time I first was introduced to Mr. Margolious, till the time he visited Chicago, was less than one month, and how could a conspiracy of such magnitude, be hatched, developed and carried into effect in such a short time? The alleged conspiracy was evidently about to collapse when I was dragged on the scene. However, I am willing to wait a complete vindication in due time, meantime thanking you for space occupied.

WM. BLACKLEY.

WE ARE THE ONLY MANUFACTURERS OF

UNION-MADE

Waterproof and Rainproof Garments for Ladies and Gentlemen

We guarantee all garments bearing these labels





to be made of **finest materials** and **best workmanship**, being made in our own premises by first-class tailors

We also manufacture a full line of **Suspenders, Men's Leather Belts, Razor Strops, Etc.**

Will send samples on application.

Wait for our travellers.

Canadian Waterproof and Star Suspender Co.

1834 Notre Dame Street,

MONTREAL.

BEST AND CHEAPEST

THE Elegante

BRUSH EDGE SKIRT PROTECTOR

(5-Yard Reels)

Most Convenient. Most Economical.



FULL RANGE OF COLORS ALWAYS IN STOCK.

Can also be had in 48-yard reels.

SOLE AGENTS: FOR SALE BY ALL JOBBERS

DIECKERHOFF, RAFFLOER & CO.

364 and 366 Broadway, NEW YORK.

MONTREAL, 301 St. James St.

TORONTO, 48 Wellington St. West.

National Rubber Co.

OF CANADA.

Manufacturers of the celebrated

Snow Shoe Brand



LOOK FOR THIS LABEL.

Waterproof and Rainproof Clothing

FOR MEN, WOMEN and CHILDREN.

ALL our lines are **WARRANTED TO STAND ANY CLIMATE.** Our travellers are now on their respective routes with full range of samples. They embrace all the Latest Styles and Designs in Cloths, Cut and Finish.

IF OUR TRAVELLERS DO NOT CALL ON YOU, DROP US A POST CARD AND WE WILL ARRANGE TO SHOW YOU SAMPLES.

IT WILL PAY YOU to inspect them before placing any orders. If you want **LEADERS** for your business we can supply you with them.

Office and Factory, 524 Craig Street, MONTREAL.

The certainty of correctness in style combined with newest fabrics, excellence of fit and superiority of workmanship are the elements which make the noticeable difference between goods of our make and others.

The prices are no higher. The profit-bearing qualities are in evidence at every point. Why not buy them ?

Our travellers are now on their respective routes with a full range of samples of Coats, Costumes and Skirts of the better sort for Spring.

We want your trade. That's why we advertise.

THE Merchants' Mantle Manufacturing Co. Limited

LADIES' READY-TO-WEAR

Coats, Costumes, Skirts and Capes.

36 WELLINGTON ST. E. and 1, 3, 5 LEADER LANE.

TORONTO, Canada.

In This Blank Space

we would like to have put a cut of our newest Underskirt. But it wouldn't pay us.

Other manufactures would use it to their advantage and our hurt. We've tried it.

Been in the Underskirt business only a little over a year, but we have sort of upset things. 24 hours after a new thing appears in New York, we are at work on the style in Toronto. Costs us money to be so smart ; makes us money, too. Makes you money, also, if your Underskirt account is with us.

Why isn't it with us ?

Listen !

Our **styles** are exclusive. The **fit** of our Skirts is perfect ; cut like a top skirt—all sloped seams. The **finish** is unusual—no pinked or raw edges. The **values** are not matched by any other makers in Canada. Materials, Sateens and Silks. Prices, $9.00 to $180.00 a dozen. Prompt deliveries. Samples and prices sent on request. Our salesmen will see you in good time

Dressing Sacques.

Our only other line. We are just as advanced in this line as in Underskirts.

Prices run from

$4.50 to $80.00

A DOZEN.

The Canadian Underskirt Co., Limited. 42 Adelaide Street West, Toronto

CLOAKS, COSTUMES AND SKIRTS

SPRING STYLES.



SPRING styles in novelties are now pretty well assured, and the manufacturers of suits are expecting another good season; in fact more orders have been placed for Spring suits than ever before in the history of the trade.

In regard to styles for the very early trade there will certainly be some long-skirted suits shown, but for later wear the indications point to the fact that Etons and boleros will be the prevailing style. The military style of cape that has been seen on some suits this fall is also likely to be even more prominent on the new suits.

Buttons graded in size from the smallest to the largest are to be used for shoulder, cuffs, and waist trimmings.

Late Spring novelties will include coats of white cloth in a variety of weaves, and of pongee and etamine, with square backs and loose sleeve effects.

The suits show a more elaborate trimming effect for Spring than those of the past Fall.

Skirts will be a trifle fuller about the knees, and they are being shown with many gores. Some extreme ones run to a great many, but for general sale they are more moderate in number.

There is an attempt on the part of some manufacturers to revive the old circular flounce skirt that was such a favorite some few seasons ago.

THE PROBABLE COAT FOR FALL OF 1904.

SPRING season is for the manufacturers of cloaks, suits and skirts a comparatively short one, and it is to the Fall and Winter garments to which he looks, to give the profitable run of trade that keeps his work people employed and his factory going.

Owing to the conditions that govern the trade here, it is necessary to be very early in the field, and the season when the Canadian makers of cloaks find it necessary to make their designs for the ensuing Fall will soon be here.

To the uninitiated this may appear a long time ahead, but there are reasons good and sufficient, which make it necessary to do so. Time was when every manufacturer played his own hand, and made his own styles, irrespective of what his competitor did; with the result that there was about as many modes as makers, and no particular design could be selected by the buyer, who looked at several sets of samples, as the fashionable one.

These days have happily gone by and this season careful enquiry of the different makers brings to light the fact that they are all inclined to favor a garment made on the same general lines; not that there will be any sameness about the lines of samples, but the same general features will be embodied in all.

First as to length. The fashionable coat for 1904 will be about 28 to 30 inches long, and will have a box front with demi-fitting back, that is almost, but not quite a tight-fitting back, and with a sleeve in much the same style as is now so popular; that is from the elbow down it will be wide, and gathered at the wrist into a tight cuff. Some of the stylish coats will have the addition of a cape, but it will be equally fashionable without. There will, of course be the necessary variations to make a range sufficiently comprehensive to meet the requirements of variety. This will be the generally accepted coat for the Fall and Winter of 1904, but of course there will be also the odd styles, without which no cloak stock appears complete, and upon which the buyer generally loses part of the profit made on the staple lines.

One of the first considerations with the retail merchant when he inspects a new style is—is it easy to fit. The hold that the box-back coat had on the trade was due to the fact that it was so easily fitted.

A tight-fitting coat, as all retailers know, is the very opposite, as to ensure a perfect fit the waist line must be in the right place. Merchants may make themselves easy about the new style coat, for while it defines the figure very clearly at the back, it is loose enough to just curve nicely in at the waist line, and so cut that it will easily adjust itself to either a 14-inch or a 16-inch back measure. This means that the coat is easily fitted and that the majority of women will be able to wear it without alteration.

All manufacturers appear quite satisfied that the above style will be the leader; and as this seems to be the unanimous opinion of all the makers, we may look for a greater uniformity of style next Fall. This will make the buyer's task easier, and will enable him to fill his staple lines with all desirable sizes, and yet leave plenty of room for his novelty garments without overloading his stock.

The result of the season just passed serves to confirm the opinion expressed by cloak men, that although scores of styles may be put out early in the season, and most of them meet with the approval of buyers, and to a greater or less extent be bought, yet, when the season opens and business gets into full swing, the whole thing simmers down to the one style of garment, with variations to suit the different ideas of either designer or buyer.

Just how or why cloak manufacturers, have all arrived at the same idea of style, for next Fall is their own particular business, but it is a strong circumstantial evidence that they have read aright the signs of the stars, which control the horiscope of cloak fashions. The fact, however, that they are all so unanimous makes it almost a certainty that no material change will take place at a later date.

PARIS DOES NOT PUT OUT FALL STYLES EARLY.

OWING to the fact that it will be on into the Spring, or into the early Summer before next Fall styles will be shown in Paris and New York, this showing is too late for the guidance of the Canadian cloak manufacturers. But the German cloak makers are just in the same position, and manufacturers both here and there have to take their ideas from the latest novelty of the past Fall season on which to base their designs for staple lines for next Fall.

The truth is that Paris favors the fuller idea in dress, and is doing her best to accustom the eye to a skirt full around the hips, as well as from the knee down, and the styles that she is showing have the broad shoulder trimming, and a skirt of sufficient fullness to make the waist seem smaller, but these ideas do not suit the American manufacturer and the American woman.

"There is no reason to-day why a woman should strive to conceal her figure," remarks an American exchange. "Before the straight front corset reached the perfection which marks it at present, there was a good reason for this concealment of the figure by means of the blouse. The vogue of the corset coat proved that the average woman's figure is much more beautiful than it was five or six years ago. She likes to show it, too, or she would not have taken up the fitted coat with such avidity as she did during the Spring and Fall."

Paris knows that the manufacturers of other nations are only waiting to copy her ideas and so in self-defence delays showing her hand as long as possible, and when she does so we get the late novelties that shape the course of the styles, not for the season for which they are shown, but for the season after that. That the coat indicated for next Fall is the latest now is not to be doubted, and that it has a number of smart possibilities and is right in line with the general trend of style there is quite apparent.

THE PASSING SEASON.

THE season that is now drawing to a close has been remarkable for selling strength of the long-coated suit, and the makers of this suit have had an exceptionally good season. In fact the vogue of the suit has cut considerably into both the cloak and the skirt trade at retail. The retailer does not seem to be as clear of his cloak stock as is desirable at this time of the year, and facing an extremely probable change of style bargain sales are likely to result in the next two months.

PREPARE FOR A CHANGE IN STYLE.

THE fact that the manufacturers are so unanimous in their opinion that a change of style is to rule next Fall should be taken into consideration in shaping the selling policy of the cloak department in January and February.

It is said in some quarters that stocks are not as well cleaned up as is advisable at this time of the year. It is hinted also that the bulk of these unsold garments are not Canadian made goods, but, however that may be, the retailer has them on his hands and as he too well knows, that when so radical a change comes about, as the one indicated in this number loss is almost certain to be experienced.

This being the case there is only one safe plan for the merchant to pursue, and that is to clear out his present stock of box-back coats with as little delay as possible. Sacrifices will have to be made, and is best made as soon as possible, for the garments are much more saleable now than you can hope to see them another season.

The exceptional nature of the Fall was against cloak selling in the early part of the season, and the vogue of the costume has to some extent, particularly in the towns, hurt the cloak business.

Now, however, that we are having more seasonable weather, the very fact that so many women have not bought a coat will make the work of inducing them to buy less difficult. So out with your bargains, and push them well with the trade. Remember, that the first is the best loss, and mark a price that should soon part you from your undesirable stock.

Some merchants are in the habit of carrying over their stock from one season to the next, but this year this policy seems to be exceptionally risky. If you turn your stock into money now you can use it to buy goods that will net you a profit, and you will be enabled to start the Fall season with new style garments, and you will be in a better position to do profitable business than if you had to show a mixture of old stock with your new.

FOLLY OF SACRIFICING QUALITY TO PRICE.

SOMETIMES a buyer for a ladies' ready-to-wear department, when he has built up a good business by always selling a reliable garment—one that is good value for the money and perfectly made and finished—becomes ambitious, and in seeking to gain more trade actually destroys what he has been at such pains to cultivate.

A good business reputation takes a long time to make; but it is easy to lose, and suits, coats or skirts, bought and made to sell, and not to wear, and designed to catch chance trade can soon do it for you.

Your regular customers, relying on your previous reputation, and knowing that she has always been satisfied with what you have sold her before, buys one of these garments. Instead of taking the price she paid into consideration when she discovers her mistake, she is apt to blame you for selling her the article. The fact is the price is only paid once, but the bad fit, and bad wear is ever before her. If she had not been taken with your doubtful bargain, she probably would have bought a higher priced and more reliable coat or suit, and been perfectly satisfied; but she paid just enough for the one she got to preclude her from buying another for some time. So instead of blaming her bargain hunting proclivities she blames you for keeping such stuff. And, moreover, her tale to her friends and neighbors runs this wise: "I bought this at So & So's, did you ever think that they kept such rubbish." She of course quite forgets to state the price she paid, but adds: "The next time I want a dress I am going to have it made for me. Of course I shall have to pay more, but I shall know what I am getting."

In days not so long gone by the materials for a gown were bought and entrusted to a dressmaker to be made up. The trade was so large that incompetents went into the business. Then when the ready-made business was

Cater, Platt & Co

MANTLE MANUFACTURERS



OLD CHANGE BUILDINGS. OLD CHANGE, LONDON, E.C. WHOLESALE MANTLE MANUFACTURERS

Canadian Buyers

can always count on seeing the latest, best, and choicest mantle modes in our showrooms. Our success is in saleable, medium-priced goods, not in extremes, and a look through our samples will show the extent of our range and the infinite variety of our ideas. We would like to mail our Pattern Book to buyers who cannot visit our showrooms. Any request will have prompt attention.

Specialties **Ladies' Coats AND Costumes**

ALSO MACINTOSHES, SKIRTS, BLOUSES and FURS,

OLD CHANGE BUILDINGS. OLD CHANGE, E.C., LONDON, (Just out of St. Paul's Churchyard



Corby, Palmer & Stewart

Mantle Manufacturers

To the Home and Export Trade.

We give special attention to the requirements of the Canadian trade in these Departments,

LADIES' and CHILDREN'S

Mantles, Jackets, Capes, Costumes and Skirts, Mackintoshes, Imperial Cloaks and Opera Mantles.

Let us have your name to put on our list for printed matter, illustrated catalogues, etc. We can always show advance models to Canadian buyers visiting London.

Corby, Palmer & Stewart, 39 to 41 St. Paul's Churchyard, 8, 9, 10 Old Change, E.C. **London, Eng.**

begun the victims of these poor dressmakers were eager to buy the ready-made costumes. Fashion, too, was in favor of the ready-made goods, as everyone was wearing a blouse and a separate skirt.

Now the cheap, for cheapness' sake, ready-to-wear goods, lines that are got up to sell and not to wear, is doing for the ready-to-wear trade, just what the incompetent dressmaker did for the custom made trade. To-day fashion is impartial, as the many wants of modern life make more than one style of costume necessary; but the dressmakers and ladies' tailors have had their lesson: they are fewer and better equiped, and will take care of most of the trade that is thrown in their way.

There is a legitimate demand for cheap stuff, and it can be met by decently made goods, but they will not be suitable for a better class department, and a man who has been at the pains to build up a department on better lines will be wise to stick to the class of goods on which he has made his reputation. And in any case, he should steer clear of the good-to-look-at, but not to wear goods.

———

SPRING SKIRTS.

THE ready-to-wear ladies' walking and dress skirt is a necessary article with the trade, as much so as cottons, flannelette or any assortment of other staple lines is with all dry goods men.

The question is how to create a larger demand and not let the trade fall. In our opinion it depends entirely with the retail merchants. The Canadian consumer in general does not want a cheap article, but a good one, an article that has some style about it. And, besides that, it must fit to perfection. Not everything is a skirt though it may have the form of one. It requires the skill and taste of an energetic designer to produce a garment that should please the consumers by looking at it, and give satisfaction by wearing.

It also requires the taste of a good man to select cloths to suit different styles. If, for example, a manufacturer makes a skirt of melton in a style that should have been made in voile or any other material of the kind, it will surely be a failure, and the merchant who gets stocked with such garments could not make a success with the skirt trade.

The merchants may ask "How are we to find out which is which, or where can we get the right things?" and in answer to that we would remark that it is a great mistake to place the orders too much in advance or to be too conservative in confining yourself to one house which may have treated you well. "One head is good, but two are better" is an old saying and therefore we think that it is advisable for every up-to-date pushing merchant in the beginning of every season to select cautiously from the manufacturers the most striking articles and give every one of them a trial. The counter will be the best judge which is the best.

The newest things are always coming on the market late and the manufacturer who wishes to hold the reputation of being the leader in the trade will never be in a hurry to go out early in the season; but waits for the latest development of fashions in New York and on the Continent.

Ordering goods, especially ladies' ready-to-wear garments, six months ahead is, in many opinions a great mistake. The factories with modern equipments can meet the demands of merchants very promptly and on that account there need not be any hurry.

As to the fabrics which are going to be good in ready-to-wear garments, vicunas as usual will be in the lead. In a low and medium grade skirt, melton and serges will keep their places as formerly. As novelties, light shades of fantastic tweeds, light weight canvas, voiles, crepe de Chine, zibeline and flaked goods, in cheaper grades, will undoubtedly be in great demand, as the same materials in higher grades have paved the way for them. The goods are the same patterns but the better qualities have not been in reach of everybody, being too dear for the average consumer.

A STOCK OF BLACK VELVETEENS.

AN item of interest to the manufacturing and wholesale dry goods trade is the fact that the firm of George Ridout & Co., 77 York street, Toronto, who are agents for Louis Behrens & Sons, Manchester, England, for velveteens, are carrying a stock of blacks, both in Montreal and Toronto, all of which are Worrell's dye and finish, in all qualities and prices, from which wholesale houses can replenish their stock during the sorting season.

This is a great advantage to the wholesale trade, in that they are enabled for a slight advance over their competitors the fact of such shortage in their lines, which fact under some circumstances might easily be taken advantage of.

They also can supply upon short notice, any shade of velveteen in a number of qualities, so that the buyer who may by chance not have been able to thoroughly size up the situation, will be enabled to keep his line well sorted, even in odd shades which it is so frequently experienced from time to time, have an unlooked for run.

At any time velveteen samples for import also, can be received from this firm with very closest importing prices.

UNITED STATES DRY GOODS EXPORTS TO CANADA.

A GENTLEMAN from New York who is brought into close touch with the dry goods exporters in different parts of the United States has been spending the Christmas holidays in Canada. In a conversation with "The Dry Goods Review" in regard to the export trade to Canada in dry goods, he said:

"On general lines it is impossible to compete with other countries, especially with Great Britain. On some special lines, considerable business is being done. These special lines would consist of wash goods, general novelties, millinery, hats. Not much is being done in suits and mantles, as the Canadian manufacturers have advanced this line of manufacture remarkably fast. New York millinery is having a very large sale in Ontario and the West; also in the Maritime Provinces. In men's hats, the Canadian trade is having considerable attention from the United States manufacturers. We cannot do much in gloves and hosiery on account of the tariff preference for English goods.

"In shirts the trade with Canada is gradually falling off, as the manufacturers in the Dominion are turning out a much better article than they did some years ago."

WALDMAN & SOMMER

Renown  Brand

Spring line ready January 15.

SUITS AND COATS

Snappy, smart styles that are out of the ordinary.

Garments that possess **a high degree** of fit, finish and tailoring.

Remarkably strong display of **SUITS.**

Popular price goods as well as high-class novelties.

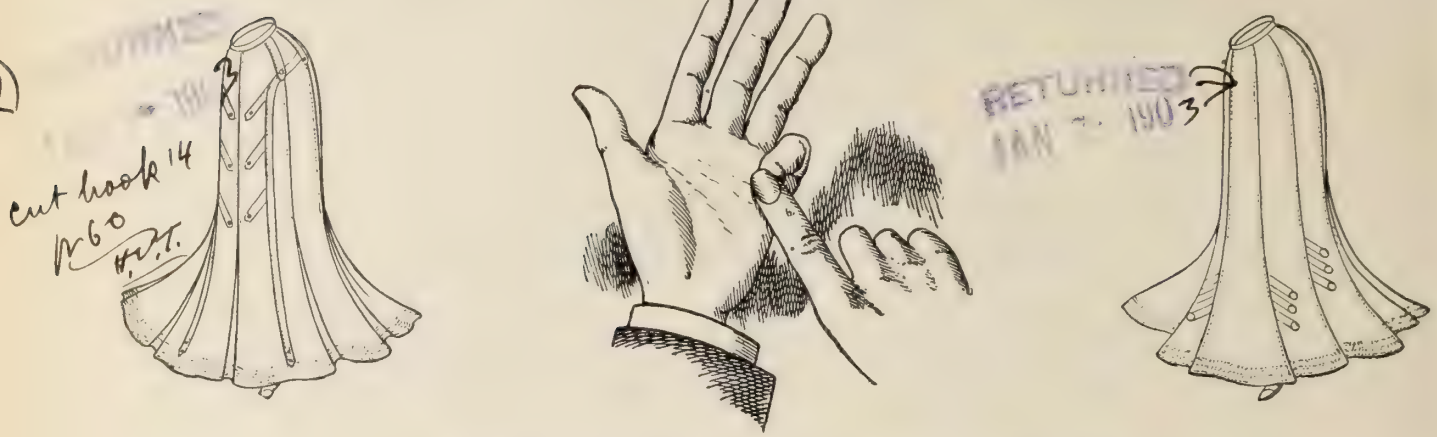
Our line will be worthy of inspection by every buyer that caters **to a discriminating trade.**

Those merchants and buyers who are willing to be convinced will find in our house **a very superior line of merchandise.**

513-515 ST. PAUL ST., MONTREAL

Five Good Reasons For Delay

OUR PATRONS will ask, "Why are we not as yet out with the samples for the coming Spring?"



IT STANDS TO REASON:

1. THE STYLES in Skirts in the United States and on the Continent have changed in many respects and as we are the **leaders** in the trade we are waiting for the latest developments. **That is our first reason why we are late.**

2. The Canadian consumers are being rapidly educated by the leading merchants of this country and are at present equal in tastes to the southern neighbors—and while this is so they want the latest and the best that money can buy. We are after the trade of the **up-to-date merchant and the fashionable consumer. That is another reason** why we are compelled to be late with our Spring Samples.

3. We anticipated radical changes in styles and materials and months ago have ordered goods from European markets which were late in reaching us. But we are glad to say that the latest artistic productions are coming in daily. We will be in a position to surprise you, although a little late. **There is our next reason** why we are late with our Spring Samples.

4. We are proud of being Canadians at present, but we were trained in the United States, and from there we have a lesson, rather to be late with the best than early with the worst, and this is our **fourth reason** why we are late with our exquisite new styles.

5. **For the fifth reason** we would kindly ask **you** to reason with us, that it is as much to **your** advantage as it is to **ours** to wait and look at our samples before placing your orders in a hurry. **You surely will be the gainer** and we will have all the **reason** to thank you for your **patronage.**

Please note that we manufacture for the masses and the classes.

New York Skirt Mfg. Co.,

8 Lemoine St., - - MONTREAL.

N.B.—You need not be afraid of getting in your goods too late, we have the best equipped factory in this country and are in a position to deliver orders on very short notice.

WE WISH YOU A HAPPY NEW YEAR.

DRESS GOODS

FEATURES OF THE TRADE

SUITINGS and tweeds, lustres and mohairs and veilings form the three headings under which all varieties of dress goods may be classed; but if the headings are few the variety of materials that come under them is large.

* * *

In tweeds there is a developing tendency towards very light effects, particularly in grey, enriched with white and black flecks. A few zibelines are showing, but not of the hairy character. They are very smooth in finish and the long hairs lie smooth and flat on the surface.

* * *

Alpaca and mohair weaves are decidedly prominent. Lustres with the sheen and finish of silk are also worn for shirt waist suits for the coming Spring. Some beautiful shades of brown, pearl grey, blue and green are showing.

* * *

Voile and canvas effects are the most popular weaves among the veilings, and if anything, the coarser weaves are the strongest. Beside the worsted voiles this weave is shown in woollen yarn, which gives a rough, shaggy appearance to the goods. Flecks and dashes of mohair or silk, either irregular or in broken checks, stripes monotone, or white are showing. Some smart effects are gained by the use of white flecks on a black ground louisine order that is taking well with the trade.

* * *

Silks of soft make are growing rapidly in popular favor, as they shape softly and so enable the waist manufacturer to follow the popular lines of style. There is a good deal of shirring used on the new silk shirt waist, and also on the shirt waist suits. The soft silks are just adapted for this treatment.

* * *

Crepe de Chene and in fact, anything of the crepe weave, is good at present. A new crepe that promises well is of Japanese.

SILKS.

IT now seems possible to speak with a little more confidence about the silk end of the dress goods trade. There is only a fair demand for silks, and that is confined to some lines.

Colored taffetas for foundations and trimming purposes are selling well, but the complaint is made that the cost of production and the selling price are too near together for profitable trade. Taffeta as a blouse silk is giving place to the softer makes.

Louisine is in greater demand than ever, and there is a new weave of silk, which has a soft satiney surface, something after the louisine order that promises well with the trade.

The good wearing qualities of the English silks are gaining for them a place in the confidence of the trade. They are shown in both colors and black. In this silk some striped lines are shown also, but this seems the limit in fancy silks. Anything in the shape of a patterned silk the trade is extremely cautious about taking up.

The leading shades in colored silks as far as present selling indicates, are blue in all the navys and in pale shades, green, champagne and pearl grey. Of course many other shades are selling, but these are the leading ones.

Black silks seem likely to be very good property in the coming Spring, but following the lead of other silks, the softer makes sell the best and Peau de Soie, Louisine, Pailleetts, merves, etc., are very popular.

In taffetas there is a guananteed Italian silk that will neither cut nor tear, that, though it is expensive, retailing at $1.25, is gaining the confidence of the trade and is selling freely.

Shepherd's check is well thought of in some sections of the trade, particularly in the middle-sized check.

Japanese silks, as we have before stated, can almost be looked upon as staple in the trade, and are likely to be very strong sellers in the coming season. The manufacturers of blouses and underwear have placed large orders for this class of silk in white, ivory and cream for use in making up goods for the coming Spring. "It is almost impossible to keep sufficient in stock to supply their wants," said one importer.

Shantungs and Pongees are also to be good for the coming Summer. The trade was slow to take hold of this class of silk in the first place, but is now at last recognizing their good washing and wearing qualities. Then again they are naturally of a color that is much in favor at the present time.

Talking with the manager of a Japanese silk house in Canada "The Review" asked if in the case of an outbreak of hostilities between Japan and Russia, what effect would that have on the silk trade. "Not a bit, not a bit," quickly came the answer; "you see the base of operations is so far from the Japanese ports that it would be impossible for the Russian navy to blocade them, but you will see there will be no fight, for at the last minute Russia will back down as she has always done."

SCARCITY OF DRESSMAKERS.

REPORTS from the travellers of wholesale houses indicate that country merchants are experiencing a great deal of difficulty in getting dressmakers.

The reason given is that a dressmaker pays her assistants little or nothing for the first year, even after that wages are of a low scale for the general trade. In the past when there were fewer occupations open for women, any number of girls were willing to work for the wages paid,

but now that the demand is so great from many new industries the girls have gone to work for the better paid trades.

A "VELVET WINTER."

IN a variety of new and beautiful forms the once popular but latterly despised velvet is in favor again with the well-dressed woman.

The velvet which will reign supreme both for outdoor and evening wear during the coming Winter is not the thick, heavy, and uncomfortable material which was fashionable a few years ago. It is a velvet de luxe, a delicate and ethereal innovation with almost the lightness of chiffon and the brilliance of satin, and, above all, the characteristic rich and sumptuous appearance of its discarded prototype.

It is known as chiffon velvet, and although it is as light and graceful as panne it has a deep and almost indestructible pile, the effect of which is enhanced by a scarcely perceptible rib.

The popular colors just now are mole, mouse, slate, brown and black: but there are many brighter shades which will be seen in profusion in the evening costumes. In rose, cream, lilac, and cardinal effects are presented which are found, on the authority of a West End house, totally irrestible by the woman who has a reputation to maintain in matters of dress.

The new vogue involves an interesting turn of Fashion's wheel. The beautiful velvet and lace gowns of the Stuart and earlier periods have always stood for all that is sumptuous and picturesque in dress, and a return to these "old" fashions will add much to the appearance of modern dances and receptions.

Kyle, Cheesborough & Co., of Montreal were the first to introduce this new article to the Canadian trade and have a choice assortment of the goods in stock.

WASH GOODS.

THERE is a change so sweeping in the wash goods department for Spring that it may almost be termed a revolution, and many old standbys and favorites will be missing when the Spring trade opens up. There is no lack, however, of attractive novelty lines to take their places. Retailers should make a most interesting showing as most of their lines this year are novelty goods—that is apart from those that are staple, such as prints, ginghams, etc.

The departure of the prevailing fabrics from former styles is very marked. There is no doubt that next Summer will see a further development of the "Shirt Waist Suit" idea, and a host of attractive, and at the same time comparatively inexpensive materials have been designed for making up in this manner.

When inexpensiveness is now talked about in wash goods it must be remembered that the standard of price has been much raised, and 25c. is no longer the limit, but that women are willing to pay 50c. and over for an attractive line. In short the whole character and use of cotton fabrics have materially changed in the past few years, and they are now worn on occasions where in the past they would not have been even dreamed about is very certain. It is cottons of this class that have cut so largely into the sale of fancy Summer silks.

The popular lines of wash goods copy as closely as may be the prevailing fashion in wool, and wool and silk lines, and instead of printed organdies and mulls, we have twine cloths, cotton voiles, crepe de chines, etc. This indicates the radical change that has taken place in wash lines.

These fabrics further follow wool lines and are embellished in the same manner by bouttonne and noppe yarns, which form flakes and indistinct checks just as they do in woollen goods. Flaked effects are also prominent in theses lines.

Many wash fabrics are so open, and of such a nature, that to gain the proper effect they must be made up over a drop skirt or slip. The fashion books say of silk, but what will be more generally sold is one of the many excellent substitutes that come under so many fancy names, such as spun silk, silk-taf, etc., or even a plain colored sateen, and Dame Fashion says that contrasting linings will be the vogue.

This affords a hint for decorators and window dressers that should not be neglected: indeed we should see some very good wash goods windows soon, as decorators have a splendid opportunity in the new wash goods. Laces that will be used so lavishly to trim wash goods should be shown with them; and also ribbons to match, as sashes and ribbon girdles are likely to be much in evidence.

Nothing stamps the high position that cotton fabrics take in the trade nowadays than the high-class character of the laces that are being imported to trim them.

Besides the noppe effects, silk embroidered spots, rings and small figures are shown, and there are Persian woven spots—"Chineses lanterns" as one buyer called them—and this just gives the effect, as the colors are soft and harmonious, and patterns are quiet and unobtrusive.

Union goods of linen and cotton in flaxed and noppe effects promise well, and in the better trades plain linens in fashionable shades will sell well. The twines and voiles are also beautifully shown in linen lines.

The principal colors for this season in wash lines seem to be navy, champagne, ox-blood, and grey, pale blue, and pale green are also selling well. Mauve is shown, but is not selling to any extent, as everybody seems to regard it as a doubtful color. Other colors are selling but these are the principal ones.

Black cotton voiles, with white flakes are also good, and cotton grenadines in both black and white are among the best selling of Spring lines.

WILLIAM BLACKLEY, LIMITED.

On another page will be found the advertisement of William Blackley, Limited, a new company formed in Toronto of wholesale jobbers and dealers in general dry goods, gents' furnishings, etc. At the head of the company is William Blackley, at one time managing director of D. McCall & Co., and the directors are Henry J. Tharle, Buffalo; William Blackley, Frank B. Allan, Alfred Blackley and Thos. M. Blackley. The firm represents some good houses in England, France and Germany and is prepared to give the merchants the advantage of special "job" lines which are always on hand.

NORTHWAY GARMENTS

THE HOME OF THE NORTHWAY GARMENTS.



HIGH STYLE, HIGH QUALITY, MODERATE PRICED.

COATS - CLOAKS - SUITS

Northway Garments are the nearest to the custom-tailored idea of any garments produced in Canada to-day. They're the kind of garment the people are asking for and the dealer who does not carry a line of them isn't putting himself in a position to make the most of this department in his business.

Northway Garments are all made from the most advanced styles chosen in the fashion centres of the world, and adapted specially to the Canadian trade.

Whether your trade calls for the high, the medium, or the lower-priced garments the name ***Northway*** carries with it a guarantee for highest styles, good fit, faultless making, splendid quality, and maximum value,—Northway Garments are the garments to buy,—Northway Garments are the garments to sell,—trade-winners and money-makers.

Wait for our travellers, or visit our warehouse, and see the grandest line we've ever had to show the trade.

JOHN NORTHWAY & SON, LIMITED

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Remember

that **The Ontario Neckwear Co., Limited,** has always the newest ideas in Ladies' and Men's Neckwear. Whether the season is ***SPRING, SUMMER, AUTUMN, WINTER,*** we are always out with the newest and smartest styles.

STERLING BRAND ONC TRADE MARK

Remember also

that we are the largest makers in Canada of **MEN'S WASH VESTS.** Our travellers will be out in a few days with a splendid range for Spring and Summer. Our plant is already busy on vests. Would it not be well to send for samples ?

THE ONTARIO NECKWEAR CO., Limited, CORNER BAY AND WELLINGTON STREETS, **TORONTO.**

WHITFIELD, MAYALL & CO.,

Manufacturers' Agents and Importers of...

HOSIERY, UNDERWEAR,

LACES, EMBROIDERIES, NOVELTIES, Etc.

LADIES' BELTS, BLOUSES, Etc.

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THE FAMOUS

Black Cat Hosiery.

The best-selling and best-advertised line in Canada.

The most progressive retail merchants in the country are handling this line, and if you want the agency for your town, write us.

It is a good thing and will help your business.

The JACKSON MANUFACTURING CO.

Selling Agents for Canada,

CLINTON, - ONT.

SPRING STYLES IN THE GREAT WEST

Winnipeg, December 19, 1903.

AS I have so often written the "Review," December is a bit early for many lines of Spring goods in the West, but this year business is exceptionally well forward, and jobbing houses report the largest placing trade yet done at this date. Of course the advance in prices in cottons is viewed with great disfavor here as elsewhere, but as far as I could learn all the western houses have been pretty fortunate in placing their orders before the rise, and they have bought very heavily. In certain staple lines where they sell from printed lists, the advance goes into effect on the first of January to their western customers, but in other lines there will not be an advance made for possibly some months. The jobbing trade feels that the retailer in the country should have a longer time in which to accustom his customers to the idea of advanced prices for cottons. Just how long present prices will continue will be governed in the case of each house by the stocks they have been able to secure in certain lines. One house here has, I imagine, "the long suit" so far as stock is concerned, anyway their stock is so enormous as to be scarcely creditable to eastern ears, if the exact proportions were given.

Irksome Local Rates.

A matter that is of great moment to the western jobber is the having to pay local rates on many classes of domestic goods, such as domestic cottons and wool goods. For example, the order of one western house for men's woollens, such as vests, drawers, etc., amounted to eight carloads. On this they had to pay a local rate of $1.39, while the through car rate on goods of this class is 50c. It is not much wonder that the western jobber feels that he has a kick coming, when the retail merchant who brings in perhaps a hundred dozen pays no more freight in proportion than the wholesaler who brings in 10,000 dozen. There seems some small hope of an amelioration of this condition, and it cannot come too soon.

The Crops and Collections.

I have been writing from time to time of a certain delay in connection with collections, due to the slow movement of the wheat crop, and I had expected to find that placing orders for Spring would have been somewhat curtailed by this. So far the opposite appears to have been the case. It is just possible, however, that the curtailment may come in sorting orders. I still feel that it would be unwise for eastern jobbing houses to push goods too strongly in the West. Only the older and more experienced salesmen should be sent out, and they should have due regard to the locality and the length of time the men have been in business when they extend anything like unlimited credit. Everything is good in the West and everything points to continued prosperity. At the same time there is, at a conservative estimate, at least $2,500,000 not in circulation, which, in the ordinary course of events, should have been moving at this time of year, and the absence of this money must make a difference. There is one circumstance that I have noted which I can not explain, nor have I been able to find anyone that could, and that is, there is more complaint of slow collections from lumbermen and implement dealers than from either grocers, hardware men or dry goods men. There is nothing further of interest to say in reference to general trade conditions, and I do not think I can do better than give a few notes on some of the leading lines that are proving popular for the Spring trade in the West.

Gault Bros.

In Gault Bros., Winnipeg, the house is just getting matters well settled in the new addition to their premises. Mr. Crawford, the European buyer, has already left for the Old Country, fully three weeks earlier than usual. The present conditions in the market will have the effect of sending buyers abroad earlier than usual. I paid special attention in this house to the fancy dress goods, this department being materially extended this year. White wool goods, white silk and wool mixtures, mohairs, silk stripe voiles, figured mohairs, crepolines, illusions, voile bouttons and knoppe twines are among the weaves, and all these lines are shown in black, the pastel shades and the new marine blue. The newest weave in the silk and wool mixtures is the illusion. Why it should be called an illusion it is a little difficult to understand. It is the finest production of sheer goods that has been put on the market, thinner than the crepe-de-chenes, more flexible than the colinnes, it has something of the qualities of both, is very lustrous, and will drape exquisitely. The Gaults show it in cream, dead white, black and marine blue. The voiles and etamines seem more beautiful than ever. The silk stripe voile is one of the newest effects, the stripe being two threads of silk about a quarter of an inch apart and having the appearance of being run through with a needle. Grenadines are a very strong feature, and a novelty grenadine has a twine weave with a gold thread worked in with the black. This would be very handsome for evening gowns. The grenadines are either very open like twines, or in sheer blocks like voiles, and silk stripes are very much in evidence. The two lines of blouse cloth, not seen elsewhere, were shown by this house. One was a champagne cloth, that color being the body of the goods. This is decorated by groups of four stripes, either grey, sea blue, reseda, brown or black, and on each side of these stripes were run sharp lines of white. This is an exceptionally handsome cloth. The other had a ground of sea blue showing groupings of lines of white alternating with mercerized stripes in black and white with a tiny stripe of Persian effect in the centre.

In white cotton goods the Oxford mattings hold first place. They are brocaded, and the patterns look like the most exquisite damask, and some of them are quite as heavy as the heaviest table linen. Whole suits will be made of this material as well as individual blouses. The fact that the goods can be laundered without starch is a great recommendation. Of course this house carries everything in the line of staple dress goods, in both woollens and printed cottons. The fourth floor of the building, in accordance with the new arrangement, is being exclusively devoted to women's ready-to-wear goods, and the array of blouses in lustres, voiles, mattings, linens and muslins, would make you wonder who would be left to buy piece goods to make these garments of. I did not see anything strikingly new in the ready-to-wear skirts. Blacks are particularly good, and there is a preponderance of the sheath effects. Cotton and linen skirts do not seem as much in evidence as last year.

In men's wear, which is a great feature with the Gaults, the negligee shirt with the laundried band is superceding everything in the line of regatta shirts. Some of the materials of which these shirts are made are extremely pretty.

Stobart, Sons & Co.

Mr. Stewart, the European buyer, leaves next week on his semi-annual trip. I was fortunate enough to find him with leisure to go through the stock. House furnishings are lines that are always promient for Spring, and, I fancy, even more so in the West. The custom of shutting up houses and going away for the Summer is not as common in the West, and for this reason new carpets and new hangings are bought quite as much in the Spring as in the Fall, in fact, I think more so. The Stobarts have devoted the half of one floor, that is a space 66 x 95, to this department. The display of Swiss and Eottingham goods in curtains is really wonderful, and the prices range from $1.50 to $25 a pair,—surely wide enough to suit all classes of trade. Carpets and linoleum are simply without end, but a great feature is being made of velvet pile carpet. A special effort will be made in this department to keep abreast of everything in the line of novelties in house furnishings, and everything will be carried, with the exception of piece furniture.

I was very much interesed in a table of Canadian-made home-spuns and wool mattings. These goods, and I say it without prejudice, are prettier in design and more nobby in finish than anything I have seen from Scotch or English mills. The range is not a very large one, but the quality is of the very best. In fancy home spuns the knoppe effect is particularly successful in combinations of grey and green, fawn and white, grey and black, and grey and green with a tiny dash of red. I was not at all surprised to learn that houses in the West had difficulty in getting the supplies they required owing to the enormous demand for these goods in the United States. The home spun and fancy tweed will lead for Spring suits, but there will be a great return to blue suits. This season, however, the shade will be marine blue instead of navy. It is a lovely color, soft, rich and positive; something between a cobalt and a royal. A very becoming shade, and particularly effective with white. From heavy dress goods we gravitated to the lighter makes. Among cream woollens were the French fancy chaillies, both brocaded and striped, and the crepe deutelles and mohairs. Cream, marine blue and champagne are leading shades, and, by the way, they can all be worn with good effect. A gown of champagne voile is effectively decorated with cream-white fringe and applique and touches of marine blue velvet. Stobarts carry a line of sheer French voiles, the finest I have ever seen. They have a great range of illusions, knoppe voiles, coutonnes and knoppe deutelles and knickers. In black goods their line is simply superb, more particularly in voiles.

The year 1904 will be even a greater white season than 1903, and one line of muslin seen here was in sheer ground something like an open organdie, with elaborate patterns that have the effect of applique embroidery. These goods are very rich, and are already being bought for evening gowns, more particularly for young girls. A line of blacks in the same material, and also a line of black cotton grenadines were very good. In fact, the third repeat order has already gone out for these goods. I looked at a beautiful line of Scotch damasks in which, by the way, the larger patterns are the leading favorites. In the ready-to-wear department for women, the blouses have all their novelty in material, there being little or no change in design. The blouse, however, is as popular as ever. All attempts to route it having proved utterly vain.

In the fancy goods department I noted a pretty fad in the shape of belts with handbags to match. These are specially good in bright red and marine blue, the idea being that these two bits of color shall be the only brightness on the smart tailored tweed gowns for the Spring. Another new and nobby belt has the crush effect with fan bows and long ends behind, and comes in white, green, blue and black.

The R. J. Whitla Co.

This house reported an excellent placing-order business, the volume being larger than in previous years at the same time. The provision in the staple departments for the Spring trade is immense, and in house furnishings the lines are all full of exceptional choice goods.

In the dress goods department Mr. A. S. Binns showed me an extremely fine line of fancy or novelty dress goods. All classes of sheer goods are shown in mohairs, etamines, knoppe etamines and two-tone voiles; this is the only house at which I saw this particular weave. The combinations were in the golden brown, reseda, pearl and French grey, and sea blues combined with cream. Voile olivet is another new weave that promises to be popular. In grenadines the new jetted weaves were not only novel but very pretty and extremely effective for evening wear.

Grenadines, both in silk and cotton, are selling remarkably well. Brilliantines, which, by the way, are nothing more or less than our old friends the lustres, are having a great run, and this house shows them not only in the new basket-check weaves, but in black and white and blue and white checks. These are sure to have a great run, as the contrast is clear and emphatic. In cream and white lustres the range is very large, especially in the brocaded effects, and the blacks are very handsome. In cotton and linen goods there are some lovely things in linen mesh, cotton voiles, Oxford mattings aod vestings. The linen mesh for suitings is a beautiful line of goods, and one that is having a great run. It is a little surprising how entirely silks seem out of the scheme of things in Summer dress goods, excepting for drop skirts and linings.

The Whitla's is a great house for lace, and the range this year is the largest I have yet seen them carry. Judging from the run on the lines already experienced, fine Vals will lead, although the Maltese guipure and applique effects are all good. I was unfortunate in finding Mr. Campbell, the European buyer for this section, absent from illness, and had not my usual pleasant prowl through all the novelties brought back from Paris, Switzerland and Germany. Judging from the little I did see, the range is one of the finest in the West. Mr. Campbell leaves shortly for Europe.

Houses like Kyle, Cheesebrough & Co. have not got their Spring samples of laces and fancy goods in yet, so that these will have to remain for another number.

Greenshields Western Limited, were not sufficiently settled in their new quarters for me to do justice to their stock, so that this also will have to remain for the February number.

E. C. H.

WE wish to call the attention of the trade to our engraving business, established and equipped for producing the finest illustrations of fashions and designs of every description.

Write for quotations.



Cut Book 15 page 67

Legg Bros. Engraving Co.

5 Jordan Street, TORONTO

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G. A. WEESE & SON,

Wholesale Jobbers, 44 Yonge St., Toronto.

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has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a Special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

Address: Business Manager.

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The BERLIN SUSPENDER.

Made IN ALL Grades.

Protect Home Industry!

The Berlin Suspender and Button Co.

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are valuable, therefore use good wrapping paper. Our brown and manilla wrapping paper is the kind that can be depended upon to protect the parcel. It is tough and strong.

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TORONTO, MONTREAL and WINDSOR MILLS, QUE.

TORONTO COMMERCIAL TRAVELLERS' ASSOC'N

THE annual meeting of the Toronto Commercial Travellers' Association was held on December 23, and the report shows a decided increase in membership and a strong financial foundation. The membership on November 30 was 6,401, an increase of 544 over last year. The mortuary benefits for the year were $39,260, making a total amount paid since 1882 of about half a million dollars. There is a permanent reserve fund of $410,000, invested principally in municipal debentures, making the fund as safe as that of any banking institution. In addition there is a relief fund of $2,000.



Mr. Thomas McQuillan, President.



Mr. Henry Goodman, First Vice-President.

The association owns the handsome quarters at 51 Yonge street, Toronto, used by them as offices, and partly rented out. In this building are the offices of the secretary, a fine reading room, where the leading magazines and papers are on file, a large smoking room and a board room. In this way club rooms are provided for the use of the members when in town.



Mr. Lyle Duncan, a Director.



Mr. J. C. Black, Treasurer.

Mr. M. C. Ellis, of P. W. Ellis & Co., Toronto, the retiring president, has been on the board for ten years, from director to president, and during his three years in the latter position has worked hard to place the association on the firm foundation where it now stands. It was only at the urgent request of his brother officers and of the members that he was induced to occupy for so long a term the arduous position which he has now resigned.

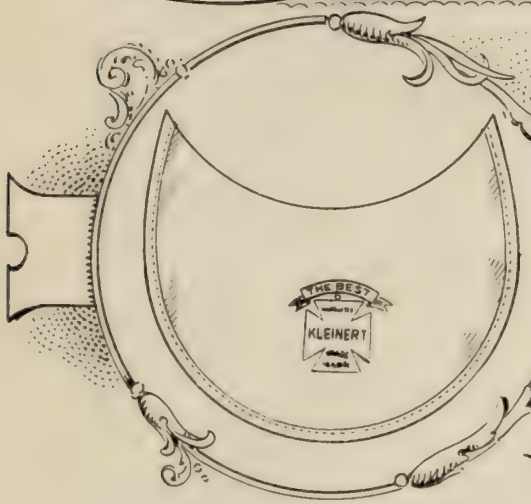
His successor, Mr. Thomas McQuillan, has been elected by acclamation, after serving a year as first vice-president, two years as second vice-president and a few more as director. He is the western representative among the wholesale trade of Stevenson, Blackadder & Co., Montreal, who handle the products of The Dominion Cotton Mills Co. Previous to 1901 Mr. McQuillan was for fifteen years with The Wyld-Darling Co., commencing with them as eastern representative when they started business, and during his last two years with that firm acting as manager and buyer of the staple department. His earlier days were spent with Hughes Bros., one of the largest wholesale dry goods houses in Toronto during the early 80's. After six years in their employ he represented for six years J. W. Gale & Co., another defunct wholesale dry goods house of Toronto, and from them went to The Wyld-Darling Co.

Mr. H. Goodman, the first vice-president, is a representative of The M. Langmuir Mfg. Co., of Toronto, manufacturers of leather trunks, valises, etc. Mr. Lewis Howard, of R. H. Howard & Co., wholesale liquors and cigars, was elected second vice-president after a close contest with Mr. West, of the United Factories.

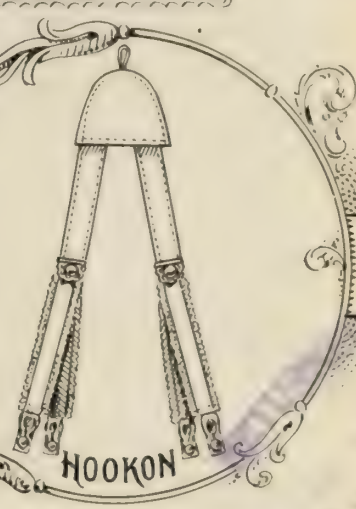
The position of treasurer has been held since 1893 by Mr. J. C. Black, a member of the firm of W. R. Johnston & Co., clothing manufacturers. Mr. Black's connection with the association dates from its inception in 1878, when he was elected director, and served in that capacity for four years. For six years following he was vice-president, and was then chosen as president. The following year he retired, but five years later returned in the position of treasurer. On the directorate there are five men representing wholesale dry goods houses, Mr. Lyle Duncan, with The John Macdonald Co., Mr. John Gibson, with Gordon, MacKay & Co., Mr. M. Lamont, with S. F. McKinnon & Co., Mr. S. M. Sterling, with The Wyld-Darling Co., and Mr. A. F. Hatch, until recently Toronto manager of Gault Bros., Montreal. This is Mr. Duncan's fourth term on the directorate, and he avows it is his last. He

Kleinert's

DRESS SHIELDS



AND



HOSE SUPPORTERS.

FOR SALE

IN ALL LEADING STORES.

covers the territory known as the northern, from Barrie to the "Soo." In 1890 he started in with his present employers as a salesman, and after a short time became city traveller, a position he held for three years. For eight years he has been on the northern route and has built up a very large business for his firm on one of the most difficult territories to work. Mr. Hatch has recently left Gault Bros. and is now representing the Dominion Steel Whiffletree Co.

AN EMPLOYES' RECREATION ROOM.

THE interests of the employes have of late years been attracting more attention, and many employers have considered it nothing but right that a little more than the arduous work of a factory should enter into the daily lives of the men and women whose entire time from 8 a.m. to 6 p.m. is spent within the building. A few have met this new movement by cutting down the hours of work and granting a Saturday half-holiday. But to this there is a limit. A firm doing a large business, and finding it difficult to secure sufficient work people is forced to keep the factory working; and so must look around for other means of brightening the employes' service.

The recreation room is one of the most highly appreciated exhibitions of thoughtfulness on the part of the employer. The Minerva Mfg. Co., of Toronto, have maintained in their warehouse, since March, 1903, a most beautifully arranged room, set apart solely for the benefit of their employes, and in connection have opened up a library and reading room. The cut shows a few views in this large, well-lighted room. The idea was to provide a comfortable room where the employe could spend his lunch hour and other spare moments, and where he could, with his fellow workmen hold special evenings and otherwise conduct himself as if the member of a club. There are two or three large tables covered with the latest magazines, and a few smaller writing tables. The chairs, which are armed, and leather seated, the tables, and the four or five bookcases, are in oak and combine to make an exceedingly tasty room. On the platform at one end is a piano, and a few pieces of expensive pearl-inlaid furniture.

The library consists of some 350 volumes, including a leather bound set of the Encyclopedia Brittanica. That it is thoroughly appreciated by the employes is attested by the fact that from 60 to 80 books are taken out every week. The piano is always in use during the spare moments, and a crowd of girls is constantly surrounding it, singing the latest songs and otherwise enjoying themselves. The music is provided by the firm at the request of a committee appointed by the employes. When this committee desires, the room is thrown open at nights for the holding of any kind of entertainment they may wish, and in every way the workpeople are made to feel that the room is theirs.

There is a strict system enforced, particularly in the library. The employe takes the book she wishes from the cases, which are left open, and inserting a filled card provided by the firm, she places the book in a basket, from where it is taken by a librarian, entered in a book, and given to the borrower upon her leaving the warehouse at night. Books can be kept two weeks or renewed for an additional two weeks. Books are returned to the office and not to the shelves. Many of the girls read during the lunch hour, and for them is set apart a shelf, upon which they place their book, with a card enclosed, and no other employe is allowed to touch that book when in this compartment, which is marked, "reserved for daily reading." The magazines can never be taken from the room, and a reasonable care is required in the handling of them. Bookmarks are supplied by the firm.

The manager asserts that with very few exceptions the entire staff take advantage of the room for a few minutes almost every day. In various ways have they shown that they are fully aware of the interest their employers are taking in their welfare, and great satisfaction is express-



Views of the Recreation Room.

ed on both sides with the result. By the use of palms and decorative furniture the workpeople are made to feel that their surroundings have been arranged with a view to their enjoyment and comfort as well as to their education. Such a room does more to elevate the position of the employe than any amount of reduction of the working hours.

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PERSONAL MENTION.

Mr. F. W. Fisher, of John Fisher, Sons & Co., Montreal, is on a business trip to England, while Mr. J. E. Fisher has come from the Old Country, and will look after the business. It is possible that the latter may remain in Canada.

Mr. C. M. Lindsay, for the past 14 years with Wyld-Darling Company, Limited, has severed his connection with that firm and has gone to assume a responsible position with Greenshields Western Limited, Winnipeg. On December 12 his fellow employes showed the esteem in which they have always held Mr. Lindsay by presenting him with a gold watch, suitably engraved. Mr. Lindsay, by his genial manners has endeared himself to customers and associates alike and will be greatly missed and all unite in wishing him every success in his new sphere.



Mr. J. H. Parkhill, of the Alaska Feather and Down Co., Montreal, spent the early part of December in Winnipeg in the interests of his firm. Mr. Parkhill is very enthusiastic of the prospects in the West, where his company is building up a rapidly increasing business.

Mr. R. Cosbie, agent for some of the best known Britsh and Continental manufacturers, has secured more comodious and central quarters, and has removed from 12 Front street west, to the Carlaw Buildings, Wellington street west, Toronto, where he has on display an exceptionally high-class range of samples in laces and trimmings for the approaching Spring season.

The readers of this paper will all heartily join with "The Review" in wishing Mrs. Meek, nee Halden, every happiness on the occasion of her marriage, and the millinery section will be glad to learn that she will not entirely sever her connection with the firm of G. Goulding & Co.

Mr. M. Koch, of the Montreal Quilting Co., leaves this month on a Spring selling trip through the West.

Mr. F. B. Mathys, Montreal, has just returned from a several months' business trip to Germany and the Continent.

HEWSON WOOLLEN MILLS.

THE history of the Hewson Woollen Mills, Amherst, N.S., dates back no farther than September, 1902. What they lack in years appears to be made up in results. The mill is a new institution for Amherst, having been erected of brick and stone, equipped with modern machinery and put in operation inside of six months from the day the sod was turned.

The stock is almost entirely held in Amherst, one-half being owned by H. L. Hewson, the president and general manager, who, though still on the sunny side of 40, has been in the woollen business nearly 25 years. Starting as office boy in the Oxford Woollen Mills, he worked up through the various stages of office, mechanical and selling departments there until, during the last two or three years of his connection with that concern, he was practically in full charge. The experience gained in that time, coupled with the strong force of business and technical talent associated with him in this new enterprise has resulted in the Hewson mill being quickly brought into complete operation and its products made favorably known throughout Canada under the trade name of "Hewson Tweeds."

Ladies' costume cloths of a high character and in original designs are a strong feature. These cloths have already won a gold medal and several other awards. No adulteration of any kind is used, nothing but pure wool. In this the Hewsons are certainly building well and making no mistake. The products of the new mill have quickly sprung into popularity. Tailors and dry goods people report them good sellers and giving great satisfaction.

On the subject of foreign competition the management naturally feels considerable alarm at the enormous increase in imports of cloths, every yard of which displaces a yard of Canadian cloth, made by Canadian operatives, fed by Canadian produce and using Canadian wool in Canadian mills operted by Canadian capital. This new mill is living in the strong hope that the relief looked for some months ago must soon come to the tweed industry of this country.

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Hewson Woollen Mills.

Many of the operatives are stockholders and all connected with the new mill are practical, hard workers, determined on building first a good reputation, and it does seem only right that enterprise of this sort should have a fair chance to grow and succeed if Canada is to be a great and prosperous country.

HINTS TO BUYERS

From information supplied by Sellers but for which the Editors of THE REVIEW do not necessarily hold themselves responsible

Kyle, Cheesbrough & Co.

SEQUIN robes in black and silver are undoubtedly to be fashionable this season, and the demand for robes in voile and crepe de Chene trimmed with lace and fibre embroidery is also very good. Kyle, Cheesbrough & Co. have a handsome line of these goods which the trade are rapidly picking up. Sequins are being much worn in robes, garnitures, trimmings and allovers.

Renaissance goods in shams, 5 o'clock table covers, sideboard covers, table mats, etc., as well as the same lines embroidered, are shown in large variety in this warehouse.

In the silk and satin department a special line of colored Japanese goods at 24c. is a most attractive offer, and the range of blouse and dress silks comprises good values from 19½c. to $1.50 per yard. The fancy silks for blouses, in Persian patterns and outre shades, are also a very fine line.

Some splendid values in high-class goods are offered in sequin garnitures for evening and outdoor wear.

Extra specials can now be had in "Queen's Gate" hose at $2.25, $3, $4.50 and $5.65.

All the new shapes and styles in hair pins, ornaments, ladies' combs, etc., can be procured most advantageously at Kyle, Cheesbrough & Co.'s. In fact the stock of dress accessories and novelty goods is immense. Bead chains, girdles and belts are largely worn in Paris and London. These goods are of the most recent designs. Wide belts and buckles are fashionable. Crush leather belts are in great demand. Buttons are in stock in a large variety of all the new materials and shapes, while a great assortment of ribbons in plains and fancies, and chiffons 42-44 at prices ranging from 37½ to 75c. are selling rapidly in all colors.

"We are showing," said one of the firm, "a new silk edging cord which is largely used on the continent and in England, and which is now meeting with much success in Canada."

Crepes de Chene in a full range from 42 up to 44 inches and goffered chiffons in various widths are two more lines in which Kyle, Cheesbrough & Co. are strong this year.

Quite a new feature this season are the ladies' embroidered linen collars with muslin jabots shown in this house. Ladies' large feather stoles are now very fashionable abroad, and will be so here this season. Teneriffe goods in the shape of 5 o'clock tea covers, mats, doilies, etc., are now selling well. The range of handkerchiefs, plain and embroidered, is very large.

The changes in the material, finish and patterns of the better class of dress goods for the coming Spring season of 1904 are more notable than usual this year. Soft, clinging sheer material is the fabric likely to be most in favor, being suitable to the styles in which garments are now made. Of these, crepolines, voiles, coliennes, mohair voiles, embroidered voiles, knicker lustres, roxanes, mohair roxanes, knop voiles, and mummy cloth, are the pronounced favorites. Some of the newest and ultra fashionable fabrics are crystal cloth, velvet grenadine cloth, voile sabran cloth, and black tringline cloth. These are very new and beautiful goods and certain to be prime favorites. Kyle, Cheesbrough & Co., of Montreal, have kindly contributed the above information, and are carrying a full line of all the above-named goods in their dress goods department, perhaps one of the largest and most important departments in their establishment at 93 St. Peter street, Montreal.

Some striking, but withall stylish and genteel patterns, are being shown in the new French and English blousings for the coming season. These are produced in French flannels, cotton and union goods. The most attractive patterns are the new ring or "Teneriffe" pattern, Persian, medallion, and many other designs. Kyle, Cheesbrough & Co., of Montreal, are offering a splendid range of this class of blousings for the Spring trade.

Very handsome effects have been brought out this season in cotton blousings and cotton dress materials. Among these the new soie delaines and mercerized novelties are very popular; also mattings, brocades, and embroidered effects, both in cotton and linen. The large variety and beautiful designs shown in all descriptions of new cotton materials, both for blouses and dresses, by Kyle, Cheesbrough & Co., Montreal, comprise attractions which will be irresistable to the fair sex as the season for these light goods advances.

Laces, as shown by the Lace Warehouse of Canada, form an irresistable attraction to all lovers of the most dainty and artistic sheets. This firm have well sustained their claim to the above title for the past quarter of a century, and their display for 1904 reveals a skill in selection, match and assortment amounting almost to a science.

The past season has been largely a trimming season. Kyle, Cheesbrough & Co., probably the largest handlers of both the cheaper grades and highest class trimmings in this market, report their trimming business in 1903 to have been the largest they have ever had. Reports and forecasts from fashion's centres would indicate that the coming season will see a still greater demand for high-class trimmings than ever. The varieties in make and styles of trimmings to be used are very great. Among the newest productions are embroidered chiffon, wood fibre, black and silvet sequins, sequin and turquoise mixtures, escurial in silk lacey effects. Some very new and beautiful creations are shown in tinsel mixtures and tinsel braids. The new Macrimi trimming is likely to prove a favorite. The new champagne shade is a pronounced feature in most trimmings for the coming season. The allovers and insertions to match the trimmings will be much in demand. All the above lines are being shown in almost bewildering variety by Kyle, Cheesbrough & Co., Montreal.

Many novelties are appearing in the new veilings for Spring and Summer, 1904. Among these some of the most prominent are in plain nets of various makes, also gauzes and chiffon veilings. Spotted veilings also promise to be popular, and individual veils will be much in favor. The better grade of spotted goods, both in veils and veilings, have the spots sewn on by hand, thereby obviating the trouble that heretofore existed in having the spots drop off as soon as subjected to a little rough usuage or coming in contact with damp.

Kyle, Cheesbrough & Co. make an unusually large display both in veiling materials and individual veils, the latter ranging in prices from $2 per dozen up.

Fancy collars in blacks, champagnes, whites and colors are again in evidence and will be a leading line for the coming season. They are produced in new styles and exquisite designs, every collar in the better class goods being a work of art, and the wearer, though perhaps otherwise modestly attired, will present a well dressed and rich appearance when wearing a stylish and up-to-date collar.

A new feature for neckwear for Spring, 1904, is the introduction of ties and scarfs. These are made of silk, lace, muslin, chiffon and nets, beautifully embroidered, and will be popular in black, white, ivory, cream, and all the new silk and dress goods shades. Kyle, Cheesbrough & Co., of Montreal, have perhaps the most attractive assortment of these to be seen in the trade.

John Macdonald & Co.

The shipping season for carpets, linoleums, floor oil cloths, squares and curtains has arrived once more, and John Macdonald & Co. are busy opening new goods and distributing them. Orders have been larger than ever and they feel pleasure in drawing attention to their wilton, axminster, velvet, brussels, tapestry, wool, union, hemp and jute carpets, also three qualities of 8-4 inlaid linoleums and 8-4 and 16-4 fancy linoleums. They show complete ranges in squares and curtains. Chief among their special showings for January are 25 pieces of 16-4 linoleums, 75 dozen cushion tops, 1,500 pairs lace curtains in two patterns, 4 lines tapestry curtains, a line of brussels carpet, and another of plush rugs in 4 sizes; all these below regular prices.

John Macdonald & Co. have been opening new Spring goods since December 1 in their haberdashery department and have now their stock complete. The newest styles in trimmings are shown in large variety. Narrow silk gimp in black and cream, wood silk applique in black and cream, fringe trimmings, etc., all lines complete. Han-

combs and pins, a very large collection of new goods; buttons, ball, brass, in different sizes, to retail from 25 to 75c. per dozen; pearl buttons, ball and staple lines; also blouse pearls in five different sizes to retail from 50c. to $1 per dozen; fancy hair pin boxes, to retail from 5 to 25c. per box. The new line of samples they are showing this season is well worth inspection.

In their gents' furnishing department they have opened and shipped immense quantities of neckwear for Christmas trade. They are now ready with new goods for the Spring trade in this line. All their shirts from $4.50 per dozen are double stitched and made much larger than previous years. They have taken the agency for the "Greene" collar, and have a full stock on hand at present. This is a new line on the market, and those who handle it get good value; prices, $1, $1.10 and $1.50 per dozen; cuffs, $2.

In the dress goods department they have made extensive preparations for a large business during the coming Spring and Summer seasons. For the early Spring trade they are showing a splendid range of costume tweed in light shadings of greys, browns and greens and in various combinations of colorings. Their range of plain voiles, knop voiles and aeoliennes is very extensive.

They show mercerized matt cloths in several prices, mercerized fancies, plain organdies, nainsook, foulards, satin checks, victoria lawns. Their celebrated B.B. & C.C. quality, 45 inches wide, victoria lawns, still at old prices; spot muslins of all kinds and prices. Their stock of embroideries is now in, opened up and ready for the annual white goods sales. Everything is in stock that is desirable in the embroidery line. Special jobs in carton lots, noticeably their special "A," containing 20 pieces to the carton, 6 to 8 inches wide, to retail at 7½c. They also have a quantity of manufacturers' loom ends at various prices.

In their staple department John Macdonald & Co. are showing a fine range of prints. In cretonnes and art muslins the styles are very pretty, and marked at prices that will sell them. The staple department is strong in black and colored sateens; No. 203 in black and colored, 31 inch, at 10c., is a leader. Flake and stripe zephyrs, which will be very much wanted for Spring and Summer trade, can be had in the staple department in all the newest designs.

In ladies' waists there are 100 different lines, colored and fancy, from $4.50 to $21 per dozen. Among these they have several latest cut American lines, which they consider as worthy of special notice. There are white lawn and muslin waists at $4.50 to $21 per dozen. Medallion effects are prominent, also allover embroidery fronts. Some lines are: Black sateen waists, $6.50 to $21; No. 273, at $9; 276, at x277; 281, at xc77; 283, at xx77; 285, at 2x77. Lustre waists, black and cream, $9 to $18; silk waists, in Japanese silk and taffeta, from $32.50 to $48 per dozen. Wrappers, $8.50 to $22.50 per dozen.

John Macdonald & Co. are enlarging and remodelling their department of ready-to-wear goods. Their increased business in these goods demands it and they are now in a position to show to good advantage the many attractive lines, which hitherto have been kept somewhat in the background through lack of space for display. This they have overcome by securing a floor space of 146x70 feet in their warehouses on Wellington street east. They will carry on this floor, ladies' ready-to-wear skirts, white wear, waists, wrappers, children's dresses, boys' blouses. They mention below a few of their leading numbers in each line, and extend an invitation to visit this department at an early date. Their increased facilities, combined with the excellent values they show in new and up-to-date goods cannot fail to make a visit both pleasant and profitable. Particular attention is drawn to following numbers: No. 800, walking skirt, made of herringbone cheviot, trimmed with points and buttons, black, navy or oxford, $2.25; 806, walking skirt, made of cheviot or homespun, trimmed with satin baby ribbon, black, navy or oxford, $3.25; 808, street skirt, made of cheviot or homespun, trimmed with No. 5 taffeta ribbon, heather and grey, black, navy or oxford, $3.50; 812, street skirt, made of cheviot or homespun, front gore strapped and piped with black taffeta, black, navy or oxford, $3.25; 804, walking skirt, 19 gores, cheviot, homespun or basket weave, ripple effect, black, navy or oxford, $3.75; 825, dress skirt of fine box cloth, trimmed with ½-in. straps of same material, 4 buttons, black and navy, $5.50. In white wear there are 64 different lines. Corset covers, B12, round front, sleeves and yoke trimmed with Torchon lace, $2.25; 15, square-cut front, embroidery trimmed, $3; 18, round front, tucked, Torchon lace trimming, $3; 21, round front, ribbon trimmed and 6 rows insertion on front, $3.75; 23, square-cut front, embroidery trimmed, ribbon on sleeves, $4.50. Other lines ranging from $1.20 to $9 per dozen. Drawers, umbrella style, embroidery and lace trimmed, at $2.25, $2.75, $3, $3.50, $3.75, $4.50, $6, $7.25 and $9 per dozen.

The W. R. Brock Co., Toronto.

In their ladies' and men's furnishings departments, The W. R. Brock Co., Toronto, are showing some good values at popular prices. To retail at 25c. there are: "Brocknit" cashmere half-hose; A5, black cashmere half-hose; G37, Hermsdorf black cotton half-hose; "Shamrock" and "Reliance" black cashmere half-hose; D.F.R., 2s, ribbed cashmere hose; "Electric," women's black cotton hose; Y.O., women's black cotton hose for stout legs; "Cache," black cotton hose with natural wool feet; D90, black cotton hose with white feet; "Dazzler," plain, balbriggan underwear, and "Cataract," striped balbriggan underwear. For 50c. M138, men's natural wool underwear; "Satin," balbriggan underwear; F132, men's merino underwear; 41F, silk stripe shirt with collar attached "Dopie," flannelette nightshirt; F185, white cotton nightshirt; "Job," fancy ribbed black cashmere hose; AG, plain black cashmere hose with ribbed top; D136, black cashmere socks with embroidered fronts; 1,100, blue denim overalls, no bib; 1,125, with bib; "President" and "Vice-President" overalls; 25F, special soft front colored shirt with detached cuffs.

They are showing special lines in hosiery for men and women in grey mixed and grey fancies, lace fancies and embroidered, also a large variety of child's socks, ¾-hose and hose in boxes of a dozen assorted, either 4 and 4½, 5 and 5½, 6 and 6½, or 7 and 7½. "Invader," a seamless hose of good weight, bought when cotton was cheap, retails at 10c. "Buster" is a black men's hose, and "Tuster" a tan, both to retail at 10c.

For ladies' wear they are showing some beautiful belts in all colors of crushed leather, in silk with bead trimming and in all the latest New York novelties. There is a choice assortment of embroidered, chiffon and silk tab collars, selected from all the best makers to retail from 10 to 75c. Brock's special taffeta glove in black, white, cream, grey or tan retails at 25c. There are special lines of white mercerized mattings, plain and fancy, to retail at leading prices.

The W. R. Brock Co. have purchased at a sacrifice the entire stock of Paton's 100-yard linen spools, 3-cord thread, to retail at 5c. They offer it at 25 per cent. off list price and guarantee it to be of the best quality. Some new lines just in stock are "Grecian Pose" hose supporter, "Nazareth" waists in new numbers, and armlets, put up in a new form, for counter purposes.

In their print department they report a big sale. This is accounted for by two specials. One is number 77, a heavy domestic cloth, which they have printed specially for themselves in 700 patterns on cotton, bleached, and made by contract. This comes in regattas, light stripes, blousings, stripes, shirting stripes, light fancies, pink and blue, cardinal and white, scarlet and white, scarlet and black, plates, lilacs, madders, omish, reversible, steel grey, blue grey, quilts, anilines, black and white, and navies, and retails at 10c. In British cloth they show a 32-in. fabric in three different finishes—dull, bright and shirting finish. This comes in 800 patterns, comprising everything in print patterns. There are two excellent cloths in ginghams, to retail at 12½c. No. 9 is a 30-in. plain Chambray, in all the staple checks and a large range of fancy blousing stripes. No. 10 is a 28-in. fancy gingham in checks and stripes and some beautiful colorings, with printed yarns, raised cords and lace stripes. There is a large range of knicker toiles, which fashion decrees is to supersede muslins. There are 18 numbers to retail at 11½ to 50c.

In the linen department A1 is a 58-in. cream damask table linen in six designs, mellow finish and heavy weight, to retail at 20c.; JB29 is a bleached damask table linen, which is a lot of mill ends, being the undamaged portions of what was damaged cloth, cut into 2, 2½ and 3-yard lengths, put up in bundles of 30 yards, to retail respectively at 90c., $1.10 and $1.30. 245 is a 17x32 pure linen fringed huck towel, to retail at 20c. a pair; CM a three-quarter natural French canvas, extra heavy weight, to retail at 12½c., good value at 15c. In tailors' trimmings H60 is a 54-in. black wool Italian, permanent doe-skin

finish, at 65c.; 1,320, an extra heavy green-edged canvas at 17½c.

The W. R. Brock Co. report that their dress department is now busy receiving into stock large shipments of all the newest materials for dresses, suits, etc., for Spring. Among the lines for early Spring suitings, Donegal tweeds lead for better class dress departments. These are shown in various shadings of tans and browns with a small mixture of red, and also in grey and white, green and red, etc. Snowflakes in tweed effects and a few neat zibelines are still shown. Plain box cloths with small snowflake effects is one of the latest and best selling things of the season, and is shown in green, brown, two blues and black. In the popular veilings prominent lines are black voiles with a small dash of white, wool voiles with sabran spots, and knotted stripes, plain worsted voiles, in both black and colors. In colored voiles this firm show an immense range in all plain, or with fancy knots. Two popular lines of light-weight veilings are Sabran dentelle and Sabran raye. Lustres and Sicilians are very popular for short waist suits. These are shown in silver grey, light tan, brown, navy and black; and in cream these materials are particularly good. Confined to The W. R. B. Co. are two ranges of white silk grenadine for evening waists and wedding gowns.

Brophy, Cains & Co.

Brophy, Cains & Co. are now receiving their new Spring dress goods, included in which are their specially designed knop tweed suitings, in very light, medium and dark shades. These should certainly be an acquisition to a modern dress department. They present a most attractive appearance in the piece, though in the clipping it is hard to get the effect. Those who have not seen these samples should write to Brophy, Cains & Co.'s order department.

Gilt, silver and oxidized buttons for military coats and jackets, in all sizes and prices, are now in stock at Brophy, Cains & Co.'s, Montreal. They are also showing a nobby range of plain and carved pearl blouse sets, black and white ivory blouse sets with pin backs, and some of the cheapest 100 dozen cabinets of pearl buttons ever offered to the trade.

Black, cream and Paris wool yak laces in plain and mercerized effects are being shown by Brophy, Cains & Co. The popularity of these goods is still on the increase in England and the demand for them here will no doubt be very large all Spring.

Cluny laces, too, especially in mercerized effects, are in active demand, and are being shown in a number of designs by this firm in blacks, whites, paris and other shades.

Brophy, Cains & Co. are showing some nobby military and semi-military rainproof coats, three-quarter and full length, in black, navy and greys, made from their own cloths, which are money makers. The designs are right, the cloth is right, and the cut and making are of the best. Result:—a well fitting, stylish garment at moderate price, guaranted to give satisfaction.

In addition to their brand of "Cedo Nulli," double sewn with silk-thread, suspenders, Brophy, Cains & Co. have just put into stock some special lines of American goods at record prices, consisting of American "Guyot" braces, to retail at from 25c. up; leather tipped, "sliding ends," and dark leather tipped "Police" braces, to retail at from 25c. up, the leather goods being especially good value.

Belts will be in as great demand as ever. Brophy, Cains & Co. are showing a great variety in solid leathers, pleated and stamped leathers, silks, satins and figured cloths, with and without back and side slides. The "Hip" and "Blouse" belts are two new lines for the coming Spring which are selling freely.

Lisse and silk appliques in a number of designs and colorings are shown by Brophy, Cains & Co.'s trimming range for Springl 1904. They make a special feature of these goods and claim that this season's patterns are ahead of all previous efforts.

Among Brophy, Cains & Co.'s specialties are rainproof cloths in coverts and venetians and fine cords, for rain coats and suitings, in black, navy and mixtures. A complete range of colorings in several qualities of ranges is shown. These are just the thing for Winter and early Spring trade. The goods are now in stock, and samples and prices will be sent on application. No merchant should be without this firm's rainproof cloths. If it is not possible to see them in the travellers' hands, it will pay to write for samples.

Say Brophy, Cains & Co. to the trade: "From present indications the following lines of light weight and open work and dress materials will be much in demand for the coming season. Voiles, canvas cloths, twine cloths, basket weaves, hopsacks, cohennes, mystral cloths, crepe de Chene, etc. We can help you out of the difficulty if you are requiring any of these lines in blacks, creams, whites and colors."

The Salem Co.

In the matter of men's shirts and ladies' waists there is no manufacturing firm who continually exhibit more enterprise in producing new and attractive novelties than The Salem Co., Limited. This year they have fully sustained their reputation. In their cotton waists, which are always looked for eagerly for Spring, they have shown a range which surpasses all their previous efforts, and the trade seem certainly to appreciate the fact, judging by the orders which the showing of their samples elicited. Prices are surprisingly low; one wonders how such well-trimmed and beautifully designed garments can be sold for so little.

The "Salem" men's shirts are as well made and designed and as carefully chosen for their beauty as the "Salem" ladies' waists. This year the demand for them was heavier than usual, and the introductions of the company have proved successes all round. The Salem shirts can be counted upon as leaders in any stock.

Nisbet & Auld.

Nisbet & Auld, Toronto, direct the attention of the trade to the list of fabrics carried in their dress goods department. In 54 in. cloths their assortment is very large and comprises the best products of all leading makers, foreign and domestic. In the lighter makes they announce a gradual increase in their assortment, and are following the same policy that has always governed their dress goods department, viz., to show exclusive styles in fabrics not generally shown by the dry goods trade, and that can be handled profitably by their customers. They also report a splendid year's business in their household linen department, and they begin the new year with a larger and better stock, showing a great many popular-priced lines in damasks, napkins, towels, towellings, canvas, etc., and by early contracts can offer their customers special advantages in price. They are always glad to have a visiting buyer look through their stock as he is sure to find something interesting in the way of fabrics, styles and prices.

The American Silk Waist Co.

The American Silk Waist Co. are doing a splendid business in their silk waists, many of which are very handsome and rich materials. Included in the range are heavy and light crepons and China silks, plain and fancy silk nets, satin-finished chiffon, crepe-de-Chene, liberty satin, peau-de soie, in bright and dull finish, taffetas, lustres, mercerized cottons, satin de Lyons, and many other materials. From this it will be gathered the great range of materials that has been employed. An inspection of their goods, or a visit to the factory will impress anyone in the trade with the up-to-dateness of this company's manufactures.

Union-made Waterproofs.

The Canadian Waterproof & Star Suspender Co. are one of the oldest in the waterproof business in Canada with an established reputation for first-class workmanship.

The company claims the distinction of being the only manufacturers of union made rainproofs and waterproofs, and is naturally much interested in the progress of the union label. The proprietor, in conversation with a representative of "The Review," said that his travellers reported a good demand for union made garments throughout the Dominion, as the growing strength of unionism in Canada has led to a largely increased demand for goods which bear this label.

Children's Spring and Summer Dresses.

S. Phillips & Co., pioneer children's dress house, 23-25-27-29 Washington place, New York, whose advertisement appears on page 201, are already in the market with a larger and better line of children's Spring and Summer wear than ever before. The designs this year are particularly attractive, and the trade are invited to write for an illustrated booklet, which is intended to give some idea of the very extensive and inviting lines which are being manufactured by this firm this year.

Greenshields, Limited.

This firm's dress goods department during the past year has eclipsed all previous records. They have now received a good part of their Spring goods, and are shipping them rapidly. Great preparations were made for Spring, 1904, with the result that their fancy and staple dress goods are being received with much satisfaction by the retailers. The trade are rather impatient to get the goods, requiring them as soon as possible, so haste is the order of the day in this department.

Already a good many repeats have been received for lustres, voiles, crepes de Chine and other of the fashionable materials for Spring which are shown here in great variety. Champagnes, whites and creams lead. The range of vestings in all the new white patterns are much in demand for blouses, and fancy lustres, in some handsome striped and spotted effects, are selling in almost unprecedented qualities. Sicilians are also very good and are shown in a range of prices from 30c. to $1.10.

Japanese silks in whites, creams and black are offered at good prices here, considering the stiff market. Repeats will cost more, and should a war between Japan and Russia break out prices are bound to go out of sight. All voiles are also firm in price, owing to the great demand for these goods in the United States. Greenshields, Limited, are selling large quantities of such light shades of pink, white, cream, Nile, etc., in crepes de Chine, voiles and other stylish Spring dress materials, for evening wear. In this connection they offer a wide choice in taffeta silks, which are the fashionable lining.

A large range of colored cashmeres are offered at attractive values. It should not be forgotten that in this department are the famous Priestly's cravenettes which this house handles and which have reached such popularity in Canada.

Orders for Greenshields' Spring linings have been most satisfactory, and the business for the year past has been considerably ahead of that of the previous year. All the best and most fashionable linings are here shown, and it is with satisfaction that the company announce that they find the demand on the increase in the finer goods, their fine colored sateens and percalines, spun glass and taffeta goods being remarkably good sellers. Greens, cardinals and several light shades seem to be preferred. Black mercerized sateens are in very large assortment and are going well.

The white goods department has been a busy scene during the past month, and the demand for the great line carried by this house has been unusually heavy. The range of prices carried runs from the lowest to the highest.

In the big print department Greenshields, Limited, offer many specials, all of excellent value, which no dealer on the lookout for leaders in this line can afford to overlook. The firm never before carried such a heavy stock of prints.

Greenshields' carpet and curtain department is complete in all Spring lines, and they are shipping some heavy orders placed early.

They have also made very good purchases recently in silkalines and draperies. Samples are now on the road with their travellers.

In "Department E" of Greenshields, Limited, are offered for the Spring trade some exceptional values in plain and ribbed cotton hose. Orders for these goods having been placed a long while ago, they are enabled to offer them at much below their market value. Old prices are still ruling here, but the company anticipate having to advance them in sympathy with the condition of the market sooner than they would like, as no repeats can be got into the manufacturers at less than an advance of 20 per cent. So now is the time to secure these goods at low figures.

In cashmere hosiery they also offer some really special values in plain and ribbed goods. Since they placed their order for these goods prices have risen 15 to 20 per cent., so the lines at the prices they now offer should prove of great interest to retailers. Orders for these goods have been much greater than the firm expected, and so repeats will come higher, they will not be able to continue selling at these prices later on.

Greenshields, Limited, show the largest range of women's lisle, taffeta, silk and lace gloves and mitts on the market. Some very special numbers at most popular prices are shown which are sure to interest intending buyers. They are shown in black, slate and fawn with a variety of dome fasteners and also plain. Among them are some really handsome lines. Values are considered the best shown this season and the range has been fully appreciated by the trade, who have already placed some large orders for them. The firm expected a good demand for lace gloves, and provided for it. There can easily, however, be a shortage in view of the strong demand for this style and make of glove, so early buying is advised.

Greenshields' importation of laces was the largest ever done by them, and everything in the way of laces is now shown here. Having anticipated a particularly good demand for laces they bought heavily. The latest novelties in Valenciennes, Torchons, Orientals, Guipuires, Normandy, Paraguay and "button effect" laces are shown. The prices are bound to interest every intending buyer of lace. Samples are now in the travellers' hands.

The ribbon trade is going ahead steadily. Special attention is given to this department. The range comprises taffetas, failles, moires, duchess in all widths and qualities. Plain velvets, satin back velvets and baby colored velvet with satin back. Prices defy competition.

A new department is being opened up devoted to children's headwear, comprising muslin hoods and tams, silk hoods and tams, and cloth tams. To open up this trade specially low prices are offered. They intend to give it special attention and ensure its success.

The ladies' neckwear department contains a great array of all the latest novelties in lace and embroidered collars, washable stocks, silk stocks, chiffon ruffs, etc. The samples now shown by the travellers contain many excellent values which should not be missed.

John M. Garland, Son & Co.

John M. Garland, Son & Co. are showing some attractive things in the new mercerised brocades and fancy mattings. They are made up from the brightest yarns and can be retailed at 12 1-2c., 15c., 25c., 35c. and 50c.

No. 4131 Knicker Zephyrs are a very promising line. They look very much like a knicker voil de Paris, colorings and weave would suggest an all wool textile. This line can be retailed at 20c. and 25c.

No. 514 Knicker Linen, two-toned, a good wearing and washable cloth in pea green, biscuit, robin egg blue, navy and white, black and white. Positively good sellers at 25c.

No. 416, Linen Toile, for price and appearance will discount most any of the new Spring fancies; shades in delf-blue, pink, tomato red, green, linen or string, the popularity of this line exceeds everything in its own class.

Monotone in voil-de-canvas are considered excellent lines for most any trade. The price in which these goods can be had are extremely low, and the leading lines can be retailed at 50c., 75c. and $1.00.

The trimming section in John M. Garland, Son & Co. are well prepared for buyers of apliques, gimps and fancy braids. They are anxious to draw the attention of the trade to gold braid mixtures. The general appreciation already shown by alert buyers is a good sign of the goodness represented in this gimp as a trim.

The special numbers in art muslins, chintz, etc., to retail at 8c., 10c., 12 1-2c., 15c. are being offered to the trade by John M. Garland, Son & Co.

The hose and glove departments of the above house are offering their special numbers in a woman's taffeta glove that can be retailed at 15c., 20c., 25c. and 35c. Any of the lines can be had in blacks and colors. The special quantities put up in each box assists even the smallest buyer who wants a large assortment and not a large stock.

Silver bleached tabling, 64, 66, 68-inch, is one of the lines that buyers of staple linens like very much. The weight and wear are guaranteed in the mere handling of the sample. This line should be extraordinary value at 50c.

Black satin underskirts, made up from a nice bright cloth; every point of value maintained; large frill and flounce; good black and a price that will sell it at $1.00.

Spring and Summer white blouses are a very apt line to think of now as the general advance will increase the value of any future delivery. Get in on the ground floor and buy white goods early, as you can. The Garland people are offering a range of white blouses in new models trimmed with Swiss embroidery and Cluny laces, well boxed and sizes correct, prices to retail from 75c. to $3.

Glove offerings for Spring trade promise to be many, the Garland warehouse are showing a big range to be retailed, the most popular price, 25c., creams, black, grey, tan and biscuit.

Special new feature in print wrappers are being shown this year by John M. Garland, Son & Co. They are made from specially selected cloths and contain more material than the usual lines shown. The special advantage of this wrapper is that it is made up with an inter-vest thus doing away with gaping of spaces between buttons or hooks.

"Queen" Brand cashmere hose is a line that is attracting much attention, the price at which this line was secured makes a fitting line to use as a leader, at 20c.

John M. Garland, Son & Co. outfitters' department is showing a full range of nobby caps for motoring, cycling and general outing wear, some of the smartest ideas in the cap lines at from 25c. upwards.

Men's umbrellas for Spring retailing is a line in which the John M. Garland, Son & Co., are particularly strong. They have lines which can be retailed at 50c., 75c., $1, $1.25, $1.50, $1.75, $2 and upwards.

P. Garneau, Fils & Cie.

P. Garneau, Fils & Cie., Quebec, have in stock full lines of white blankets in all sizes and prices.

P. Garneau, Fils & Cie., of Quebec, in preparing their lines for the Spring season, 1904, have paid particular attention to their dress goods department. The success they met with last season and the great difficulty they had to contend with in filling repeat orders, promptly, have lead them to materially increase the space at the disposal of this department. This will enable the best selling lines to be stocked in larger quantities and give their customers the advantage of repeating more freely.

As a novelty the silk striped voiles have a most effective appearance. A canvas in black and colors to retail 75c. has proved very popular. Wool satin cloth, in colors, to retail at 50c. being freely taken up. In blacks one of the most "taking" cloths is the "Crispine," retailing 75c., $1.00 and $1.25. For brilliancy of appearance and wearing qualities this line is unequalled in the market.

Black knops, both on Sicilian and alpaca grounds, are selling freely, as also the all-cream and black and cream knops. A very attractive line is a black knicker canvas to sell 75c and $1.00, as well as a line of voile knicker in best shades. Some pretty lines are shown in melanges to retail 60c. Snowflakes to sell as "leaders" 45c. At this price, a canvas (in the best shades) is also at the top. Some lines shown in zephyr striped and knickered linens are very stylish. The wool Panama in various shades retailing 40c., is one of the best of the cheap lines offered. Black vicuna skirting to retail 50c and 75c. are in good demand. In fact, we strongly recommend all persons interested in the dress goods trade to make a point to look at the samples when the traveller calls or write direct to P. Garneau, Fils & Cie. for further information.

In the woollen department, P. Garneau, Fils & Cie. are showing ranges of Canadian, English and Scotch tweeds and suitings in the newest styles of stripes and melange colors. A special line of Lan beys and doeskins 89c. are "leaders" and sell on sight. Amongst the overcoatings a rain proof raglan cloth to retail $1.45 is one of the best values in the market. Herring bone and check backs are also being shown in popular prices.

In the "lining" section of this department are some extra special values in 54-in. Italian cloths to retail 35c and 40c. "Liberty Satin" to retail at 60c is a "clincher," and no stock is complete without it. We may also call the attention of clients to two new cloths for high-class trade which are being shown under the name of wool finish Circassiennes and Mersatin Venetiennes. For finish and appearance these cloths are unequalled.

To their ready-to-wear department P. Garneau, Fils & Cie. have lately added a complete range of ladies' white wear, comprising all the latest styles and best selling prices in the various garments classified under this heading.

The silk department is showing a line of trimming and lining silk called "Louisene." It is shown in white, cream, black and all the best selling light shades, pink, sky, roseda, greys, etc. In black silks, the "Paillette" is a new line to retail at 75c., 90c., $1.00, $1.25, and $1.50, which is attracting much attention. Tamalines are again in demand. Taffetas, peau de soie and other standard lines will also be found in stock.

Caverhill & Kissock.

With the coming of the month of January questions are being asked and considerable risks being taken as to the eventual predominant style of ladies' straw hats for the coming Spring and Summer season.

Whilst very early to make any predictions of absolute surety, Caverhill & Kissock report that present indications and advance sales tend to show that as regards size, the shapes will be medium, but later in the season there certainly will be a change to an extreme, but whether to small or large, it is of course, hard to determine.

In ready-to-wear, the appearances for early trade point to a demand for shapes in shaw very similar to those in felt of the past Fall, namely "Gainsboro," "Pelham," "Eldorado," "Fairfax," "Longwood," and "Allison."

In shapes, those similar to the Fall "Graduate" and "Elberon" with some modifications and changes, Caverhill & Kissock state are popular sellers and sure to have a big demand. Made in Jap cord, split Jap or button braid, the effect in these shapes is very striking. Machine made straws will be more popular as regards quantity sold, but the hand-made shape will be a favorite, as the effect required in certain shapes is impossible to secure in anything but a shape worked out by hand.

Colors to run early will be Colisse and Absinthe. Caverhill & Kissock report that yellow and gold tints are favorites and doubtless will be found much in evidence during the season.

Laces, to use a broad term, are everything this season and will be used in almost every conceivable manner. They will be used as hat trimmings, dress trimmings and as a very important part of the make-up of waists. In fact, they will be the most important factor in trimming accessories.

In chiffons, Caverhill & Kissock report that although a lot of plain goods in all colours will be used, pleated lines in all colors will be fashionable. Pleated lines in all suitable widths and neats are looked upon favorably as a leading article for light millinery use.

Dress trimmings, Caverhill & Kissock state are very little changed from the past season. Caverhill & Kissock report that silk dress trimmings with gold mixtures are shown as the latest and being only made up in high-class material, will surely be a feature.

The season is certainly going to be a large one as regards flowers. These will be shown in small effects and flowers of a delicate nature such as forget-me-nots and lilies, whilst the heavy flowers such as roses will be in demand later on. The season, however, will run principally, on flowers, very small and in all the lighter and

most delicate shades. Large wreaths will also be used.

In ornaments there has been a heavy demand for Rhinestone and steel in the larger shapes, long plain buckles being a favorite.

Ostrich feathers, principally in long flats, will be used extensively, very much as last Fall season in black and white, but there is a tendency to replace the white with cream. This will only be the case, of course, where the other trimmings of the hat will go satisfactorily with the cream. In the other cases, white will be used being as staple as the black.

W. R. Brock Co., Montreal.

Going through the Brock warehouse, 26 St. Helen street, Montreal, the other day "The Review" noticed on the second floor, a tremendous lot of cravenettes being opened up and had the curiosity to ask why they were im-



Drawn and Engraved by The Toronto Engraving Co., 92 Bay Street, Toronto, Canada.

porting so many pieces at one time. The answer was: "We wanted the best cravenette in the trade to retail at $1.00 and to get it, we were obliged to secure all that one of the largest manufacturers had." There is no doubt it pays the retail merchant to deal where the wholesale buyers are not afraid of any quantity if the goods are right.

There has not been such a hit in the market for a long time as the Brock Co. has made with "Ravenswing" linings. Wherever this company is known, so is their Coronation peau de soie. Japanese and soft silk blouses are very popular this year, and Brock's, 26 St. Helen street, Montreal, have a good stock of all that is good in this line. Prevailing colors are white and black. Kimonas are greatly in demand for Summer wear.

In sateen underskirts, in fact skirts of all kinds, this warehouse is certainly up-to-date, and merchants buying from them expecting what is latest for their money, will not be disappointed.

In the men's furnishings and underwear department they are showing some values in overalls that should keep their clerks busy filling orders, and considering the present state of the cotton market, merchants will be surprised to see what they can do. In a great many cases the goods cannot now be procured from the mills at the price.

In gloves and mitts of all kinds, of course their stock is complete in every particular, and the buyer in this department is continually on the lookout for bargains for his customers. The new stock of Christmas ties are now being shown, yet in Brock's, Montreal, the stock is away beyond any of the others. The designs were very neat and pretty and the prices were right, which is a good argument.

In hosiery and underwear of course, Brock's stock is all that can be desired. They are looking forward to a season for laces and have bought accordingly. They also have cleared out a manufacturers' lot of fancy and spot muslins, extra special value, which can be retailed at from 10 to 40c. per yard, and even at that price are extraordinary value. When visiting this warehouse, we would advise you to look at their range of trimmings and medallions, which has just arrived. Last year when prices were low, Brock Co., placed a contract for a large quantity of handkerchiefs, of which they only received the last shipment the other week, and as all merchants are aware, in the present state of the market, this places them in a position to sell at prices which cannot be approached by other houses.

Brock's cushion cover, which last year retailed at 50c., is on the market this year at 35c., and we are informed by them that the patterns are even better than those shown last year.

The Wyld-Darling Co.

The Wyld Darling Co. are showing a large range of bleached and unbleached tablings, Irish and Scotch towellings, table napkins, canvases, etc., bought previous to the advance in prices.

Wyld Darling & Co. report that their collection of dress fabrics for Spring comprises all the newest and fashionable materials. They show a large assortment of waist stuffs in embroidered lustres, lace open work voiles, Dresden effects, metal spots, etc., to sell at popular prices. They have some excellent lines to retail at 50c. in Panama cloths satin royales, twine cloths, etamines, knicker lustres on two-toned effects, etc., and a special 54-in. Sicilian in cream, black and navy, to sell at 50c. Tweeds promise well for Spring, and they have some excellent lines in Donegals, Scotch and English makes, at popular prices. Their special cheviots, D17, 18, 19, 20, are still fast sellers, of which they have a limited quantity at old prices. In plain goods they show broadcloth, Venetians, amazons, to sell at 50c. to $2 a yard, all colors; light weight materials in grenadines, voiles, eoliennes, crepe-de-chine, etc., all colors; "Bonnet's noted silk" in taffeta, peau de soie, merves, grosgrains, etc.

They are offering a large assortment of ladies' leather and fancy belts in latest New York styles, to retail from 15 to 75c. A new feature this season is crushed leather, which is bound to be popular; these may be sold 50 to 75c. each, in any color.

Debenham, Caldecott & Co., Montreal.

Mr. de Grandpre, of Debenham, Caldecott & Co., is in Europe purchasing trimmed hats and millinery novelties for the Spring opening.

This firm are busy receiving their new goods in all departments, and the readers of "The Review" will notice by their advertisement they intend opening up a trimming room for the benefit of their customers. Due notice will be given of the date of opening.

Owing to the rapid growth of the business the firm have had to increase their floor space. This has been accomplished by the leasing of two large flats in the adjoining building which have been directly connected with

the main building by means of archways. This will give nearly 5,000 square feet additional floor space.

Debenham, Caldecott & Co., corner of Bay and Wellington streets, Toronto, report that the wash dress goods department will be a most important one for the coming season. They are carrying a complete assortment of cotton voiles, fleeked and striped, and also with embroidered and Persian spots. Crepe de Chene in cotton is another novelty line and comes in navy, champagne, ox blood, grey, and also in black, to retail from 10 to 50c for the 27 in fabric. Crashes are very much to the fore and are both plain and embroidered in spots and rings in self and color. These will be extensively used for shirt waist suits in the coming season. They are also showing a fine line of cotton matting cloths. Debenham, Caldecott & Co. have in stock a very complete line of high class novelties in dress fabrics. For the early Spring they are showing a wide range of tweed effects. In vestings they report that the coarser weaves in voiles are meeting with most success. Fish net mesh is another popular make both with and without the corn spot. They are showing a particularly good line of crepe de chine, 44 inches wide, in all evening shades.

Parisian Manufacturing Co.

The Parisian Corset Manufacturing Co., Limited, has become a limited liability company, the former proprietors retaining their full interests in the firm which continues under the same management as before. The rapid growth of this company's business is due in a great measure to the years of study and thorough knowledge of corset manufacturing. Continual improvements are being made with a view toward increasing the high qualities of the style, comfort and finish of these corsets. But much of their success is also owing to the sound business principles which are carried out in the different departments, superintended by J. A. Cote, E. E. Ross and F. A. Borden, directors of the company.

The company's large factory in Quebec, where the P. C. corsets are manufactured, is one of the most modern in equipment in Canada. They have branches also in Montreal and Toronto, each of which is in a flourishing condition.

R. C. Wilkins.

The proprietor of the "Rooster Brand" of clothing who does not confine his trade to any one part of the country, has much cause for satisfaction at the immense business which is coming his way, in men's working clothes and in suitings.

For a time his specialty was working suits only, but so has this line of suitings taken hold of the trade that this is rapidly becoming as important branch of the business as the other.

The furnisher whose competitor carries the "Rooster" brand of working clothing, with its patent pockets, exclusive designs, and many improvements that cannot be obtained elsewhere, must needs stock these goods himself if he wishes to attract the best of that trade. These garments are known from the East to the West, and sell well in all parts of Canada.

Tooke Brothers, Limited.

This firm whose men's shirts, collars, neckwear, half-hose and many other furnishing lines are known the length and breadth of Canada have again come well to the front with their Winter and Spring samples, and the demand for their goods is larger than ever.

No furnisher but would find it greatly to his advantage to make his purchases here. In fancy half-hose they are particularly strong, but to inspect the great range of underwear, suspenders, belts, fancy vests, etc., makes one think that in all the lines required by furnishers Tookes are "specialists."

The Godrich Knitting Co.

The Godrich Knitting Co. announce to the trade that they are making an important change in their selling policy. After many years of successful dealing in which they have satisfactorily supplied the wholesale trade, they have decided to send their representatives direct to the retail trade.

They are adding new machinery and extending their plant, with a view to increasing the number of their lines.

Those who have bought and tested the merits of their "Maple Leaf" seamless hosiery will be interested to learn that one of their new lines will be a full range of cotton hosiery which will bear the same trade mark.

Belding, Paul & Co.

Belding, Paul & Co. are large manufacturers of silk ribbons, and carry a stock in every line, enabling them to fill orders promptly. This ought to be of great advantage to every merchant, and a saving of both money and time, as it largely reduces the percentage of surplus stocks at the end of each season.

Caulfeild, Burns & Co.

This firm, while carrying a full range of almost everything in the men's furnishings line, are paying special attention to hosiery and underwear, Summer suits and fancy vests. Some of their new vests are most beautiful and are sure to sell well with any merchant who handles them. All the newest styles in Summer suitings, in material and cut, are shown. One special line of hosiery that is attracting a great deal of attention is a silk embroidered cashmere in the very neatest and most tasty patterns and colors, that can be retailed at 25c. This is sure to sell as heretofore 35c. has been the cheapest at which such hose could be regularly sold. Their travellers are out with a full line of the newest things and the best selling old ones.

Allcock, Laight & Westwood.

Allcock, Laight & Westwood direct special attention to the announcement contained in their advertisement in this issue, regarding Chas. Laight & Son's needles. As the firm have every confidence in these needles, they feel their customers will find them perfectly satisfactory and second to none.

Montreal Waterproof Company.

The Montreal Waterproof Clothing Co. begs to announce that in addition to their waterproof and rain proof garments they are producing a fine grade of costumes, skirts and outer garments under the name of the Bell Costume Co. This company is to be incorporated this month under Dominion charter, with Mr. H. Wener, proprietor of the Montreal Waterproof Clothing Co., as president. They intend manufacturing at once and will show a beautiful range of samples for the Spring sorting and Fall trade. The name of the Montreal Waterproof Clothing Co. is a guarantee of the quality of the goods which the Bell Co., under the same management will turn out.

The Ontario Neckwear Co.

The Ontario Neckwear Co. are showing three of their newest styles in another part of this number. The "Fifth Avenue" bow is one of them. This style has been popular on the other side all Fall, but is just coming into vogue here now. The swell little military stock shown on the left of the cut comes in navy and red, with insets of champagne. They are decorated with small spun silk buttons to match the silk of the groundwork of the stock. The point is finished with a jaunty tassel.

Nicholson & Co.

The firm that claims to be the original introducers of the modern raincoat is Nicholson & Co., London, Eng., represented in Canada by John C. Butler, 348 Clarence street, London, Ontario. This company is doing an increasing large business in Canada where shipments of their ladies' and gent's rainproof coats have met with a flattering reception. Their range of patterns in rainproof cloths and flannel suitings is of a large, exclusive and varied description, and their new proofing plant enables them to guarantee their proof. Nicholson & Co. are directly represented in South Africa, Australia, Canada, China, India, Japan, New Zealand, and their agents carry a full range of samples and patterns. Mr. Butler, the

Canadian agent, keeps a stock of their coats for both ladies and gents and Canadian houses can obtain immediate delivery.

The New York Silk Waist.

The New York Silk Waist Company's representatives are now on their regular Spring trips, and all report a successful business with the "Shield" brand garments.

The skirt, suit and jacket department is running full time on Spring goods which have been most successful with the trade this season.

New York Skirt Manufacturing Co.

A representative of "The Dry Goods Review" while calling on skirt manufacturers in Montreal, among others visited the New York Skirt Manufacturing Co., where he had an interview with their designer who has just returned from New York. This gentleman has brought with him a great many ideas which will be helpful to him in making up skirts to suit every taste and pocket. The company say they will be out about the 15th of this month with the largest variety of choicest skirts ever shown in this country.

Of Interest to Advertisers.

Merchants are more and more coming to realize that when they entrust their newspaper advertising, and other advertising matter, to trained advertising men better results are bound to follow, and that the business gained from advertising which is planned and designed to just fill their individual needs more than pays for its cost. In fact, the merchant is learning to appreciate the value of the work of the advertising man, and to look upon him as a distinct helper.

This little dissertation may, we hope, serve to introduce favorably to "The Review's" readers Child & Fall, of Wakefield, Mass., whose ad. on page 229 you have noticed without doubt.

This firm, we believe, will take care of your advertising needs in a manner which will prove both profitable and satisfactory to you.

Values in Overalls.

The Star Shirt and Overall Co., 518 Craig street, Montreal, are offering the trade some exceptional values in overalls, tweed pants, etc. Their goods are what is known as the one-piece manufacture, and this is a well-known advantage to the wearer of overalls. They are strongly sewn and riveted with patent buttons, are good fit and wear well. In tweed pants they are offering some well-made Canadian tweeds at very moderate prices.

Correct Belts for Spring.

The Champion Mfg. Co., New York, say the correct belts for Spring, 1904, are the "Hip," "Blouse," "Wave" and "New Arabella" belts, all of which are to be had from jobbers. They are made in the newest and staple leathers, black and colors and sell at 25c. and 50c. The "Hip" belt which is a novelty, is so constructed that it produces "decided hips" and will hold the skirt band in place without attachments. The "Blouse" belt has a drop front rounded out to conform to the prevailing blouse front waist and is altogether a very desirable belt.

Visit to a Dyeing Establishment.

A representative of "The Dry Goods Review" recently paid a pleasant visit to the large dyeing establishment of the British American Dyeing Co., Montreal.

The year 1903 has been one of unusual prosperity with this firm as in several of their departments they have had to largely increase their capacity.

The French cleaning department, which is one of the important features in a well-regulated dyeing establishment, has been doubled in its capacity during the present year, to keep up with orders. The pressing department has also been largely augmented with new and improved machinery imported direct from Scotland. These additions necessitated another 100-horse-power boiler in the engine room.

The British American Dyeing Co. has long enjoyed a reputation for first-class work. The proprietor is Joseph Allen who has been 42 years in Montreal and 30 years managing this business. He is assisted by his two sons who have both grown up to the business, spending some years in perfecting their trade in Europe where they secured high honors for efficiency, winning the City and Guilds of London Institute first medal on the technology of five years, and first prize from Yorkshire College, Leeds, Eng.

Old Bleach Linens.

Mr. Cosbie, who is the Canadian agents for the "Old Bleach" Linen Co., of Randalstown, Ireland, informed a representative of "The Review" that his company were very much pleased with the way their linens had been brought to the notice of the trade in the Dominion, as there had been enquiries received for them from ocean to ocean.

These linens are sure to please wherever shown, by reason of there lusterous sheen and soft silk texture and their strength and wearing qualities, also by the fact that repeated washings does not destroy their beauty, as the finish goes right through, and is not merely a surface finish as is so often the case. These linens are grass bleached, and there is something delightful in the idea that the sun, the rain, the dew and the winds of heaven are the only agents used, in place of the many chemicals so generally employed.

The damask, hemstitched and fringed towels manufactured by this firm are beautifully soft, lusterous as silk, and very absorbent. They are made in a number of beautiful and highly artistic patterns. The trade mark "Old Bleach" is stamped on every article, and on every yard of toweling, sheeting, pillow-case linen, etc., and is a guarantee that the goods so stamped are all pure linen and grass bleached.

This make of linen, though only just introduced here, is well appreciated in the Old Country, and has been favorably commented on by such papers as the Queen, the Gentlewoman, and Coming Modes.

As a further proof of their excellence it may be mentioned that a large order was given to this firm by the Royal household for linen, for the special use of the King's guests at the coronation.

Visited by Canadian Buyers.

Corby, Palmer & Stewart, of St. Paul's Churchyard, London, England, report that numerous Canadian buyers now find their way into their showrooms, where business of a most satisfactory nature on both sides is generally transacted. That their export trade in ladies' and children's costumes, jackets, capes and mantles is increasing so largely is no doubt due chiefly to the good judgment displayed in the selection of materials and patterns for this department. The illustration in their advertisement on page .... shows an English tailor-made costume of striped cloth, trimmed "glace." Although this particular garment is a cheap one, the same pattern is made up in several grades of better material.

Alaska Feather and Down Company.

The Alaska Feather and Down Company, of Montreal, Limited, have shown commendable promptness in preparing their new samples of eiderdown quilts and cotton comforters. As stated in their advertisement, they are now in a position to book orders for a complete range of patterns and designs selected from the world's markets.

The Alaska Feather and Down Company, of Montreal, Limited, are offering two "specials" in handsome sofa cushions for the "holiday" trade. As they are extra good value, they should be equally interesting for the usual "stocktaking sales" and "bargain tables" of January. One line, "No. 100," price $10.50 a dozen, is made up with high-class lithographed top, 22 inches square, fine quality down-proof sateen in self color to

match top, filled with their popular "Manitoba" filling. The other line, "No. 200," price $12.50 a dozen, is in a different design, with the addition of a closely gathered ruffle.

Wilson Bros. & Co.

Few houses of the age of Wilson Bros. & Co., wholesale dry goods and smallwares, Ottawa, Ont., can boast of a more successful career, than this firm can do. Established just four years ago, they have built up a steady and growing trade, which has placed them among the foremost of their kind in Eastern Ontario.

Though the Ottawa district is their legitimate territory and is thoroughly covered by them, yet the firm do not by any means confine themselves to home trade, their representatives being found soliciting business (and getting a share of it too,) many hundred miles from home.

Smallwares is Wilson Bros. & Co.'s specialty and their stock includes all the latest novelties which are so necessary to this important branch of the Dry Goods business. They also carry many good lines of staple and fancy dry goods.

Wilson Bros. are making a special push for Spring trade and their samples now in the hands of their travellers are well worth inspection.

Ready-made Clothing and Overalls.

A firm with whom business is growing is the Eastern Clothing Co., of St. Hyacinthe, Quebec. Though having been in business as manufacturers of ready-made clothing and overalls only a little over three years, their success has been most unusual. Four representatives cover Quebec and Ontario. The firm will shortly move into new premises at the market place, at the corner of St. Antoine and St. Simon streets. Here they will have over 12,000 feet of floor space.

Where to Buy Skirts

One of the most important departments to have thoroughly up-to-date in all particulars is the skirt department. Merchants who desire to accomplish this can do so by placing their orders with the Empire Manufacturing Company, Limited, who are now showing one of the most extensive ranges of medium priced skirts on the market. These are also of the very latest styles. Write for samples.

The Deacon Shirt Co., of Belleville, Ontario, is a new enterprise of one year's standing, that has had a rapid growth. Their output has been principally men's working shirts.

This firm started in the Fall of 1902 with a few machines and this year were compelled to build a new brick factory building 110x38 feet, which is equipped with the very latest machinery, capable of doing the finest and fastest work. Their range of samples for Spring is large and varied and comprises many new things in this line.

Mr. W. B. Deacon, the president and manager, has had many years experience in the custom shirt making, and retail trade, and conducts at present one of the finest and most up-to-date gents' furnishing stores in Eastern Ontario, thus enabling him to be in constant touch of the consumer and to know their wants and desires. He has been very successful in supplying one of the best lines of working shirts that is being made in Canada to-day.

Rug Fringes.

A. R. Burrows & Co., of Guelph, Ont., who have made a specialty of rug fringes, and who have increased their plant these last few months, are being well paid for their expenditure, as they have had a very successful season. Their goods are all turned out neatly, and of the best quality, as well as a large range of up-to-date styles and varieties, in that line of goods.

A Suspender Suit.

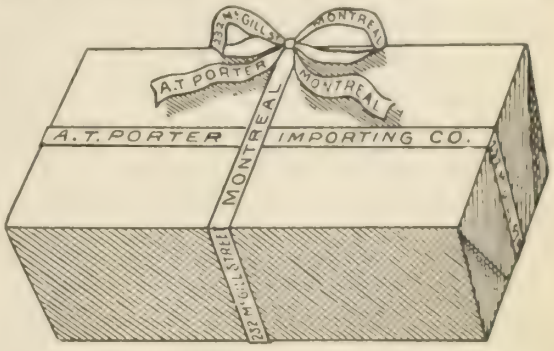
Decision has been given in the suit preferred by the President Suspender Co. against the Connecticut Web Co., Bridgeport, for infringement of Macwilliam's patent over suspenders. The United States court upheld the validity of Macwilliam's patent as controlled by the President Suspender people, and find the Connecticut Web Co. guilty of infringement of the patent.

New Effects in Shirt Waists.

Tooke Bros., Limited, are meeting with unusual success in the shirt waist department. Their value is right, and the styles original. Perfect fit has always been uppermost in this, as well as in the shirt department, which accounts, in a great measure, for the popularity of their shirt waists among the ladies of Canada. At present their designer is completing their newest effects in China silks and other soft effects, one of which is published in this issue. In the face of another chilly season, the colored shirt waist is in steady demand. Every lady must have some for the house, for morning wear and travelling. Scotch Madras cloths in cat stripe effects are the strongest sellers. Every merchant should see their enormous range and the variety of trimmings used, as it would be quite impossible to describe it in an issue of

Parcel-Tieing Tape.

An interesting novelty has been placed on the Canadian market by Geo. H. Wheatcroft, Wirksworth, England, in the form of Advertising Tape to be used in tieing up parcels. It is made in a great variety of colors, and has the appearance of silk ribbon, while costing lit-



tle more than twine. It is, besides a splendid advertising article, as may be seen from the accompanying illustration. The Wheatcroft tapes are well known, the output of their factories being among the largest in the world. Mr. Wheatcroft, junior, visited Canada last September. They are represented in Canada by the A. T. Porter Importing Co., Montreal.

Three New Collars.

Tooke Bros., Limited brought out two attractive collars in January, 1902. The "Goodform" and the "Hilo," the merchants and men's furnishers of Canada know if they were popular or not. They certainly were appreciated, if one can judge by the enormous sales in each. This year, the same company are introducing three new collars the "Chamberlain" and "Fiscal Policy" at $1.00 per dozen, and the "Balfour" made in "Iron frame linen," controlled by this company in Canada and ironed by hand, at $1.50 per dozen. By close study, Tooke Bros., Limited, have attained what the public are looking for in a high band collar. One that fits so perfectly that the vest does not work under outside band. The fine points of collar making are closely looked after by this company, which, with their celebrated laundry work, makes their collars very popular in the trade and in constant demand.

Bag Mountings.

B. Conlan & Co., of Newark, N.J., are showing some new lines in bag mountings, which are interesting to the Canadian trade.

CLASSIFIED LIST OF ADVERTISEMENTS.

Accountants and Auditors.
Barber, Henry, & Co., Toronto.
Fahey, Wm., Toronto.
Hoskins, David, Toronto.
Jenkins and Hardy, Montreal, Toronto, New York.
Kidd, F. H., Toronto
Merson, Geo. O., Toronto.
Williamson, F. G., Toronto.

Advertisement Writers.
Child & Fall, Wakefield, Mass.

Barristers, Solicitors, etc.
Atwater, Duc os & Chauvin, Montreal.
Beatty, Blackstock, Fasken and Riddell, Toronto.
Burritt, Jas. H., Pembroke.
Cameron, D. O., Toronto and Oakville.
Hamilton, J. C., Toronto.
Tupper, Phippen & Tupper, Winnipeg.
Vidal, I. L. O., Quebec and Montmagny.

Belts.
Allcock, Laight & Westwood Co., Toronto.
Champion Mfg. Co., New York.
Garland, John M., Son & Co., Ottawa.
Garneau, P., Fils & Cie., Quebec.
German Artistic Weaving Co., New York
"Ladies' Wear," Toronto.
Western Leather Goods Co., Toronto
Whitfield, Mayall & Co., Montreal,
Wilson, Bros. & Co., Ottawa.

Blankets, Quilts, Travelling Rugs, etc.
Brock, W. R. Co., Montreal and Toronto.
Canadian Colored Cotton Mills Co.
Garneau, P., Fils & Cie., Quebec.
Macdonald, John & Co., Toronto
Taylor, T. H., Co., Chatham.
Toronto Feather & Down Co., Toronto.
Turner, J. J., & Sons, Peterborough.
Woods Limited, Ottawa.

Boots and Shoes.
McLaren & Dallas, Toronto

Camping Goods.
Turner, J. J., & Sons, Peterborough.
Woods Limited, Ottawa.

Carpets, Curtains, Rugs, etc.
Brock, W. R., Co., Montreal and Toronto.
Burrows, A. R., & Co., Guelph.
Fried, Wright & Co., London.
Garland, John M., Son & Co., Ottawa
Garneau, Fils & Cie, Quebec.
Guelph Carpet Mills Co., Guelph.
Hamilton Cotton Co., Hamilton.
Hees, Geo. H., Son & Co., Montreal and Toronto.
Imperial Carpet Co., Toronto.
Knox, Morgan & Co., Hamilton.
Macdonald, John & Co., Toronto.
Seagram, A. W., Toronto.

Cash Registers, Carriers, etc.
Cutting, Fred. C., Toronto.
Hallwood Cash Register Co., Toronto.

Cloaks, Costumes, Skirts, Shirt Waists, etc.
American Silk Waist Co., Montreal.
Brock, W. R. Co., Montreal and Toronto.
Canadian Underskirt Co., Toronto.
Cater, Platt, & Co., London, Eng.
Corby, Palmer, & Stewart, London, Eng.
Empire Mfg. Co., Montreal.
Garneau, P., Fils & Cie., Quebec.
Hitchcocks, Williams & Co., London, Eng.
McKinnon, S. F., & Co,, Montreal, Quebec, and Toronto.
Merchants Mantle Mfg. Co., Toronto.
New York Silk Waist Mfg. Co., Montreal.
New York Skirt Mfg. Co , Montreal.
Northway, John, & Son, Toronto.
Phillips, S. & Co., New York.
Pugh Mfg. Co., 33 Church St., Toronto
Rylands & Sons, Manchester, Eng
Salem Co., Montreal.
Star Mantle Mfg. Co., Montreal.
Star Whitewear Mfg. Co., Berlin.
Tooke Bros., Limited, Montreal.
Waldman & Sommer, Montreal.
Whitfield, Mayall & Co., Montreal.

Corsets.
Brush & Co., Toronto.
Konig & Stuffman, Montreal.
Parisian Corset Mfg. Co , Quebec.

Cottons, Prints, Shirtings, etc
Brock, W. R., Co., Montreal and Toronto
Brophy, Cains & Co., Montreal.
Conadian Colored Cotton Mills Co.
Garland, John M., Son & Co., Ottawa.
Greenshields Limited, Montreal.
Hitchcock, Williams & Co , London, Eng.
Horrockses, Crewdson & Co., Manchester and London, Eng.
Knox, Morgan & Co., Hamilton.
Macdonald, John, & Co., Toronto.
Rylands & Sons, Manchester, Eng.
Wyld-Darling Co., Toronto.

Cotton Batting.
Henderson, Robert, & Co., Montreal.

Crockery and Glassware.
Barnard & Holland Co., Montreal.
Gowans, Kent & Co., Toronto.

Dress Goods, Silks, etc.
British-American Import Co., Montreal.
Brock, W. R., Co., Montreal and Toronto.
Brophy, Cains & Co., Montreal.
Canadian Colored Cotton Mills Co.
Debenham, Caldecott & Co., Montreal, Quebec and Toronto.
Garland, John M., Son & Co., Ottawa.
Garneau, P., Fils & Cie, Quebec.
Greenshields Limited, Montreal.
Harris & Co., Rockwood.
Hassberger, E. S., Montreal.
Hewson Woollen Mills, Amherst, N.S.
Hitchcock, Williams & Co., London, Eng.
Ishikawa, K., & Co., Toronto.
Knox, Morgan & Co., Hamilton.
Konig & Stuffmann, Montreal.
Kyle, Cheesbrough & Co., Montreal.
Law, Russell & Co., Bradford and London, Eng.
Leigh Mills, London, Eng., and Bradford.
Macdonald, John, & Co., Toronto.
Nisbet & Auld, Toronto.
Priestley's—Greenshields Limited, Montreal.
Rylands & Sons, Manchester, Eng.
Taylor, T. H., Co , Chatham.
Wyld-Darling Co., Toronto.

Dressing Gowns, Smoking Jackets, etc.
Hassberger, E. S., Montreal.
Hine, Parker & Co., London, Eng.

Dyers, Cleaners, etc.
British American Dyeing Co., Montreal.
Parker, R., & Co., Toronto

Educational.
Belleville Business College, Belleville, Ont.
Canadian Correspondence College, Toronto.
St. Margaret's College, Toronto.
Western Business College, Toronto.
Willis Business College, Ottawa.

Embroideries, Laces, Veilings, etc.
Brock, W. R., Co., Montreal and Toronto.
Brophy, Cains & Co., Montreal.
Canada Veiling Co., Toronto.
Caverhill & Kissock, Montreal.
Debenham, Caldecott & Co., Toronto.
Garland, John M., Son & Co., Ottawa.
Garneau, P., Fils &Cie, Quebec.
Hitchcock, Williams & Co., London, Eng.,
Knox, Morgan & Co., Mamilton.
Konig & Stuffmann, Montreal.
Kyle, Cheesbrough & Co., Montreal.
Macdonald, John, & Co., Toronto.
Seagram, A. W., Toronto.
Sparrow, J., Audley & Co., London, Eng.
Rylands & Sons, Manchester, Eng.
Whitfield, Mayall & Co., Montreal.
Wyld-Darling Co., Toronto.

Engravers.
Grip, Limited, Toronto.
Legg Bros. Engraving Co., Toronto.
Toronto Engraving Co., Toronto.

Fancy Goods, Novelties, etc.
Allcock, Laight & Westwood Co., Toronto
American Electrical Novelty and Mfg. Co., Montreal.
Brown Bros., Toronto.
Greenshields Limited, Montreal.
Ingersoll, Robt. H., & Bros., New York
McMahen, Granger & Co., London.
Nerlich and Co., Toronto.
Phillips & Wrinch, Toronto and Quebec.
Porter, A. F., Importing Co., Montreal
Rea, A. E., & Co. Toronto.
Weese, G. A., & Son, Toronto.
Western Leather Goods Co. Toronto
Westwood, C. H., & Co., Toronto.
Whitfield, Mavall & Co., Montreal.
Wilson Bros. & Co., Ottawa

Finance, Insurance, etc.
Arbuckle, Smith & Co., Glasgow, Scotland.
Bank of Commerce: Toronto.
Bank of Toronto, Toronto.
British America Assurance Co., Toronto.
Canada Permanent Mortgage Corporation. Toronto.
Confederation Life Association, Toronto.
Dominion of Canada Guarantee & Accident Insurance Co., Toronto.
Merchants Mercantile Co., Montreal.
Metropolitan Bank, Toronto.
TorontoGeneral Trusts Corporation, Toronto.
Western Assurance Co., Toronto.

Flannels, Flannelettes, etc.
Brock, W. R., Co , Montreal and Toronto.
Canadian Colored Cotton Mills Co.
Horrockses, Crewdson & Co., Manchester and London, Eng.
Knox, Morgan & Co , Hamilton.
Leigh Mills Co ,London.Eng., and Bradford.
Macdonald, John & Co., Toronto.
Paris Mincey Mills Co , Paris.
Rylands & Sons, Manchester, Eng.
Wylie, James H., Almonte.

Furs.
Alexandor, A. J., Montreal.
Bishop, J. H , Co., Sandwich.
Edgar, Coristine & Co., Montreal.
Fried, Wright & Co., London.
Hitchcock, Williams & Co., London, Eng.
Johnson, Hiram, Montreal.
Marshall, John, & Co., London.

General Dry Goods.
Brock W. R., Co., Montreal and Toronto.
Brophy, Ca ns & Co., Montreal.
Debenham, Caldecott & Co,, Toronto.
Garland, John M., Son & Co., Ottawa.
Garneau, P., Fils & Cie, Quebec.
Greenshields Limited, Montreal.
Hitchcock, Williams & Co.; London, Eng.
Knox, Morgan & Co., Hamilton.
Kyle, Cheesbrough & Co., Montreal and Winnipeg.
Macdonald, John, & Co., Toronto.
McMahen, Granger & Co., London.
Nisbet & Auld, Toronto.
Rylands & Sons, Manchester, Eng.
Wyld-Darling Co., Toronto.

Gloves, Mittens, etc.
Bigger, Wm., & Son, Galt.
Clark, A. R., & Co., Toronto.
Double Use Mitten Co., Dundas.
Galibert, F , Montreal.
Garneau, P., Fils & Cie, Quebec.
Greenshields Limited, Montreal.
Goderich Knitting Co., Gode ich.
Hudson Bay Knitting Co.. Montreal and Winnipeg.
Marshall, John, & Co., London.
Nisbet & Auld, Toronto.
Paquette Bros., Montreal.
Pewny's—Greenshields Limited, Montreal.
Rylands & Sons, Manchester, Eng.
Sovereen Mitt, Glove and Robe Co., Delhi.
Storey, W. H., & Son, Acton.
Wallen, John L., & Co., Winnipeg.
Woods Limited, Ottawa.

Handkerchiefs.
"Excelda."

Hats and Caps.
Marshall, John & Co., London.
Edgar, Coristine Co., Montreal.
Fried, Wright & Co., London.
Goderich Knitting Co., Goderich.
Hawes, Von Gal Co., Boston, N.Y.
Woods, Limited, Ottawa.
Wreyford & Co., Toronto.

Jobbers and Commission Agents.
Benning & Barsalow, Montreal
Blackley, Wm., Toronto.
Flaws, R., & Son, Toronto

Knife Cleaning Machine.
Decatur, Bull & Co., Montreal.

Knitting Wools.
Baldwin, J. & J., Halifax, Eng

Linens.
Brophy, Carss & Co., Montreal
Garneau, P., Fils & Cie, Quebec
Old Bleach Linen Co., Randalstown, Ireland
Garland, John M., Son & Co., Ottawa
Greenshields Limited, Montreal
Seagram, A. W., Toronto
Rylands & Sons, Manchester, Eng
Salem Co., Montreal
Liddell, Wm. & Co., Belfast, Ireland
Wyld-Darling Co., Toronto.
McDowell, Andrew H., Montreal
Brock, W. R., Co., Montreal and Toronto

Linen, Silk and Cotton Threads.
Belding, Paul, & Co., Montreal.
Frank & Bryce, Montreal, Quebec and Toronto.

Linings and Canvasses.
McLean, Andrew, & Co., New York.
Garland, John M., Son & Co., Ottawa.
Kirk, Samuel, & Sons, London, Eng., and Manchester
Rylands & Sons, Manchester, Eng
Greenshields Limited, Montreal
Brock, W. R., Co., Montreal and Toronto

Matting.
Ishikawa, K., & Co., Toronto.

Men's Ready-Made Clothing (Overalls, Raincoats, Sweaters, etc.).
Brice, Palmer & Co., London, Eng.
Caulfeild, Burns & Co., Toronto.
Fried, Wright & Co., London.
Garneau, P., Fils & Cie, Quebec.
Hine, Parker & Co., London, Eng
Knox, Morgan & Co., Hamilton.
Monarch Knitting Co., Dunnville
Nicholson & Co., St. Alban's, Eng.
"Premier" Brand Waterproofs.
Star Shirt and Overall Co., Montreal
Wilkins, Robert C., Montreal
Woods, Limited, Ottawa.
Wreyford & Co., Toronto.

Metallic Roofing.
Metallic Roofing Co., Montreal, Toronto and Winnipeg.

Millinery, Ribbons, etc.
Brock, W. R., Co., Montreal and Toronto
Caverhill & Kissock, Montreal, Quebec and Ottawa
Debenham, Caldecott & Co., Montreal, Quebec and Toronto.
Garland, John M., Son & Co., Ottawa
Golding, G., & Sons, Toronto.
Hitchcock, Williams & Co., London, Eng
Knox, Morgan & Co., Hamilton
McCall, D., & Co., Toronto
McKinnon, S. F., & Co., Montreal, Quebec and Toronto
Rea, A. E., & Co., Toronto

Mosquito Nett ngs.
McLean, Andrew, Co., New York

Needles, Pins, etc.
Allcock, Laight & Westwood Co., Toronto
Nicklin, J., & Co., Birmingham, Eng.
Phillips & Wrinch, Toronto and Quebec.
Westwood, C. H., & Co., To onto.

Office Systems, Supplies, etc.
Briggs Ledger System Co., Toronto
Brown Bros., Toronto.
Hart & Riddell, Toronto

Oil Cloths and Linoleums.
Brock, W. R., Co., Montreal and Toronto.
Dominion Oilcloth Co., Montreal.
Garneau, P., Fils & Cie, Quebec.
Macdonald, John, & Co., Toronto
Rylands & Sons, Manchester, Eng.

Papier Mache Forms, Wax Figures, etc.
Clatworthy & Co., Toronto.
Goodwin's, London, Eng
Lyons, Hugh & Co., Lansing, Mich
Palmenberg's, J. R., Sons, New York
Richardson, A. S., Montreal and Toronto.

Pillows and Sofa Cushions.
Alaska Feather & Down Co., Montreal.
Hees, Geo. H., Son & Co., Montreal and Toronto
Sparrow, J. Audley & Co., London, Eng
Toronto Feather & Down Co., Toronto

Pleat'ngs.
Rea, A. E., & Co., Toronto

Press Clipping.
Canadian Press Clipping Bureau, Montreal and Toronto

Racks, Stands for Skirts, etc., Shoulder Hangers.
Clatworthy & Co., Toronto
Toronto Brass Mfg. Co., Toronto

Rubber Stamps.
Young, C. G., and Co., Toronto

Rubber and Waterproof Goods.
Beaver Rubber Clothing Co., Montreal
Canadian Waterproof and Star Suspender Co., Montreal
London Rubber Co., Montreal
Montreal Waterproof Clothing Co., Montreal
Nicholson & Co., St. Albans, Eng.
National Rubber Co., Montreal
"Premier" Brand Waterproofs
Standard Mackintosh Co., London

Safes.
Ford & Featherstone, Hamilton
Taylor, J. & J., Toronto.

Sails, Awnings, Flags, etc
Turner, J. J., & Sons, Peterborough
Woods Limited, Ottawa

Shirts, Collars, Ties, etc
Brock, W. R., Co., Montreal and Toronto
Canadian Neckwear Co., Toronto
Deacon Shirt Co., Belleville.
Canadian Underwear Co., Montreal.
Garland, John M., & Co., Ottawa
Garneau, P., Fils & Cie, Quebec
Greene, Wm. A., & Co., Waterloo.
Greenlaw & Co., London, Eng.
Greenlaw, H. T., & Co., London, Eng
"Hero" Brand — Hollins, Wm., & Co., London, Eng.
Hine, Parker & Co., London, Eng
Knox, Morgan & Co., Hamilton
"Ladies' Wear," Toronto
Macdonald, John, & Co., Toronto
Mitchell, A. B., Co., Toronto.
Niagara Neckwear Co., Niagara Falls
Ontario Neckwear Co., Toronto.
Rylands & Sons, Manchester, Eng
Salem Co., Montreal.
Tooke Bros., Montreal.
VanAllen, E., & Co., Hamilton
Waller, John L., & Co., Winnipeg
Williams, Greene & Rome Co., Berlin
Woods, John L., Montreal
Woods Limited, Ottawa
Wilkins, Robert C., Montreal
Wyld-Darling Co., Toronto
Young & Rochesten, London, Eng

Shoe Laces.
Faire Bros. & Co., Leicester, Eng
Ross, Geo. D., & Co., Toronto and Montreal.

Show Cases.
Dominion Show Case Co., Toronto.
Phillips, John, & C., Windsor

Skirt and Hose Supporters
Greeff-Bredt & Co., Toronto and Montreal
Kleinert, J. B., Rubber Co., Toronto.
Rea, A. E. & Co., Toronto

Smallwares.
Allcock, Laight & Westwood Co., Toronto
Dieckerhoff, Raffloer & Co., Toronto
Economy Dry Goods Tag Mfg. Co., Neenah, Wis., U.S.A.
Faire Bros. & Co., Leicester, Eng.
Ridout, Geo., & Co., Toronto
Wilson Bros. & Co., Ottawa.

Store Lighting.
Auer Light Co., Montreal.
Canadian General Electric Co., Montreal and Toronto.
Luxter Prism Co., Montreal and Toronto
Rochester Lamp Co., Toronto.
Turner Brass Co., Toronto

Suspenders, Buttons, etc.
Allcock, Laight & Westwood Co., Toronto
Berlin Suspender & Button Co., Berlin.
Defiance Button Machine Co., New York.
Dominion Suspender Co., Niagara Falls
Garneau, P., Fils & Cie, Quebec
Globe Suspender Co., Rock Island, Que.
King Suspender Co., Toronto
Ontario Button Co., Berlin
Shantz, Jacob Y., & Sons Co., Berlin
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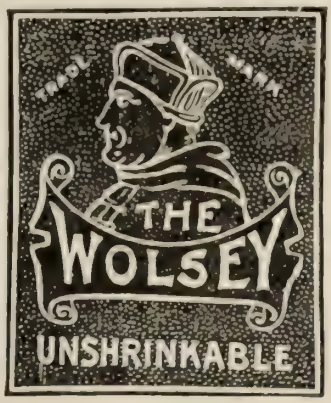
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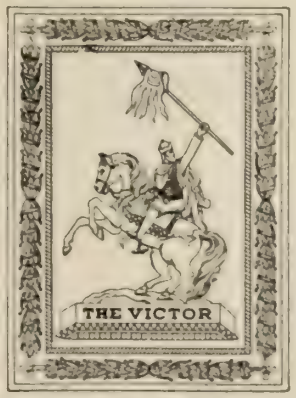
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THE DRYGOODSMAN'S WARES.

Their Origin and Characteristics.

THE ermine, the animal from which that beautiful white fur dotted with black spots is obtained, is a species of weasel, larger than the common weasel, but resembling it in form and habits. It is about ten inches long exclusive of the tail, which is about four and a half inches in length. The fur of this animal is in Summer of a pale yellowish-brown hue, with the under parts yellowish-white, and the tip of tail black. In Winter it is all of a yellowish, or, almost pure, white, the tip of the tail still remaining black. It is in the Winter that it is called ermine, the Summer name being stoat. The latter term is derived from its unusual pertinacity in pursuing its prey, such as rats and rabbits. The fur is exported in large quantities from Norway, Sweden, Russia and Siberia, and is largely used for muffs and tibbets and as trimmings for state robes, the jet black points of the tail or the paws of the Astrachan lamb being inserted at regular intervals as an ornament. The little animal is captured in traps. It can both climb and swim. In addition to the export countries mentioned it is also found in the north of Scotland, Lapland and Northern Canada.

ERMINE.

* * *

FRIEZE is a coarse, shaggy cloth, the name supposed to have been derived from Friesland, a part of the Netherlands, the inhabitants of which are described in a book of 1560 as famous for a napped cloth. The name has undergone numerous applications, being since given to a kind of linen, and afterwards, returning to its old significance. It was made in England and Ireland as early as 1376, and was called frize-ware. It rarely at this time formed the dress of persons of rank, but in the seventeenth century became more commonly used. At one time it was so finely woven as to be made use of in men's night gowns. Wales was long noted for its manufacture.

FRIEZE.

* * *

THE fan is an implement for creating a current of air to cool the face. It comes from the Latin vannus, the broad basket in which corn and chaff from the threshing was received to be tossed in the air, so that the chaff could be carried away. In the East the fan is of remote antiquity. Terence speaks of it in the second century before Christ. It was introduced into England in the sixteenth century. The first fans were made of a bunch of feathers,—peacock, ostrich, parrot or pheasant—and the handles were often formed of costly materials, and fastened to the belt of the wearer by a chain. Its size was sufficient to screen the face from the sun when walking. In the eighteenth century they were used to hide the face, and it was usual for a gentleman at dancing assemblies to select his partner by drawing a fan from a hat, in which all were placed. The folding fan is a Japanese invention of the seventh century. Sometimes fans were painted by such great artists as Watteau, Lancret, Jacquemart, Diaz, etc., and their value thus increased to hundreds of dollars.

FAN.

* * *

FELT is a fabric formed of wool without weaving by taking advantage of the natural tendency of the fibres of wool and certain kinds of hair to interlace with and cling to each other. Its origin is traditional, thus proving its antiquity. One attributes it to Oriental shepherds in their constant connection with wool, another to an English monarch, who, putting wool into his boots to keep his feet warm, found that the heat, pressure and moisture of his feet had made a new fabric. Still another origin given is that as the wool sometimes felts on the back of the living animal, this supplied the hint. It certainly was known to the Greeks. The present day manufacturing is accomplished by carding the wool more or less perfectly, and, after steaming and moistening it with hot water, passing it between heaters. The barbs of the wool in this way catch and hold securely. Felted cloth is made principally from wool, but less valuable substances are frequently mixed. The first successful method of manufacture was invented by a Yankee, J. R. Williams, between 1820 and 1830, and was introduced into England in 1840.

FELT.

* * *

THE original of the word flannel is doubtful, but it is now generally atributed to the Welsh gwlanen, the present Welsh name for it. In the middle ages it was known as flanella and flannen. It is a soft woollen cloth, loose in texture and differing from most other woollen fabrics in being woven of yarn more loosely twisted and having less dressing. It is made of a woollen yarn slightly twisted in the spinning and of open texture, the object being to obtain a cloth soft and spongy without regard to strength. The best flannel is made from the mountain sheep of Wales. It is produced in large quantities in Lancashire, Yorkshire, West of England, United States, France and Belgium, the two latter and the West of England turning out the better qualities. It is first spoken of 1503. Physicians recommend its use as clothing on account of its properties of promoting insensible perspiration, which is absorbed by the material and passed off by evaporation.

FLANNEL.

PARIS FASHIONS

By A. E. DACAM, for "Dry Goods Review."

Long Lace Pelerines the Latest Novelty—Extravagant Trimmings--Long Fur Mantles for the Theatre—Gold and Silver Embroideries — Horse Chestnut Designs in Embroideries.

January, 1903.

THE latest novelties are the long lace "pelerines"—as a rule, Irish or Venice lace—that are used for trimming evening gowns and cloaks or even visiting costumes; the gatherings and frills of lace or white mousseline-de-soie that fall in full pleats from the sleeves and the Louis Philippe decolte for evening gowns, quite round while being low on the shoulder, so showing off to the greatest advantage a pretty throat and shoulders.

* * *

The sketch with the lace "pelerine" is very dressy. The cloth is in a new shade of redish brown called "henne," probably from the hair-dye of that name. The skirt, "a deux etages," is one that is becoming very popular. The upper etage is gathered at the sides and back from about half the length down, embroidered with brown and red stitching and edged with a band of sable. The front is a separate piece forming an apron. The lower skirt is trimmed with two bands of the cloth, plainly posed. It will be noticed that this gown is very long, trailing on the ground in front as well as at the back, which is becoming usual in all cases except the "trotteuse." The bloused bodice is tucked across, the only trimming being the pelerine of Venice lace edged with sable to correspond with the skirt. The full sleeves are gathered into a tight wristband. The belt and edging of the V-shaped yoke are of black velvet.

* * *

The large felt hat with the left brim rolled back over the crown is trimmed with shaded plumes to match the cloth. These pelerines, edged fringe or fur are also worn with the long ends at the back and front, thus leaving the sleeves free. These latter are, if possible, fuller and more elaborate than ever, that is, to the elbow or just below, always understood that, if the sleeve is taken to the wrist, it must be a tight-fitting cuff.

* * *

Trimmings are everywhere very extravagant, lace, fur, mousseline and velvet being often all used together, as is the case in the second sketch. The gown is made in a very soft pale blue silk, with pink reflections, both skirt and bodice are gathered into the waist belt. Two long lace stoles in front are outlined with sable. The three lace frills in the front of the skirt are headed with the same fur, and a band of it encircles the pleated lace that edges the sleeves. The yoke and sleeves are of lace trimmed with bows and bands of black velvet ribbon. The skirt is finished off with three narrow flounces of the silk, giving the note of "frou-frou" that was required. Thick silk and satin skirts are often treated in this way; the skirt itself is short, being edged with embroidery or fur, and sometimes fluted, from underneath which escapes two or three flounces of mousseline-de-soie, as a rule being considerably wider at the back than in front. The little bell-shaped sleeve of this model is also very good, but in the case of a day gown the lace would be changed to cloth with a puff and frill of lace falling from under it.

* * *

No. III. illustration is a very pretty Louis XVI. model in pale green mousseline-de-soie. The fichu and puff of sleeve are in soft white silk, edged with lace and trimmed with a bunch of pink roses, and, on the sleeves two green silk bows. The very full skirt is edged with a



No. I.

frill of the mousseline, and the front is trimmed with an apron of frills of lace, strapped with bands and bows of pink ribbon.

* * *

Long fur mantles are much to the front for theatre and ball wraps. A very beautiful three-quarter sable cloak was sold just before Christmas by the maison Grunwaldt, rue de la Pax, to an English lady, for the

sum of 150,000 frs. This cloak was cut to fall in pleats at the back and the sleeves were full, but not to exaggeration. A band was formed round the bottom by means of the skins being put crossways, and below that was an eased flounce, rather wider than the band.

* * *

An original cloak is V-shaped, reaching to the ground back and front, and just touching the finger tips at the side, after the style of a shawl. The collar and V-shaped yoke are of ermine, then a band of sable, very narrow over the shoulders, next another band of ermine, and then of a deep ecru-colored lace, below this a very wide band of sable edged with ermine and a deep frill of the lace. It must be understood that all the bands, with the exception of the lace, are rather narrower at the



No. 2.

sides than at the back or front, where they are, in every instance, brought to a point.

* * *

Gold and silver embroideries are much used, as well as flowers of those colors on hats and toques. These latter, more especially for evening wear, with a tulle or lace ground, and they are particularly effective; also gold and silver shoes are being worn. One or other of the colors will go with most gowns, and a pretty foot is shown off to advantage in them.

* * *

Very small theatre toques, made of a groundwork of gold perles and lace, with just a spray of flowers or one ostrich tip, is very pretty, but, in spite of managers' protests, large picture hats are more often worn than anything else.

* * *

Amongst new embroideries for the Spring I noticed a very pretty horse chestnut design. The leaves and chestnuts were arranged in long sprays and were of pansie in several pale art shades on a ground of silk. The veins were formed by a loose chain stitch, thicker towards the stalk, and all were outlined with a close button-hole stitch. The embroideries, as now worn and which are likely to remain for some time, are worked on



No. 3.

the gown itself. Large sprays of roses, chrysanthemums, clematis, or any flower with a bold outline, arranged in bunches or long sprays, completely cover the gown. A cream satin embroidered mauve and purple clematis alternating with insertions was very good.

FIRE IN A HAT AND FUR HOUSE.

A FIRE broke out in the warehouse of Messrs. S. Gnaedinger, Son & Co., corner Recollet and St. Peter streets, Montreal, which might have resulted disastrously, had it not been discovered in time. It occurred just after the big fire on Notre Dame street in the premises of Swift, Copland & Co., on January 18. The firemen were promptly on the scene, however, and the flames were extinguished before they had made any headway to speak of. The firm say that scarcely any damage was done.

DIRECTORS OF GREENSHIELDS WESTERN, LIMITED.

In the last issue of "The Review" the names of only two of the directorate of the Greenshields Western, Limited, were printed. There should have been three, that of Mr. S. M. Newton having inadvertently been omitted. "The Review" regrets this mistake.

BEST THINGS FROM THE MAGAZINES

IMMIGRATION AND INDUSTRIAL DEVELOPMENT.

(C. B. R. Kent, in Macmillan's Magazine.)

ANYONE conversant with English history will not be slow to perceive that the alien immigrant has been an element of great importance in our national development. At an early period in our annals he began from various motives to be attracted to our shores. To the allurements of gain and self-interest was added the spur of religious persecution, till already in the sixteenth century the flow of immigration had reached comparatively large proportions and England had begun to be, as Defoe called her, "the eternal refuge of the vagabond." Three distinct lines of movement can be traced. First, in the sixteenth century came the Flemish and Walloons. Next, in the following century the stream was greatly swollen by the expulsion of the Huguenots from France, and by Dutch, who came in the train of William the Third. Lastly, towards the end of the eighteenth century, came the Royalist "emigres," driven on by the French revolutionary forces; so that for three hundred years or more the question of the alien has been constantly an insistent one in England. Even in Bacon's time it seems to have occupied the serious attention of thinking men; for he observes in one of his essays that "all states that are liberal of naturalisation are fit for empire," a remark that an Imperialist race would do well to consider.

Special legislation provided for the naturalization of the Huguenots, but it was not until 1809 that a general act for naturalizing foreign Protestants was passed, only to be repealed in 1712. The experiment does not appear to have been repeated until 1844, when the existing Naturalization Act was passed.

That the alien immigrant, therefore, has been an important factor in English history is clear; and that he has also been in some ways a valuable element in the population there is just as little doubt. To the weaving industry, and its indebtedness to the Flemish and Walloons, it is hardly necessary to refer. It is noteworthy, however, that Lord Clarendon states in his History that from this source "the benefit of the kingdom by such an access of trade and improvement of manufactures was very considerable."

The connection of the Huguenots with the silk-spining industry is equally well known. Workers in tapestry, gilding, and sail-cloth (the latter a manufacture of prime importance for a maritime nation), were specially invited over from abroad. Sometimes, they did not await an invitation; at least it is recorded that in 1673 a Dutch master-weaver arrived with 30 workmen and offered to introduce manufacture of the finest cloth in Europe, though it does not appear whether the offer was accepted.

When, moreover, it is considered how valuable the foreign elements have been in increasing the national introduction of new trades, it seems impossible to doubt that it would be an impolitic act to put any very stringent restrictions upon immigration in the future.

It cannot be too strongly borne in mind that hatred of foreigners is a mark of primitive society, and that to give the rein to that sentiment is in reality an act of retrogression.

THE DEMOCRATS AND THE TARIFF.

(By Congressman J. S. Williams, Leader of the Democratic Party.)

THERE is also a tariff revision by piecemeal which is a handmaiden of the other system. It is very important in its place, although it ought never to be permitted to handicap the larger movement by general legislation. This is tariff revision by reciprocal trade agreements with other nations. I have always thought that there ought to be about every tariff law some degree of elasticity—a maximum and minimum—a margin within which, by international trading and bartering, the friends of untrammelled, or comparatively untrammelled, commerce, could be rewarded for the admission of our farm and mining products free, or nearly free—encouraged to continue in their course—and others encouraged to imitate it; and whereby, also, incident to the rewarding of these, peoples pursuing an inimical course toward our commerce could be punished. They could not complain, because they would not be punished directly, indeed punishment would not be the end in view. They would be punished by their own act, and their punishment could be remitted by their own act.

Much can be done along this piecemeal line of tariff revision, under a Democratic, or approximately Democratic, law. Some things along this line can be done even under the Dingley law, with nothing but the small 20 per cent. margin of elasticity given in that act. Chamberlainism in England and her colonies can be killed aborning by a wisely executed policy of that sort, and with an advantage incalculable to American producers, whether on the farm, in the mine, or in the factory, while at the same time benefiting American consumers of British products to the extent of 20 per cent. The framers of the Dingley bill themselves confessed that they had placed the duties on a level 20 per cent. higher than was necessary even in their own opinions and from their standpoint of high protectionism. They made this confession when they inserted in the bill section four, which authorizes a reduction of 20 per cent. to be made upon all articles and commodities upon the dutiable list by international agreement in certain international contingencies.

Were we to pass a law to-morrow giving this differential advantage of 20 per cent. to all such countries as do now, or may hereafter, admit duty free the growth and product of our farms and mines—so-called "natural products"—the selfish appeal which Mr. Chamberlain is now making in Great Britain, with a view of placing import duties upon natural products admitted into the British market, except when such natural products are sent from British colonies, would receive its counter-blast and counter-check. It is needless here to say that over half of the entire exports of the natural products of the American people are to the British market. Other

SPRING MILLINERY

1904

This is always a season of great concern to those who control the business done with the fashionable and well dressed circle, when the Toque, Bonnet, or Hat must harmonize with the Gown or Tailor-Made Costume. We might here mention, if you are looking for special shades in special lines of extreme Novelty Dress Materials in light, medium or heavy weights, it will save you a great deal of trouble to come direct to where these goods are to be had.

We have repeatedly emphasized the fact that our Dress Goods Department has grown to be a hobby with us, and it is gratifying to know that our efforts have been appreciated.

We extend a cordial invitation to all buyers who come to the Spring Openings to call and inspect our stock and prove the statements we make.

Our representatives will be at Rooms F and G, King Edward, Toronto, during the Millinery Openings there, and shall be glad as ever to see our friends.

BROPHY, CAINS & CO.

MONTREAL.

countries maintaining a free trade, or an approximately free-trade, system in regard to natural products would likewise be encouraged to continue their present policy and not to inaugurate such a policy. The American farmer would find a guarantee of the retention of present markets, and the opening up of new markets. The price of his product in the foreign market being lower than now, owing to the removal of international tolls, he would find himself enabled thereby to sell a very much larger quantity of goods than formerly at the same profit heretofore obtained by him.—Everybody's Magazine.

THE BUSINESS END OF A SPIRITUAL MONARCHY.

GEORGE BARTON in the current number of Bookkeeper estimates the annual receipts and expenditures of the Vatican at about $1,500,000, which he apportions as follows: $100,000 for the support of cardinals and diplomatic missions abroad, $500,000 for the maintenance of the Vatican and its library and museums, $100,000 for the Pontifical alms and the subsidies to the schools of Rome, $300,000 to gifts and charities, and $200,000 for miscellaneous purposes.

The revenues of the church come from two sources, one known as the "Patrimony of Peter," the other as "Peter's Pence." The first represents the invested capital of the church. It is the interest on funds invested by former pontiffs, rents from buildings owned by the church, etc. "Peter's Pence" represents the voluntary offerings of the faithful.

The Pope has no personal salary, the reason being that as a spiritual sovereign he cannot be subject to any person on earth. Although no tax is imposed on the church for the support of the Pope, the case is otherwise with cardinals, nuncios, delegates, rectors, curates, etc.

PROTECTION MOVEMENTS IN GREAT BRITAIN.

(British Trade Journal.)

IN the financial and commercial history of the United Kingdom, there has perhaps never been so confused a situation as that now prevailing. We are in the midst of a general agitation, in which the national fiscal policy has, unfortunately, become a political party cry. The question was brought forward unexpectedly in May last by the Colonial Secretary, who, pointing to the position of the colonies as regards preferential duties, to the great increase in manufactured and partly-manufactured goods among our imports, and to the wishes of the British colonies for preferential treatment in the home market, asked for a logical and comprehensive plan for the fiscal policy of the Mother Country and of the British colonies and possessions. The question of restoring protection for British agriculture and manufactures is by no means a new one. It has been brought forward on two or three occasions, as, for instance, in 1876, after the trade depression of the two previous years; in 1885, when the Fair Trade League created some stir; and in 1896 by Lord Masham; but it has never before been taken up by such a politician as the Ex-Colonial Secretary. In a speech in the House of Commons on May 29 he threw out in no uncertain fashion the idea that the time had arrived when the tariff policy of the United Kingdom should be reformed. . . . .

The Prime Minister, in a speech at Sheffield, used strong language with reference to the fiscal policy of the country, but declared himself at present in favor only of retaliation in cases where this country's goods are unjustly dealt with. A few days afterwards the Ex-Colonial Secretary unfolded his programme of tariff reform in a speech at Glasgow. He asks for a mandate to place a 7½ per cent. import duty on cereal products, 5 per cent. on other foods, if from foreign countries, and a duty averaging 10 per cent. on all foreign manufactured and partly-manufactured goods. The sections of his scheme dealing with preferential terms to the colonies, and with the reduction of duties in the colonies on British goods as compared with foreign have not evoked much enthusiasm. To follow their effects is too much like a problem in mathematics to arouse the cheers of a democracy, and we have no brilliant inter-colonial wit to make their incidence clear to the multitude. Nor is it quite apparent that duties on food are arousing enthusiasm. What appears at present to influence the electorate most of all is the increase in imports of manufactured goods free of duty while our exports of such goods pay duties to foreign governments. The average voter feels strongly that there is some injustice in this, and he does not grasp the subtle arguments of the political economists who can prove that an increase in manufactured goods is for his benefit. This part of Mr. Chamberlain's programme is now attracting nearly the whole attention of the public, and it is undoubtedly favorably regarded by the vast majority of British manufacturers and their workpeople. They expect that duties averaging 10 per cent. on manufactured goods will lead to more work for the home market and greater profits and higher wages, but no one has yet explained to them how this policy is to benefit the export trade in neutral markets. Probably this point and the effect of general duties on food imports will be elucidated by experience later on should the tariff come into force.

EUROPE'S MODEL POSTAL METHODS.

(World's Work.)

GERMANY, France, England, and even tiny Switzerland, have many things to teach us. In a German city there is a post-office every few hundred yards; a post-office can be found as easily as a cigar store in New York. A network of underground tubes connects all but the very smallest. Ordinary mail goes from station to station by Government-owned wagons, but a special delivery stamp, costing less than 8c., will cause a message to be shot by the tube anywhere in tne city. A messenger will carry it from the point of reception the few yards necessary to the receiver, and will wait for an answer. Message and answer take about two hours. . . . The German telegraph system is an adjunct to the post-office. Telegrams costing 12c. for 10 words, including address, beat special delivery letters by just the margin between electric and pneumatic transmission. Postal checks for small amounts almost wholly take the place of bank checks. One may send a postal money-order with a message written on the back; and a postal messenger will bring it to the house of the receiver, and pay it on the spot. Subscriptions to magazines and newspapers is through the post-office; you pay the postmaster, he orders the proper number of publications for his office, and the journals come cheaply and smoothly in bulk to the several stations for delivery. The parcel post besides doing practically all the German express business at low rates, sends parcels round the world.

In London the pneumatic tube system is so perfected that within the radius of London one may send an ordinary letter, receive an answer, send another and receive an answer to that, all in the course of a day. The English post-office maintains a telegraph system, conveying 12-word messages all over Great Britain and Ireland for 12c., and a parcel post system comparable to the German.

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MR. CHAMBERLAIN'S COMMISSIONERS

Who They are and What They Represent

THE commission appointed by the Right Hon. Joseph Chamberlain to inquire into the tariff question in as far as it affects Great Britain has begun its labors. The members of the commission, according to The British Trade Journal, are all Protectionists. This does not alter the fact, however, that the commission is fairly representative of the industrial interests of Great Britain, as may be gathered from the following list of the principal members, reprinted from The London Times:

Sir Rowland Herbert, G.C.B. (chairman)—Sir Rowland is, perhaps, best known for his services as Permanent Under-Secretary of State for the Colonies from 1871 to 1892. Among other official positions he has held have been those of Premier of Queensland, assistant secretary to the Board of Trade, High Sheriff of London, and Agent-General for Tasmania. He is Chancellor of the Order of St. Michael and St. George. In the business world Sir Rowland Herbert is well known as chairman of The Telegraph Construction and Maintenance Co., and as a director of The Eastern and South African Telegraph Co., The Union-Castle Mail Steamship Co., The P. & O. Steam Navigation Co. and the Union Bank of Australia.

Mr. Frederick Baynes—Mr. Baynes is one of the principal members of the firm of John Baynes, cotton manufacturers, Blackburn, and of Baynes and Dixon, cotton merchants, Manchester. He is a director of The London and North-Western Railway Co., and is one of the largest and most progressive cotton manufacturers and merchants in Lancashire.

Mr. Henry Bostock—Mr. Bostock is a director of the boot manufacturing firm of Edwin Bostock and Co., of Stafford, which is one of the largest of its kind in the country.

Mr. Charles Eckersley—Mr. Ecklersley is head of the prominent cotton-spinning firm of Caleb Wright and Co., Tyldesley, Lancashire, and has a considerable experience of the continental cotton-spinning industry. He is one of the most active directors of the Fine Cotton Spinners' and Doublers' Association, which has an authorized capital of £6,000,000.

Sir John A. Cockburn, K.C.M.G.—Sir John A. Cockburn has been Premier, Minister of Education, and Chief Secretary of South Australia, and was for several years Agent-General for South Australia in London. He is an M.D. and Fellow of King's College, London, and is 53 years of age.

Mr. Francis Elgar, F.R.S—Mr. Elgar is managing director of and naval architect to The Fairfield Shipbuilding and Engineering Co., of Glasgow. Among the many important posts he has held are those of adviser upon naval construction to the Japanese Government and Director of H.M. Dockyards at the Admiralty from 1886 to 1892. He was also naval architect of the Atlantic liners Campania and Lucania, and is vice-president of the Institution of Naval Architects and a member of the Technical Committee of Lloyd's Registry of British and Foreign Shipping. He is 58 years old.

Mr. Lewis Evans—Mr. Evans is a director of John Dickinson and Co., one of the largest paper-making concerns in the country, and vice-president of the Paper Makers' Association. The company owns three mills in Hertfordshire and, in addition to their London house, have branch establishments in Manchester, Bristol, Belfast, New York, Cape Town, Johannesburg, Bombay and Calcutta. The output of the mills is 200 tons of paper per week, in addition to cards, envelopes and stationery.

Mr. Thomas Gallaher—Mr. Gallaher is the founder and head of Gallaher (Limited), the great firm of tobacco manufacturers. They have factories in Belfast and London, and branches in Dublin, Liverpool, Newcastle, Sheffield, and other provincial towns, besides owning large tobacco-leaf warehouses in Virginia. Mr. Gallaher is 63 years old, and has been in the tobacco business practically all his life. He is chairman of The Belfast Steamship Co.

Mr. Alfred Gilbey—Mr. Gilbey is a director of the well-known firm of W. and A. Gilbey, wine and spirit merchants. The business of the company extends to all parts of the world; while a special feature is now being made of the colonial trade. Sir Walter Gilbey, chairman of the company, as well as several other of the directors, are free-traders. Mr. Alfred Gilbey is 44 years old.

Mr. W. Harrison—Mr. Harrison is president of the Agricultural Engineers' Association and head of the firm of Harrison, Macgregor, and Co., of Leigh, Lancashire, the largest makers of harvesting machinery in the country, and whose name is a household word throughout the agricultural districts. Mr. Harrison has a wide knowledge of foreign tariffs, which he acquired during a residence of 11 years on the continent. His age is 42.

Mr. J. Johnston Keswick—Mr. Keswick was for some years head in the Far East of the well-known firm of Jardine, Matheson and Co., merchants, and was a member of the Legislative Council of Hong Kong. He is chairman of The Rio Tinto Co., who work the famous copper mines in the Province of Huelva, Spain, and is a director of The Bengal Iron and Steel Co. and The East Indian Coal Co.

Mr. Charles Lyle—Mr. Lyle is chairman of Abram Lyle and Sons, the second largest firm of sugar refiners in Great Britain. Their refinery is at Plaistow, in East London. Mr. Lyle is 52 years old.

Mr. Henry D. Marshall—Mr. Marshall is a director of Marshall, Sons and Co., who own the Britannia Iron Works, at Gainsborough, and are well-known makers of engines, boilers and machinery. He is also on the board of the British Engineers' Alliance, the engineering firm of J. anh H. Gwynne, and The Shireoaks Colliery Co., besides being a member of the council of the Royal Agricultural Society.

Mr. Joseph Rank—Mr. Rank is head of the firm of Joseph Rank, Clarence Flour Mills, Hull. He is one of the largest millers and grain merchants in the country, and runs his own fleet of steamers. He is now building a large mill in London, and contemplates erecting a similar one at Cardiff. A Liberal in politics, Mr. Rank went on a tour of inspection to the United States last year and returned a strong advocate of protection. He recently started some line oil mills at Hull. He is a director of The National British and Irish Millers' Insurance Co.

Sir George Ryder—Sir George has only just resigned the position of chairman of the Board of Customs, which he has held since 1899. He was auditor of the Civil List from 1894 to 1899, and is 65 years old.

Sir Cecil Clementi Smith—Sir Cecil has been Governor of the Straits Settlements, Lieutenant-Governor and Colonial Secretary of Ceylon, and High Commissioner and Consul-General for North Borneo and Sarawak. In 1900 he was a commissioner for the Paris Exhibition.

Mr. W. Bridges Webb—Mr. Webb is chairman of the Baltic Mercantile and Shipping Exchange, in St. Mary-axe, and head of Dewar and Webb, one of the largest firms of grain merchants in the city. He joins the commission in his business and not his official capacity.

PROGRESSIVE RETAILING

A RETAILER'S EXPERIENCE.

A CALIFORNIA dry goods merchant, who from a small beginning had achieved success, recently gave his experience to a representative of The Dry Goods Reporter, Chicago. In part he said :

"A dry goods man must be many sided in his qualifications. He must have the right communication with his customer. To do this requires tact. Adapting one's self to the different classes of trade, particularly in smaller places, is important.

"The trade of a store must be protected. We advertise that above everything we protect our customers. Hardly two customers can be treated alike. It is not wise to talk economy to a rich customer.

"A merchant, especially in smaller towns, must be on the ground. He is the executive and must attend to his business in person. If he does not, the business will soon run the merchant. Developing a store is hard work, at least I have found it so. More than one day I have worked in the store until 1 and 2 a.m. I might say that I have often worked this late. One customer said : 'By golly, you work hard !'

"No one nationality need be the only successful people. If after a man has made $500 he is just as eager to make another dollar as when he first started and regards it as just as valuable he will continue to accumulate.

"Most people can not endure success. The race would be seriously injured if all were equally successful. A merchant must be honest and above suspicion. Honesty pays in all business. I had a customer come into the store once and charge me with trickery in making change.

"I contended that he was incorrect in his accusations. Finally I agreed to correct the error if he could prove his charge that we had mahe a mistake. 'Well,' the customer replied, 'if you had not said that you might have gotten into trouble. Here is $5 which you overpaid me.'



Right Hon. Joseph Chamberlain's Residence, Highbury.

"In starting in business the location of course has much to do with the nature of the merchandise, but as a general thing attention can be drawn to a new store by a stock of cheap goods. A new store can make lower prices with cheap merchandise than can a regular store with standard goods. Gradually a merchant can work into better goods as his store becomes popular.

"Our stock here consists of the lines of dry goods, clothing and shoes. I might have added other lines if the store had been larger, and at some future date may build an addition and increase our stocks, but the three lines we have allow a pretty wide range and are profitable lines to sell.



Right Hon. Joseph Chamberlain's Library at Highbury.

"A clerk who expects to be the boss some day will not limit his efforts to certain duties or hours. He will be entirely disinterested, just the same as if he were the owner of the store. To forget that the store belongs to another is not so difficult as some clerks think. When a clerk reaches the stage in his career where he is willing to make his employer's interest his own just the same as if he owned a part of the store, then he may expect advancement. In my own experience there were no figures on the face of the clock.

"One price and nearly all for cash have contributed to my success in the mercantile life. But that is already understood by most merchants. A salesman should seek to put a customer on a basis of right statements before he betrays himself. Some customers like a little sentiment mixed in ; others are cold and must have arguments and figures.

"The clerk is read by the shopper more thoroughly than the former understands. I have had clerks who attempted to overcharge customers, but they do not remain long in my employ when I discover irregularities.

"If a customer does not read a clerk the first time, she will later. Particularly does a woman see through a clerk intuitively. If he is dishonest she soon sees it and afterwards avoids him, and perhaps the store also. Both in my advertising and in selling goods over the counters I instruct the use of short, plain English.

"I do not use special sales, but try to make all sales during the year specials. At first the trade did not appear to understand that I meant one price only for all goods. People would leave the store. I lost $60 to $80 a day right along. In fact it required two years to educate them to my methods of one price.

SAMUEL KIRK & SONS, LTD

Woodhouse Dye Works



LEEDS ENGLAND.

IMPORTANT TO TAILORS & CLOTHIERS

Black Italians, Alpaca, Mohair and Lustre Linings in

PERMANENT FINISH

THE MERITS OF THIS FINISH ARE—

1. Proof against Damp Cloth and Hot-pressing Iron.
2. Finish and Handle unequalled by any other Process.
3. Goods kept in stock gain in appearance.

GOODS ARE STAMPED ON THE BACK AT REGULAR DISTANCES.

S. KIRK & SONS' PERMANENT FINISH

FACSIMILE OF STAMP.

STRENGTH UNEQUALLED

BEWARE OF IMITATIONS

SUPPLIED BY ALL THE LEADING HOUSES IN

Bradford, London, Manchester, Glasgow.

"The beating-down habit is due to the fact that customers wanted value received. I have had an advantage over my competitors in knowing the dry goods business most thoroughly. When competitors tried cutting prices I told the trade wherein my goods were superior, giving the amount of wool and cotton.

"I have not overlooked the element of sentiment in shopping, but have believed that the trade wants straightforward, business methods and do not care as a general thing to shop on friendship.

"Many merchants lose because they trade on acquaintanceship. A man said to me not long ago: 'Why don't you give me a cigar?' I replied, 'I never thought I could buy your trade.' Others say that I never try to shake hands. My explanation is that I respect a customer too much to always be shaking hands. I also respect myself. A merchant who conducts a credit business should not wait upon the trade. Credit business breaks pleasant relations often with the trade.

"I estimate the value of our store earnings at $50,000. Success was slow coming, or reaching, but hard work and sticking to business finally enabled us to achieve it. I might have entered business earlier, but feared that my love for books and study would interfere with the business. Business to-day requires the closest application."

PERSONAL REPUTATION AN ASSET.

UPON the reputation which a merchant bears in his town depends the class and amount of business which he will do. He may not succeed with the best of reputations if he has no business abilities, but it is safe to say he will not if his fellow townsmen feel they cannot trust him, or that contamination accompanies any association with him personally. And all this in spite of the fact that he may be a good buyer and possess many other qualifications necessary to the management of a large business.

This characteristic is especially necessary in a town or village where every one is known personally to every other person. A large city store may be run in a successful way by a characterless man with a business head, as long as his roguery does not enter his store, but the smallest retrogression from a high moral standing in a town will be followed immediately by a decrease in custom. In a town in Northern Ontario one of the most prosperous merchants was a man who did not object to an occasional glass, but had always been careful never to become or at least appear intoxicated. His store was well managed and himself popular with all classes. It happened, however, that on a market day an old friend unexpectedly dropped in, and an adjournment was made to a near-by hotel. In the excitement of the moment he forgot himself, and appeared on the streets with his friend in a rather intoxicated, boisterous condition. Quite a number of townspeople saw him and, in spreading, the story did not improve. A few prominent citizens withdrew their trade, and although no one appeared definitely to work against him, the change in sentiment began to be felt. Stories were started that may or may not have contained much truth, but which would not have been credited had the mind of the public not been made receptive by his recent lapse. To make a long story short, he became less careful of appearances, and custom rapidly left him until, after a two years' struggle, he was forced to assign. The last heard of him he was buyer in a store over two hundred miles distant from the town where he had been on the road to success.

There is a certain class in every town who feel themselves obliged to withdraw their custom from a merchant of unsavory reputation, and there is in every mind an inclination to suspect the business methods of such a man. He who is admired by his friends and respected by his townspeople has a larger asset than he who has thousands of capital but the inability to inspire trust and confidence.

IMPORTANCE OF SHOW CASES.

THERE is scarcely anything which adds to the attractiveness of a dry goods store more that a floor show case. The fact that counter show cases are possessed is not sufficient for mohern purposes. Up-to-date stores are gradually putting in floor show cases as well. That it pays to do this many instances might be cited.

One retail merchant was about a year ago induced to put in a floor show case which cost him several hundred dollars. His experience was most gratifying. He found that such lines as neckties sold much more readily than before, and not only sold better, but he was enabled to obtain higher prices. For instance, ties which he had sold at 35c. before, he claims he has now no difficulty in getting 50c. for.

Not only is his trade now larger but a better class of customers come to his store, and he attributes it largely to the influence of the floor show case.

Every article of goods which he sold through this case he kept a record of, and he declares that in nine months his profits from the sales of goods shown in this particular case was sufficient to pay for it.

ONE SET PURPOSE.

THE purpose of advertising is to sell goods. It may aim for orders direct from the consumer, for orders from the retailer, jobber or agent, or may strive to create a demand which must be supplied the consumer by some middle man. At heart, these propositions are all the same. The only kind of advertising that really advertises is the kind that takes the place of the man behind the counter or the knight of the gripsack, or the kind that helps these gentlemen to roll up bigger sales.

Art won't do this—pages of pretty pictures may give the advertiser fame as a connoisseur, but not sell enough goods to keep him in shoestrings. Fine writing won't do it—many ads. that have the polished elegance of an Addison and the sparkle of a Macaulay don't amount to shucks in producing practical results. Mere originality won't do it, for the worst monstrosities in the whole advertising field are the fruit of an overmastering desire to be original. Nor will introspection along the lines of psychology and ethics avail, for that simply amounts to what David Harum would call "broodin' over bein' a dog."—Printer's Ink.

BUSINESS LOGIC.

A single plan put into operation is worth a hundred mind's eye schemes.

The second greatest mistake in business is negligence. The greatest mistake is carelessness.

Much said—little done. Discussion is valuable only when it works hand in hand with accomplishment.

The thing in hand is the most important now. To-morrow will take care of to-morrow's tasks if to-day's are done to-day.

The grand object of system is to save time, beacuse the greatest waste in most businesses is the waste of time.—System.



Not Satisfied with Your Engravings ?

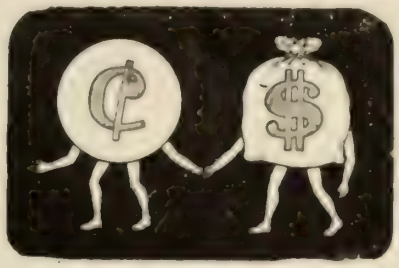
Try Us.

Estimates Cheerfully Furnished.

LEGG BROS. ENG. CO.

5 Jordan St., Toronto.

Effective Advertising



will bring you returns in dollars and cents.

We plan and write effective advertising matter.

Let us prepare your newspaper advertising, or write a booklet or circular for you.

We will make your advertising effective—make it bring you more dollars than cents.

We will make your interests ours. We will make our business bringing ideas and suggestions yours.

Write us to-day.

CHILD & FALL,
78 W. Chestnut St.,
WAKEFIELD, MASS.

Dry Goods Merchants

— AND —

Milliners

are always interested when you speak of a way of disposing of dead stock, because they are troubled with goods that become unsalable, because they are soiled or faded or out-of-date in pattern. We re-dye and finish this stock so that it looks like fresh material just from the factory. We handle successfully all kinds of Dry Goods, Ribbons, Braids, Hosiery, Feathers and Plumes.

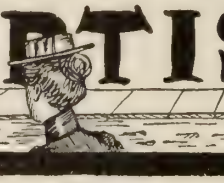
R. PARKER & CO.

Dyers and Finishers,

HEAD OFFICE and WORKS,
787-791 YONGE ST.,

TORONTO.

GOOD ADVERTISING FOR WIDE-AWAKE RETAILERS.



* This department is conducted and prepared by Miss Nora Laugher, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. She will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to her. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

Nature knows no pause in progress and development,
And attaches her curse on all inaction.
—Goethe.

The heights of great men reached and kept
Were not attained by sudden flight;
But they, while their companions slept
Were toiling upward in the night.
—Longfellow.

BEAR in mind that even in midwinter evolution is the order of the day. The great unwritten law of the times is progress. Nothing stands still. Dame Nature, although she does not advertise in such a cheery, flowery vein as she will later on, still asserts herself through the voice of old Boreas and the falling of the snowflake. She is not resting in mute, inglorious ease, but is working hard now on her Spring goods. Even if she is ahead to-day she does not rest even for a moment. She is at work under the snow and the dark mould, making mighty things from small beginnings, which, later on, she will unfold to show her treasures to our admiring eyes, and convince us how the enormity of life may grow. Nature is man's best teacher, for she and wisdom are never at strife. She teaches the necessity of variety, although all her products differ, yet they nevertheless compose one harmonious, perfect whole. Nature declares most emphatically that "any old thing will not do for this wonderful world."

* * *

The merchant who expects to succeed must emulate Nature. He must realize that the Twentieth Century public is accustomed to bright, up-to-date advertising—that people will not wade through dreary, uninteresting matter.

* * *

With regard to business, a merchant must understand that not to forge ahead is surely to drift behind. As in the realm of Nature, so it is in the commercial world, there is no such thing as standing still.

* * *

A wide-awake philosopher once observed: "Everything is progress, progress, progress. In this country the gas-meters are progressing more rapidly than ever; the bottoms of apple barrels and strawberry boxes are ambitiously progressing upward; while the circumference of the bushel measure is progressing towards its centre." When inanimate things move so briskly, a "live" thing like advertising cannot possibly stand still.

* * *

To stand still in advertising is to be sent to the rear in the great march of business progress.

* * *

Dame Nature does not wait for something to turn up, neither should the merchant be "Micawberish,"—he should endeavor to turn up something.

Like Nature, wise merchants work underneath at this season. They take stock and rummage out the dead leaves and endow them with new life. February is a good month to clean house and resurrect things in general. Now is the time to rout out all slow-moving merchandise and place it on sale in as attractive a manner as possible. It is well to make really generous markdowns in order to stimulate such sales. Make generous cuts rather than carry an out-of-date stock.

Very good advertising is displayed by this enterprising P.E.I. Company.



February "House Cleaning Sales," "Clean Sweep Sales," or "Great Pre-Special Inventory Sales" will not only give your advertising prominence, but when low prices are quoted they will give you a reputation for generosity and square dealing. Such sales held during the so-called "slack season," will certainly aid you to sell more goods at the regular prices all the remainder of the year. It is better, however, to offer excellent

values when you toot your horn than to make too much noise about a small bargain.

* * *

The small value gets a very poor bargain standard for your store in the eyes of the public. Women especially appreciate a little exactness, and it is well to remind yourself that 80 per cent. of dry goods purchasers are women. It is really better to make no cut at all, in my estimation, than to make such a trifling reduction that it will not be appreciated, and fix the event as a standard of value in their minds.

* * *

A real, genuine bargain-hunter is rarely found among the stronger sex. I do know a lawyer who delights in arising early to be at certain departmental stores at 8 a.m. in search of collars and cuffs for himself and blouses, etc., for his wife, at cut rates; but I have an idea within me that the bargain collars, etc., are not the real attraction. Outside of his profession, this man is a writer, and doubtless he gains an insight into woman's nature as he sees her at the bargain counter. She is a good study for the novelist when taken unawares thus, amongst a crowd of scuffling feminines, and a facile pen would be able to gain new, modern inspiration from this character study.

* * *

From highest to lowest, from richest to poorest, woman is a natural bargain-hunter. This is the secret of the evolution and wonderful success of special sales.

* * *

The average merchant prefers women shoppers at a bargain sale because men are blind as the proverbial bat with regard to "specials." Almost every article offered is a bargain to woman; she overhauls to her heart's content, which is gratifying to the storekeeper, because he knows full well that such overhauling almost invariably results in sales varying from 25c. up to $25.

* * *

Advertise a thing for all it is worth if you like, but beware of advertising an article that has all the worth taken out of it, or you will get a hornet's nest about your ears in detrimental "tongue-advertising," frequently indulged in by disappointed women purchasers. You can't fool a woman often, she is a connoisseur in the matter of "specials."

* * *

Always be cheerful in your advertising, but be especially so during the dull season. Nobody pays any attention to croakers—it is the people with sunny dispositions who make life worth living. It is the ad. with a smile that is the ad. worth while—it is the cheerful ad. writer who constructs an ad. worth reading. It was "Sunny Jim" who made Force. Any other of the three dozen and one food fads on the market would doubtless have attained just as great a popularity with "Sunny Jim" advertising. Remember that a bright, sunny ad. is a tonic that will turn the people to you after they have started the other way.

* * *

"An Emptying-Out-and-Factory-Clean-Up-Sale" was the heading to a full-page ad. of a Kansas dry goods store.

* * *

A sign nowadays plays a prominent part. It is the preface to the store within. A "cheap and nasty" sign is the worst kind of economy, but it need not be costly to be right. Electricity does much to make the signs attractive in our cities. R. Score & Son, Toronto, have an extremely pleasing and high-class sign, set round with electric lights; it is noticeable by night as well as day. Scores probably do more steady newspaper advertising than most other merchant tailors in Canada. They have grasped the correct idea that it is the steady, plodding horse that travels farthest in the day.

* * *

Not only shop sign, but signs for moving sale, bargain sales, etc., play a prominent part in the advertising of the period. One of the most novel advertising feats was accomplished by two young men who set out in 1899 by

Very Fair Xmas Talk.



a concert in New York, which provided them with money and instructed them to paint signs wherever American travel was the most frequent all over Europe. They returned in about two years and a half; in that time they used about six tons of paint and $10,000. A large portion of the latter had been spent for space privileges. These two young men had been in nearly every country

in Europe, and painted signs on the side walls of large buildings in London, Paris, Berlin, Rome, Constantinople, etc. They went through the Alps, painting their signs in letters 20 feet high on the sides of some of the great cliffs which tower over the roads and paths through those great mountains. Just imagine an American traveller far away from New York in the heart of the Swiss mountains, who should suddenly see ahead of him, painted on the side of a mountain, one of those old, familiar trade-marks of America, "Use ————————." It would certainly leave a deep impression upon his mind, which would last until he returned to the States. So they went on painting signs everywhere. They are accredited with having painted a large number on the pyramids of Egypt. They even tried, it is said, to get the Sultan to allow them to put their signs on the wall of his palace, but this he did not consent to. However, they contented themselves with signs on some of the Mohammedan mosques in Constantinople. The young men said they had better success in that place than anywhere else, for the Moslem is a lover of bright colors, and the big red, blue and yellow signs pleased him vastly. One old fellow came out and begged them to put a sign on the front of his dwelling; he seemed to consider it quite a delightful decoration.

* * *

Fence sign and bill poster advertising, however, is a thing that must be done on a gigantic scale if it is done at all. Much money can be spent injudiciously in such advertising, and it can never take the place of newspaper advertising, as many deluded people are foolish enough to believe.

* * *

I have just had a very direct illustration of the waste of money that is put into circular advertising. A copy of a large and neatly gotten-up circular, printed in both English and French, and setting forth special bargain prices in concise and attractive style, was sent out by a leading retail Montreal house, distributing them locally by boys, who were instructed to place one in every house. It was found that these boys had thrown them at doors and in vestibules in bunches, ranging from five to fifty. Such a liberal distribution would, of course, impress the householder at once with the fact that little or no value was placed upon them, and hence they would not, in most cases, be read at all. Thus the entire expense thereby incurred, and it must have been heavy, was money thrown away. The same amount of money spent in newspaper advertising would have brought manifold better returns.

* * *

Another advertisement that I have been requested to touch upon is the trade-mark. The manufacturer should bear in mind that the trade-mark is either a good or a bad advertisement. If it lacks interest, or fails to convey a good impression of the goods, it is a lamentable failure. It should signify that your brand of goods is infinitely superior to all other brands. It is, however, pleasurable to notice that the past few years show a great evolution of the trade-mark. The old, stereotyped trade-mark that had no earthly thing in common with the article offered for sale, has given place to something that not only calls attention to the article, but unconsciously draws one to investigate its merits. Fifty years ago the old sign "Makers to the Queen and H.R.H." over a shop door or on a letter-head meant much; today it scarcely signifies anything. Manufacturers have realized the value of the trade-mark. For instance, the pretty Corticelli kittens, which call one's attention at first glance to the "cat's cradle" made of silk, which must be strong to stand the strain of their kittenish frolics. The Tillson Oats man also breathes of the Land o' Cakes, where brain and brawn are the result of the wholesome grain prepared in true Scottish manner. Quaker Oats has another good trade-mark in the staunch, old Puritan figure, that carries the imprint of integrity and reliability in his features. This concern certainly made no advance in its more recent adoption of "The smile that won't come off" man, which is not only vapid and inane in the extreme, but is suggestive of insincerity and lack of robust, manly sentiment. The stereotyped smile is always a mark of superficiality and covert deception. The Black Cat of hosiery fame is a good illustration of fast black and makes a good eye-catcher in advertising. The Canadian Rubber Co., of Montreal, have also rather a happy inspiration in their illustration of Jacques Cartier, and I could mention a dozen others equally as good did space permit.

* * *

A trade-mark costs little, you simply adopt any design as your "Trade Mark," provided it is not used by any other concern, and have it registered with the Government at a nominal expense, and the thing is done. It is often very valuable as a method of advertising a business or a line of manufacture. I am not greatly in favor of one's own picture as a trade-mark, yet, in the case of Mennen's Powder, the bright, trustworthy face of the late Mr. Mennen certainly seemed particularly appropriate, doubtless, because his preparation was a face powder. And Lydia Pinkham's kind motherly face has certainly done much toward drawing suffering feminines unconsciously to her remedies.

SOME QUOTATIONS TO HELP THE ADWRITER.

To sell well is to suit the customer.

To be ahead and to keep ahead is our aim.

We strive to have no vacancies in our assortments.

Our store does not fear the most stringent comparison.

Look leisurely; we ask no sudden nor thoughtless purchase.

February bargains that are vocal, they sing their own praises.

Money makes money here.

Tell us your carpet troubles.

Goods that gravitate your way.

Newest Spring fashions in seductive styles.

Our goods must go before March dust collects.

Samples of all sorts for the asking.

Quality and economy are blended in these offerings

The bargain-hunting season is always open here.

Our store-mark is a certificate of excellence.

We spell PROGRESS; nothing stands still here—not even the clerks.

Every dollar spent here means one hundred cents of satisfaction.

This February Clearing Sale has the kind you want—dainty Spring and Summer wear, pretty and serviceable. No lovelier fabrics anywhere than we are showing now at these unheard of prices.

It's not always the low price that makes the bargain it's what you can get for the price. To see a bargain you must use both eyes; keep one on the bargain and the other on the price-ticket.

This February Furniture Sale offers unusual attractions for the Spring House Cleaning Time, when so many new things are needed.

You can depend on this original house of bargains.

GOOD ADVERTISING

DEPARTMENT OF

CORRESPONDENCE AND CRITICISM

This department is specially conducted by Nora Laugher for the benefit of advertisersthroughout Canada. It invites correspondence on all matters relating to advertisements and advertising. It requests copy of advertisements for suggestion, criticism or review; it also requests sample advertisements for reproduction in these columns. Its aim is to be of practical value to advertisers.

The J. P. W. Co.—Your three-column ad. sent me for criticism is very good indeed, and I am sorry it did not reach me in time for the last number, which was issued early. I have pleasure in reproducing it in another column. It is bright, crisp, and to the point. I have no doubt the writer of the ad. has marked ability as an adwriter, whether it be natural or acquired. The use of cuts is a very important feature, which you have not overlooked. With the exception of the spelling, which is probably a typographical defect, I have no adverse criticism to offer.

C. B. P.—I am very pleased with your bunch of ads. Every one submitted is good and does you much credit. With your letter, however, they failed to reach me in time for the January issue. There is marked originality in design, both as to matter and typography. The up-to-date style of setting the matter, whether originating with the writer or the compositor, shows more than ordinary good taste, and the style of type used gives the whole a thoroughly modern and present-day appearance which must impress the reader of the paper in which they are published. I reproduce one of the ads. in this issue, and hope to see some more of your work later.

G. H.—(1) For a retail store there is no medium so satisfactory as the daily or weekly papers. (2) Read my paragraph on another page regarding circular distribution.

B. & C.—There must be "a nigger in the fence" somewhere. Perhaps it is that your salespeople do not work harmoniously with your adwriter. It is most essential that each tell the same tale. The ad. submitted is very fair. You had better look to your clerks.

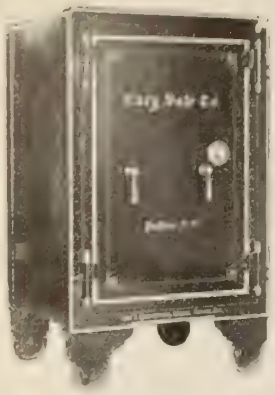


E. L. R.—Why do you ask my advice if you have already made up your mind what to do? You remind me very much of the man who went to the lung specialist and told him that he had been troubled with his lungs for some years, and asked the specialist to suggest something to cure him. This man stated that he wouldn't take cod liver oil, but would like to take rum and glycerine.

C. B.—Your ad which appeared in a trade journal was certainly as good as the average ads used to be. There was very little in it, and what there was was unconnected and out of date. You will notice, I trust, that there is of late considerably more care shown in the preparation of ad.-matter for the trade papers. I am glad to be able to say this; at one time, not long ago either, the bulk of trade journal advertising was extremely indifferent. Trade journals are good mediums for the manufacturer. Talk sense to the dealer, he will understand you all right, and it will pay you.



J. T. & Co.—What you say regarding space is true in a degree, yet not always applicable in the case of advertising for city or town trade. An ad. to be effective must appear more than once or twice a week where there is a daily newspaper. If you make a contract for, say, ten thousand lines, it is better to wisely use fifty or one hundred lines every day, according to the time you want to take in using up the space, than to use it up in splurges of five hundred or a thousand lines at a time at intervals covering the same time. This would, of course, mean more work and probably the employment of an expert adwriter to get the best value, but this would be found to pay well. Of course where there are only weekly newspapers you can only appear every issue. But by wise system even then it will be found very profitable to look well to the best possible use of your space to catch the public fancy.



FORD & FEATHERSTONE

Importers and dealers in

FIREPROOF SAFES,
STEEL BANK SAFES,
VAULTS, TIME LOCKS,
DEPOSIT BOXES.

Combination locks put on and combinations changed. Safes repaired, etc.

10 John St. N., Hamilton, Ont.

ESTABLISHED 1855
TAYLOR'S
DOUBLE TONGUE & GROOVE
SAFES
145 & 147 FRONT ST. EAST. TORONTO.

The Hallwood

Have You a Cash Register?

Study the Hallwood.

It is made to stand a thorough examination.

It tells at every turn why its use is to be commended.

The Hallwood is the perfection of mechanism.

The Hallwood system is the most perfect devised for handling business transactions.

Send for descriptive literature. We rely on the buyer's good judgment for our sales.

THE
Hallwood Cash Register Co. of Canada
78-80 King St. E., - TORONTO.

NEW TELEPHONE LINE

A new copper metallic line has just been completed from Simcoe to Port Rowan. The towns listed below can now be reached from Toronto at the following rates:

PORT ROWAN -	50c.
ST. WILLIAMS - -	50c.
VITTORIA - -	40c.

The Bell Telephone Co. of Canada

It's handy to use our brown and manilla

Wrapping Papers

because they have strength and durability essential to satisfactory wrapping papers. Full weight and full count in every order.

CANADA PAPER CO. Limited.
TORONTO, MONTREAL and WINDSOR MILLS, QUE.

YOU ARE INTERESTED IN SOMETHING.

Why not get the best items that are printed on the subject?

We read and clip thousands of newspapers every week—therefore we can equip you **speedily** and **economically** for a debate, speech, lecture, essay or anything else requiring up-to-date information and more of it than your competitors are likely to get.

Terms—100	Clippings,	$ 5.00
250	"	12.00
500	"	22.00
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Write for Catalogue.

THE OFFICE

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

A SIMPLE METHOD OF BOOKKEEPING FOR RETAIL MERCHANTS.

By C. T. Inman, Denver, Colo.

THE books to be used are as follows: Ledger and two common manila two-column sales books (journal ruling). On the first page of the ledger enter a statement of assets and liabilities containing at least the following data:

Assets.	Liabilities.
Cash.	Accounts Payable.
Stock (Mdse.)	(Other Indebtedness)
Accounts Receivable.	
Other Assets.	

The difference between the assets and liabilities will be the dealer's net worth.

Head the last eight pages in the ledger as follows:

1. Goods sold for cash.
2. Goods sold on credit.
3. Goods bought on credit.
4. Goods bought for cash.
5. Cash received on account.
6. Cash paid on account.
7. Expense.
8. Goods returned from customers.

Take one of the sales books, head columns as in form (A).

As credit sales are made, enter customer's name and items bought, but carry only the total of the purchase into the first column. Any goods returned by the customer should be entered as above, except that the total would be entered in the second column. As the page fills up, foot each column separately and carry to corresponding column on next page until the end of the month, when the total of the first column is entered on the page in the ledger marked "Goods sold on credit," and the footing of the second column is entered on the page headed "Goods returned by customers."

If duplicate sales tickets are used, simply enter the customer's name, date and amount of sale or return in its proper column and file the sales ticket in shape for convenient reference. Now, at such time in the day as

JANUARY, 1903.

Day.	L. F.	Sales.	Total of Each Sale.	Total of Each Return.

Form A.

is most convenient the sales are entered in the ledger as charges to the customer's account and the returns as credits, and checked in the sales book to show that they have been so entered.

Now turn to the last page of the sales book and head columns as in form (B).

As goods are received from the wholesaler the invoice is, of course, checked for quantities, prices and extensions. Any returns or deductions are noted on invoice and deducted from its footing. Now, on the last page enter the name of the house the goods were bought from, the date of the invoice, and the amount after making all deductions. Treat all invoices in this manner until the page is full, then carry footing over to the preceding page, and so on to end of month, when footing is carried

JANUARY, 1903.

Day.	L. F.	Purchase.	Amt. of Invoice.

Form B.

to ledger page marked "Goods purchased on credit." After so entering the invoice, file alphabetically.

No ledger account is necessary with the people of whom the retailer buys goods, as they have to keep his account in shape for convenient reference and will send him statements periodically, at which time he should check with invoices on his file and notify them at once of any difference. If retailer discounts his bill, the discount should be taken from invoice when it is checked up and net amount of invoice entered.

Freight is considered as expense and so entered through cash book.

For the cash transaction the retailer will use his other manila sales book.

Skip the first page and commence work on the second. On the right-hand page rule an extra column beside the two already there, as in form (C). On the left-hand page mark first column "Cash on account," and second "Cash sales." As customers pay on account, their names are entered and the amount placed in the first column from which it is placed to the credit of the customer's account in the ledger. As cash sales are made, the amounts are placed in the second column.

On the right-hand page head the extra column "Cash paid on account," the next "Goods bought for cash," and the last "Expense." As money is paid out on account, or in settlement in full, enter amount in first column opposite the name of person to whom paid. All cash purchases are entered in second column, and all cash paid for running expenses, freight, rent, clerk hire, etc., placed in the third column.

As soon as either page is full, foot each column separately and carry to proper column on next corresponding page, always remembering that "Cash receipts" are on the left-hand page and "Cash disbursements" are on the right. At the end of the month, carry the footing of each column to its proper page in the ledger. The difference at any time between the footing of the left and right side of the cash book is the amount of cash there should be on hand. The bank account is considered as so much cash. As checks are drawn, the dealer considers them exactly as he does the money he pays out and makes his entries accordingly. When making his deposits,

he should consider that he is taking money out of one pocket (the cash drawer) and placing it in another (the bank), hence no book entry is necessary ; his check stubs show at any time his balance in bank.

Now, if the dealer's cash balances, the cash book entries are correct ; if it does not, the difference must be located and adjusted. If the dealer so wishes, he can prove his customers' accounts in the following manner :

Add to "Accounts receivable," as shown in statement of assets and liabilities, the footing of ledger pages, marked "Credit sales," and deduct the footing of ledger pages marked "Goods returned from customers" and "Cash received on account." If his work is correctly done the footings of each amount due from his customers, as shown by their ledger accounts, will equal this amount exactly.

The comparison shown by the eight pages in the ledger will be of a highly interesting and instructive nature to the dealer, and will aid greatly in determining his future operations and help in a great measure to stop leakages, by keeping him thoroughly conversant with the principal features of his business.

JANUARY, 1903.

Day.	L. F.	Cash Received.	On Account.	Cash Sales.	Day.	L. F.	Cash Paid.	On Account.	Goods bought for Cash.	Expense.
		Form C.					Form C.			

DEALING WITH DISHONEST DEBTORS.

By J E W

WHAT to do with dishonest debtors has always been a perplexing question. The law is not favorable to incarceration for the offence and, on the whole, it is no doubt well that this is so. Otherwise, there might be abuses of the privilege that would quickly unbalance its salutary results. There are, however, from time to time, debtors whose transactions reveal such systematic and premeditated dishonesty, that some more adequate punishment seems absolutely necessary as a public safeguard; and, that creditors are not armed with some such weapon to meet—or rather prevent—this class of offenders, is at times exasperating.

Some Instances.

For instance, a meeting of creditors is called. The usual vague explanations follow, with fictitious accounts of losses, etc. Unheard of relatives and sundry persons make their appearance as creditors, and finally, on calls for an "offer," the debtor produces his wife or brother or sundry other person who is "willing" for disinterested reasons, to buy the stock and outfit if the creditors will accept, say 25c. on the dollar. This is the ordinary "hold up," and it is quite complete. The offer is accepted because it is the only thing in sight.

Prompted by Shrewd Lawyers.

This farce has invariably for prompter a shrewd if briefless lawyer, and, so far, there seems to have been invented no iniquity for the fathering of which his services are not available. Not that we find fault or rail against the profession in particular. Indeed, we should all of us, no doubt, find the laws rather irksome and tedious if we had no one to help us break them.

The injury the dishonest tradesman inflicts is not confined to the creditor he thus defrauds. In fact, his is probably the least. One example. By systematically cutting prices, say down to a point that shuts out his honest neighbors, he demoralizes trade conditions at every point within the sphere of his influence. Indeed, if he obtained his goods by out and out burglary to put on the market, the conditions would be the same for the honest competitor, who has to pay for his goods and sell them at a profit. What's to be done?

Getting Lukewarm.

Sometimes it looks as if we were growing amiable towards corrupt practices in every direction. Common old-fashioned honesty is too dull for our new-fashioned wits and we are apt to wink at the "clever" men who "do" one another, if only it be within the law and wear a look of respectability—for this is the criterion.

But we are not going too deeply into the psychology of the matter nor yet to usurp the province of the pulpit. We are interested just now in the business aspect of the matter purely, and feel that something ought to be done along these lines for the protection of the honest traders scattered all in this broad country.

Lists of Dishonest Debtors.

Associations exist now in practically all classes of trade to maintain parity of prices and in other ways promote equilibrium, and prevent trade fraticide. Could these associations post the names of dishonest debtors in the same way that names are listed by them for other purposes and privileges? The decision of the creditors meeting on the point might be taken to determine whether or not the debtor has placed himself in this category. Mercantile reports of course, confine themselves to the fact, that a compromise was effected, but honest men, also are sometimes unfortunate and obliged to compromise. The trade report dare not classify if it could. A trade journal, too, might be a convenient plan, but would at once give the debtor the advantage of the "legal aspect" in the libel proceedings that would inevitably follow. The judgment of a creditor's meeting would not avail in law, unfortunately, nor protect a journal without special legislative enactment. The association, therefore, seems to have the best appliance, at present, within its own reach.

But (and here the whole question is reopened), we are reckoning without the cupidity of the merchant. The dishonest debtor may be posted and blacklisted, but is the merchant born who can refuse good money, even if dishonestly made. And supplies will therefore continue in proportion to risk only.

There is the loss of the past to overtake and the profit on present transactions both to tempt. He knows that if he refused, the merchant across the street would not, and there we have it. So that until the merchant, himself, in the interest of the honest tradesman, put his foot down firmly, the question will probably remain there, or be relegated to that other, last melancholy old-fashioned day of reckoning when honesty will not be at a disadvantage.

This list is for the purpose of placing retailers, manufacturers jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,

Leading Canadian Accountants and Auditors

[illegible]

DAVID HOSKINS, F.C.A.
Chartered Accountant,
Auditor,
Financial Valuator.
207 Manning Chambers, City Hall Sq.,
Toronto, Canada.

Cable Address: "Wigwam."

T. G. WILLIAMSON,
Chartered Accountant and Auditor,
15 Toronto St., Toronto, Canada.

F. H. KIDD,
Chartered Accountant, Auditor,
Assignee, Etc.
Room 50, 77 York St., Toronto.

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Assignees, Chartered Accountants,
Estate and Fire Insurance Agents.
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465 Temple Building, Montreal.
100 William Street, New York.

This space $15 a year.

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Accountants and Assignees
Offices
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This space $15 a year

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Chartered Accountant
Trustee, Assignee, Liquidator
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27 Wellington St. E.,
'Phone Main 1744 Toronto

This space $15 a year

This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,

LEGAL CARDS.

[illegible]

BEATTY, BLACKSTOCK, FASKEN & RIDDELL,
BEATTY, BLACKSTOCK, CHADWICK & GALT,
Barristers, Solicitors, Notaries, Etc.
Offices, Bank of Toronto.
Tel., Main 3813. Toronto, Ont.

JAS. H. BURRITT, K.C.
Solicitor, Notary, Etc.
Pembroke, Ont.

D. O. CAMERON, Barrister.
Equity Chambers, Toronto.
Branch Office, Oakville, Ont.

L. L. O. VIDAL,
Barrister, Solicitor, etc. Collections and Commercial Law.
Montmagny and Quebec City, Que.

TUPPER, PHIPPEN & TUPPER,
Barristers, Solicitors Etc.
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J. C. HAMILTON, LL.B.,
Barrister, Solicitor and Notary.
McKinnon Building, Toronto.
'Phone Main 65.

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More Knowledge, More Money.

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Anyone who can read and write can learn these things.

Write for our free booklet and state the subject or subjects you would like to study.

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MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims

Tel. Main 1085.

IN MONTREAL RETAIL STORES

THE month of January has been characterized in the dry goods stores of Montreal with the usual fine exhibits of white goods. The January "white sales" show no sign of leaving us, though frequent have been the expressions of annoyance that they must be held. This is a matter, however, in which there is a decided difference of opinion; some merchants approve of these sales, others do not. But all hold them.

* * *

It is noticeable that during the past few years the sales in white goods have gradually extended to other lines, until January is quickly becoming the month of bargains in many lines besides dry goods. Merchants who carry boots and shoes, for instance, are "marking down" on them also; carpet firms are offering reduced prices, books are at a discount in some places, and almost every description of merchandise seems to share in the general bargaining. Much of this is the result, of course, of the aftermath of Christmas and New Year's, when many articles are disposed of at a reduced price when they have failed to sell as holiday gifts. But the effect of the white goods sales is strongly marked.

* * *

Another noticeable feature in this connection is that dry goods merchants—or, at least, the larger of them—are giving more attention to their "side" lines in making up window displays. They make as fine displays of fancy goods as the fancy goods dealer, carpet window trims up to the standard of the carpet dealers, or fur windows to rival those of the regular fur stores. This is all very gratifying.

* * *

It is not long ago that the January sales were white-wear sales only, and it was explained that customers wanted their white garments as soon as they could get them. But now it appears that everything that is white is included in the sales.

* * *

One of the big St. Catharine street stores devotes three windows to white goods. One contains table cloths, table napkins, towels, sheeting, shams, and the like. The centre window is entirely devoted to ladies' whitewear, and, on its other side, are lace trimmings and embroideries, handkerchiefs, curtains, etc. A similar arrangement is carried out at three counters inside the store.

* * *

Another three-window display was ingeniously devised to attract the attention of the passer-by on either side of the street. Two windows were filled with whitewear of all sorts, presenting a perfectly snowy appearance. The centre window, in startling contrast, showed a large assortment of liberty satins in all the strongest colors, green, pink, red, blue, etc. These satins were all ticketed with prices (reduced), and could not fail to catch the eye of any probable purchaser, and hold it. The question arises, however, if this strong display did not detract from the whitewear windows. One could not help but think that it did.

* * *

One of the French stores has been making a special "push" on its ladies' house wrappers of all sorts, but particularly of the quilted variety. They have these draped on wax forms throughout the store, full-length wrappers, short house jackets, kimonas, etc., and the effect is quite pleasing. The results, our representative was informed, have been quite as pleasing as the effect.

* * *

Speaking of quilted or padded goods brings to mind that not more than two retailers in the city give much attention to the displaying of heavy quilts, comforters, etc. One of them at least has shown that a very attractive showing can be made with these goods. But they require room to be shown to advantage. Crowded in with other lines they lose much of their attractiveness.

* * *

Chas. Desjardines & Co. claim to have the largest retail fur house in the world. If there is a larger a whole holiday will be required to inspect it thoroughly. This is the time of year when such a store is a great attraction, and from morning till night customers from all parts of Montreal and many outside places, including the United States, throng this big store. The display of furs is very rich. It would be difficult to think of a skin suitable for garments which cannot be found here, from the chinchilla's to the Bengal tiger's.

G. C. H.

CLASSIFIED DOERS.

The world bestows its big prizes, both in money and honors, for but one thing.

And that is initiative.

What is initiative?

I'll tell you: It is doing the thing without being told.

But next to doing the thing without being told is to do it when you are told once. That is to say, carry the Message to Garcia; those who can carry a message get high honors, but their pay is not always in proportion.

Next, there are those who never do a thing until they are told twice; such get no honors and small pay.

Next, there are those who only do the right thing when necessity kicks them from behind, and these get indifference instead of honors, and always a pittance for pay. This kind spends most of its time polishing a bench with a hard-luck story.

Lower down in the scale we get the fellow who will not do the right thing even when someone goes along to show him how and stays to see that he does it; he is always out of a job and receives the contempt he deserves, unless he has a rich pa, in which case destiny patiently waits 'round the corner with a stuffed club.—The Philistine.

LARGER PLANT AND PREMISES.

THE Canada Tag and Label Printing Company is the name of the firm which has taken over the business of the Imperial Waterproof Paper Company, formerly of 16 Cote street, Montreal. The new company have much larger premises than the old one: their building at 1920-22 Notre Dame street, comprising three floors in which they have installed what is undoubtedly the finest plant of the kind in Canada.

Their specialty is cloth printing of every description though they also do a large business in manufacturing labels for neckwear, underwear and clothing, shoes, etc., tags, baggage checks, and all sorts of labels. In addition they are prepared to do fine color printing and lithographing; and to manufacture and deal in papers and waterproof packing papers. Mr. F. C. Jamieson retains the management of the new company.

ESTABLISHED 1791.

Horrockses'

Longcloths, Nainsooks,

Cambrics,

India Longcloths,

Sheetings,

Ready-made Sheets,

(plain and hemstitched).
HORROCKSES' name on each sheet.

Flannelettes of the highest quality.

N.B.—SEE "HORROCKSES" ON SELVEDGE.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.

BE SURE YOU GET THE BEST

Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide.

SEE NAME ON EVERY BOX.

Better Value CANNOT BE GOT. SEND FOR SAMPLES AND PRICES.

Ward's Coronet Hard Ash

RED AND BLUE LABEL. UNEQUALLED IN QUALITY AND PRICE.

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BOOTS AND SHOES

ADVERTISING SHOES.

By John C. Kirkwood

TO depend for one's trade upon the number of people who come unbidden to one's store is to do only a fraction of the business that can be done. There are thousands of merchants in Canada who are doing a business large or small according to the amount of stock carried and to the energy shown in the conduct of the business, whose business has by no means reached the limit of possibility. These merchants try to deserve more and hope that the public will find out how good a store their's is to deal in. But trade is not regulated according to a merchant's desserts or personal integrity. Trade goes to the man that seeks for it, just as it should go, and there ought to be no quarrel with this condition of things.

Hence it follows that if a merchant's shoe business is to be enlarged, if the shoe department is to be all that it can be, the merchant must seek the full business of his community. He won't get all the business, that is certain; but he can get a very great deal more. Not everybody is wedded to a particular store, not everybody is bound by social, political and church ties to deal in certain stores. There are enough free people in every place to be influenced, people whose trade is much to be desired, as they pay cash, and who, through their mingling with the customers of competitors, become an advertising factor of considerable value. However, to rely upon this uncertain and indifferent means of acquainting the public with the worthiness of one's shoe stock is manifestly a weak proceeding.

It cannot be insisted upon too strongly that a merchant must ask for business if more business is desired. If the merchant knows that he has goods that the public can get from him better than from others, he has a good argument in, and for, going after more business. He can make others believe what he knows and believes, and once he converts them to his way of thinking, it will follow pretty surely that he will get their business.

There are several ways of asking for more shoe trade: an advertisement in the daily or weekly paper; the distributed hand bill; mailed circulars: bill-boards; window displays. These are the chief forms of advertising, all good but not all equally good; and some best employed in conjunction with other forms.

The cheapest, most influential form of advertising is the newspaper. A merchant's message or news is carried by the newspaper into many hundreds, perhaps thousands of homes, in an absolutely sure manner, and accompanies reading matter of lively interest to the fathers and mothers, the buyers of shoes, for themselves and for their children; to young men and women who are earning their own living, and who therefore rank with parents as people to be influenced. There is no other form of advertising at anything like the price that excels the local newspaper, and its use for shoe advertising ought to be constant and liberal. If the shoe dealer lives in a community where there is a daily paper, there is not upon him the same necessity to use liberal space that there is upon the merchant who can talk to his buying constituency only once a week. When I say liberal space, I mean a sufficient space. The shoe merchant must take time and space to tell his story. If he condenses it into a paragraph, he loses his opportunity, and consequently wastes his money; and on the other hand if he undertakes to tell the public everything about his stock he becomes wearisome, and the reader will skip the whole advertisement. In this case there is likewise loss, and greater loss because greater space was purchased.

Regarding what space to use, it is difficult to be very specific. In a daily paper where one in the course of a year may make three hundred statements concerning his stock, a comparatively small space is sufficient. Five or six inches, possibly half this—single column, will be found ample. It will tax an advertisement writer's ingenuity and ability to write a new and forceful, trade-bringing advertisement for every day in the week and continued through an entire year. The larger the space the more difficult the task. If a weekly paper be the medium to be used, it will be found wise to use a larger space, perhaps five or six inches double column. At certain seasons when the shoe trade is particularly active, it is wise to devote more space to one's advertising.

In newspapers, as in all advertising, describe the shoes advertised, tersely yet sufficiently and state the price. What the people want is facts, not fairy talk about "the biggest, best, most attractive stock" you have ever shown. Circus talk of this sort is liberally discounted. People don't care about superlatives. What a woman wants who is thinking of getting a pair of Oxfords is an intelligible description of what you are selling, and the price. Omit these and you have not told her a single thing of value, have given her nothing to tempt her to come to your store. These short descriptions are to be found, for example, in the advertisements of the big department or exclusive city shoe stores, if one has difficulty in finding models elsewhere. I reproduce herewith a specimen description:

> Ladies' Choice Selected Jet black Unbreakable Kid Boots, with patent toe cap and solid leather Goodyear welted extension soles, sizes 2½ to 7 **2.50**

Let it not be thought that cut prices are necessary to make shoe advertisements attractive. When the time comes for price reduction, good and well, then a statement of both regular and special price is in order. To have few reduced-price offerings to make is to be desired. Cut prices are generally a confession of poor or extravagant buying, save at the end of the season. The store that

gets full prices for its merchandise is the one that makes most money.

In the newspaper advertisements get as much life, warmth, snap as you possibly can. If you can't write warm-blooded advertisements, don't write at all. Employ some local writer, man or woman with a faculty for saying things brightly and persuasively. The cost is not likely to be very great. Apply to your newspaper man for assistance, if you think it desirable. He knows, or ought to know, good advertising, and ought to be able to provide you with what you want. It might be a good thing for you to subscribe for some New York, Chicago, or Philadelphia daily paper, in order to get good ideas and suggestions. These large cities yield an immence volume of the very best quality of advertising, which can be profitably studied by every retailer.

To do first-class advertising one must be fully alive to the peculiar needs of his community. Communities vary both in their demands and their temper. But to accept both these demands and their temper as something that cannot be altered, is to confess oneself to be seven parts dead. A fine shoe dealer can and will introduce new things, and will make for his store a name that is not borne by any other man selling shoes in his section. He must go cautiously at first, but so long as good sense, enthusiasm and originality work together there is not much to be afraid of, should one venture a trifle. Knowledge is power. Knowledge of one's community, of one's stock, and of how to buy and sell will assuredly make the business of any shoe dealer swell out delightfully—that is, if all this knowledge is put to work.

I have not in this article undertaken to deal with the several other supplementary forms of advertising. "One thing at a time" is a very good motto, and one that I have sought to heed. The shoe merchant, to get the maximum amount of business from his locality must ask for this business, persistently, forcefully, pleasingly. If he does this, he cannot fail to attract to him a very large number of new buyers, good buyers, for they bring the cash with them. And the cheapest, most powerful, influential method of advertising is the use of the local newspaper.

CARDBOARD BOOTS.

A CASE has been recently tried in England that has created some excitement among the shoe manufacturers. A shoe dealer, received an order for "solid" boots, from a manufacturer, and found that they contained a large proportion of cardboard. Upon suing the supply house, the award was given in his favor, the judge commenting very strongly upon such adulateration. A strong agitation has been started by retailers stop the use of cardboard in shoes, and the deceived merchant is circulating a resolution among the manufacturers and jobbers that:

> We, the undersigned members of the boot and shoe trades, both manufacturers and distributing sections, agree that the use of cardboard in boots and shoes intended for outdoor wear in this country is to be greatly deplored, and we strongly urge that a standard mark representing the solidity and efficiency of the leather used be forthwith adopted.

That his action is exceedingly disagreeable to some of the manufacturers, was demonstrated at the recent Shoe and Leather Fair in London, Eng., where the plaintiff in the suit, had a stall. On the last evening of the fair this stall was surrounded by a crowd of manufacturers or their tools, and from chaff and wordy abuse, the demonstration developed into a positive assault, and the owner of the stall was forced to appeal to the police. The disturbers were finally ejected, but by keeping close to the building showed that their intentions were still hostile, and the merchant against whom their ire was vented, had to be conducted home, through a back door and side streets by the guardians of the peace.

AFTER THE SHUTTERS ARE UP.

A MEMBER of the bar of Great Britain, with a pronounced Cockney accent, once appeared before Justice Lawrence, of the criminal court. In the course of his remarks the advocate, who was appearing for the prosecution in a case involving the theft of a halter, constantly alluded to the article of equine equipment as an 'alter. Justice Lawrence, unable to stand it further, called before him the clerk of assize and asked, in perfectly serious tones, albeit with a certain twinkle of his eye:

"Is this the crown court?"

"Why, yes, my lord," answered the bewildered officer.

"Thank you; I am right, after all. I thought, perhaps, I had found my way into an ecclesiastical tribunal."

* * *

John W. Gates tells this story as the tale of the worst "call down" he ever received:

"Some years ago I was going down from Chicago to St. Louis on the Wabash, and I want to say that I did strike a rotten train. I made the mistake of telling the conductor all about that train when he came around. There were about half a dozen men in the smoker, and they all listened gleefully while I told that conductor what I thought of his train service.

"When I got through, and when I thought I had proved that the line needed help pretty bad, the conductor just looked at me for a second, and then said:

"'I'm sorry, mister, that the train don't suit you. Can't help it, though. If you'll just let me see yer pass I'll be obliged."

"And the worst of it was," added Mr. Gates, "that I was travelling on a deadhead ticket!"—N. Y. Times.

* * *

Henry White, First Secretary of the American Legation at London, tells a story of some German and English officers who were dining together recently. After the dinner an Englishman, to show his respect for the German Emperor, lifted a brimming glass in which he toasted Wilhelm II. After he sat down he waited for a time for a return toast to King Edward. Noting that it was not given, he asked the Germans if they were not going to comply with the custom. Receiving a negative answer, the Englishman arose and, assuming a threatening attitude, shouted:

"You'll toast my sovereign, or," as he put his long middle finger in his mouth, "up comes your blooming Kaiser."

The toast was given.

Spring 1904

John M. Garland, Son & Co.

Good Prints

Ginghams, Chambrays, Zephyrs, Knickers, Knicker Linens. A special collection of these lines were secured that the Retailer might have smart selling lines at

8, 10, 15, 20 and 25c.

Wholesale Dry Goods

Imported Woollens.

New goods add special features to our already large stock of Foreign and Domestic lines. Write for Samples.

4—STRONG LINES—4

Ribbons, Embroideries, Laces, and Pearl Buttons.

Wool Yak Laces promise to be a much called for lace. Pearl Buttons are strong. Embroideries are enjoying their old-time favor. Ribbons of the narrower kinds, our range embrace all latest confections, and the trade demands a large assortment.

Carpets, Curtains and Oil Cloths,
Bedding Supplies,
Table Linens, Napkins,
Roller Towellings and Glass Linens.

SEE OUR TRAVELLERS' SAMPLES.

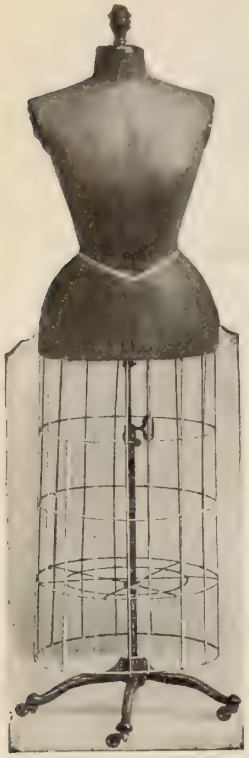
Ottawa, Canada.

Straw Goods.

Our sales are doubling on the staple straw goods. Values always *right with a large* assortment.

Outfitters' Goods.

New Ideas have wrought out very attractive Ties for Spring wear. Ask for sample of Boys K. & E. Shirt Waists, they are trade-winners and promise to be a banner line for Spring retailing.



Cloak and Suit Model.

YOU WILL PROMOTE YOUR OWN BUSINESS BY INSISTING UPON HAVING

THE

PALMENBERG FORM

(*Patented September 15, 1903.*)

For Manufacturers and Retailers

It is made in latest shapes, absolutely correct in style and measurements and is constructed so that operators in fitting a garment over it can determine the exact position of the center lines by grooves in front and back which can be readily felt through the material of the garment which is being fitted.

Arm-hole caps are made exact size and shape of human arm so that the distance from waist line to armpit can be determined accurately.

Of course this form, being the best made, is also indispensable to RETAILERS for their store displays.

J. R. PALMENBERG'S SONS

710 BROADWAY, **NEW YORK, U.S.A.**

(ESTABLISHED OVER 50 YEARS.)

Factory: 89 and 91 West Third Street.

Manufacturers of Papier Mache Forms, Wax Figures, Finest Metal Display Fixtures, etc

A Leaky Roof?

Make a sure cure by covering it with

Eastlake

Steel Shingles

favorities in Canada—reliable, lasting, fire and lightning proof.

More easily and quickly laid than others—always satisfactory and not expensive.

Galvanized or Painted.

A Success Everywhere.

THE . . .

METALLIC ROOFING Co.

Limited

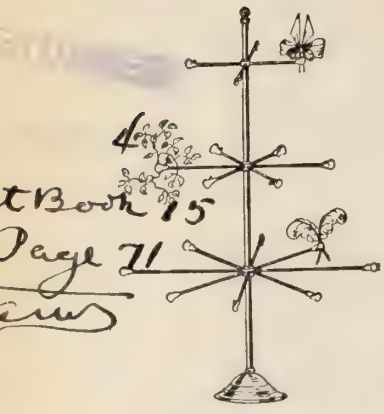
TORONTO MONTREAL WINNIPEG

The Toronto Brass Mfg. Co.

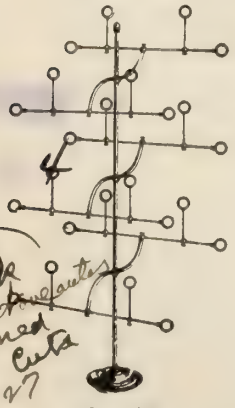
98-100 Lombard St.

3 minutes walk East from Yonge St Arcade.

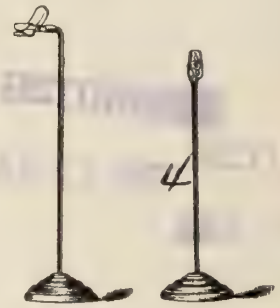
When in town don't buy until you see for yourself and get our prices.



No. 428
Flower Stand.



No. 176
Tie and Glove Stand.



No. 405 No. 406 No. 407
Ticket Stands.

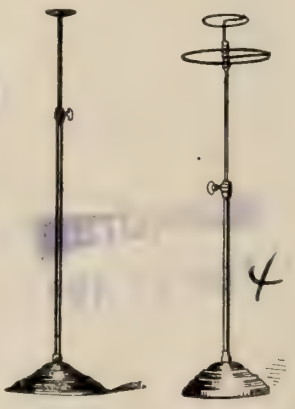


No. 421
Feather and Plume Stand.



No. 390
Hat Stand.

No. 391
Hat Stand.



No. 397 No. 397 Special
Hat Stands.

There are no Show Rooms on the continent for the display of Show Fixtures superior to ours, and "none" showing better goods.

Write for Catalogue. **'Phone M. 814.**

WINDOW DRESSING

THE ART OF DISPLAY

INTERIOR DECORATION

THE WINDOW TRIMMER'S EXPERIENCE.

HAVE you profited by the mistakes of the past year? Have you progressed to better decorative methods and found ways of circumventing the difficulties that beset your steps; or are you still a servile copyist, in the procession but not in the race?

In fancy we can see a goodly number of trimmers who scan the above query, hang their heads and endeavor to evade the question.

"Well you see I didn't get any chance," says one. Another remarks, "I can't do better work without anything to do it with; as I have neither fancy fixtures nor fine goods."

The only bar to better work is the inherent ability to accomplish it and we should not like to believe that any one of our guild will plead guilty to that.

The real reason is because you did not try hard enough. Try, no doubt you did. We should hate to believe that there is even one decorator who did not try in some degree for better work. But did you put enough grit and ginger into that try, or get into it with whole souled hearty endeavor?

Many Have Progressed.

Not a few whose work we see and whose photos we are privileged to inspect have progressed to a remarkable degree. There has been an awakening, a concerted endeavor toward better decorative work, and it should be your study during 1904 to see that every window and interior



No. 1

With these and similar excuses we have scant sympathy, they are drawbacks we grant, but not bars to better work. We heard an evangelist once say that it was excuses that kept most men out of heaven. And he told the plain, unvarnished, bald-headed truth.

trim is superior to its predecessor. That means advancement, progress. And both mean a better salary in the near future.

Study toward more effective methods of displaying each particular line of merchandise, lose a little sleep over

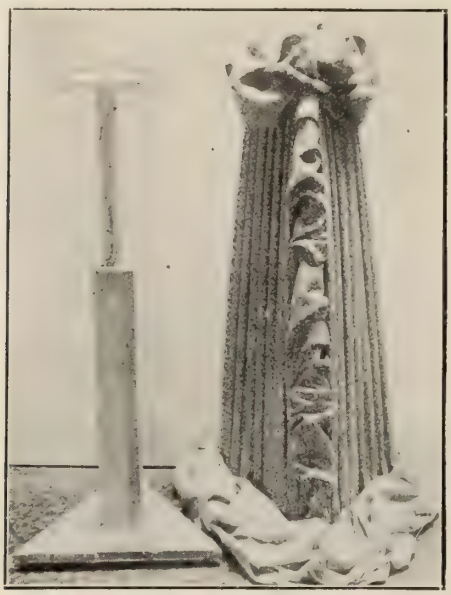
it sometimes, and when a bright, original thought or design strikes you jot it down before you forget it; because if you let go to get a better hold it sometimes gets away.

Yours the Glory.

When you do your part well, yours is the honor and fame; and it is honor and fame to be the instrument in leading to any business house a better and growing business.

Ledge Trims.

We wish to say a word about overhead ledge trims, as there is much of this valuable display space continu-



No. 2

ally going to waste in perhaps a majority of our Canadian stores. Whether this is caused by neglect on the part of the proprietor or by lack of effort on the part of the decorator we can only guess. Perhaps there is some fault on both sides but we happen to know that the decorator is not always to be blamed in this matter.

We know many stores where this valuable overhead space is used solely for the storage of empty boxes and reserve stock, much of which is neither neatly piled or kept clean. These men do not appear to realize that the space thus occupied for storage is worth many more dollars if used as a display foundation for the desirable and seasonable fabrics of the several departments underneath.

There are few trimmers in the business who can look at a long stretch of empty over ledge without feeling their fingers fairly itch to be up there, showing how much more handsome and attractive the space could be made appear when filled with some novel creation, so many of which can be so easily and inexpensively constructed from the hints and designs so fully and freely published for the guidance of the beginners.

Importance of Overhead Trims.

Second only to windows as an active selling force is this same overhead trim. There are those who are so enthusiastic on this subject as to claim an equality with windows in trade pulling power, and advance as an argument that the overhead show of goods works its winsomeness upon a woman when her purse is open and the goods before her.

If the trim has plenty of price tickets and the goods nicely arranged we can readily imagine cases where the argument might hold good. But true or not, there is no denying that the ledge is a valuable medium of enhancing trade and should be utilized whenever and wherever possible.

Offer Incentives.

When a special decorator is not employed we should strongly recommend the excellent plan of offering a small prize for the best ledge trim in each department. It stimulates the entire staff or store force to put forth his or her strongest efforts in behalf of the general beauty of the establishment and any amounts expended for prizes will soon be recouped from extra purchases, besides one cannot trim the store attractively without such efforts being noticed and commented upon by the public and your customers generally. They appreciate it, too, more than you suspect, and take more delight out of the many novel arrangements of goods than one might suppose possible.

The Poor Man's Encyclopedia.

Your store, like your windows is the poor man's encyclodepia, for thus they see and keep in touch with the productions of the loom; all of which is new and novel to them, and much of which they never expect to possess, yet they keep posted upon the weaves of the world, as



No. 3.

shown in your place of business and add their small quota to your annual inventory. You are in business to cater to all classes and verily the more you show the more you grow.

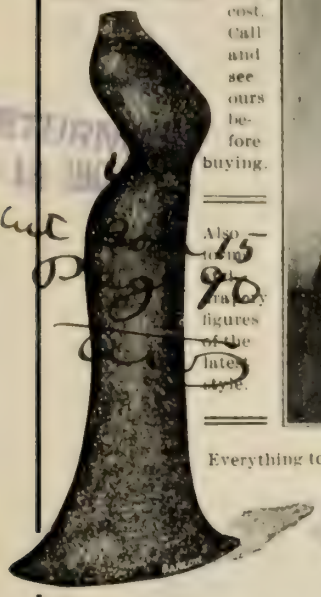
OUR ILLUSTRATIONS.

Illustration No. 1—Spring wash goods trim. The suspended webs of prints forming the background make an uncommon and effective trim. The folds are in tiers of three each, attached to an upright standard and are made

MILLINERS' FIXTURES

You will require a WAX FIGURE for Spring Opening. We carry a large stock, high class at low cost. Call and see ours before buying.





Also — Adjustable Drapery figures of the latest style.

Everything to make the store attractive. We have Hat Stands from $1.50 to $7.00 per doz.; Window Fixtures, beautiful new designs; Ribbon and Kid Glove Cabinets; Mirrors for showrooms, Wall, or Counter.

Send for Catalogue.

CLATWORTHY & CO., 48 RICHMOND ST. WEST, TORONTO, ONT.

GOODWIN'S

PERFECT FITTING

STANDS

ARE USED THROUGHOUT THE

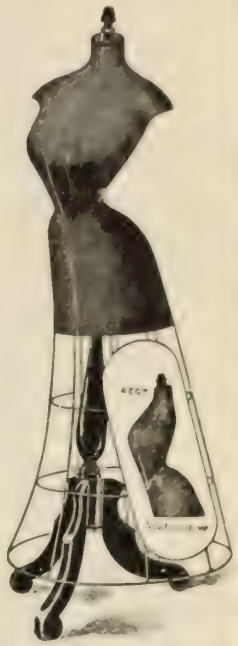
EMPIRE

THEY ARE KNOWN IN THE TRADE AS THE

STANDARD SHAPES

AND ARE

SMART, FASHIONABLE, AND NATURAL.



SHOWROOMS

119 CHARTERHOUSE ST.

FACTORY

HATTON WALL, HATTON GARDEN,

WRITE FOR LISTS

LONDON, ENG.

1904 MODEL.

PRICE AS ILLUSTRATION, - - $4.00

WITHOUT EPAULETTE SHOULDERS, $3 50.

GUARANTEED CORRECT FORM



MILLINERY OPENINGS WILL SOON BE HERE.

THIS MEANS YOU WILL NEED A NICE

WAX FIGURE

or STANDS.



No. 220 No. 221 No. 226





No. 101

We make them in every style.
Send for our Catalogue and Supplement.

MONTREAL: 40 Victoria Sq. Phone Main 4334.

A. S. RICHARDSON,

TORONTO: 62 Hayter St. Phone Main 3087.

by laying a web of print flat upon the counter right side up. Supposing there are sixteen folds in the web lay eight of them over to one side, forming the one web into two pieces. Now commence by taking the top fold at the upper right hand corner and turn that corner down six inches, turn it again down another fold of six inches, and so on until the corner is reached, lay that to your left and proceed with the next fold in like manner, until the eight are completed. Do likewise with the other eight folds to your left or the other half of the web and close the two halves together and hang by the selvedge, using a darning needle and twine to catch the edge of each fold for suspension.

The pyramidal fluted designs in front row are formed by folding the print folds from one corner to another, diagonally catching the selvedge edge with twine and suspending from top of straight stand the base of which is firmly tacked to window floor, the top of each pyramid being used to dispose a choice piece of waisting or dress muslin. The central draped forms are made upon perpendicular stands with two V shaped arms extending backwards. Fluted or pleated print is pinned to the point of V and the fullness carried up over each anew, forming nicely draped folds and a puff on top to complete the trim. The papered forms in front row have been explained before in recent numbers of "The Review."

Illustration No. 2 - Stuff goods trim—This wooden stand is adjustable and can be used for any width material. Three cornered cap and foundation differing in size. Tack a lath from lower to upper corner. Upon this ripple material as shown in cut. Pin material to sides in plan tapering folds; pass the balance of web around the foot of stand for a ripple or puffed foundation finish; and arrange the other end of material into a fluffy cap or top dressing for a finish to the whole.

Illustration No. 3—The foundation is made from 1-8-inch basswood sawed from the edge of a two inch plank. The lower end of each strip is tacked to a little wooden block and nailed to window floor, the centre of each arch is laid to the ceiling and cut off at the floor to get desired contour of arch, each arch is covered with embroidery and the handkerchiefs can be attached in any desired form. The floor and background are done in pink and makes a display that draws both eyes and dollars.

Illustration No. 4 forms a section of the rear end of a store. The scrolls are puffed in Nile green and the uprights in pink. The material used for the set pieces are art muslins, the bases are all V-shaped, the material being laid in pleats over a nine-inch board stood edgewise to the front. The designs that can be constructed with a little ingenuity are simply endless and the foundation is simply wood standards and any thinly sawed lumber that can be bent to shape. W. R. McCOLL.



No. 4

FIRE IN MONTREAL WHOLESALE DISTRICT.

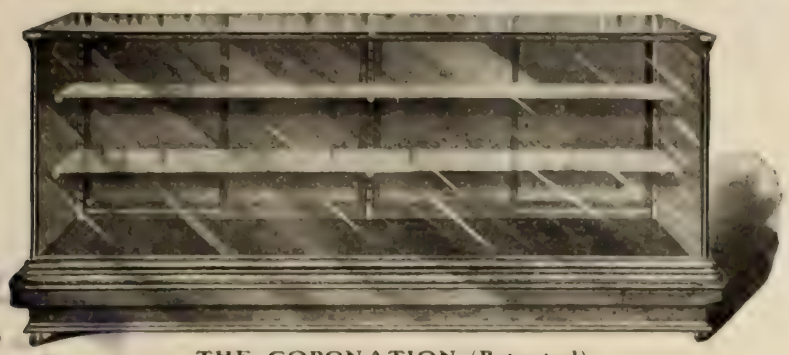
AT a disastrous fire which recently occurred in the building at 1794-96 Notre Dame street, Montreal, and the rear of which is 5-7 Recollet street, on January 18, Messrs. Swift, Copland & Co., wholesale hats, caps and furs; Woodhouse, Rozand & Co., wholesale milliners; King Clothiers and Importers, clothing manufacturers; and McLeod, Hawthorne & Co., manufacturers of trunks and bags, were burned out, the building being completely gutted. The last two mentioned were fully covered by insurance. Swift, Copland & Company's damage to stock was placed at about $50,000, the insurance being $48,000. They have removed temporarily to 16 St. Helen street. Woodhouse, Rozand & Co., suffered total loss, about $4,000, which was covered by insurance.

In addition to these, the wholesale woollen firm of Finley, Smith & Co., in the adjoining building, suffered great damage to their stock by smoke and water, fully insured; and Shaw, Cassils & Co., leather merchants, also had some goods damaged in the same way. The owners of the building are Messrs. Challenger & Orkin, who purchased it only a month ago, at a cost of $60,000. It was insured for $50,000.

The building was very near to the centre of the wholesale dry goods district of Montreal, surrounded at close range by such large houses as Kyle, Cheesbrough & Co., Caverhill & Kissock, Brophy, Cains & Co., Gault Bros. Co., and others. By the efforts of the firemen, however, the fire was confined within the building in which it originated, and except for the smoke and water, as already mentioned, no other damage was done to outside buildings. Nevertheless, other firms near to the burning building prepared to move their most valuable possessions with all despatch in case the flames should spread to their premises.

It is not known how or just where the fire started. At first it was though to have originated in the premises of Swift, Copland & Co., but this is denied by Mr. Copland.

A GOOD SHOW CASE TO BUY



THE CORONATION (Patented).

AND A GOOD TIME TO BUY IT

Write for Prices. Do it right now.

Dominion Show Case Co.

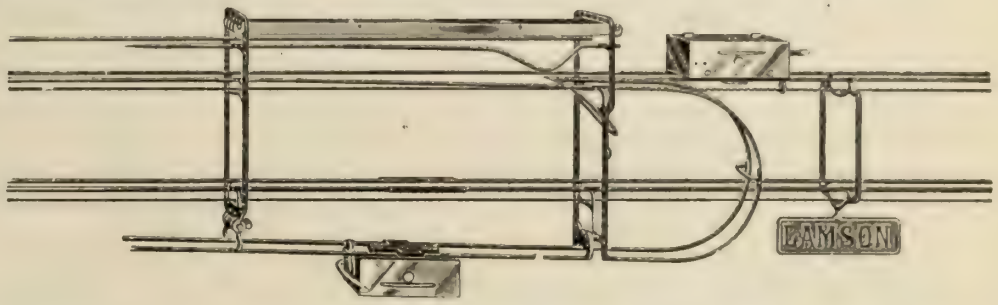
Phone Main 3611. N. R. Lindsay, Manager

Office and Factory, 53 Richmond St. E, TORONTO, CANADA.

Lamson Perfection Cable Cash Carrier

Serves any number of floors from one cash desk.

Hundreds of users testify to its excellence.



Write for particulars . . .

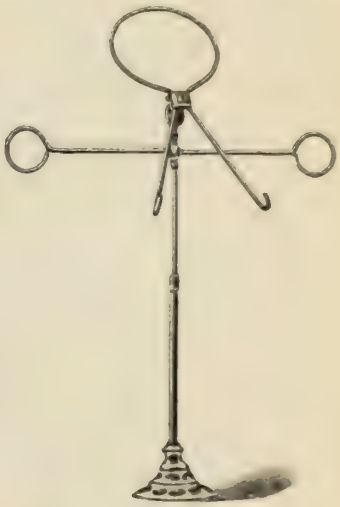
FREDERICK C. CUTTING, - No. 73 Adelaide St. West, TORONTO, ONT.



No. 393



No. 391



No. 396

MILLINERY FIXTURES.

Fixtures for the millinery department are imperative. Goods attractively and simply displayed sell quicker, and at full prices. Do not economize in fixtures. To do so is to pay in lost advantage the price of several fixtures. We make everything and our prices are just.

SEND FOR CATALOGUE FREE FOR THE ASKING

METAL DISPLAY FIXTURES
WAX FIGURES
SHOW CASES

PAPIER MACHE FORMS
TRIPLICATE MIRRORS
Etc., Etc.,

Hugh Lyons & Co.,

NEW YORK SALESROOM, 679 BROADWAY.

LANSING, MICH.

CHICAGO SALESROOM, 238 MADISON ST.

THE AUER GAS LAMP.

"TURNS NIGHT-TIME INTO DAY-TIME."

New Styles. Lower Prices.



No. 21
100 Candle Power.

Do you want a lamp which won't tire your eyes?

Do you want a lamp which makes sewing or reading a pleasure?

Do you want a lamp which gives more light than half a dozen kerosene ones for less money?

Do you want to sell the best lamp on the market?

THEN WRITE FOR OUR CATALOGUE AND DISCOUNTS.

Every Lamp Guaranteed.

AUER LIGHT CO., 1682 NOTRE DAME ST., MONTREAL.



No. 600—$12 50

LET THERE BE LIGHT.

TURNER ARC GAS LAMPS

—ARE THE—

Most Brilliant and most Economical means of lighting your stores.

Latest improved invention, burns only 16 feet gas costing 1½ cents per hour and giving 500 candle power. One-quarter the cost Electricity, one-third cost of regular Gas Jets, giving 8 to 10 times the illumination.

Reduced Prices—$5.00, $10.00 and $12.50.

SEND FOR CATALOGUE.

TURNER BRASS CO. 8 and 10 King St. E., TORONTO.

Hundreds of the Leading Toronto Merchants use Turner Arc Gas Lamps—A few of them:

Gordon Mckay Co., Limited W. R. Brock Co., Limited—J. D. Ivey Co., Limited
Frank Robertson & Co.—Smith, White & Runciman.

"'Tis Best to get the Best."

TRUCKS

FOR WAREHOUSE AND FACTORY.



Save You Money.
Do Men's Work
Draw No Salary.

Our Trucks are guaranteed satisfactory. Turn in their own length.

MADE IN CANADA.

H. C. SLINGSBY FOR CANADA.

Factory, Ontario Street. Temple Building, MONTREAL.

1904 - 1904 - 1904

1904 - 1904

You want all the business you can get into 1904. To do this get in shape to take care of it.

Install LUXFER PRISMS

And make business easy

Store Front and Basement Lighting.

SEND FOR INFORMATION.

LUXFER PRISM CO., LIMITED.

TORONTO and MONTREAL.

IT IS THE ENTERPRISING MERCHANT WHO INSTALLS OUR GOODS

and Reaps the Benefit.

Others save their money and lose the business.

WHEN IN TORONTO SEE

JNO. D. IVEY & CO.
(New warehouse.)

GEO. GOULDING & SON.

1904 - 1904

1904 - 1904 - 1904

THE LIGHTING OF STORES

The Second of a Series of Articles on one of the Most Important Features of a Successful Store

ELECTRICITY.

THE history of illumination is a series of steps from the glow of the campfire and torches of splinters of resinous wood to electricity. Following those oldest and crudest forms of artificial lighting came the open vase-lamps of the Phoenicians, Greeks and Romans, giving light by means of a floating bit of cotton or flax. The Romans improved on this and the first candle was made in the form of rushes covered with wax or tallow, or of a rope saturated with pitch or resin. In the middle ages these candles in advanced styles formed the principal illumination of the churches, the stages of improvement passing through that of smoky, ill-smelling tallow candles, to drawn or cast shapes made from sperm, paraffine wax and stearine. The first lamp was a rude affair, being an improvement on the former lamp of merely a closed oil-reservoir and improved wick, with almost any shaped burner. Argand invented and developed the round form of burner and wick with the oil ascending by capillary attraction, and Carcel further improved his invention by placing the reservoir immediately beneath the lamp, to avoid shadows. The liquid employed was colza oil, olive oil or some vegetable oil. Then was used kerosene or mineral oil. When Murdock, the pioneer of gas lighting, introduced it in 1809, people refused to use it, lamplighters to light it, and insurance companies to insure buildings using it, but it rapidly secured a strong position, overcoming opposition and perjudice. And then came the electric light.

There is not the least doubt that for store lighting electricity is the most efficient. In very many stores it is not available, in a number of towns it is of insufficient energy, in others poor regulation makes an over-feed, and many are prevented from using it by its cost. But with the power well regulated and the lamp well attended to, the light of electricity meets most of the requirements of a first-class store. The points to be considered in the solution of the light problem are: Its resemblance to daylight, the cost of installation and maintenance, its safety, its effect on the air of the store, the odor, the ease of manipulation, and the diffusion of the light.

Electricity in its best form gives the whitest light, the light under which colors appear at their truest value, and this feature alone would place it in the highest position. But it is only in the enclosed arc that this greatest whiteness is obtained. The average incandescent light with its yellowness is death to certain colors. This is caused by a low voltage or the wearing out of the lamp. The old open arc light was rendered less efficient by its zones of brightness and shadows, by its flickering and hissing, and by the daily attention required. The causes of these defects were the closeness of the carbons, the lower of which obstructed the light, and draft and overfeed. The enclosed arc is free from these faults. The carbons are further apart and surrounded by an atmosphere which is practically free from oxygen, the entire globe therefore casting much of the light, and the carbons not acting as obstacles. An opalescent globe further increases the diffusion and makes the light whiter by filtering out the excess violet waves. The whitest light is the one supplied by a temperature nearest that of the sun, and it is well known that the temperature at the crater of an electric arc is much nearer this than that of any other artificial light. The percentage of short waves is not so small in proportion to the long waves, that there is a preponderance of red, yellow or green, and thus colored objects do not suffer to such an extent.

The safety of the electric light is a strong point in its favor, the heat generated being of a small amount and the only danger arising from imperfect insulation. No insurance company hesitates to recognize it when installed by an electrician. The air of the store is in no way affected either by the consumption of the oxygen or by the giving off of an offensive odor. In all other systems of lighting there is more or less both of odor and vitiation of air, and the atmosphere in a store is often rendered exceedingly disagreeable.

The ease with which electric lights are kept in order, whether incandescent or enclosed arc, places them in a different class from other artificial lights. Practically no there is none of that inattention is required and pleasant association with grease, oil or foul smell, and no soiling of hands or clothes. It is turned on or off without an effort and there is little variation in the light cast.



Enclosed Arc Lamp With Concentric Diffuser

Specially Designed For Store Lighting

There has long been an objection against an electric arc, that it throws too strong a light in some places and too little in others, that an interior thus illuminated revealed irregularities in the degree of light. This has been satisfactorily overcome in the new diffuser which has appeared almost simultaneously in England, United States and Canada. It consists of an opalescent reflector over the lower half of the globe, which lets some light through but reflects a great part of it against a corrugated reflector above the globe. This reflector casts the light evenly at almost all angles.

It is the cost of installation and electricity in some towns that prevents many merchants from adopting this light, and it is always wise to consider this at its full value. Many of the smaller stores have proven the unsatisfactory character of the incandescent their local company provides, and realize that an arc would cast too much light, or that several lights would overcome the shadows cast by stock where there is only one source of light. And thus it is that electricity is driven out by gas and acetylene. Against the cost of installation and maintenance must, however, be set the wear and tear of lamps, oil cans, clothes, etc., in addition to convenience, time, safety and color of light. In spite of all these, however, there are very many merchants who are preferring other artificial lights to electricity, and with perhaps sufficient cause, but where cost is not considered, and where the store is large, the enclosed arc is the king of lights.

Geo. H. Hees, Son & Co.
LIMITED

HAVE IN STOCK NEW ARRIVALS OF

Cushion Tops. **Lace Panels for Doors.**

Bobbinet and **Muslin Curtains,** OUR OWN MAKE, New Designs.

Lace Curtain Materials, all kinds.

New Patterns of Tapestry Curtains and **Table Covers.**

New Patterns of Chenille Curtains and **Table Covers,** OUR OWN MAKE, at Special Prices.

Silk and **Cotton Velours,** plain and new fancy designs.

Couch and **Furniture Covers,** new designs from **our own looms,** and also latest attractions in Imported Lines of these goods.

LACE CURTAINS.

We make a specialty of Lace Curtains, and carry in **stock ready to deliver** an immense quantity of these goods, from **20 cents** to **$30.00** a pair. Having bought many of these saleable goods before the advance in price, we are giving the benefit to our customers. Please compare our Lace Curtains and prices and you will find it to your advantage to buy from us.

Window Shades, Curtain Poles and Fixtures, Brass and Metal Goods, and a Full Stock of Upholsterers' Supplies.

N.B.—We sell these goods at a price that affords the RETAILER LARGE PROFITS.

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LIMITED

TORONTO, ONT.

MONTREAL WAREHOUSE, No. 20 St. Helen St.



ART FURNITURE.

ART was at one time more at home with us than it is at the present. The commonest articles of domestic use were made of suitable materials and good in form and color, and ornamented so as to increase their beauty without impairing their usefulness. The houses of the poorest had force and charm. Decorative work was done by instinct and thus it was as difficult to produce a really bad effect as it is now to produce one good in form and color.

The cause of the decay of true art was at first economic. The organization of labor for commercial purposes solely, with a view to profit instead of to use proved ruinous to artistic effects. The mischief was further increased when machinery began to be used in our factories.

The guilds of the old English towns and villages encouraged good work by putting down the bad workman, but the growth of commerce made the restraining influences of the guild irksome and their power lessened until they passed away. In the old days an owner was able to build a harmonious house because the workmen from the highest to the lowest, depended solely on tradition for inspiration, but that tradition is lost and we have to depend on skill and observation to take its place.

The difficulty at the present day is the frantic endeavor of the modern workmen to fill the loss of the old power by something novel and striking. As a result the fads and freaks now on the market are commendable for nothing but ingenuity. We separate use from beauty, and the maker and designer are different men, controlled by different principles and ideas. The result often is a ridiculous incongruity of ornamentation and use which would not appear were the maker, as of old the designer.

The modern desire for perfect finish and smoothness in all articles of furniture does not produce the most artistic work. Much of the charm of the old furniture was its roughness, its obtaining of artistic results without that glaring, deliberate striving after it The adze took the place of the plane, the hand of the machine and the rough are of our forefathers was superior to much of our modern productions. The defects in the style of our new furniture are due largely to the superficiality of our decoration and the lack of original design—what might be called the impersonality of our work.

The same principle is noticeable in the work of the furnisher, the upholsterer, the carpet designer and the men who manufacture our common kitchen utensils. A modern writer says "The ego is missing, and this lack of individuality is largely the parent of that lack of design which is so characteristic of even the best work of the day."

CARPETS.

A SEASONABLE RUMOR.

REGULARLY twice a year there is a rumor started that an English carpet house contemplates building in Canada, and each season it is seized with more or less avidity by the newspapers. Last Fall Hamilton was to be favored with the attention of a prominent English manufacturer, and this Spring is witnessing a revival of the promise The Canadian Associated Press has sent word that a firm of Midlands carpet manufacturers intend to commence work in Canada with a capital of £10,000 and employing 100 hands But, what is more definite, is that Mayor Hamilton, of Guelph, has received from Mr. P. B. Ball, of Birmingham, England, commercial agent of the Canadian Government, a communication regarding the establishment of another carpet factory in that place Mr Ball states that he hopes before long to place a proposition before Guelph from one of the largest factories at Kidderminster, a firm with unlimited capital He also speaks of a proposal by an English manufacturer to erect a pottery factory in the same city

Heretofore these bits of news ended in the papers, and the Canadian public has come to place little faith in them, but that does not mean that no English firm will ever supply its Canadian trade from a Canadian mill. If our imports increase for the next few years as they have been doing lately, or if increased protection drives them from the market, the rumor may become a reality.

DECORATION.

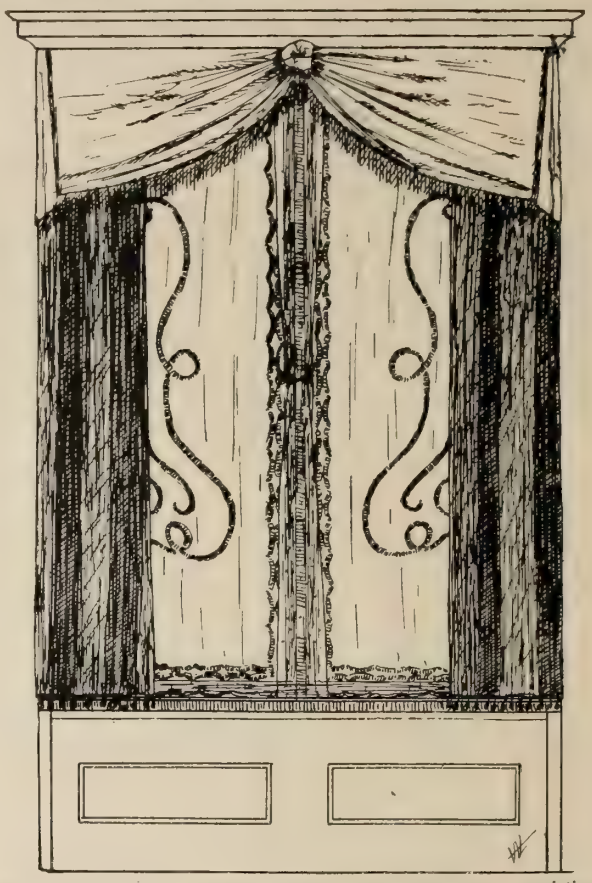
RESHAPING THE ROOM.

ONE of the tasks which the decorator will often be called upon to do, if he wishes to obtain the best results from his work, is to change the shape of the room, or, rather, to alter the appearance of the shape. There are, in four rooms out of five, unsatisfactory qualities, which depend entirely upon the shape, such as too great length, or too high or too low ceilings, and any one of these if unaltered will render abortive any attempts at sightly decoration.

The successful decorator must be thoroughly versed in the different plans that may be adopted for such faults, and an application of one of these plans will bring higher words of approval than the most complete knowledge of color combinations, the clearest comprehension of the relative positions of furniture and pictures, and the most accurate information on the styles of the different periods. It is general effects that catch the average eye, and it is in these the decorator must excel. He must have at his command the solution of the difficulties that meet the average mind in its attempted comprehension of defects in the arrangement of a room.

If a room is too long, he must know that in increasing the apparent height of the ceiling by using upright-patterned paper, the chances are that the length will be decreased. At all events no horizontal patterns should be used. A division built out into the room beside the grate, and set off with a seat will effect the same result, and a greater number of pictures or furniture at the ends than at the side will do much good. An arch built into the walls and ceiling is best. There are many other ideas which can also be worked out to suit the room.

To heighten the ceiling he can use vertically-patterned paper without border or with a narrow border, together with a plain ceiling paper, or he can run the curtains over doors and windows up to the ceiling. To lower it irregularly-patterned papers on the walls with many breaks in it, such as wide border, moulding, dado, etc.,



A novel decoration for a window opening down the centre, consisting of upper drape, hanging curtains, glass curtains, and a drape to conceal centre woodwork.

will likely do all that is necessary. If not he should cover the ceiling with a paper of prominent pattern.

CHINA AND GLASSWARE.

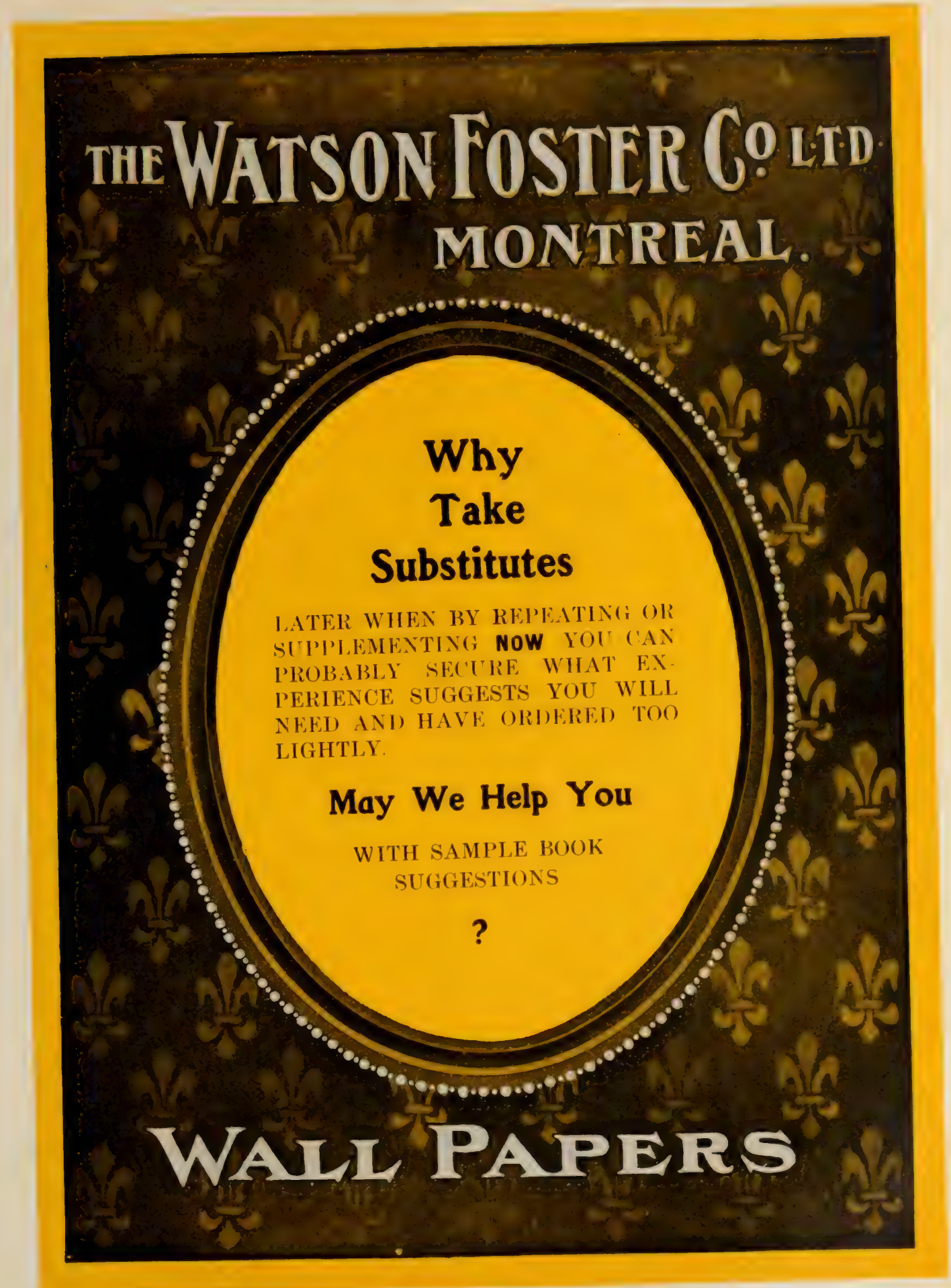
A SPECIAL DEPARTMENT.

THE department devoted to china and glassware in a general store has peculiar qualities that place it in a decidedly advantageous position. In the selling of this class of goods there is a better average profit than in any other department. The reasons for this are plain. The customer knows next to nothing concerning the cost of these wares. No two stores carry the same things and therefore comparison is next to impossible, the selling price is usually cheap for the value that is received, and either as an ornament or for use a piece of china or glassware is so suitable and so necessary that the purchaser cares less about the cost.

These lines are of special value for bargain counters. Of the hundred and one articles included, there are very many that act as powerful inducements when the price is lowered a few cents or a small percentage. The profit is so large, too, that a reduction can be made without a loss, and yet be as apparent to the public as when most other articles are sold below cost. The fact that they are always seasonable makes them an all-year-round possibility both in regular sales and for bargain counters. If a woman wishes to give a present she can always find something acceptable and easy to select in this department, and the novelties constantly coming out provide a constant selection of unvarying interest. All purses can be suited, fat and slim.

Very seldom does an article of glassware become out of date, and it never reaches the shopworn or soiled stage. Breakage is the only thing that can decrease its value, and this is preventable with reasonable care. No women ever feels that she has too much china, nor is ever satisfied, so that she is constantly buying both to add to her list and to replace what may have been broken. This continuous demand from January to December makes the department a boon to the general store, as a small profit can be credited to it from month to month, whereas almost every other line carried suffers several months of depression, when the stock merely occupies space.

Merchants who have been neglecting this branch of their busines would find a surprising interest shown in


THE WATSON FOSTER Co LTD
MONTREAL.
Why
Take
Substitutes
LATER WHEN BY REPEATING OR SUPPLEMENTING NOW YOU CAN PROBABLY SECURE WHAT EXPERIENCE SUGGESTS YOU WILL NEED AND HAVE ORDERED TOO LIGHTLY.
May We Help You
WITH SAMPLE BOOK SUGGESTIONS
?
WALL PAPERS

a well-stocked, well-arranged and well-shown china and glassware department, and if even a moderate business can be started the profit is so great as to very speedily impress its importance upon his mind. Variety of pattern, shape and article with some artistic taste to aid in selecting the stock are necessary to a successful department in a general store doing a good business; attention paid to these lines will even make a good business out of one that has possessed no attractive features. A display of tasty glassware adds to the apearance of the interior, and will prove of interest to everyone who enters.

ATTRACTIVE STOCK.

WHEN the china department is handled with any intention of making it a factor in the success of the store, the stock must be kept clean and attractively displayed, as well as full of choice patterns and designs. Dirty glassware is repulsive to most customers and will sooner than almost anything else, impress the one who sees it with a feeling of inattention to business on the part of the merchant. Such lack of cleanliness will not only prevent the sale of the goods themselves, but also turn customers against everything else in the store. There is nothing so disagreeable to the eye, as the dirty, untidy stock of crockery and china which too often is exposed to view on the top shelf. It is shoved there to get it out of the way, and to avoid the risk of breakages, but it soon gathers dust, and is too far out of the way to be readily cleaned. Nothing in this department should be in sight that is not part of the display and cannot be readily reached to do the necessary cleaning. Every woman is so particular about her own china and glassware and it is so closely connected with decoration or the table that a spot of dirt appears far more out of place on it than elsewhere.

Besides the necessity of cleanliness there is much depends upon the care with which the goods are arranged on their tables or shelves or in the space set apart for them. A distinct impression must be given that special attention is paid to this branch, or it will be seldom looked at. It is one of the commonest sights in a general store for a small stock to be displayed in a careless way and in an out-of-the-way place, so that customers become so accustomed to it that they neglect to notice it. Thus a stock well placed is given added importance from its very unusualness. The department should never be allowed to rest or it will be sure to fall into its usual untidy, unclean condition. Keep the display varied, the goods clean and good sales will result.

WALL PAPER.

THE PAPERHANGER'S ART.

TO make paper stick to a painted or varnished wall, nothing is better than a little Venice turpentine added to the paste when it is made, or isinglass, dissolved in water and a little glycerine is good; three sheets of isinglass to a pint of warm water, and two ounces of common commercial glycerine. Gelatine will answer in place of isinglass; or the walls may be sized with glue size, to which some molasses or brown sugar has been added. But the Venice turpentine is sure, and leaves no nasty coating under the paper as glue or sugar may do.

Venice turpentine in the glue size for a damp wall, is recommended by some paperhangers. Shellac does not prove effective on a damp wall.

Much of the trouble with paper breaking and tearing is due to the workman stretching it too much when hanging it.

It is necessary to keep the hands clean when hanging plain papers, such as felts or ingrains. Felts or ingrains should always be trimmed, no matter how well the edges may look in the roll. Water stains in such papers are caused by their porousness, allowing the paste to come through. Let the paper get perfectly dry, then go over it with clean water, using a clean calsomine brush. Brush the water on quickly and with a light sweep. When the paper becomes dry the stains will have disappeared.

When butting felts and similar papers, use the seam roller on the seams, but don't try to force the edges together with the roller or you will have trouble with the next length. If you are careful when trimming the edges you will not have to force any joints.

Sometimes the edges slightly overlap in places, but all that is necessary is to use the edge of the roller to gently press the edges into place. Some paperhangers leave a very slight space between the two edges, and then force them up into place to make a perfect butt; but this is a bad practice, as the edges will open or shrink upon drying. If you are not skilful enough to make your edges fit closely, then let them lap the least bit, just a hair's breadth, and then you can press the edges into place.

Don't try to make speed on delicate papers, especially if not expert at it. Fine work demands time and care and the tools must be in good order, and cleanliness observed.

Never crease felts or ingrains on the board, but fold them carefully so as to avoid any crease mark, which would show on the wall.

Pressed paper should be trimmed after having been pasted, which will keep the edges wet and prevent their being crinkled. Use a brush instead of a roller when smoothing down pressed paper; a brush with three-inch bristles being about right for the purpose. It is seldom, or perhaps never, necessary to line walls for Linerusta some paperhangers saying that it hangs better without lining. Ordinary paste, made good and strong, answers for hanging Linerusta. It is not necessary to size Linerusta before painting it.

Size walls for burlap with a light paste, pasting the burlap also, of course. Never hang it dry upon the wall.

Japanese papers are difficult to hang, as the layers of which they are composed are liable to come apart.

A badly whitewashed wall will hold paper if sized with glue and brown sugar, or molasses size. It is best to lime walls for good paper, as it gives a better foundation to work on, and prevents the lime in the plaster from spoiling the color of the paper. It adds to the cost of the job —but it pays.

WALL PAPER

DON'T

put off buying until our range of samples is broken—get your order in now when we have a complete assortment of all grades—Samples sent prepaid on application.

STAUNTON'S Limited
TORONTO (S) CANADA

THE
GUELPH CARPET MILLS CO.,
LIMITED
GUELPH, - CANADA.

MANUFACTURERS OF

Brussels, 3, 4 and 5 frame.
Wiltons, 4 and 5 frame.
Wools and Unions.

Our MILLS are equipped with the most approved machinery, and only skilled workmen are employed. The combination of these features, with a careful supervision of the managers of each department, ensures a product that will give thorough satisfaction to the trade that intrust us with their orders.

Particular attention paid to special orders.

THE
GUELPH CARPET MILLS CO.,
LIMITED
GUELPH, - CANADA.

DOWN COMFORTERS,
WOOL COMFORTERS,
COTTON COMFORTERS,
BED PILLOWS,
WHITE CUSHIONS,
COSIES, MUFF BEDS, Etc.

FANCY CUSHIONS.



FANCY COSIES.

Price lists on application.
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Hamilton Cotton Co.

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We are now manufacturing a complete range of . . . .

CHENILLE CURTAINS
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TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

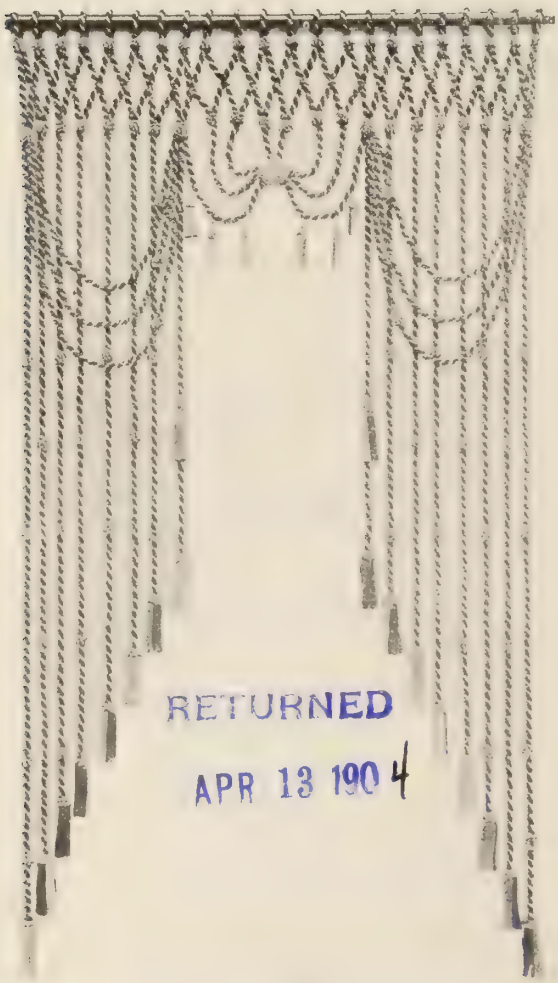
Selling Agent
W. B. STEWART
27 Front Street West, TORONTO

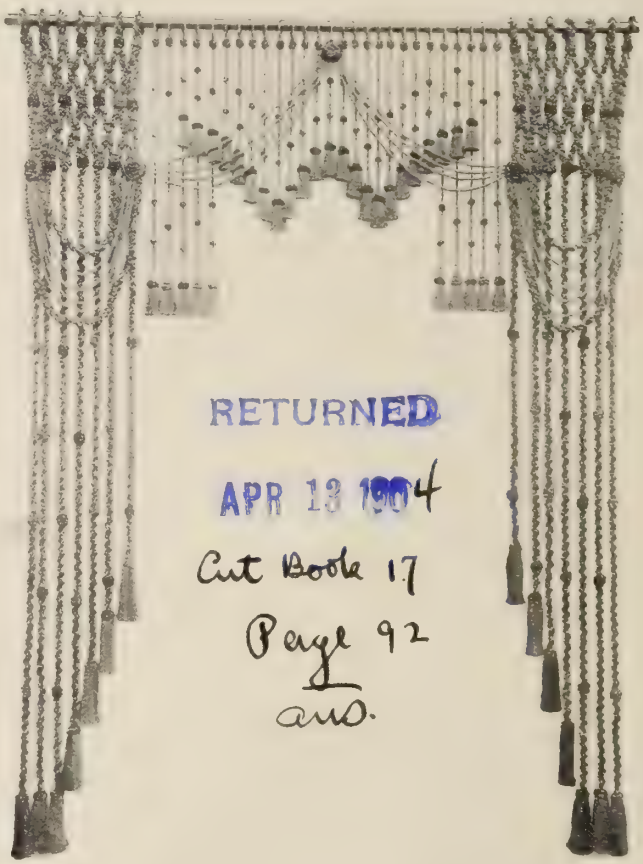
Walls may be damp from two sources, namely, from water coming from outside, or drawn up from the basement foundations, or from the sweating of the wall when the air is warmer than the wall. In the former case the water is to be prevented from getting into the wall. In the latter, having a fire in the room in damp weather will do. Or the wall may be sized with water-glass or a resin varnish, or several layers of paper will prevent the sweating.

Very bad walls must be battened and canvas stretched over them. Put the battens close enough so that bagging will be avoided.

CURTAINS AND DRAPERIES.

A LINE that is rapidly reaching the status of a staple in the house furnishing department is rope portieres. This decorative drapery has unfortunately been mostly confined to cities or large towns, but the prominence which it has attained there with those who like them the virtues which it possesses and its decorative qualities have given it a place in many stocks that before did business without it. Perhaps the causes of its backwardness in taking a more prominent part in the house furnishing department have been the slowness of the public to realize its merits, and the fact that unlike other draperies it must fit quite accurately any door over which it is hung. This meant that a store must carry quite a range of sizes as well as patterns, and in the existing state of demands this did not pay.


RETURNED
APR 13 1904


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Cut Book 17
Page 92
and.

In the use of rope curtains there is an appearance lent to many rooms, which cannot be obtained with any other form of drapery. They effectively separate different portions of a room without giving the stuffy, cramped feeling of fabrics and in addition make a room look larger. They are more easily put up and have the same appearance on both sides. These illustrated are two attractive, good-selling designs that can be had in any combination of colors and any width.

Merchants who lay in a small stock of these as a beginning, if the town is large enough and the style of living of the average found in the country town will most probably be surprised at the demand that will be created. It is something in which the demand must be created in many localities but the householder, as a rule, is not slow to take up innovations that add to the appearance and comfort of home, and during good times like the present is when such new things should be shown. It would not be at all a bad plan to make a trial of it at any rate. Everything has to be introduced at some time and this season of the year is the time to introduce anything in housefurnishings. The more complete this department is the more ready the sales in all branches, that are included in it.

JAPANESE GOODS.

E. Orth & Co.

YOKOHAMA.

E. S. HASSBERGER, Sole Agent, 10 St. Helen St. MONTREAL

Echizen, Kawamata and Kaga Silks, Silk Kimonas, Dressing Jackets, Dressing Gowns, Embroidered Quilts, Table Covers, Beadspreads, Curtains, Doilies, Quilted Petticoats, Smoking Jackets, etc. Samples of all lines. Telephone Main 3025

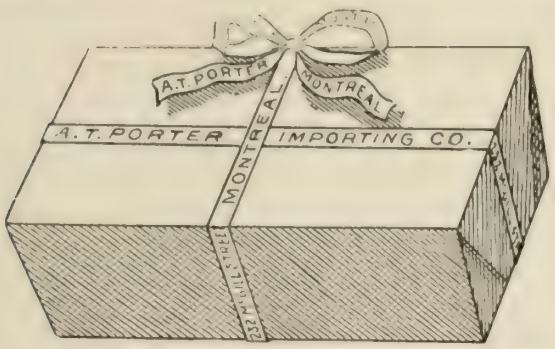
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Manufacturers of

Rug Fringes,
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Write us for Samples and Prices.



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a substitute for Twine. Geo. H. Wheatcroft, Wicksworth, England, manufacturer of Cotton and Linen Tapes, in all qualities and widths.

A. T. Porter Importing Co., Canadian Agents, 232 McGill St., Montreal.

CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

DO IT NOW

(A Time-Worn Motto But Still Useful.)

Place your orders early for July and August delivery of Cotton Comforters and Down Quilts.

Our range for 1904 is now complete and in the hands of our representatives, who will visit you shortly.

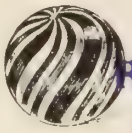
Do not overlook the fact that we make Feather Pillows and Sofa Cushions in large quantities and varieties.

BUY "ALASKA BRAND" BEDDING.

The Alaska Feather & Down Co. of Montreal, Limited

SPRING GOODS.

Price Lists Now Ready.



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Marbles, Allies,

Tops, Skipping Ropes,



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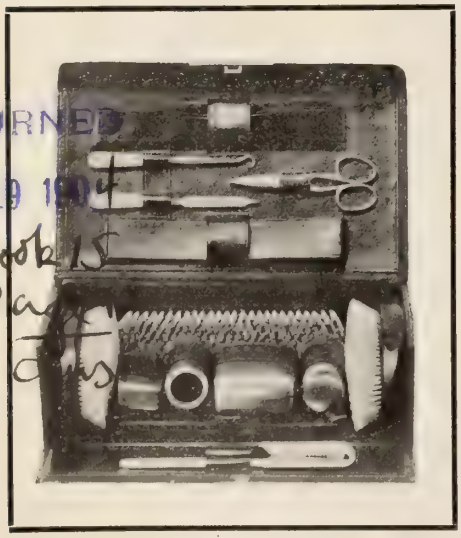
Rubber Balls,

Children's Wagons.

Nerlich & Co., 146-148 Front Street West, (OPPOSITE UNION STATION) TORONTO.

MONTREAL SAMPLE ROOM, 301 ST. JAMES STREET.

Import Fancy Goods



RETURNED FEB 19 1904 Cut Book 15 Page Ans.

New lines of samples are now arriving daily and will be on the road shortly with our travellers.

Write for copy of our new booklet, "Import Fancy Goods." It will give a review of all the best and newest lines in the market.

NERLICH & CO., 146=148 Front St. West, (Opposite Union Station) Toronto.

FANCY GOODS

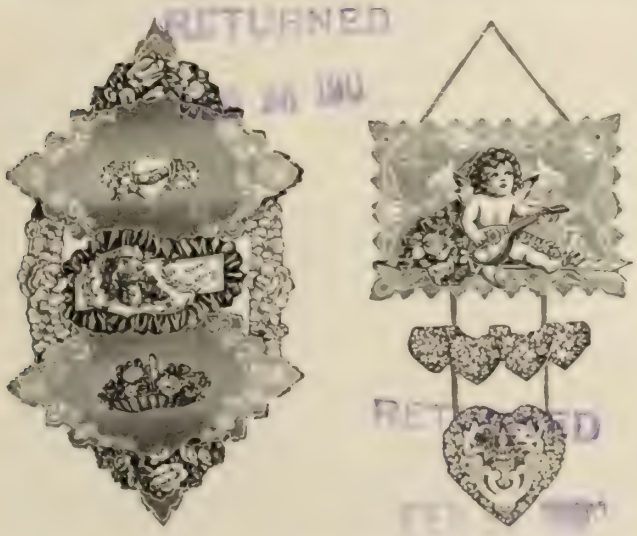
THE month of January is the slowest month of the year in fancy goods both for the retail and wholesale houses, as far as selling is concerned. Many of the travellers are just going on the road after the Christmas holidays and the month of February will see the import orders of the wholesale houses arriving. The retailer relegates his stock to the back parts of the store until the effects of Christmas have worn off and the call of the traveller revives his waning interest. Easter novelties in chinaware and small novelties will be bought as orders to be filled immediately and as this business is of great volume in some districts it requires close attention. Valentines are rush orders now.

* * *

"Golfo" is a new game played with cards and following closely the popular game on the green. The cards are divided into four different suits, "Drive," "Long Approach," "Short Approach," and "Putt." It has attained to great popularity not only on account of its name, and relationship to the ever popular out of doors game, but also from its own merits. "Put" and "Flinch" are still selling in large quantities and the former is voted the jolliest game on the market.

ST. VALENTINE'S DAY.

THERE is very little information available as to the origin of St. Valentine's Day and the custom of sending valentines. Apparently there is no reason why St. Valentine should be considered the patron saint of lovers. He was a bishop of Rome who lived in the second century. For befriending Christians he was sent to prison. There he restored the sight of the daughter of his jailor. We do not know if love existed between St. Valentine and the lady whose sight he had restored, but St. Valentine was beheaded as a result.



This may be the origin of the custom which still prevails, but is gradually dying, in Europe, of considering the first marriageable man seen by one of the opposite sex, on the morning of St. Valentine's Day as "my Valentine" or "my lover."

One of the most plausible theories of the way Valentine's name became connected with the anniversary of February 14th is that it was a popular error. The Norman word "Galatin" signified "lover," and this, we are informed, became corrupted into "Valentine."

Nowadays on this continent, a valentine is a gift sent on St. Valentine's Day. Formerly, a valentine was a person. Hence "Be my Valentine" meant "be my lover." Among the Romans there was an ancient feast, Februata Juno, which was held on the 15th of February. It was originally a feast in honor of the purity of the Queen of Heaven, but it degenerated into a revel. On that occasion the youths selected by lot the names of maidens they were to admire and pay attention to. It is said that some Christian pastors modified this by having the youths draw the names of saints whose character they were to honor and emulate. This custom did not last long.



For some years the habit of sending valentines declined to a great extent. Recently, however, the custom has revived and the manufacture of valentines is a big industry. England, the United States and Germany have long been the countries where valentines have been manufactured, but this season Canada has done a little in this way and doubtless this industry will, like most Canadian industries, grow very fast.

TOY INDUSTRY OF GERMANY

From United States Commercial Agent Harris, Eibenstock, Germany

THE manufacture of toys in Germany is an industry which gives employment to fully 50,000 people. The total value of the annual exports amounts to $13,196,386. The prosperity of this industry, like a great many other important lines of manufacture in the German Empire, is dependent upon the importation of certain raw materials from abroad. The raw materials, generally speaking, which are indispensable to the manufacture of toys are as follows:

Lead,	White hollow glass,	Cast iron,
Colored glass,	Wood, various kinds,	Hair lace,
Rubber,	Aluminium.	Copper,
Nickel,	Leather.	Paper,
Porcelain,	Zinc,	Tin.

Many of these are produced in Germany, while others are imported in part or entirely from foreign countries. The wood grown in the forests of Bavaria, Thuringia, and the Erzgebirge is especially suitable to the industry, and this one product has had more to do with its development and stability than any of the others.

The manufacture of toys in Germany has become centred chiefly in the cities of Nuremberg, and Sonneberg, while many domestic lines of manufacture which are mainly associated with the industry have sprung up in the surrounding country hamlets. These two cities have become famed for the quantity of their products, and the important place which they hold in the commerce of the world to-day is due chiefly to the fact that they supply fully 80 per cent. of all the toys exported from the Empire. The following table, from the Statistische Jahrbuch fur das Deutsche Reich, shows the amount of exports in 1902:

Country.	Quantity (tons).	Value.
Belgium.	1,145	$ 600,832
France.	1,471	779,212
Great Britain.	12,495	4,938,262
Holland.	1,370	466,718
Austria-Hungary.	735	359,618
Russia.	258	206,346
Switzerland.	680	276,556
Argentina.	357	162,078
Canada.	446	172,074
United States.	9,974	3,707,802
Australia.	1,052	363,426
All other countries . .	3,012	1,463,462
Total.	32,995	13,196,386

The manufacture of toys has become important as a domestic or house industry among the people in the little principality of Meiningen, and the small villages in the country about Sonneberg contain many skilled wood carvers and cabinetmakers. In the village of Hammern toy ships, large and small, are carved by persons who have never seen a sea or navigable river. Judenbach and Neuenbau furnish pictures, mirror frames, and fancy boxes. Eisfeld has two factories which make hobby-horses. Schalkau and Ehnes produce wooden guns of every size and variety, while in Mengersgereuth, Schichtshohn, Fichtach, and Effeldere such playthings as rattles, wagons, trumpets, whistles, and toy animals are manufactured in large quantities. The making of doll clothing is confined chiefly to Sonneberg and is almost entirely the work of women and girls. Carnival masks are prepared in Heinersdorf, while animals and fowls are fitted up with furs and feathers in the little village of Neufang. These country villages are clustered about Sonneberg and form one of the chief supports to the more highly developed industries in that city.

The Sonneberg toy industry consists in the main of papier-mache goods, which are gradually pushing wax dolls out of the market. This is due in part to the difficulty of producing a wax doll which is not fragile in structure and sensitive to touch and climate. Sonneberg produces dolls of almost every imaginable variety. They cost all the way from 10 cents a dozen to $3 each. There are more than 30,000 people engaged in making toys in Sonneberg, and in the villages of the Thuringian forest. Fully 75 per cent. of this number work in their own homes. The main difference between the industry of Sonneberg and that of Nuremberg lies in the fact that the former consists principally of the manufacture of hand-made toys, supported by a highly developed house or domestic industry, while the latter manufactures toys with machinery in factories equipped with all modern appliances. The two cities are not direct competitors in the strict sense of the term, for each has its own peculiar specialties ,and these afford ample opportunities to observe how manual labor in the one, in which tradition and instinct play an important part, are pitted against the technique, mechanical skill, and trained intelligence of the other. Another marked difference between the two industries is that the products of Nuremberg are principally of metal—tin soldiers, swords, railway trains, fleets, models of machinery, and other toys intended for boys—while Sonneberg uses almost exclusively wood, porcelain, glass, and paper in the production of toys best suited to girls.

In regard to the Nuremberg toy industry the official catalogue for the German exhibits at the Paris Exposition says:

"One look at the products of the Nuremberg industry shows at once their characteristic qualities. In no other part of Germany where toys are manufactured has metal—chiefly tinned sheet iron, tin, etc.—such extensive and manifold application as in Nuremberg and her sister town Furth. Of the 207 toy establishments of these two towns, 148 manufacture metal toys: 1,602 persons are employed in this branch, while the total number of hands employed in the Nuremberg-Furth toy factories is about 2,000. This number may appear small when we take into consideration the importance of the industry, but it must be remembered that the 'domestic industry,' which in other toy-manufacturing districts forms such an important feature, hardly comes into consideration here at all, and that in the manufacture of tin toys by machinery manual labor is to a great extent entirely dispensed with.

"In the manufacture of tin toys Nuremberg distinctly holds its own. It is probable that this industry has developed out of the old handicraft of the tinsmith, which in former years was very flourishing in Nuremberg, and which has been forced by the growth and development of the mechanical industry to gradually give up the old-fashioned methods."



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A Favorite With all needle workers.
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A CHILD CAN OPERATE IT

Make Your Own Buttons
WITH THE
NEW DEFIANCE
BUTTON MACHINE
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Dress Goods, Cloth, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.,
DYED, FINISHED AND PUT UP
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All work guaranteed unexcelled. Send for Price List.

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The Only Perfect Garment Fastener and Supporter.



No hooks, pins or teeth to tear the garment.

Supports ALL garments at the same time.

No sagging of skirt or petticoats or crawling up of waist in the back.

Ask your wholesale dealer for it.

GREEFF-BREDT & CO.

Sole Patentees and Manufacturers fn Canada,

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YOU SHOULD BUY

PEWNY'S KID GLOVES

Best Styles

Latest Shades

Perfect Fit

EVERY PAIR IS GUARANTEED.

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High-Class **CORSETS**

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SOLE AGENTS FOR CANADA.

11 Victoria Square, MONTREAL.

CORSETS

PLACING orders for Canadian made corsets for Spring have come in in such a volume as to be most satisfactory to the manufacturer. The fact that such large orders have been placed so early indicates that the retail merchant is pretty well sold out in corsets, and that the stocks in hand are not large; also that he expects a brisk demand in the near future, as in the older provinces the traveller gets round to him at least once a month. Perhaps the fact that he had considerable trouble in obtaining full supplies in some of the best selling lines, has also had its influence with him when Spring orders were placed.

* * *

There is, however, a decided tendancy towards the elongation of the corset skirt, unduly so in some models, for comfort. Supporters from the side are more in favor as they keep the corset down over the hips, and the pull can be better borne there than over the abdomen. Though the supporters are used at the side it is in addition to the regulation ones in front as all authorities agree, that it is impossible to properly adjust a straight front corset without them. The trouble, however, is that so many women go to the extreme and wear their supporters too tight.

GROWTH OF THE CANADIAN CORSET TRADE.

IT is now a little over the quarter of a century mark since the first factory was established in Canada for making corsets. In this industry Ontario is the pioneer, as a corset factory was started in Toronto some years ahead of those in the sister Province of Quebec.

From the very outset the Canadian makers seem to have been determined to improve the class of goods made by them; in fact their very existence depended on so doing, for the competition from outside has always been so keen.

The hardest and the most disheartening fact that the Canadian manufacturers have had to fight has been the almost unconquerable prejudice against the Canadian made article.

This is no new thing in the trade and Canada is not singular in this respect. The earlier stages of the corset trade in the States had a similar fight to make.

As everybody knows, the French people are the undoubted leaders in the corset making industry, and as a matter of fact they have long been leaders in everything that pertains to dress. To get anything like a chance for fair comparison the Canadian manufacturer had to market his goods under a French name, or in some cases the initials of the firm instead of the full name were used in order to give the impression that the public were buying an imported corset.

This is why we have the B. & C., the D. & A., the C. C. a la Grace, etc. The adoption of these names were a matter of necessity in order to gain a foothold in the trade.

It has been a hard uphill fight for the Canadian manufacturer to gain the position that they now hold, but the introduction of the straight front corset seems to mark the time from which their greatest advance dates.

They had to put in new and expensive machinery for the making of this style of corset, and to compete with their rivals they had to make at least as good an article as they did.

The buyer for a high class corset department told the writer that she was in Paris when the straight front was introduced and on her return to Canada she was astonished at the progress made in the new style here, a fact which serves to show how closely the home trade watches foreign sources.

In the past three or four years the improvements made have been very noticeable, and in some grades our own manufacturers give better value for the money than the makers of imported corsets.

Just exactly at what figure this should be placed there is a variation of opinion among experts, but some say that in all corsets up to $1.50 the Canadian made take the lead of imported goods and some are inclined to place the figure even higher and say that the customer gets much better value when she buys the Canadian made corsets even up to $2.

In the higher prices lines the Canadian maker, speaking generally cannot hold his own; through no fault of his own, however, as his output is too small to profitably put on the market enough different styles to ensure a perfect fit.

It is astonishing the number of styles a large corset firm will carry, and it is not unusual for a good French or United States firm to have over 500 different styles and varieties, and this means that the retailer has only got to send and he can have any variety and any price.

Even with all these drawbacks, the Canadian maker is steadily pushing his way, but not so successfully against native prejudice, for in a store that does a high-class trade the writer was shown a handsome little corset made by one of the most enterprising of our Canadian firms.

"This corset," said the buyer of the department, "can be retailed at $4.50 with such a splendid profit that we could sell it a little cheaper if we desired, but there is no use in so doing, as it sells well at the price asked, but our customers think they are buying a French corset, and we could not sell it if they knew that it was Canadian made."

When asked if the Canadian makers were improving, the answer was: "Yes, greatly in the past three or four years, and if they improve as well in the next few years, it will be hard to say where they will stop. We always try to give preference to Canadian makes as much as possible; and really in the cheaper corsets they are much better value.

"A dollar Canadian is equal to a dollar and a quarter imported corset," said another large buyer.

This seems to be the general opinion of the trade, and up to $1.75 or even $2 this balance is well maintained, but a great deal of both hard work and diplomacy has had to be put in before this vantage ground has been attained, and how much can only be realized by one who is conversant with the trade.

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SHIRT WAISTS	DRESSES	SHIRTS and PYJAMAS
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Hundreds of dainty designs in both printed and woven effects.

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Produced in over **100** different qualities embracing all the various makes in demand.

EVERY YARD ABSOLUTELY GUARANTEED

SEE OUR VARIED AND EXTENSIVE RANGE OF

PLAIN AND FANCY DRESS FABRICS

Including **ALPACAS, MOHAIRS, WOOL SATIN CLOTHS, VENETIANS, TWEEDS, AMAZONS, VOILES, SILK AND WOOL MIXTURES, ETC., ETC.**

SOLE AGENT FOR CANADA **H. V. COWIE,** 69 Bay Street, **TORONTO.**

SEEN IN NEW YORK SHOPS

FLOWERED sash ribbons are introduced into fancy waists with pretty effect. One white silk waist made up with these is delightful. There is a tucked yoke, and the broad, flowered ribbon—showing pink roses, a little pale yellow, and dull green—is set into either side of the front, and is tucked at the upper part with the rest. Bands front, and is tucked at the upper part with the rest. Bands of these ribbons are set the full length of the upper sides of the sleeves, and are used to form the narrow cuffs, and may or may not be used for a stock. It makes a pretty variety in a waist which is very pleasing.

• • •

The Bulgarian embroideries are used effectively in stocks. The embroidery forms the greater part of the stock, and is lined with black silk, which also forms the very front. There is a moderately large bow of black silk with ends. Other stocks, which are rather new, are made of lace and narrow folds of colored ribbon. Several rows of these are put on over the lace and carried around the neck to the front, where they slope down, leaving a "V" at the front, which is filled in with needlework. The bands are continued below, outlining the sides and rounded ends of the lace, which are long, reaching nearly to the waist line. An oval is outlined on the lower part of each end with the folds of silk. Black is shown over white lace, and a deep maroon is also effective over white. A white stock has in place of a tie a band of gold ribbon, with a little round ornamental piece of gold in the front, from which are pendant two gold tassels.

• • •

The prettiest of the crush leather belts are those of suede. They come in different colors, and a pretty shade of bright green is attractive. White wash waists decorated with the cross stitch trimming have worn with them, stocks to match a predominating color in the embroidery. A waist embroidered in red and green will have around the neck a silk stock with the broad loops and ends of a bright green, and around the waist will be worn one of the green suede belts of the same shade. These belts have silk linings and are wide in the back, but taper down in the front where there is a small oval buckle.

• • •

Any number of gold tassels and cords and semi-military ornaments are to be found in gold. There are braids of gold cord, forming flat bands, with fancy ends that are worn around the waist as well as regular heavy gold cords with tassels.

• • •

There are the prettiest things in the way of aprons to be seen in the shops. One of these in a lady's apron is made of wide sash ribbons in pretty flower designs, joined by insertions of lace, and with a lace edging to match across the bottom. There is a little round bib trimmed with the lace and wide ribbons to match the color of the flowers in the ribbon, pink, to fasten around the waist.

• • •

Maids' aprons are as pretty as can be. They are to be found in all degrees of elaborateness, some are trimmed with fine hamburgs, others are dotted muslin aprons and plain muslin, and these are trimmed with insertions and edgings of lace and made variously with and without bibs and straps for the shoulders. Caps are made with equal elaborateness. They are of lisse ruchings with ribbon bows of ruching and lace combined. They are of all lace and of lawn and lawn and fine hamburg.

• • •

Here is a hat for the skating girl and the automobiling woman, if the latter is young and pretty enough to wear coquettish head covering. The hat is a "Tam" of mink, with a big button covered with the fur in the centre of the top, and the top set with lines of darker fur, these five or six tails a trifle darker than the hat itself, set across it, radiating from the button in the centre to the edge. At the left side the hat is lifted a little, and there are small wings set on agreeing with the color of the fur.

• • •

Embroidered buttons have been favorites this season with a certain few people who look for extreme daintiness in dress. These buttons have silk or satin for a foundation, and the designs in delicate colors embroidered upon them.

• • •

Card cases and wrist bags are covered with handsome white lace. The bags are regularly made, with frames and handles, or chains, like the leather bags.

• • •

Here is something new in a dressing case. There is a leather case like the pasteboard cases into which fine books are slipped, with only the back and the title showing, but the case for toilet articles is of sealskin, in black, and the book it contains is bound in the same leather and has the words, "Traveller's Companion" printed on the back. Take out the book and it will fall open and disclose between its covers brushes, combs, etc.

• • •

An effective fancy bodice for a woman who has a sufficiently brilliant beauty to wear it is in the Chinese embroidery, black satin for the foundation, and figures in colors in the embroidery, the soft Chinese blue and the more brilliant colors, figures, and flowers, the former some of the strange creatures not to be found in a natural history which figure in such embroideries.

• • •

A charming little coat for a child which is to be seen among the goods that are being "cleared out" for the coming season's wearing apparel, is of a soft gray mixed silk trimmed with ermine. The coat is made with a little choker collar with a narrow band of ermine around it. Another band finishes the opening of the coat at the left side, and there are two narrow bands around each sleeve just below the shoulder and also around the hand. A wide panne velvet coat is trimmed with moleskin, having a deep collar of the fur with a narrow collar of ermine.

• • •

A cozy kimono for the woman who likes warm things is crocheted of wools. It is done in pink and white, star stitch, made in stripes, the pale pink stripes being about twice the width of those of the white. The shape is simple and the garment is short, reaching only just below the hips. It is bound around the neck, down the fronts, and around the lower edge, as well as around the lower part of the sleeves, with a rather broad white satin ribbon. A garment like this ready made, will cost $15. It is inexpensive to make.

The W. R. Brock Company, (Limited)

MONTREAL.

"The Silk and Ribbon House of Canada"

We can easily maintain the above reputation this month. We are now opening out a new assortment of :

Taffeta and Duchess Ribbons, Applique Trimmings in Black and White; also complete lines of plain and fancy **pure white** mercerized goods as follows :

Oxfords	**Damasse**	**Brocades**
Sheer Fancies	**Nainsooks**	**Piques**
Swisses	**Waist Linens**	**Mulls**
Long Cloths	**Persian Lawns**	**India Linens**

WE SOLICIT A VISIT TO OUR WAREHOUSE THIS MONTH.

WHITE GOODS

MANUFACTURERS of ladies' and children's whitewear are all more or less behind with their deliveries of Spring orders, but they have in most cases contrived to let the retailer have a fair assortment for his January sales. Sales of whitewear, while on the whole successful, are now merged more in the general January sale, and only in the larger departmental stores are they of very great importance. These stores genrally have a fair quantity of soiled goods on hand that they mark down, and as they either manufacture whitewear for themselves, or buy in such large quantities that they can get a rate under that enjoyed by the average country merchant, they are in a better position than he is to hold January sales. Then, too, some particularly attractive styles will be sold below cost, just as an advertisement.

* * *

But notwithstanding all these advantages the country merchant seems to be holding his own, for orders for this Spring have been very much larger than for the Spring of 1903, and although the manufacturers have not yet completed their first orders, repeats are already beginning to come to hand. Of course the advances on cotton fabrics has much to do with this, as merchants realize that after the stocks of lawns, cottons and trimmings, in the manufacturers' hands are exhausted, there will have to be a material advance in price. This advance will be brought about solely by the high price of the raw cotton and is unavoidable.

* * *

As whitewear does not change so rapidly in style, the wise ones are laying in a plentiful supply. Indeed, the situation of the cotton market is such that for the ordinary trade, it would be folly for a retailer to make any great sacrifice now, to sell desirable goods, because, when the July sales are in order, the probability is that he will have to pay more for goods to replace them. The whitewear houses are pretty well covered on materials up to July, but after that they will have to go into the market, and they know they will have to give the advance on cottons. Indeed one large firm reports that they have had a handsome bonus offered them, by the cotton manufacturers, to cancel a contract for late delivery.

WHITEWEAR AT THE JANUARY SALES.

CANADIAN manufacturers have cause to be proud of the showing made at the January sales, for the garments are very much in advance of those of last year, in both cut and style of trimming.

The persistent educational campaign that has been carried on in favor of better garments is bearing fruit, and the interest of the buying public is now centred on the better grade goods. All manufacturers report that larger orders have been received for better class goods, one maker putting the average with his firm at fully 50 per cent. higher and showed in proof some extremely dainty underwear, of which elegant, but costly simplicity was the characteristic. They were made from the finest and softest of silky looking materials, and trimmed with the dantiest of laces and embroideries.

By the way, the Valenciennes used in the better qualities of whitewear is of very fine mesh, and generally shows the dotted ground. The patterns are both novel and dainty. Roughly speaking the fashions in whitewear may be divided into two classes, the embroidery and the lace trimmed and it would be difficult to say which is most popular. Many garments are ornamented with a profusion of lace insertions and frills to match, while others, that are equally lovely, are trimmed with handsome embroidery. Most garments are finished with ribbons run through beadings, and one firm makes a specialty of a perfect little cascade of bowed and knotted ends as a finish to their goods. The ribbons used on the better lines are all soft wash ribbons, and there is no need to be at the trouble of removing them from the garment when wash day comes.

Skirts all show the deep knee flounce. In a medium priced skirt insertions and edgings of cotton Cluny are well and effectively used. A few expensive skirts show the flounce of circular embroidery and one of these was built on novel lines. Under the embroidery flounce was a beading and there was a taffeta flounce the same depth as the embroidery flounce, with a narrow frill at its edge, which also had a beading for a heading. The two beadings were laid together, and a ribbon threaded through. The ribbon would have only to be pulled out to release the taffeta flounce, when the white skirt required washing, and the embroidery flounce, and the bottom of the skirt, and dust frill would protect the taffeta flounce from soiling. Gowns even the lower priced ones, are made in the chemise style, either square or round in the neck, and with elbow or kimona sleeves.

It is on corset covers, however, that the full ingenuity of the whitewear designer has been expended, and these garments, besides being most daintily finished, and trimmed, are very much better cut, and in every way more adapted to give the proper shape to the blouse that is worn over them, than those seen last year. The elaborateness of the corset cover indicates the character of the waists that are being prepared for Summer wear, and shows that materials will be so sheer and open that the corset cover will be quite in evidence this Summer again. Corset covers are of nainsook and lace. Indeed there is quite often more lace than nainsook used, and some are wholly of rows of insertion, joined with a beading, and threaded with narrow ribbons, that tie in front and form the means of fastening. Quite as often as the round basque piece is seen a frill of either lace or nainsook, that is lace trimmed. With this class of corset cover a wide beading of embroidery ribbon, threaded, makes a snug fitting waist band. Never before in the history of the whitewear trade have so many, and so dainty designs in corset covers, been shown, as are now on view for the Spring of 1904.

In the better class trade there is quite a feeling for colored underwear, and black corset covers and drawers, made of the finest of materials, sell freely. Mousseline de soie in pale shades of heliotrope, sky, and rose pink, trimmed with embroideries to match and the finest of Valenciennes lace, is being made up into the most fascinating of sets, consisting of robes de nuit, drawers and

corset covers. These are further ornamented with numerous knotted bows of dainty ribbon.

Most Canadian made underwear is sold under the name of the firm that makes it, and this practice makes the manufacturer specially careful as to the excellence of the garments he turns out, the fact that he puts his name on the product of his factory is one that should receive the encouragement of the retailer. Many retailers are alive to this and now advertise that the whitewear they carry is made by a well-known firm.

LINGERIE SHIRT WAISTS.

THE fact that manufacturers are late with whitewear will have its influence on blouse lines. The first shipments of staple lines are due before this number of "The Review" will be in the hands of subscribers, and while most probably deliveries of this class will



Drawn and engraved by Toronto Engraving Co., specialists in fine fashion illustrating.

be on time, the samples of novelty lines are likely to be delayed. This is rather in the interest of the trade than otherwise, as styles will be more assured.

The white washing blouse is to be on the crest of the wave this season, and, for early Spring, it is likely to be worn with a colored silk slip, though some of the more venturesome women will wear it over the nainsook or lace corset covers.

The fine lawns, etc., that are suitable for the more dressy waists, and for tucked blouses, are being made up in large quantities. In conjunction with fine embroideries and lace insertions they are being made up into daintiest models imaginable for hot weather wear. On a few, there is a hint of color on the detachable collar, and on the cuffs, which are finished handkerchief fashion, with a border of solid color; but the all white blouse is the one that makes the strongest appeal to the popular taste.

White Habutai silk is one of the most popular fabrics at the present time for wash blouses, but just let me sound a note of warning. There is a limit beyond which cheapness can not, with safety, be pushed, and as with other fabrics, a poor quality will not give the same satisfaction as one of better grade. The dry goods trade seems to have a strange penchant for killing the goose that lays the golden eggs, by calling for a cheaper and still cheaper quality of a good selling fabric. In most cases it is the retailer who is the culprit, for customers are quite willing to pay for the better fabric when the merits are pointed out. The European silk manufacturers, to meet the demand for a cheap article, lowered the quality of the materials they made to such an extent that the public lost all confidence in the wearing properties of their silks, and chiefly for this cause silk has been passed by and other fabrics have taken its place.

The Japan and China silks have obtained the high place they now occupy chiefly because of their washing and wearing qualities. A silk that both washes and wears well is not expensive, and the customer should be distinctly given to understand that the cheaper qualities are not desirable, and if this is not done these silks will be classed with taffetas, etc., in the minds of the buying public.

The linen shirt-waist bids fair to be as great a success this year as last, and white linens in both fine and coarse weaves will be very much to the fore in shirt-waist lines this Summer. The crash linens in the natural tints and trimmed with Bulgarian bands will also be shown. Besides these every-day shirt waists there is a large display of dainty models in all kinds of soft fine fabrics, most elaborately and bewilderingly trimmed, stitched and tucked, and in this department, the finest of laces, and the loveliest embroideries are combined with the sheerest of nainsooks, batistes and linens.

Round, collarless yokes are seen on the latest models, formed of alternating stripes of lace and embroidery. A good many of the cuffs are of the wristband class, but deep, reaching almost up to the elbow. Some of these cuffs show a tab arrangement, but the preference seems to be given to the band. The favored method of fastening is down the back. Some of the very newest of these blouses have a made girdle, high at the back, and drawn down at the front, and trimmed in accordance with the rest of the blouse.

NEW MEN WITH SCROGGIE.

MR. J. A. C. POOLE, lately general manager for the T. Eaton Co., Toronto, and Mr. A. J. Moreland, formerly secretary-treasurer of the same firm, have become connected with W. H. Scroggie's department store, Montreal. Both gentlemen have been with the Eaton Company for several years, Mr. Poole for sixteen and Mr. Moreland for eleven. They worked together to bring about the excellent, system which now prevails in Eaton's and no doubt the Scroggie store will be much benefitted by their experience.

The John D. Ivey Co. LIMITED

Spring Millinery Opening

Week Commencing

Monday, February 29th

in

Our New Warehouse

74 Wellington St. West

Ready for early Buyers Feb. 15th

Write and reserve a chair in our workroom

The John D. Ivey Co. LIMITED.

Toronto Montreal Winnipeg Quebec

Wholesale Millinery

WE HAVE DECIDED TO HOLD

Feb. 29th. { Our Grand **Opening Display**

on MONDAY, FEB. 29th, and following days.

Buyers will find our Stock Complete, Feb. 15th.
The Trade Cordially Invited.

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Display of Paris, London and New York Pattern Hats and Parisian Novelties

MONDAY, 29th FEB'Y, AND FOLLOWING DAYS

A cordial invitation is extended to buyers from all parts of the Dominion to call and inspect our stock.

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The Canadian Millinery Review

The Spring Openings

THE MILLINERY OUTLOOK FOR SPRING TRADE.

THE Canadian millinery importers are busy with their preparations for the Spring openings on the last day of the month, the 29th, by the way, in Toronto, and on Tuesday, March 1st, in Montreal. Early in February buyers from the coast and the Northwest will begin to arrive. These form a very important class, as they not only buy largely, but they take the newest and the most expensive novelties as well.

The snow blockade is causing some little trouble and shipments af late navelties for the importing houses are being delayed in transit; but it is to be hoped that the weather man has something better in store for the time of the Spring openings.

From what can be gleaned of Spring indications, another good season may be expected in the Canadian trade. Early lines of staple stuff have sold remarkably well, and retailers are showing an encouraging interest in Spring materials. They have had an exceptionally long season for Fall, and the fine weather right up to Christmas stimulated millinery sales. Stocks of Fall millinery materials are well cleaned up, and, as is always the case, retailers are buying freely for the Spring season. Milliners buy much more intelligently now than in years gone by; they no longer load up with goods which it is impossible to sell. Of course the best of buyers make mistakes but they study their trade more in these days and buy more in conformity to their needs. Wholesale houses are glad to encourage this change in the buying policy, as it prevents over-stocking and enables a merchant to handle novelties and prevents heavy losses.

Millinery importers and jobbers in the country to the south of us are not so sanguine about the outlook for 1904. While they do not expect a bad year, they do not think it will equal the average struck by the last few years. Buying for Spring has been done on conservative lines, and preliminary orders have not been so large as usual. John Miles, one of the largest millinery jobbers, says, "undoubtedly the losses in stocks has a lot to do with it. Thousands of men of moderate means lost all their savings in steel and industrial. People got scared and business will not be better until they get over their scare. All that is needed is confidence." George Legg, another large importer, also attributes the decline to reckless speculation, but thinks there is no reason that the trade should not recover soon.

It is a curious fact that of all the millinery importers interviewed only one, James G. Johnson, spoke of the labor troubles as affecting trade. It was reckless speculation that in the opinion of the majority had affected trade.

LACES, TULLES AND CHIFFONS.

LATER on it is predicted that there will be a decided vogue for finely shirred hats of chiffon or crepe and also of lace and tulle. Frill or tulle edged with tinsel are among the novelties.

Laces are to be much used for millinery trimmings and will be seen softly draped on hats with a fall over the hair at the back. High-grade valenciennes lace is the latest development in millinery laces. The very wide widths are used as drapery, and there are both brims and crowns of shirred rows of narrow Valenciennes lace. These laces are all in ecru or deep cream shades, indeed the only white seen in lace is in the Plauen imitations of Irish crochet. Laces with wide net tops for draping purposes are largely shown in Plauen Venise, Orientals and in the button and eggshell patterns. Chantillys are also much in demand, and will be well used on Spring hats. The bright fibre yaks or Chinys are extremely popular in cream, ivory and antique white, and black, and they are also enriched with threads of gold.

Very fine laces, such as point de gaze, point de Paris, Alencon and Lierre, are also spoken of.

LATE NEW YORK MILLINERY.

JUST a few days ago one of the best informed buyers of millinery in Canada returned to his Montreal headquarters from New York where he had been gathering up the latest novelties and wrinkles in millinery styles.

He brought with him many ready-to-wear hats, the first of which in importance being the new New York novelty, the "Continental." This hat has the three cornered effect, now so well liked. It is in the shape of a shamrock leaf, the back being turned up. "In New York," he explained to The Dry Goods Review, "this style is really the leader, and is being pushed for all it is worth. I think the small "Continental" shape will lead here also during the coming season. The torpedo hat is also shown there a good deal, both in the small and large shapes. Nearly two-thirds of the stock shown, however, is along the medium sized shapes.

"A great many chiffons and tulles are shown in the made up hats. In the chiffons the large shape with the bell crown seems to be liked.

"One of the latest things out is the tam o'shanter crown, much like the hat shown three years ago. This I saw in several of the highest class establishments in New York, and on inquiring of the manufacturer found that it was only the high class trade who purchased them. I have brought some with me. They have a very pretty effect.

"The ready-to-wears were shown greatly in naturals, navys, browns and reds and a few I noticed in new ombre effects which should take well.

"A feature of the New York trade that one could not help remarking was that all the large department stores

were showing this pattern of hat even then (first week in February) which is almost a month before it is usual. They seem to be getting earlier every year.

"Of course, roses and foliage was there, as here,—the great thing in trimming. The roses appeared in all sizes from the smallest to mediums, and from the bud to the full blown flower. None, however, were of the large size. Quite a bit of gilt trimming was noticeable on the ready-to-wear hats, in the shape of twisted cords.

"Wide, soft Louisine ribbons, from widths 60 to 100, were largely used, and soft mousseline de soie was also much in evidence. Narrow ribbons, except for dress trimmings, were seen very little. On the French trimmed hats there is still a good deal of velvet and satin ribbon.

"A new line of trimming has been brought from Europe by our buyer. He calls it crinoline trimming. It is a sort of satin finished straw, and is very effective, especially in the white and black."

DRESS AND STREET HATS.

EXTREME novelties have not as yet come to hand, but one can pretty well judge of the class of hat that will be worn by what are already shown.

The lines between dress and street hats are very strongly drawn, though extreme simplicity, an utter absence of fussiness, and an over-loading of trimmings is a marked characteristic of Spring styles. It is the kind of simplicity that costs, however, and there is a great expenditure of fine hand work in shirring tucks and folds on the new hats.



No. 2.—Hat of Palma violet chiffon, with folded underbrim, and bandeaux of violets. Plumes en suite.

Shapes are an evolution of those seen in the late Fall in furs, etc., and tricornes or continental shapes and turbans are very much to the fore. Lines, however, are much more graceful and flowing, as the Fall shapes have been as it were idealized and made more becoming to the generality of women. The very small, tightly rolled toques that do not seem to suit the Canadian and American type of face, have been eliminated, and while the general shape has been retained shapes are larger and much more becoming. Picture hats, on the other hand, are on smaller, quieter lines, indeed the absence of bizzare and forced effects is one pleasing feature of Spring styles. The free use of plumes and tips gives a richness of effect that nothing else can give.

Tricornes and toques come in floral or foliage crown, and under brim effects. A very favorite style is to border the outside of the brim with a band of close set small Spring blossoms, such as lily of the valley, daisies, forget-me-nots, etc., and with violets also for the early trade. Loose petals are used, as in under brim covering, and some red hats are made entirely of poppy petals.

Outside of gold, the chief novelties are in straw effects, for besides the many new forms of straw braids there are straw cords, which are wound into bosses and used as motifs around the rolling brims of the picture hats. The wavy and coiling lines of the cords, when so used, give a graceful and pleasing effect.

Among the newest trimmings are bands of buttons or bosses alternating of jet and straw. These are used around the crowns of some of the hats and also laid on the brim. See cut.

Under brims of fancy folds and checkers of chiffon and maline are shown; in fact there is great scope for a milliner's ingenuity in the treatment of under brims, as well as the crown and outer brim of the new hats, as trimmings are in close folded lines.

The edges of the brim of many hats are draped with lace, which is caught down with galoons and motifs of many kinds.

Straw buds and roses are novelties, but as they are more of novelties than anything else, and have little beyond novelty to recommend them, they are not likely to remain in vogue very long. A prettier fashion is to surround one of the small button roses with straw petals.

Mention may be made of the many fancy crown effects and oblongs. Diamonds and square crowns are all shown, as well as odd effects obtained by cutting the brim and rolling it over the crown, etc. Hats all fit snuggly at the back and lace falls and drapes are on many of the newest models.

The white and gold hat is expected to be a leader this Summer, and after that will come white with a color.

Pale blue is to be strong, as well as reseda and soft Spring-like greens. Gun-metal or nickel grey is prominent as a relieving color, and this is a color that will likely be more in evidence in Fall lines.

Champagne is a leading color in Spring millinery and combines well with almost any color. Modes, fawns and burnt shades are showing with relieving touches of orange and yellow.

Helio and violets are again to be put forth, and perhaps they will meet with more favor than in the past season.

SPRING MILLINERY OPENING IN HALIFAX.

(Written specially for The Dry Goods Review.)

THE dates of the Halifax Spring Millinery opening were decided upon a couple of weeks ago. The event will take place on Tuesday and Wednesday, the 22nd and 23rd of March. In these provinces there is only one Spring opening, the custom which prevails in some places of holding a May opening for mid-summer goods not having been adopted here. In this city there are two wholesale houses which devote their attention exclusively to the millinery business and another house which conducts a wholesale millinery department in connection with their dry goods business. The exclusively millinery firms are Moore & Partridge, and Wellner & Scott, and the dry goods firm which has a wholesale millinery department is Smith Bros. The buyers for the above firms have left for Europe via New York, to make their selections of late novelties and will return in time for the openings. Mr. Moore, the senior member of Moore & Partridge, and Mr. Wellner of Wellner & Scott, both men of great experience, will make personal selections for their respective firms.

S. F. McKinnon & Co., Limited

Spring Millinery Opening, 1904

The Spring Millinery Opening

will be held in

Toronto

on

Feb. 29th

and

Following Days.

Early buyers will find our stock complete by the 15th inst.



TORONTO WAREHOUSE.

S. F. McKINNON & CO., Limited, TORONTO, MONTREAL and QUEBEC.

1904

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Spring



No. 1

Millinery Opening



No. 2

Tuesday, March 1st

and following days.

Special display of
Imported Pattern Hats.

Caverhill & Kissock,

91 St. Peter St., MONTREAL



No. 3

On and after February 15th we invite you to inspect our early arrivals of Staple and Millinery Goods.

Straws, Flowers, Feathers, Ruchings, Pleated Chiffons, Millinery Buttons, Ribbons, Silks, Newest Millinery Trimmings and a large assortment of

Novelties.



No 4

Millinery Opening
Tuesday, March 1st.

Caverhill & Kissock,

91 St. Peter St., MONTREAL

Mr. A. E. Smith, a member of the Smith Bros., will look after the interests of his house.

The millinery business at Halifax has developed a great deal in the last few years. The advantage which Halifax houses claim is that being situated nearer at hand they can supply the trade of the Maritime Provinces more quickly when goods are required, and the openings can be attended by local milliners at much less expense than those at a distance. Having direct water carriage with both European and American exporting points, goods can be laid down here at a minimum expense. The workroom for milliners attending the openings was introduced here a few seasons ago by Mr. H. I. Wellner. The idea has proved popular and this year Wellner & Scott are enlarging the accommodations for the convenience of the visiting milliners who wish to take advantage of the opportunity of making for their own trade pattern hats from the imported models shown.

Travellers have been on the road for some time with Spring staples. The buying covers a pretty wide range and Maritime Province trade has evidently what



No. 1.—Hat of plisse lace with straw band, with bosses of jet, and straw laid on brim and around crown. Fall of lace at the back, and chou of ribbon.

the leaders for Spring are to be. A strong feature so far as can be judged from present indications, will be the semi-ready hat, which the milliners can finish ready-to-wear in a few minutes. This is a great boon at certain seasons owing to the overcrowded state of the workrooms. Hats of this character of tucked and pleated chiffons with sequin trimmings are favored. Body hats and balloons are selling again, though not so readily as last year. Still they are quite a feature of the advance trade. Black, white, natural and champagne seem to be the leading colors in demand for all classes of straw goods. Chiffon still forms a large proportion of the trimmings selling. Quite a quantity of ribbons are being sold. Flowers are in steady demand, principally in wreaths, trails and trailing mounts.

Ostrich feathers are being ordered freely, especially in three-quarter tips and three-quarter flats. The demand for these goods in white and light shadings will be better no doubt later in the season. There is every prospect of a strong demand for straw plaits, fancy plaits, crowns, and bandeaus. The season promises to follow the preceding one in the popularity of soft effects and all material used will be of that nature in contrast to the harsh effects which prevailed some years ago.

Trade for the last year has been unusually good. There was a steady stream of orders the season through, instead of the spasmodic buying of some previous years. Retail milliners have got into a system of buying little and often, and as often as their trade requires. This, while in many respects satisfactory to wholesale houses, has increased the cost of doing business, necessitating more travellers and additional trips over the ground.

Halifax houses expect to handle a larger proportion of English goods this year than ever before. The surtax will cut off large importation of German-made flowers, also some lines of silk goods and ribbons. As a consequence English, French and Swiss houses will supply goods that were formerly bought in Germany.

The millinery materials supplied the trade here are chiefly of continental origin, while the manufactured hats, etc., are chiefly supplied from American and Canadian sources.

One feature of the trade here during the past year has been the prompt manner in which the retailers have settled their accounts. In the great majority of cases advantage has been taken of short time discounts.

GOLD AND GOLD EFFECTS.

UNDOUBTEDLY one of the most interesting features of the season is the introduction of gold effects for Spring.

The attitude of many authorities in millinery lines towards gold effects is conservative. But they undoubtedly will be well shown when the openings take place, for on them the main novelties, at any rate at the present moment, seem to depend. Every effort is being made to prevent the cheapening and vulgarizing of gold. It is pale gold that is popular, and as it is said that this kind cannot be brought out in the cheaper lines, the efforts in this direction may be for a time successful. Gold and straw, and gold and jet, are more popular than gold alone, and the epaulettes that are shown, that originated in Paris, are mostly in these combinations. Straw and gold embroidered bands are particularly well thought of, but there are a large number of gold effects as well, such as gold balls, tassels, cords, braids, etc. All over laces with the pattern outlined in gold and the Tosca nets with find gold bullion introduced, are to be much used in covering dress hats.

Milliners should remember that cheap gold trimmings have a cheap look, and that they soon tarnish and turn black, but as it is just a touch of this brilliant metal that is needed, the best can be used, without adding greatly to the expense. If only good gold effects are stocked there will not be that tendancy to over-loading indulged in, as the price paid will preclude this. Gold milliners will have to buy in some form or another, but a heavy stock of cheap gold effects will not be desirable.

READY-TO-WEAR LINES.

THE ready-to wear hat is now an important factor in the trade, both in Spring and Fall, and there is a large variety of ready-to-wear lines to choose from. Prices on ready-to-wear hats are almost as varied as the styles themselves, and the selection depends solely on the class of trade done by the buyer.

There are cheap and showy hats and there are also hats that are perfect as to workmanship and materials. There is a growing number of women who buy both a street and a dressy hat, and with the present styles of dress both are a necessity. Straw effects are what are going for the early trade, but there is no doubt of the fact that the chiffon and the pleated tulle hat will be wanted when the warmer months come.

The most stylish line of Ladies' Ready-to-Wear Hats are shown by **Strachan Bros.** at their factory 130 Wellington St. West, Toronto.

See them before placing your order.

MIRRORS

FOR MILLINERY AND MANTLE SHOWROOMS.

The largest stock of made-up Mirrors in Canada. When attending the opening in Toronto be sure to come and look through our beautiful showroom filled with all sizes and kinds of mirrors. No trouble to show you through; or write and we will tell you about it.

Our $17.00 Standing Swing Mirror is a Beauty.

G. A. WEESE & SON,

44 Yonge Street, - TORONTO.

Sewing Cottons

SPOOLS, CONES, COPS and TUBES, in two, three, four and six cords, etc., all numbers and colors, kept in stock

For Manufacturers.

NOT TRUST THREAD AND PRICES.

ANDREW H. McDOWELL

Importer and Commission Merchant

185 St. James St., MONTREAL, QUE.

Ask for quotations. Telephone, Main 1158

TO MILLINERS—

FIRE NOTICE

We beg to advise our customers and friends, that since our disastrous fire we have taken possession of new premises at:

Nos. 1854 and 1858 Notre Dame Street,

A FEW DOORS WEST OF McGILL ST.,

and are carrying on business as usual.

Our stock was completely destroyed but we are rapidly receiving **a complete new line of goods,** including the latest creations in

Pattern Hats,
Ready-to-wears and Untrimmed Hats,
Millinery Novelties, Etc.,

and hope to be in a position to serve you even better than heretofore.

Come and see us at the Opening, FEB. 29th, and following days.

WOODHOUSE, ROZAND & CO.

MONTREAL.



VEILINGS, LACES, DRESS TRIMMINGS, COLLARS, EMBROIDERIES, Etc.

New goods are being opened up every day.

Early buyers can see the latest productions of the French, German, English and American markets.

Special Display Monday, Feb. 29th

and following days. *Don't miss this.*

Canada Veiling Co.

50 Bay Street, - TORONTO, CAN.

THE JOHN D. IVEY CO.'S NEW WAREHOUSE.

A REPRESENTATIVE of The Dry Goods Review recently had the pleasure of being shown over the new warehouse of The John D. Ivey Co., wholesale milliners and importers, at 74 Wellington street west, Toronto.

The new building has a frontage of 45 feet, a depth of 110 feet and is five stories high. The front is of cream colored brick, with cut stone trimmings in renaissance style, and altogether is a credit to the business section of the city now being built up with elaborate, modern buildings approximating to the sky-scraper order.

The interior is still more pleasing. The main entrance and vestibule is of white marble with short flight of marble steps leading to the business offices and general show rooms on the main floor, the former of which are finished in quarter-cut oak and provided with the newest style of office furnishings.

What strikes one most of all, however, is the light, airy appearance of the interior. It is claimed for this warehouse that its lighting is superior to, and that it covers more space, than any similar warehouse in Canada. Walls and ceilings throughout are lightly tinted, those on the ground floor being covered with elaborate metal plating. The first floor will be devoted exclusively to ribbons and silks, the second to miscellaneous trimmings, the third to flowers and feathers, the fourth to trimmed millinery and work rooms, and the fifth to store and work rooms.

MILLINERY FEATURES IN MONTREAL.

MONTREAL millinery houses show many of the new "Torpedo" hats for Spring which are expected to take the leading place in the new styles. This is a small, prettily shaped hat, with very narrow front, and sits up well from the face. It is shown in various champagne shades, one of which is trimmed with soft roses and black lace wings, caught up with steel buttons.

Many of the hats are trimmed with small roses, which promise to be very good for Spring—in fact the preferred flower trimming of the season. Other flowers are not in such great abundance, and there are comparatively few fruits which are shown in profusion. Apples and apricots, which are among them, are fairly good. Gold and silver tissue small fruits are shown with fair success, and small berries appear to be well liked.

Gold and silver effects are also shown a good deal in hat ornaments and buttons, large old gold buckles coming in for a fair share of attention. Bandeaus are good in plain, black and gold, and aigrettes are again to the front.

In materials there is some tulle and chiffon which is well thought of, but a feature which one could scarcely have anticipated, is the return to popularity (comparative) of the old-fashioned colored Areophone crepes. Of the feathers shown there are some from 12 to 15 inches long which are likely to do well. Paradise ospreys are largely shown again. Straw maids will also be much worn.

Three cornered toques will still be good. In other shades the Gainsborough, Duchess and Devonshire will probably lead, preserving the rather flat styles which have long been popular. The hats, however, are on the whole somewhat smaller than those in vogue at present.

One style of the "Torpedo" hats is shown in nasturtium shades, the rim trimmed with currents and a back trimming of three shades of nasturtium ribbon caught with gold pins.

The "Automobile" is the name of a large, black hat which is likely to be a leading style in Spring. It is made with a folded rim of chiffon, and trimmed with a small circular rosette of ribbon and a fall of Spanish lace over the face.

Another of the new hats attracting the attention of visitors in a shepherdess shape in black chip, trimmed with a plume of emerald green ribbon, with a face trimming of small tips.

Colors in trimmings include an emerald green, a strong, bright color, which will probably become the fad for a time, but is not expected to last long. This is used on many of the black hats. Black and white are exceptionally strong, and champagne and gun-metal are other new colors which will go well.

A Canadian buyer in London, Paris, and other great markets, writes home to his house that the four colors which are strongest in London and Paris for the early Spring trade, as numbered on the Paris syndicate card, are 3730-3732 grey shades; 3752—3754 light mole and dark mole (gun-metal shade); 3741-3743, champagne shade to brown; and 3757-3759, resedas.

Black, white and cream are the shades most in demand at present in chiffons, though many other colors are shown, and will doubtless sell well later on. Wholesalers have found that buyers do not like to order ahead except in the staple colors.

Chiffons are in as great demand as ever. They and tulles, or malines, are much in the lead. Many new designs in pleated chiffons, both knife and accordion pleats, are shown in the new colors, which will be welcomed by the trade. All sorts of laces are in demand. New designs are out, but the well-liked yak laces are still wanted. One importing house states that they have already sold over three times the amount of laces that they did last year during the same period.

Louisine, duchess, taffeta and other soft effects lead in ribbons, though there is a fair demand for fancies. In the medium and wide widths, Nos. 42, 60 and 80 are selling well. Narrow ribbons in colored and black velvets are also strong, in widths about 5 to 9.

The foliage shown for Spring is in great variety and comprises many new pastel shades of various tones which make up into decidedly attractive trimmings, when combined with the bunches of grapes, cherries, crab apples and other of the smaller fruits in natural colors and in gold, which are to be worn on the Spring hats.

LATE PARIS STYLES IN MILLINERY.

AS the time for the Spring openings draws nearer the trade is on the lookout for novelties. Late Paris indications point to lower crown effects and somewhat larger shapes with large, waved brims of straw. Some very fanciful models are shown. Toques are in great variety and the crowns are narrower, which leaves more width between crown and brim.

Chips and Belgian straws are used, but the novelty is the bright satin straws with the silky luster of wood fiber. These are in pale blue, reseda, pistache, champagne, etc.

Pistache is a rather bright shade of green that has been much worn in millinery lines in both Paris and London during the Winter, and is likely to be well represented at the openings. It partakes somewhat of the nature of almond, but is rather softer in tone.

Debenham, Caldecott & Co.

SILKS

For Spring and Summer Season

are now being passed into stock daily. Our stock is now complete for early buyers visiting the city . . .

SPECIAL LINES IN

RIBBONS

ALL MAKES AND WIDTHS

We show novelties in Cotton Dress materials also leaders in Dress Fabrics

Taffetine linings will be much in demand. Our stock is large and includes all the scarce shades as well as black.

DEBENHAM, CALDECOTT & CO.,

Cor. Bay and Wellington Streets,

TORONTO.

DEBENHAM, CALDECOTT & CO.

MILLINERY

SPRING OPENING
1904

We will exhibit our

Pattern Hats
and
Millinery Novelties

February 29th. March 1st. and 2nd.

Our selections of these goods are the latest from Paris, London and New York.

Our values are better and prices lower than those of other houses.

18 St. Helen St.,
MONTREAL.

LONDON

DEBENHAM & CO.

[illegible]
St. Paul's

EUROPE

DEBENHAM & CO.

PARIS
BERLIN
BRUSSELS
ST. ETIENNE
LYONS

CANADA

DEBENHAM, CALDECOTT & CO.

TORONTO
MONTREAL
[illegible]

AUSTRALIA

DEBENHAM, DEBENHAM & CO.

MELBOURNE
SYDNEY

UNITED STATES

DEBENHAM, GARDINER & CO.

[illegible]

Silks,
Ribbons,
Chiffons.

Flowers,
Feathers,
Ornaments.

MILLINERY FIXTURES.

A VISIT to some of our high-class milliners' stores shows what a value they put on surroundings, for they make a lavish display of handsome fittings. The fixtures and fittings are of the handsomest. There are cases of glass and polished wood, an abundance of mirrors, soft cushioned settees and easy chairs, and as for carpets, your feet sink into their soft pile at every step.

There are some handsomely fitted millinery departments in Canada. Morgan's of Montreal is unique, with its show cases and woodwork in ivory white rubbed down to a dull finish, while Simpson's, of Toronto, has a large, handsome show room with the fixtures and woodwork in rich, dark mahogany. Eaton's show rooms, while not so handsome, have every possible equipment for showing goods. There are some very handsome departments, too, in our smaller towns, notably those of McLaren & Co., Limited, St. Catharines; Thos. Watkins, of Hamilton; The Imperial Dry Goods Co., of Winnipeg, and many others.

All these stores use the modern method of having as much of their stock as possible in sight. This is accomplished by means of both large and medium sized show cases. Show cases are a splendid means of showing millinery stock, for not only is the stock in full view and shown in the most attractive possible way, but is protected from dust, and from the soiling and damage



Fig 1.

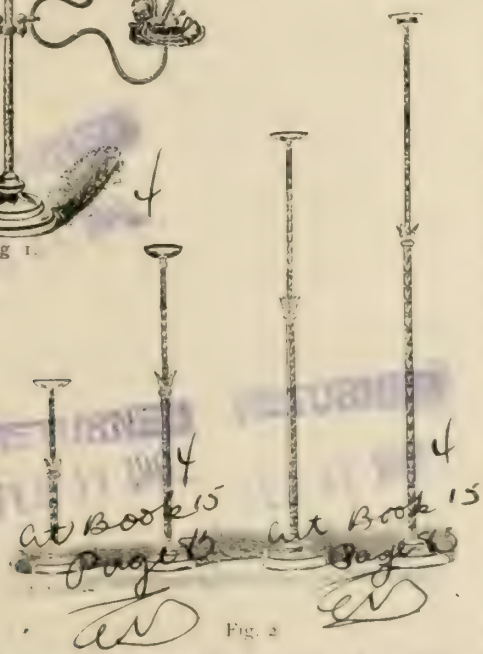


Fig. 2

that it is sure to sustain if it can be reached and handled. Women will examine goods if they can reach them, and cards with the request "not to handle" are just as effective as those that ask us to "keep off the grass."

The handsomest of your millinery should always be shown under cover, and it will pay you to follow suit with your stock of flowers, ribbons, laces, etc., as these are goods that to be sold must be on display, but at the same time suffer greatly by being constantly handled. Glass fronted cases that are high enough to serve as a counter are the best possible means for showing these goods. Glass shelves should be used in preference to wooden ones, as they make such a pronounced difference in the appearance of your display. When buying these glass cases, don't buy the cheapest you can buy, but give a reasonable price. Do not get one with the glass off color, for this gives an undesirable tone to the goods.

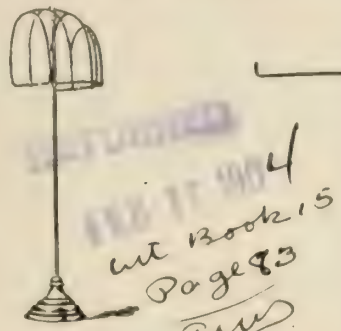


Fig. 3.



Fig. 3a.

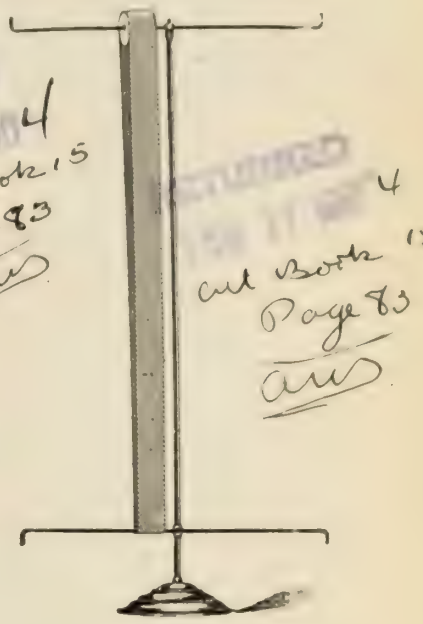


Fig. 4

displayed. If you use these low cases, as indicated, your flower stock will always be uncrushed and fresh and clean.

Mirrors and plenty of them are indispensible in a millinery show room. The latest, however, is to have a number of handsome dressing tables to match the woodwork scattered around in convenient corners, and these with a hand glass form an equipment that gives a peculiarly feminine and intricate air to a department. It is a good method too, for if once a customer is seated at one of these tables the saleswoman has a better chance of making a sale than when the customer has only to walk away.

Every saleswoman knows the joy of a good supply of stands, and the trouble that a shortage causes. We give illustrations of some that will be sure to be appreciated. Figure one is an adjustable stand, and the centre can be extended from 28 to 50 in. The arms can be adjusted to any height and swing horizontaly. Figure 2 shows ornamental telescoping stands of graded sizes. Figures 3 and 3a show a baby hood stand. Figure 4 is a new departure in the way of showing ribbons. It is not necessary to cut them as the bottom rod is adjustable.

FLOWERS.

FLOWERS are always strongly shown and naturally so for the Spring trade, and the tendancy in this direction is, on the Paris hats, very marked.

Small fine effects are the first choice, and tiny roses not open or dying but in round, solid, small balls, and in faded colorings, are the newest. Small fruits of all kinds are also to the fore. White, red and black currents are new but they do not come in the natural finish, having a

waxy, frosted finish. Large bunches of what may be termed either berries or grapes in the same finish and in greenish, yellowish and champagne shades are shown. Small and moderate sized crush roses, that can be used for crowns and for under-brim facing, are much in evidence. Three or four shades of these roses are to be used on picture hats with a little ribbon of another color. Medallion designs in wreaths will also be used.

The small flowers spoken of before will be used in pompadour designs, and lattice work of tiny blooms will be seen on many hats. Borders and lines of tiny flowers will also be used. Black flowers with yellow centres are to be popular to some extent; also wreaths of shaded roses.

Branched flowers and drooping effects are to be well used. Milliners are pinning their faith to the use of foilage, while others do not regard it with such great favor.

———

OSTRICH AND OTHER FEATHERS.

OSTRICH feathers, particularly in short plumes, and in tips are well maintaining the place accorded to them earlier in the season, in black, white, soft colors and in shaded effects as well. These plumes are manipulated with much art, and are made to follow the lines and curves of the hat. Many of these shaded plumes are tipped with gun-metal, a color that is likely to be prominent in the early trade, and which it is predicted is one of the coming colors for next Fall. On the street hats that are so well shown quills and wings are much used, and a few pigeons were to be noted.

———

RIBBONS.

THE prospects for ribbons as a millinery trimming are excellent, and as the ribbons used are of the plain variety the trade will be done on safer lines than when so many fancies were shown. Almost the only fancies shown are the linen shades in canvas weave with coin spot in gold or with an embroidered figure in gold or in colors.

Wide widths and soft makes are the rule for the Spring millinery and these are made into flat bows, etc.

Ribbon velvets are used on some of the Spring hats, and black ribbon velvets with a white back are among the novelties.

———

HINTS TO MILLINERY BUYERS.

S. F. McKINNON & CO., LIMITED, are making great preparations for the coming Spring trade. During a short interview one of the company said to a representative of The Dry Goods Review, that from their view point the business outlook was very bright; that they had closed a most satisfactory season, and that their turnover from the year 1903 was the largest for any one year in the history of the business.

The experience of the company leads them to believe, generally speaking, that the trade of the Dominion is in a good, healthy condition, and they are so sanguine of the future that they have made more than liberal provision for the coming Spring trade. They also said that placing orders for millinery and millinery novelties are more satisfactory, and they are now working early and late getting their many large orders from all parts of the Dominion shipped.

When asked about the new Spring goods, the answer came that they revealed a newness of character always desirable in the millinery business. Styles and trimmings are lady like, therefore the millinery for the coming season promises to be most attractive.

Hats, untrimmed and ready-to-wear, are showing in many entirely new and stylish shapes and effects. Leading features and prime factors along that line will be as follows: Braids, in great variety, many entirely new designs being shown; passementeries; Bandeaux and bands will be much used in the manufacture of high-class millinery. In these the small straw and jet button or ball effect will be a feature.

Chiffons, Mechlins, laces, crepes de chine and ribbons will all be on a high plane in the millinery world for Spring and Summer, 1904. Leading lace effects will be D'Alencon's and button or ball effects.

In hat adornments the leading place will be given to flowers, which are, if possible, more true to nature than ever, and while there are hundreds of beautiful and new designs in the Spring collections, there is a leaning to small effects, including roses and rose buds, which are in high favor.

Ostrich feathers, in black, white, and soft, light shades; also shaded effects, promise to be very popular, and all will admit that no article of trimming has the same rich or ladylike effect as the ostrich feather. Tips and aigrettes, motifs, cobusbons, buckles and ornaments will all be in the family, and from the braid to the ornament will all unite in perfect harmony in the manufacture and finish of high-class millinery.

"Our opening of millinery, millinery novelties, and ladies' jackets," said a member of the firm, "will be held on Monday, February the 29, and following days, but our importations being well forward, as usual, we will be ready by the middle of the month to receive and wait on all early buyers who find it necessary to make selections previous to our general opening dates."

———

THE D. McCALL COMPANY, LIMITED.

PREPARATIONS for Spring trade show a much advanced appearance since the last visit of the Review representative to this company's warehouse, inasmuch that the departments are rounding into shape after a very busy season shipping their import orders, and are now in a position to wait upon early buyers and show a stock far surpassing anything they have yet been able to place before their patrons.

To a query of our representative, Mr McCall said that although somewhat early for definite information regarding styles for the coming season in the way of hats, everything points to the large and very wide leaf, and although hats are raised off the head, crowns still remain rather low. Parisians intimate the high crowns have had a fair trial but without any degree of success, so that low crowns will undoubtedly run another season. Toques are quite the reverse and will apparently be very much smaller. Latest reports have it that wide black and cream silk laces will be a prominent feature among the season's trimmings, being used both as drapes for over brim, also fall over the face forming a veil the effect being very good and stylish. Worked spot silk nets edged with narrow lace is also being used in the manner depicted above. Ribbons are well spoken of.

For neckwear purposes the widths have been reduced somewhat running about forty-eight lignes, while those used for trimmings are very much wider. Chiffons and Tulles will command the usual attention and have, if anything, grown in popularity, and



WHOLESALE ONLY. **AS I LIVE I GROW.** TRADE MARK. (TERMS NET CASH.)

Canadians are rapidly finding their way to the New York Market. They find the American ideas in

MILLINERY

particularly in Hats, are rapid-fire gun sellers. ***This is the largest Trimmed Hat House in New York.***

Look at our $3 and $4 each Pattern Hats, copied after the $30 and $40 French Models, and mingled with the latest up-to-the-moment New York touches. We now have right on the premises ***200 girls*** in our Factory ***Making*** and ***Trimming***

READY-TO-WEAR HATS

at prices that will actually astonish and paralize Canadians. Our prices are a grand surprise to the natives.

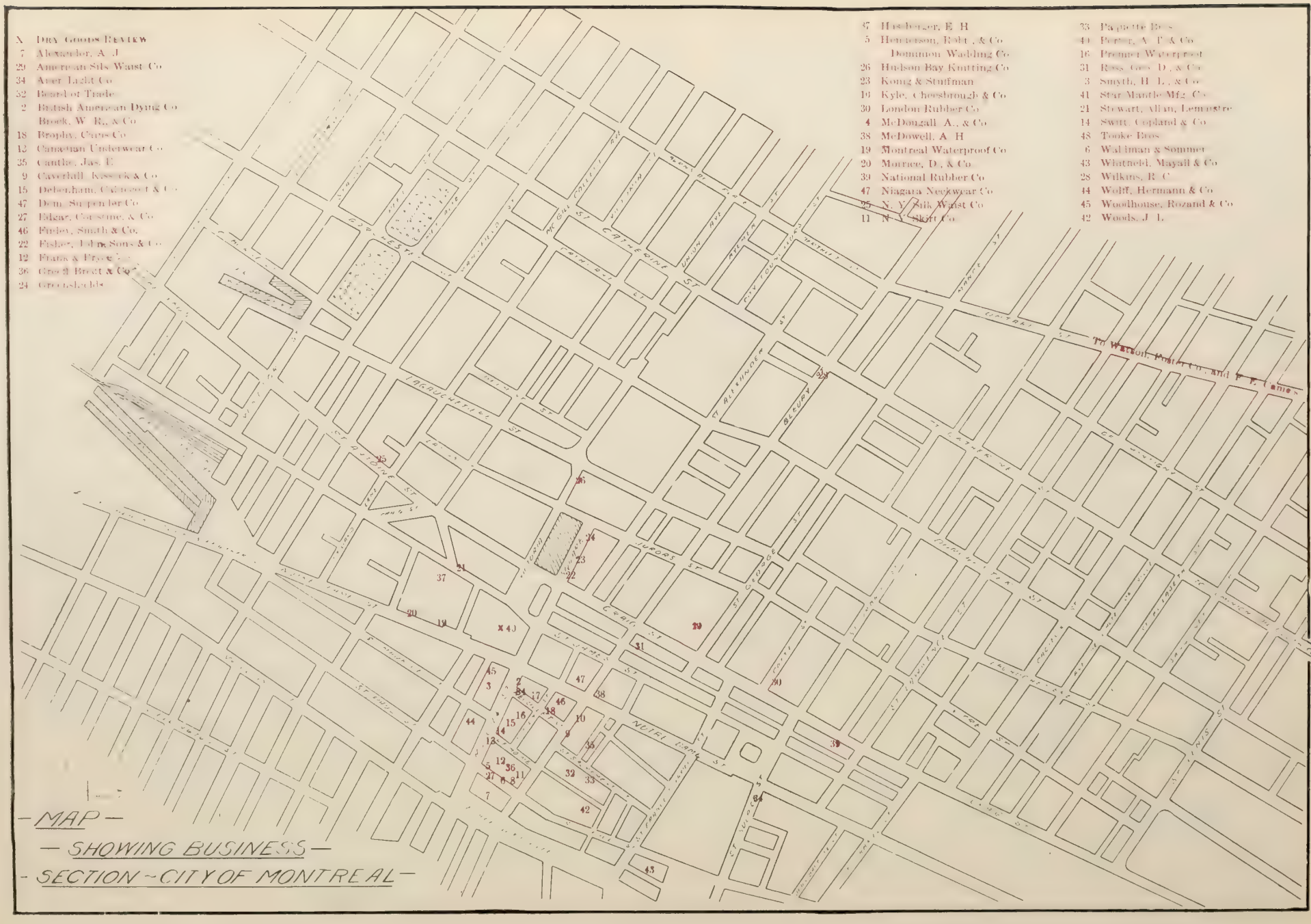
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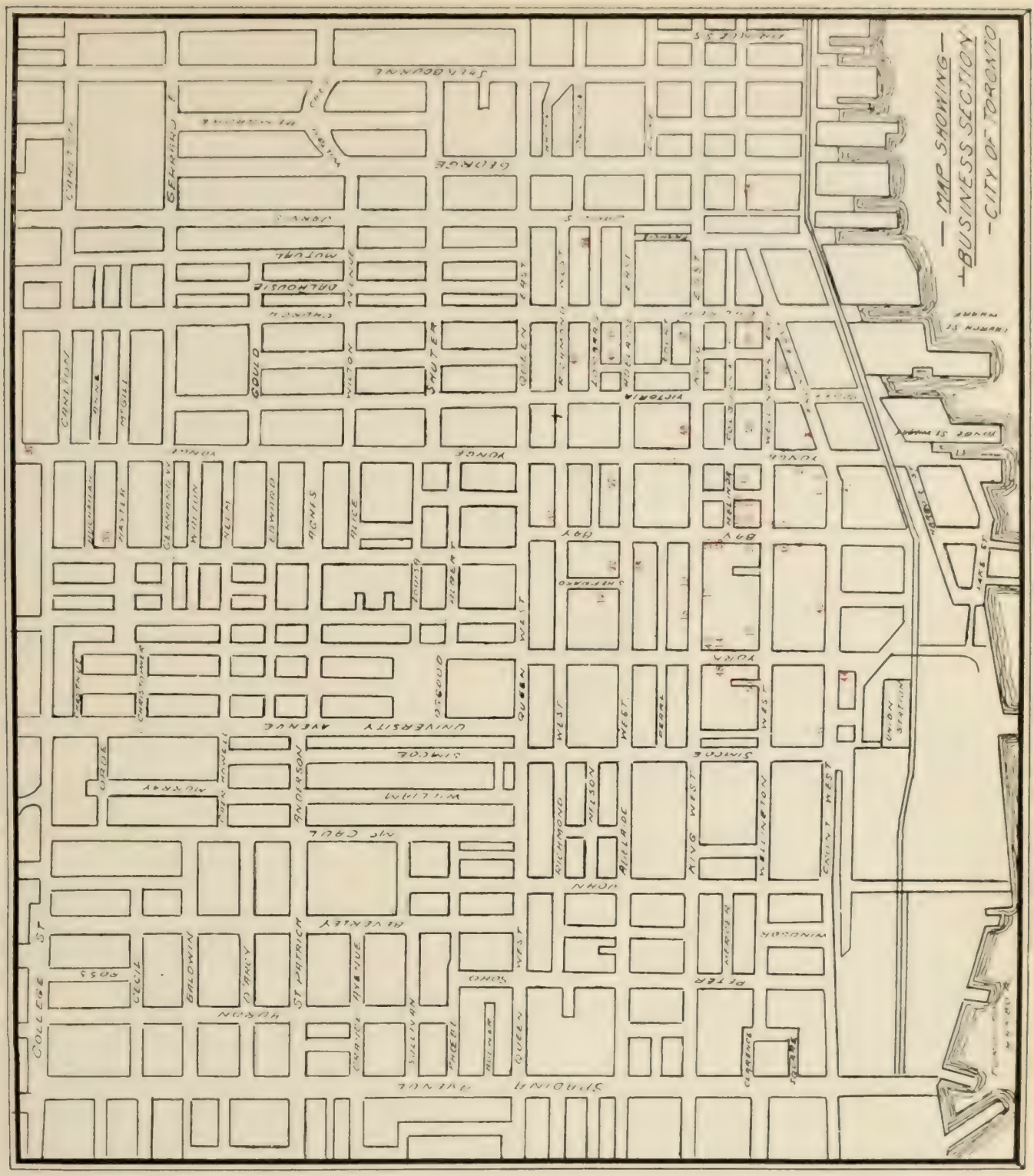
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UNION STATION

with straw plaits as a foundation think we have the make up of the coming season's headwear.

As a garniture, flowers will reign supreme, and will be used in great abundance mostly in the small effects. Tiny roses "the Banksea," rose buds and forget-me-nots, and berry effects mounted chiefly in trails. Sequins will again hold a foremost position this season being mixed with gold which will be seen in all classes of trimmings. Gold braids, gold buttons, cabachons, gold intermixed with novelties too numerous to mention.

A REPORT FROM PARIS.

SMITH, WHYTE & RUNCIMAN, in their Paris report state that amongst the leading shades for the coming Spring season the burnt and new champagne shades are the most prominent, these are followed very closely by mauves from a delicate heliotrope called "Vestale" down to the rich violets named respectively "Quirinal" and "Vatican." Greens in various tones are very prominent from a beautiful "amber" to the lucious looking "Absinthe," "Menthe" and "Chartreuse."

Three-toned effects are very noticeable, affording great scope for tasteful blending, some effective combinations being the result.

The feature of the early part of the season will of course be "gold" in trimmings, materials and ornaments, gold spangled nets, laces, and ribbons are shown in great profusion, and form very rich and handsome additions to the season's novelties.

In material malines will still lead in favor, but laces from the fine Chantilly to the heavy Cluny and Yak makes, form a great part of the most elaborate trimmings, some beautiful effects in all-over laces, medallions and appliques are very conspicuous in the productions of the leading designers.

In flowers the small effects are most in favor, such as button roses, daisies, etc., these are much used in complete flower hats. Feathers are to be employed chiefly on the higher crowned shapes, more after the standing or tip effect, than the long plumes. White, cream and colored shaded mounts are very extensively shown.

In ornaments gold of course leads in favor from quill ends to the large square buckles, it is also employed in combination with pearl, steel, etc.

In regard to the trimmed millinery, hats are still worn large, the crowns showing a tendency to increased height. Toques and turbans are also of full dimensions, the deep back coming well over the hair behind. Suit hats in fancy straw plaits are shown in some simple yet stylish creations.

The productions for the coming season are characterized by exceeding richness and good taste, startling effects giving way to subdued tones and exquisite blendings, affording unlimited scope for artistic efforts.

G. GOULDING & CO., BAY ST., TORONTO.

G. GOULDING & CO., millinery importers, Bay street, Toronto, are busily engaged in receiving into stock the latest shipments of Paris and New York novelties for the Spring trade. Their immense stock is now in a forward state, and they are showing a large number of pattern hats, to which they are adding new models daily, so they are in a position to care for the wants of those buyers who must buy at an early date.

They are showing the latest models in dress and street hats, and have many beautiful and exclusive styles in both kinds. Laces, braids, fancy straw effects and cords, chiffon, maline, feathers, flowers, and foliage, etc., are all combined in the make-up of dress hats. They are showing the latest novelties in flower hats, and hats with flower encrusted crowns and brims, etc.

In the elegant yet simple designs that are so much en vogue for street wear, they are showing a large variety of models, noticeably in the new plaid straws with a touch of ribbon, and wings, or quills.

Bonnets are coming back into fashion for matrons' wear, and this firm have a special designer for this class of work and for the small elegant toques that find so much favor with some ladies. Some of the prettiest of these are in the shape of small tricornes. Goulding & Co. are also showing a number of the handsome sets that they make a specialty of, and those shown this season are dreams of beauty. They are in 1830 styles, and drape the shoulders, cape fashion, and are of fluffy, airy, chiffon, in sherrings, pleatings, and tuckings, with flowers, lace, and ribbon, etc. In these sets there is included the hat, escharpe and parasol.

Special attention should be drawn to the large stock of ostrich goods in plumes, demi-plumes and tips, and in black, white, colors and in shaded effects, carried by this firm; also to their laces, and novelty bands in straw and gold, and straw and jet, etc. They are showing some handsome black picture hats in tulle, silk, Cluny, jet and feathers.

STRACHAN BROS.

A visit to the factory of Strachan Bros., 130 Wellington street west, Toronto, found them busy making Spring shipments and preparing for their usual display of ladies' ready-to-wear hats. Busy as they are there is never too much on hand to prevent a few moments' talk with the manager, who has a jolly word for everyone. Business is not neglected by any means, but it is not everything. Judging from the extensive range shown Strachan Bros. will this year hold an enviable position in the market, and their prices are such as to prove of interest to every buyer of ladies' hats that visits Toronto this season.

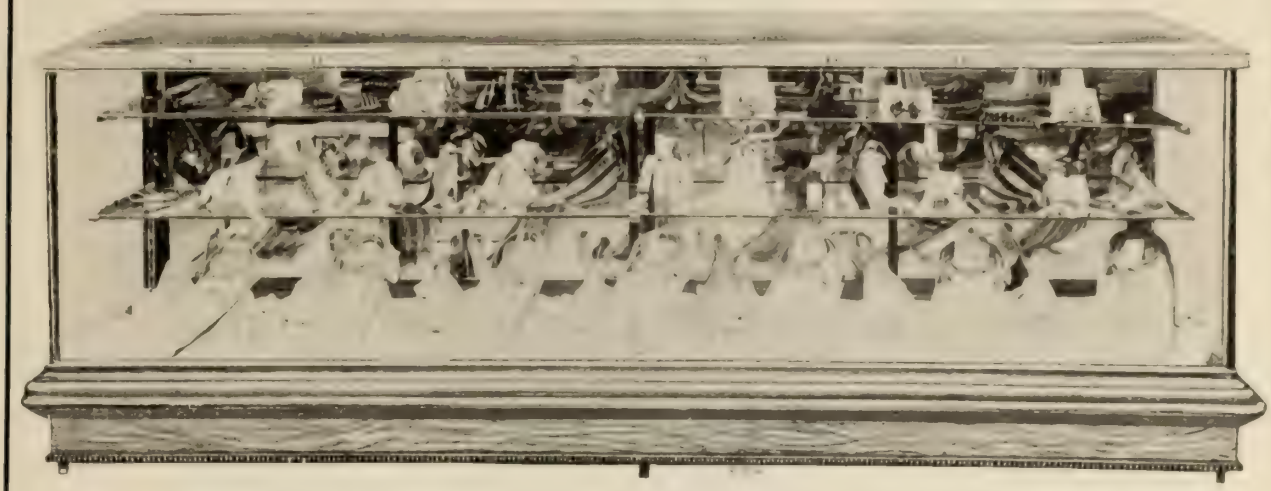
CAVERHILL & KISSOCK.

IN every floor of this millinery house new Spring goods have been arriving from London, Paris, New York and other centres for weeks, with the result that the visitor may inspect anything and everything in hats, trimmings, silks, ornaments, etc., which will be required for the coming season.

On the top floor many milliners have been busy for some time designing the big picture hats according to the latest models. Below them are four floors simply crowded with the latest millinery novelties.

Flowers, fruits, feathers, metal ornaments, etc., take up the fourth floor. Here is a beautiful assortment of the small roses that are to be so much worn in Spring and other flowers and fruits in the most natural colors. The firm have also secured a great assortment of gold and silver effects in fruits, tassels, girdles, and many ornaments, that will add much to the attractiveness of the new hats. The foliage is very handsome, especially the pastel leaves in five or six shades on each leaf. In these champagne, Nile green and heliotrope are prominent colors.

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That it will display your goods to the best advantage. The CANADIAN SILENT SALESMAN FLOOR CASE will show your goods up to the best advantage. See our MILLINERS' UP-TO-DATE WALL CASE when in the city. Write for Catalogue.

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Our Ladies', Children's, Infants', Vests, Drawers, Union Suits, Corset Covers, Tights, etc., will be right at the top for quality, new designs, new trimmings.

Our travellers will call on you shortly.

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McMahen, Granger & Co., 333 Richmond Street, London, Canada

Our stock was completely destroyed by fire in June last. You can therefore rely on our stock being all new and up-to-date in every particular.
Our orders for Spring Stock were placed before recent advances in cotton. Our advantage is yours. Place your orders early.

Our travellers will call on you soon with full lines in Staples and Smallwares.
Their arguments are

Right Goods
at
Right Prices.

Spring stock is now complete. A letter order from you will receive prompt and careful attention.

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Ladies'

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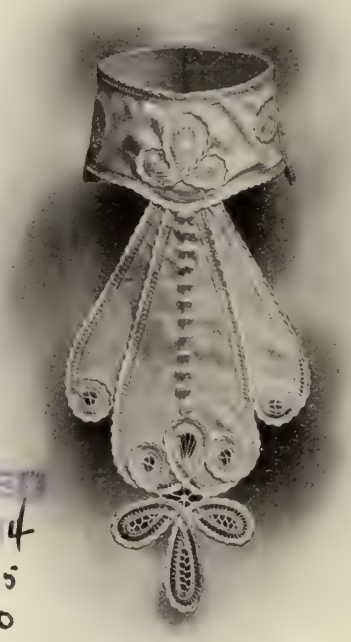
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Millinery Openings

Ladies' Wear, Limited,

TORONTO

SHOW ROOMS: No. 31 Nordheimer Building, 77 York Street

LADIES' NECKWEAR

SALES of ladies' neckwear during the holiday season were large, and stocks were well cleaned up, particularly in medium class trades. This is shown by the fact that manufacturers of medium stuff are receiving some nice-sized letter orders. In the better class trades, they are preparing for stocktaking, and it will not be until later that orders will come in. Manufacturers are busily engaged on sample lines destined for the Easter trade.

* * *

As predicted, gold effects are beginning to take a prominent place in the trimming of neckwear lines; not in heavy masses, but in touches here and there. It is not the glitter, but just a gleam that is the fashion. Gold thread is used for the faggoting and for lace stitch effects, and small lines of braid are also used. White and gold is decidedly the most effective of the combinations, but in black and gold some very good effects are also gained. Gold lends itself well to any color scheme, and is decidedly becoming to most complexions. Then it has the merit of novelty as well, and lines of neckwear with gold introduced should find favor with the trade.

* * *

The outlook for ladies' neckwear is very good for the coming season, as, in many cases, it is to these smart collars, and handsome empiecements, that the whole costume owes its distinction. The becomingness of a waist is often owing to the smart neck-piece that is worn with it. Then the fancy neck-pieces impart a neatness and a finish to women's dress that no other fashion has ever been able to give, and then they are so easily adjusted. They come at prices suited to every woman's pocket.

* * *

The fashioning of these addendae of the toilet seems to give unbounded scope for the exercising of taste and originality. Chiffon, mousseline de soie, or soft silk, as a foundation, and a multiplicity of materials as a trimming, go towards producing the many beautiful models now on the market.

* * *

Though the general form of the collars seems, of a necessity, to remain the same, and tabs are, as usual, rampant, the form of the tab has somewhat altered, and what may be termed spear-head tabs, are now in the ascendent. A soft bordering of folds of chiffon is seen on some of the new collars, and perhaps this points to the use of a chiffon neck-ruche in the near future. Single flowers, and garlands embroidered in dainty shades on silk, are used, and there are any number of fan, and other shaped medallions.

* * *

Nothing very novel is reported in shape, either from our own manufacturers or from New York. The newest idea yet mooted seems to be that expressed in the little collar illustrated in our last issue and this will be seen, not only in lace, but in fancy silk and lace braid with taffeta medallions. This shape can be worn either as a finish to a collarless blouse or it can be used as a trimming around the neck of a waist.

LACE COLLARS.

LACE collars are so large that many of them may almost be termed capes. The large majority are of Plauen Venice and of embroidered batiste and Plauen Arabian lace collars, in silk braid, black, white, and two toned effects, are also shown. Some of these collars have medallions and insets of taffeta and other laces. There are many smaller collars shown, and also any number of fantastic shapes. Stole ends are also seen on a good many of them. Collars of silk Cluny and Maltese are also shown, and there are many combination forms with silk torchon.

CHIFFON BOAS AND STOLES—DEAD.

THOUGH chiffon boas and stoles were practically dead last Fall, there were many in the trade that expected them to show a revival in the Spring. This revival, however, has not materialized, and, so far as can be learned, there is no manufacturer who has had sufficient confidence in them to get out a line of samples.

It is said that the marabout, or marabout and coque stole, is selling to take the place of the chiffon boa in the States. The manufacturers of ladies' neckwear do not seem to feel the loss of trade in this direction, however, as there is such a constant demand for other lines.

TURNOVER TABS AND LACE STOCKS.

THE turnover tabs are sold in large quantities, and so are the lace stocks that can be used to embellish a ribbon. These come in endless variety and in just as endless a range of price. Some of these are in shapes designed for wear with the Fifth Avenue bow, and others with a foundation and ribbon drape. A novelty in this class was in three ovals, one of which formed the tab and the other the collar decoration. The spear head tabs, and lace tabs of many descriptions are embodied in these stocks.

A Large Field to Produce

The Artistic

Is to be Found in Catering to the Ladies.

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We have the latest novelties from Paris and New York in ladies' neck dress.
Take time to inspect our samples.
Everything entirely new.

TOOKE BROS., LIMITED,

MONTREAL.

DRESS GOODS

FEATURES OF THE TRADE

EXCEPT for a few late novelties the retail trade have now inspected the various dress goods lines which manufacturers and importers have prepared for Spring and wholesalers declare that never have the trade shown greater willingness to stock up with the new introductions. Repeats on some lines are numerous. The demand for lustres is remarkable. In the skirting departments the same story is told everywhere that lustres and sicilians are selling beyond everything else. Mohairs and lustres of all sorts in white, cream and navys for whole suits are good; sicilians are particularly good for shirt waist suits.

* * *

Check taffeta silks and shangtungs are also in good demand for this purpose, while silk crepe de Chine sells as readily as ever.

Japanese silks remain very firm and new purchases, if they could be procured, would come high. Most Canadian houses, however, have made good provisions along this line, and the retail trade have, so far, got the benefit of the low prices. While Japan silk is very scarce just now, and the demand for it is heavy. Some idea of the extent of this demand may be gleaned from the fact that one jobber sold more white Japanese silk during the month of December and the first two weeks in January than during any six months previous. Colored Japan silks are also selling well, and there are some exceptionally good values to be picked up at present on this market.

* * *

Retailers of dress goods, dressmakers and dress wearers all welcome the soft, clinging, fabrics which again predominate in the Spring styles. Nothing could be more satisfactory to make up into the Spring fashions than the eoliennes, mohairs, voiles and the great variety of other soft materials which are now being shown.

* * *

Indications are begining to come to hand as to what class of a dress trade will be done in the Fall and Winter of 1904, and as to what manner of fabrics will be worn. Scotch tweeds and neat semi-fancies in quiet effects, are likely to be strong, but extreme patterns in checks and stripes are not regarded as favorable sellers for the coming Fall. The tendency in other lines of fabrics is towards mannish or men's wear styles. The long shaggy-haired zibeline fabrics seem also to have had their day, but a bright future is before the close sheared effects in this cloth. Cloths that have a naturally rought surface will be right in line, but the rough surface that is not a part of the weave seems to be at a discount. Plain cloths that have been in the background for the past two seasons are likely to come to the front again, and broadcloths, venetians, cheviots, etc., will again be the prominent features of the trade. In fact the reign of fancies seems on the wane, as the trade is beginning to tire of them and a change, not a very radical one, but still a change, of taste is taking place.

* * *

The sale of so many plain veilings and voiles for the Spring and Summer is paving the way for a return to plainer fabrics. Of course predictions made now are only straws that serve to show how the wind sets, but though they should be received with a certain amount of reserve they are useful for the retailer to bear in mind, now that he is clearing out his stock of Winter dress materials.

WASH GOODS.

AS yet the large retail stores have made no Spring showings of wash goods. Usually by the middle of January some Spring goods have been on view, but this January the large stores seem to find the January sale quite enough of an attraction without bringing out Spring lines. The late date at which wash fabrics were bought may, in some measure, account for this. The uncertainty as to prices, and the complete change in the character of the novelty end of the trade are also factors. Ginghams in the cheaper grades are in as good demand as ever, but there is little or no demand for the higher priced lines.

The early demand has centred very largely on the many styles of cotton suitings; and buyers have purchased them for the early trade, and sheerer fabrics for later business. Very satisfactory sales have been made on the nub yarn and fleeked effects. These are sure to prove a considerable factor in the Spring trade.

Cotton voiles that have been varied with fourette yarns and coin spots, etc., also twine cloths with cotton, mercerized and silk yarns introduced have been well taken. Next in order are printed grenadine effects and voiles in a full range of plain, also neat designs in nub effects and in crepe cloths. Poplin weaves, and all the other imitations of wool fabrics are also good sellers.

Buyers are beginning to take more interest in sheer lines as the time for wearing them draws nearer, and in white lawns, batistes, etc., the demand, as the season opens up, will be very large. As yet, there is little interest shown in printed fabrics, and the only ones that are taken are small spots, etc. Floral patterns, such as we have had for so many seasons, are at a discount, at present.

From the better class trade there is a good demand for linen fabrics in twine and voile weaves, with nub and flaked effects, also fine and coarse linen fabrics both in plain and colors. There are also a good many union fabrics, of cotton and linen, that, while having much the same appearance as pure linen goods, can be sold at a

medium price. These are strong factors with the trade. The colors most in request seem to be blues, both light and dark, champagne and grey. Ox-blood is another good color, and green is also a seller. Black and white has also taken well.

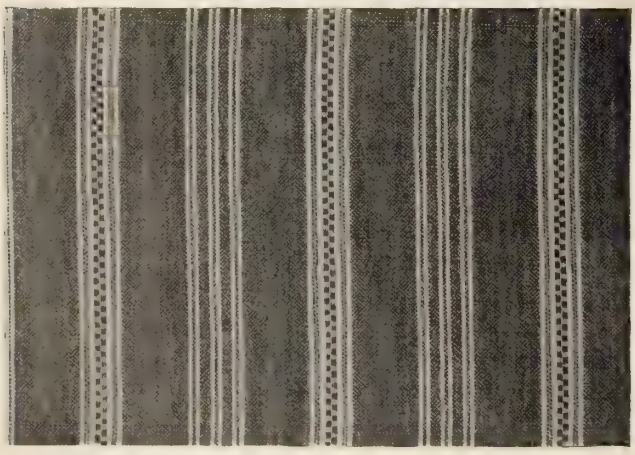
Regarding the outlook for the trade, the buyer for a large department recently gave it as his opinion that heavy goods were moving only under pressure, as manufacturers had made up large quantities in these lines. Medium and light weights are moving fairly, but the tendency is towards sheer goods. Mercerized vestings are selling fairly to the better trade, and in high priced fabrics; but there is a decided falling off in favor, with the popular trade. Some novelties in lace stripes are showing that should take the fancy.

FALL STYLES.

CANADAIN buyers are now in the Old Country and European markets seeeting Fall lines. Some of the new blousings are shown in the sample here, and the patterns are decidedly attractive. Fancy striped patterns greatly predominated, and among the shades which appeared most in evidence in these samples were gun metal (of which a good deal is expected by some buyers, for Fall), pink, light blue and tan. Which, if any, of these will take the popular taste is beyond the knowledge of any buyer. The new gun metal shade, however, is quite attractive, and doubtless will make a good "bid" for favor.

Materials in the Fall blousings run greatly on voiles, crepes de Chine, eoliennes, and challes in fancies of many descriptions. Melange effects are also considered good property, and many patterns, principally striped, are shown.

The shortage of blouse materials which most wholesalers and many retailers experienced last Fall is not likely to be repeated during the coming Fall season. Re-



New Gunmetal Blousing for Fall, 1904.

tailers repeatedly called for goods which the jobbing trade could not supply, and many were the sales lost thereby. As a result of the scarcity both wholesale and retail stocks throughout the country were pretty well cleaned up, and a better demand than ever is looked for in consequence. At any rate the jobbing trade are providing for a large business in blousings, and they are not likely to be disappointed in the demand.

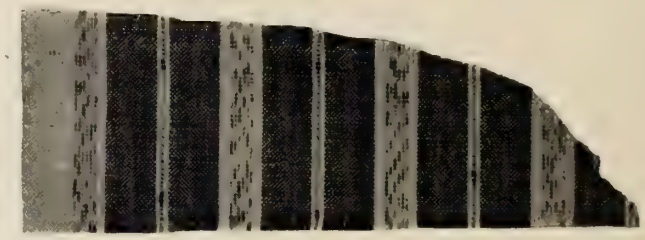
Broadcloths, cheviots, venetians and other of the heavier cloths which are always in demand for the Fall and Winter Months are firm in price now, and will very likely cost more for Fall. Flannels are again to be good. Several handsome new lines are now in preparation.

Snowflake patterns will again be worn, but in the opinion of a leading buyer, there will be less white in the patterns shown. The best trade will be on the smallest white specks.

FEATURES OF THE SILK TRADE.

By Our London Correspondent.

MR. FRANK WARNER, of the firm of Warner and Sons, silk manufacturers, London and Braintree, Essex, read an interesting paper recently on the "British Silk Industry," before the Applied Art Section of the Society of Arts, London. It was almost a wonder, he said, after the adverse circumstances that the silk trade had experienced in this country, that any man-



New Fall Blousing—An important item in Dress Goods for 1904.

ufacturers existed, but the trade still displayed much vigor and enterprise, and was worthy of being retained as one of our national industries. Macclesfield, said Mr. Warner, afforded a striking example of British determined perseverance in face of declining trade and consequent heavy losses, and ready adaptability to substitute new ideas to fill the gaps caused by the encroachments of foreign competition and ever changing fashion. A proof of this was the large trade carried on there in the printing of Japanese plain and figured silks for exportation to the Burmese and other markets in the Far East, and in the making up of vast quantities of thin silk into ladies' neckwear and other fancy articles. The town of Leek was renowned amongst silk centres. It was noted as one of the very few towns where the silk trade had prospered. There was but very little weaving, the output consisting almost entirely of sewing and embroidery silks, bindings, braids, and trimmings. After referring to the productions of his own firm, Mr. Warner said it was impossible to speak hopefully as to the future of the industry. There was but little chance of the price of foreign labor becoming as costly as our own, and we were, therefore, bound to face the difference in the cost of production, which, so long as our own ports remained open, was an insurmountable difficulty, and to ask ourselves the question whether it was better for our national welfare to rest content with our present shrivelled silk industry or to modify the conditions under which it existed and enable it to become great and flourishing. We had in this country the skill, the means, and the market; the only thing required was power to prevent our being undersold, and this could only be done by protective duties. Raw silk should, of course, be admitted free, as we did not grow silk in this country, and therefore did not reel it, but an ad valorem duty of 5 per cent. should be placed on imports of thrown silk, spun schappe, and Tussah yarns, and another 5 per cent. if imported al-

Japan and China Matting

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CORDED WASH SILK

For Spring 1904

K. Ishikawa & Co.

Toronto

CHINA SILK

SHANTUNG PONGEE

Black Peau de Soie

Guaranteed Taffeta

ready dyed. On woven silk fabrics of all kinds there should be a duty of 20 per cent. with an additional 5 per cent. if made up into gowns, costumes, and other finished articles ready for wear. Safely sheltered behind such a barrier, by no means prohibitory, capital and enterprise would rapidly assist those other qualifications we undoubtedly possessed in building up a great silk industry capable of supplying the requirements of the home market, and of our colonial markets also, should they be aided by means of a preferential tariff.

Sir Thomas Wardle, who presided, declared that there should certainly be an inquiry into our fiscal system. Cobden had said that in five years from the introduction of free trade every manufacturing nation would become free-traders, and that England's destiny was to become the workshop of the world. Those prophecies had not been fulfilled. The enormous growth of our silk imports was not due to any absence of technical skill in England but to the cheapness of labor on the continent. It was impossible to expect our people to work for 5d. to 7d. a day. We had borne this trouble too long. Few people imagined the extent of the distress in the silk industry. We had now, however, somebody in front of us who was going to look into things. The silk industry welcomed the strong hand of Mr. Chamberlain. He (Sir Thomas) was very thankful that a leader had come forward. It was better to be a nation of producers than of merchants. Lord Salisbury had said that the first function of a government, its most vital duty, was the care of the millions of our fellow countrymen. That was what we had got to look to more than the emoluments of merchants and manufacturers. We had got to safeguard the people. (Applause).

The Hon. C. H. Strutt, M.P., who took part in the discussion on the paper, said he did not believe anybody gained by buying things below their cost price, and all English people would benefit enormously if they put a stop to the dumping system, which was not fair competition.

LINEN INDUSTRY IN THE STATES.

From The New York Times

WHEN an Eastern linen mill was sold recently it was anounced that the new owner would convert it to the manufacture of cotton cloth. This was only one more instance of the gains which the cheaper fibre has been making for many generations, during which flax has held a large share in the esteem of men, but the incident is of some special interest, as it is said to indicate the close of an American experiment in making linen out of flax grown in the United States. Experiments in growing flax for textile purposes were commenced in Minnesota some years ago, and since then several factories have been started in different parts of the country, with the understanding that the domestic plant would be utilized. It is claimed by men who are in the trade that when any fine linens have been turned out from these factories investigation would disclose that the yarns were imported.

A member of Shaw Brothers, linen importers, said:

"No progress in manufacturing linen in this country has been made since the Dingley bill passed except in making the coarser towelings. The tariff was adjusted to promote the domestic industry, but has not done so to any important extent. Damasks for napkins, table cloths, and such linens still come from abroad the same as before the bill passed. Belfast and Dundee with their surrounding fog banks have a climate that gives a superiority in bleaching, and these cities have been supreme in the linen trade for ages, and, I suppose, will continue so for ages to come."

Another large importer, when asked about the effect upon the trade of American manufacturing enterprises, said:

"No linens are made in this country except crashes, and these only in a limited way. There is only one concern of which I know that makes enough crash to be of much consequence. All the finer goods used for napkins, table cloths, and similar domestic articles are imported.

"When the tariff was under discussion the men who were supposed to represent domestic manufacturing interests made all kinds of statements to influence legislation in favor of a high tariff on linens. Western growers were led to believe that one result would be the creation of a market for the flax fibre grown there. The rate on linen cloths was at one time 35 per cent. Under the Wilson law there was a decrease to 30 per cent. The Dingley bill gave us a compound tariff, ranging from 35 per cent. up to 60 per cent., and many of the lines most common in importations are paying 50 per cent.

"Minnesota was the centre of the experiments in raising flax for linen, but little is heard from there now, and as far as I know, the entire movement has been a fizzle. The soil and climate are aginst it. The chief mistake was the supposition that the seeds could be used for oil and the fibre for linen. Now, in Russia, Belgium, Ireland, Scotland, and other flax-raising countries the plant is not allowed to go to seed. The green fibre has a strength and fineness that are lost when the plant goes to seed. What the Western men tried to use for their linen was nothing but straw. It is more profitable in the West to grow the flax for the seed than the fibre, and that is an all-powerful reason, even if there were no other, for the failure of the linen idea.

"The linen cannot be bleached in this country as in Ireland. Even the Russians and Belgians send flax to Ireland for bleaching. The climate does it. The sun is too hot in the West for grass bleaching. Chemicals were used there as a substitute but they detract from the strength and durability of the cloth.

In this country there is not available the labor of the sort that makes the industry in Ireland and Scotland so successful. The workers in the fields abroad have been trained for generations, and have the patience and skill that are requisite, and at the same time give their services more cheaply than labor could be obtained here.

"In the factories a high degree of artistic skill is employed in producing the beautiful designs of the damasks. The employes have been trained for years, so that their patience and cleverness give to the fabric that exquisite finish which cannot be equaled in the United States yet, and probably never will be, because there is not here the incentive for labor to make the effort."

DRESS ACCESSORIES

NOVELTIES in laces, trimmings, etc., are still making their appearance in the fancy dry goods houses. There are excellent prospects ahead for the coming season, for it will see the culmination of a fashion that has been steadily gathering strength, for the lavish use of elaborate trimmings. Orders received up to date are very large, in fact, that the more cautious importers express the fear that the retailer is over estimating the size of his output. This is a condition of affairs that is not viewed with favor by the wholesale trade, as none know better than they how hard a back-number stock is to dispose of. There are few stocks on which the value shrinks so rapidly when Dame Fashion passes them by as trimmings, etc., in fact, their chief value lies in their novelty.

* * *

A man who is loaded up with a stock of old-fashioned trimmings, or one who has just, by great effort, and at a loss, disposed of one, is not likely to be easily persuaded to buy fresh novelties, and, as the wholesaler knows, novelties must be handled if a man is to build up a trimming trade of any magnitude. Of course, the best buyer will sometimes get "stuck" with a line of trimmings or laces, but the man who tempts Providence by over-buying in this department, is almost sure to come to grief.

* * *

It is true that laces and trimmings are to be used lavishly, and that prosperity enables the million to follow the fashions in this respect, but there is a limit to the quantity that can be absorbed by the community, and it is wise to remember this. Better under-estimate than over-estimate, for the one spells profit, and the other direct loss. An out-of-date novelty is not worth 10c on the dollar. A letter order will generally bring you a fresh supply, or if what you want can not be obtained, you can always invest in some novelty that will net you a profit. It is better to lose a few sales than to have a big lot to clear out away below cost. Apart from this, conditions of trade are most satisfactory. Payments in the past year have been well met, and failures have been neither numerous nor large.

EMBROIDERIES FOR SPRING 1904.

MANUFACTURERS' lines of samples for 1904 are now coming to hand, and contain many novelties. These all show that the vogue of blind embroideries is pretty well past. The only thing shown that nearly approaches blind work is a kind in which the pattern is formed of threads crossing at the back, a device which gives a raised and padded effect to the pattern. Some very beautiful patterns in this kind of work are shown. This kind of embroidery is shown only in the finer lines, as the finer and softer the lawn or cambric on which the work is done, the better the pattern shows.

The prominent novelty in the new samples, in all qualities, is what is now known as "broderie Anglaise," which is in reality an adaptation of the old time Madeira work, consisting of differently shaped eyelet holes. In the new embroidery lines this eyelet hole pattern is combined with the heavy button effect so much seen in the new laces. Some of the most novel and at the same time most beautiful patterns are obtained by retaining a part of the cloth in the hole in three-cornered and star effects. Scallops and vandyke patterns in this style have an indescribably pretty and novel effect. All the new patterns come in sets of different width insertions and edgings. Vandyke effects are as strong in embroideries as they are in other trimmings.

In high-class samples the tiny eyelet holes and small berry and button effects go to make up some unusually attractive patterns, and allovers of this class are very beautiful. Beadings are much in demand now, and there is an unusually strong line of samples on view. Very deep flouncings are also showing, which as well as having a rich depth of work, have also a wide strip of lawn or cambric for tucking, etc. Some lines of samples are rounded off by a showing of colored effects, that is a colored thread is used for working the pattern on a white ground. These patterns come in navy and white, cadet and white, red and white, pink and white, and prettiest of all, yellow and white. In any case, however, they are not strikingly happy combinations, and as they do not seem to be very well suited to the Canadian trade, retailers will do well to be cautious about buying them.

TRIMMINGS.

THERE is to be an extensive outlet for trimmings in the coming season, and almost every description of trimming, from the narrow soutache braid to the most elaborate bands of jet and tinsel, are to be used.

Military effects are fashion's latest fancy, and are carried out in combination with gold. Many braids have a glint of gold in them, and are used to outline the seams and finish the edges of the military coat. Plain black braids are also used, and the touch of gold obtained by the use of gold buttons. Braiding of all kinds is used extravagantly, and there are innumerable varieties in braids and galoons in the fiber silks that seem to be indispensable in the fashioning of a Spring gown. These braids are by no means confined to black, but come in all colors to match gowns, and very often with added dashes of relieving colors.

In the openwork lace braids that are so fashionable the latest novelty shown is in black and white, with the pattern in a thick padded effect. Band trimmings of all descriptions are the order of the day, and are applied at the heading of tucks and folds on the skirt, and in rows to simulate the yoke on the waist of the gown. Plain braids such as soutache, Hercules, and other weaves are used on the plain tailored garments, while the more dressy tailor-mades are trimmed with one of the many wood-fiber braids that are now in vogue.

It looks as if the Spring was to be one of glitter and sparkle for not only are trimmings with gilt and silver

introduced to the mode, but there is also to be a revival of jet, spangles and jetted passementeries. Embroidered and jetted net bands are also showing in a great variety of patterns, but it is in pendant and drop effects that the prettiest forms of jet ornaments are seen. Many dangles and balls, made up of little jet palliettes in all sorts of graceful designs are shown.

Applique trimmings, but in new motifs and designs, are as popular as ever, not only in combinations of braid and silk, but in embroidered designs, and in the new padded or raised effects. These appliques, besides being of self color, are also in two or three toned effects, and are thus suited to a very large variety of colors and materials.

The great variety of trimming effects that in skillful hands can be evolved by the use of the separable motif and medallions, has led to numberless handsome designs in this class being put on the market in almost all kinds of trimmings. Medallions are to be more favored than ever this Spring and Summer, as they permit of the greatest latitude in decorative devices, and each dressmaker can use her own ingenuity in making with their help an infinite number of trimming combinations. Indeed, it is by these trimming combinations, rather than by variety of style that dressmakers give individuality to the gowns they make.

Some few Persian bands and motifs are still seen, but it is to the more exclusive trades that they sell, as this class of trimming can not be satisfactorily produced in cheap qualities. The coloring of such is poor and they are crude in effect. Embroidered chiffon, particularly in the brodierie Anglaise in self colors is taking well, as is also chiffon in pale colors and embroided in small designs of delicate tones. Accordion pleating, and plisse effects in soft thin silk, or chiffon are very much used as trimmings, while tucks and ruches, are used to give variety to this class of trimmings. Collars and yokes in jet, and jet and steel, appear to have a very good prospect of a successful season.

UNDERSKIRTS.

THE popular styles in dress goods, and the style in which they are made, gives considerable prominence to the underskirt, and smart women are giving a deal of thought to the make up of the petticoat they wear. Taffeta is still the leading silk in petticoat lines as it serves to hold the skirt out better than the softer makes, and most women like to hear the soft rustle; but it must be a soft rustle, as the fashion leaders have gone back on those lines that rustle too loudly.

Bright colors are said to be coming into favor, but black is, as always, the popular color for the useful skirt. In light colors champagne is the leader but pale blues and pink are also seen. The flounce has a tendancy to mount higher up the skirt in response to the widening of skirt lines, while a multiplicity of small frills and ruches gives the necessary fluffiness around the feet.

The more elaborate skirts are lavishly trimmed with fine Valenciennes, and have tucked medallions of silk set into the flounces, with insertions, and the whole finished with wide ruffles of lace. Coming down to more popular lines, the moire petticoat has proved somewhat of a disappointment to the trade, as it has not sold up to the expectations formed for it. Possibly as the wider skirt gains ground it will be more popular.

Moirette is a material that makes a very attractive skirt, and skirts of this material are being taken freely for the Spring trade. Silkette, a mercerized sateen is, however, the great seller in the cheaper lines, and if of fairly good quality makes an extremely useful skirt. Buyers, should, however, remember that in very cheap lines the material has to be poor, and the cut and finish has to match. Though there is some call for these, no retailer ever yet built up a good skirt department on them. The only way to build up a successful department is to push a standard article, and not one likely to come to pieces with a week's wear. It is this cheapening of a fabric, that at a moderate price has given good satisfaction, that has driven many a useful material out of the market; for a woman is very apt to complain of the wear of a material and not at the same time to state the price she paid. "I bought a sateen skirt, and I got no wear from it," she will say, but she does not tell that she paid only 50c for her skirt. That part she keeps to herself.

HANDKERCHIEFS.

NEW lines of sample handkerchiefs for the Spring trade are now showing and favor seems pretty evenly divided between lace, and embroidered lines. The Swiss makers are showing, besides their lace and embroidery samples, samples of silk handkerchiefs in pale sky, pale pink, etc., daintily embroidered in silk, in self tone, or white. A few white ones are also shown, embroidered in pale shades. Ladies' handkerchiefs, of all kinds, are very small in size, and of very sheer material, so as not to take up much room, pockets being minus in fashionable gowns.

There is an increasing demand for linen handkerchiefs, and one Belfast firm is showing here a line of lace and linen samples, in which the lace is hemstiched to the lawn in such a manner that it is difficult to tell from hand work. Besides the lace, dainty little sprigs of embroidery are also introduced. The holiday trade for the past Christmas was marked by a decided revival of interest in real lace handkerchiefs, and quite a number were sold in Duchesse, Honiton, fine Cluny, and Maltise.

VEILINGS.

THE trade is preparing with every confidence in the future, for the veiling trade of 1904. The strength developed by the veil in the past season, and the manner in which veils have been worn right on through the Winter, proves that they have not lost any of the strong hold they have gained on the public's taste. The trade has undoubtedly the motor craze to thank for the popularity of veils, as comfortable and becoming styles of wearing large veils were first introduced for wear in this sport, and women have got into the habit of wearing them on all possible occasions. For the Spring, many colored veilings, and startling combinations are shown, but the Canadian trade is acting on very safe lines, and it is in quieter effects that the trade is being done.

In individual veils there are quite a few novelties in spotted effects, the veil powdered over with spots, and the border in a pattern. A vandyke and battlement pattern, in black and white spots, was one shown, and a Greek key was another. Floral and leaf patterns are also shown. Bright red veiling in very fine mesh net with tiny two-toned spots is another popular novelty, but the brown veil, it is predicted, will be the general favorite this Spring. In Tuxedos, fish nets, and various kindred weaves there is the usual showing of novelties in broken

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checks, etc. A distinct novelty, however, is the vandyke pattern.

A line of shaded veils were shown by a leading firm, and they seemed to have a deal of confidence in them, but they would hardly meet the wants of the ordinary trade. The very large veil that envelopes the head and face is the latest expression and will be popular for boating and outing wear, while artistically arranged drapery veils will be very smartly worn on most occasions.

LACES.

INTEREST at present is centred in the silk fiber laces These promise to be much in demand for millinery purposes. The latest development in these laces is the centering and outlining of the pattern with gold. This makes a most attractive lace, either in creamy white or in black. Black and white, not a grey effect, but a clear black and white, is among the novelties shown and this is to be followed by two-tone effects in blue and white, brown and white, champagne and white, etc. The peculiarity of these two-toned laces is that the principal parts of the design, in white, is detached, and stands away from the colored ground. This class of laces comes in all widths of bands, and in galoons, and medallion effects.

Another new lace is the machine made macrimi. This lace is also two-toned. The ground being a filet net with a raised pattern in champagne. These are shown in bands up to 12 inches, and also in the allover. The wide bands are intended for panels down the front of the skirt, and the allover will be used for yokes, and undersleeves, while the narrower bands will go with them. These laces are intended for the trimming of bright worsted voiles, alpacas, sicilians, mohairs, etc.

The representative of a big Canadian wholesale house has just been visiting the New York market, making a special examination of the Spring and Summer styles in laces. He states that in heavy laces and insertions there is a wide use of guipures, button, Mexican and escurial effects. The last mentioned are also popular as a trimming for waists. Embroideries are also shown frequently with Mexican and button effects.

EMBROIDERIES.

THERE is no doubt about the position of embroideries in the trade this Spring, and the retail houses that have made their show of new styles, have amply reaped their reward. The demand, particularly for corset cover widths, has been very strong. Allovers are also going well, and any pattern in insertion and edges that shows novelty sells well. Teneriffe effects are well represented, and so are the broderie Anglais. In the cheap lines the sale has been large, and if there is anything of a bargain on, it is not hard to gather a buying crowd.

VEILINGS IN PARIS.

WRITING from Paris a corespondent says: "The great thing all hats have in common is the veil, which contains yards of material, and is arranged and worn only after hours of artistic handling. Whether of tulle, chiffon or lace the veil floats loosely about the head and shoulders, sometimes thrown to hang back or at one side, sometimes falling over the face and looped up at the back, only to fall in a long cascade of lace ends, the two sides being often arranged in a dissimilar manner. One well known Parisian woman, at the Auteuil races, wore with a dress of white chiffon velvet, and a long cloak of chinchilla fur, a rather large poke shaped hat of black velvet with a veil of black chantilly lace thrown over the whole hat, its folds lightly caught and partially covering some knots of old ping satin. This lace and veil hung down the side of the head covering shoulders and arm, its drapery falling shorter off the back of the brim upon the hair. Madame Calve too, wore a black lace veil so arranged that the falling ends were divided at the back by a splendid carved Spanish gold comb, while near her sat a well-known member of the American colony, wearing a toque of chinchilla, about which was wound a thick veil of antique green chiffon. It was wound around the brim so that it framed the face, and the ends were simply knotted at the back and hung straight down to the seat of the chair.

KID GLOVES.

THERE is a decided feeling in favor of suede gloves. All shades of grey are to be good sellers. White, of course, is sure to be in demand, and black suedes are favorably spoken of for some trades. A correspondent from Grenoble says that the year just closed has not been a very satisfactory or prosperous one in the kid glove trade there, and manufacturers are looking to the future to make up for past losses. During December many cutters were out of employment. This was noticeable that December, as a rule, is a busy month with them.

Spring orders have been backward, and are only now coming to hand, but a good number of the men have now got to work on the goods for the coming season. As the demand for suedes has been growing steadily for some months past, prices are stiffening. These goods, in contrast with kid, are still made in four buttoned and sometimes in three buttoned lengths, but in glace kid the style has gone completely to two and one button lengths. Two more large firms are going direct to the retail trade. This is a sign of the times, as glove buyers, both large and small, go more and more each year to the manufacturer to buy.

BELTS.

THERE is not much enquiry for belts just at the present time. Perhaps the fact that widths and styles are rather uncertain has something to do with it, but the tendency certainly seems to be towards wider belts.

The only line in which there seems to be any particular movement is in the crush leather effects, but a revival of interest is expected with the opening up of Spring trade in fabric lines.

Some narrow widths are still showing, but it would not be safe to buy them except for present sale, as everything points to wider effects in belt lines.

High girdles are most popular, as they go with the newer styles. These girdles are deep below the waist line both back and front and high above it, coming to sharp points both up and down. They are made of soft leather as well as silk, and the leather ones often have fastenings of harness buckles, and eyelet holes.

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Be sure to see the New Kerchief Point.
Novelties shown by us alone.

The Williams, Greene & Rome Co.,

BERLIN, ONTARIO.

Soft patent leather is made into crush belts, and these are about 5 inches wide all round. The front is passed through a round buckle, finishes in a wide loop like end.

In more expensive lines studded belts are being favorably received, in velvet, kid and elastic. It would be strange if the present feeling for gold did not find expression in belt lines. A recent Paris importation was of wide gold elastic, and was studded with cut steel, and opals. This of course was much too expensive a belt for the popular trade, but it shows what the tendency is.

Though belts may be slow sellers, many buckles and belt sets are selling, as these can be utilized with a ribbon to match the waist.

The fancy for deep girdles is bringing in the long buckle, and these will be used as a stay to the crush girdles of velvet or silk.

Waist sets are still meeting with favor, and are selling readily for the Spring trade. This is another indication of the popularity of shirt-waists in the coming season.

HON. LOUIS JOSEPH FORGET.

THE new president of the Dominion Cotton Mills Company fulfills all the requirements of one to take that position and follow the late Andrew F. Gault. "An astute and enterprising man of affairs" he has been called. It can be added that he is one of the most successful and respected of Canada's business men.



HON. L. J. FORGET
President of The Dominion Cotton Company.

Hon. Louis Joseph Forget, member of the Senate of Canada, banker and stock broker, president of the Richelieu and Ontario Navigation Co., and of the Montreal Street Railway, director of Notre Dame Hospital and of the Royal Victoria Life Insurance Co., and officially connected with several educational and charitable institutions, is 51 years of age. He is a French-Canadian by birth and a thorough British Canadian in sentiment.

He commenced his commercial life as a stock broker, and until a few years ago devoted almost all his time to that business. But becoming interested in the manufacturing industries of Canada, first in the manufacture of yarns and afterwards in cottons, it was not long before he became a prominent figure in that connection. His ability to direct great enterprises; his tenacity of purpose and thorough knowledge of the requirements of the Canadian market gained for him the high position of president of one of the most important manufacturing concerns in the Dominion.

A Montreal business man whose interests have brought him into close contact with Mr. Forget for some years, has written as follows to "The Dry Goods Review" regarding the new president: "Hon. Louis Forget has devoted most of his life to stock broking, but for the last few years has been interested in the yarn and cotton manufacturing business. He is a man of great grasp of affairs, and of but few words. Indeed his manner reminds one of Mr. J. Pierpont Morgan, except, perhaps, that he has a much greater degree of polish. Mr. Forget is one of the class of men which it benefits Canada to have at the helm of her large institutions. He is not swayed hither and thither by every breath of wind, and does not go round crying 'poor mouth' for five days in the week. In politics he is a Conservative and a protectionist; in fact he is the principal owner of Le Journal, the French organ of the Conservative party."

Mr. Forget is thus a man who has pronounced views on matters coming under his eye, which is perhaps better than that he should have too little confidence in his own opinions. A strong man is what is wanted in the place he occupies, and that he has great strength of character is denied by none.

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Agent—F. P. ROGER, Carlaw Building, TORONTO.

EIDERDOWN
SACQUES and GOWNS
WARM, COMFORTABLE, ECONOMICAL.



Retailers cannot afford to be without these goods.

THE GALT KNITTING CO., LIMITED, GALT.



MERCHANTS IN CANADA can do a large and very profitable business with

Ringheim's Ramie Fibre Underclothing

THE MOST IMPORTANT DISCOVERY IN HYGIENIC SCIENCE.

RAMIE FIBRE, beside its innumerable advantages not contained in any other fibre, has in itself combined all the good properties of wool, silk, linen and cotton, but none of their bad ones.

It preserves and restores health, receives the endorsement of physicians the world over and is persistently recommended by all who wear it.

Can be retailed in Canada with big profit for **$5** per suit, prices in the United States **$6.50** and **$7**, on account of higher duty.

Write for our booklet "About Ramie," samples, prices and other information.

We can deliver our goods to Canada from United States bonded warehouses or direct from our factory in Sweden.

Ringheim-Schlichten Ramie Mfg. Co.,
INVENTORS AND SOLE MANUFACTURERS OF ABOVE UNDERWEAR

Factory—Carlskrona, Sweden. Plantations in China.

General Offices for the American Continent:
57 Greene Street, NEW YORK, N.Y.

FURS

IN the retail trade clearance sales are the rule, and retailers are making every effort to reduce before stock taking the stocks of furs on hand. In furriers' windows price tickets are very much in evidence. Coats, particularly, are marked at tempting prices. The fact that a certain section of the buying publice that is generally a large purchaser of extreme novelties in furs has been hard hit in the stock market and has not bought as freely as usual, is one reason that clearance sales are now been pushed in the larger towns. The furs shown are, however, strictly up-to-date, with perhaps the exception of a few mink, and Alaska sable ruffs, and as they are so desirable, a clearance should easily be made in stocks.

* * *

Taking the season on the whole, trade has been satisfactory. Furs are a necessity during American Winters, and at the present moment Dame Fashion looks with a most favorable eye on furs. The season of 1903 opened early and very favorably. Prices were high; in fact they were so high in the better known furs, that for the popular trade many of the less known, and less expensive kinds have been called into requisition.

* * *

The chief feature of the season undoubtedly has been the way in which moleskin leaped into popularity. Early in the season were fears expressed that the demand would be greater than the supply, but, as usual, the dyer and manufacturer came to the rescue and muskrat, rat, shaved grey squirrel, rabbit skins, and it is said even the skin of poor puss, were dyed and made to pass as mole. A plush too, is on the market that is a very fair imitation.

FURS IN 1904.

FASHION has persistently favored furs for the past five or six years in spite of the steady advances made in price, but the trade is beginning to realize that it is possible to force prices up so high that the demand will be seriously interfered with. It must be remembered that the ultimate success of the fur trade depends on the public, and it will be well to remember that the popularity of furs with the general trade depends largely upon prices remaining within its reach.

That furs continue fashionable and popular is due largely to the dyer and manufacturer, as the continued improvements in dyeing have enhanced the value of many skins that have been hithertofore unattractive, while the manufacturer has made such progress in the creation of beautiful styles and attractive shapes that is is difficult for the public to refrain from buying. Another important feature is the importation of foreign furs, many of which are cheaper than our own, and therefore compete with ours on favorable terms, for it is not only on this continent that the art of dressing furs has advanced, but also in Europe, inferior skins are so wonderfully clipped and dyed in imitation of costly pelts that deception can be easily practised.

In Paris this Winter monkey skin has been exploited by some of the best furriers, and though not much has been seen here, it is a fur that is quite among the possibilities. It is a true 1830 fur, and was very popular with out great-great-grandmothers. Civet cat is another fur that is much worn by fashionable people, over there, and it looks remarkably well with one color costumes, as it is an ornate fur, with a marked design in white. Lynx is a fur that has surpassed even the highest expectations this year, and perhaps no fur has shown so substantial an advance, and well furred skins will undoubtedly be wanted for 1904, though perhaps the price of the pelts will hardly be quite so high.

Mink has sold remarkably well, as it is a serviceable as well as popular fur. The prospects for the future of mink is one of America's most attractive and beautiful furs, seems to be very good, especially for the choice, dark, well furred skins from the northern sections. These will be in great demand as it seems likely that more attention will be paid to color in the coming season.

Racoon has been one of the best sellers with the general trade this season, and there is still likely to be a good demand for it. The lighter skins that were suitable for men's coats are commanding the top price, and the skins suitable for dyeing purposes will be also well taken. Taking it on the whole, the outlook for coon is favorable.

Skunk, or Alaska sable, as most furiers prefer to call it, seems to be declining in popular favor, and what will be the outcome of the sales of this fur in London at the fur sales is impossible to determine, but it is certain unless the demand improves exporters are going to suffer some loss. Perhaps the fact that it does not lend itself well to the prevailing styles may account in some measure for its loss of popularity, for it is well appreciated in Europe and is one of the best wearing of furs.

Red fox furs continue to be much in favor, and is at the present moment a fur that is growing in popularity as a misses' fur. The dyed foxes such as sable and Isabella are loosing ground, as they soon become shabby. Very little grey fox is sold, and black and silver fox, being rare furs, bring fancy prices, particularly for handsome skins.

White, and blue fox, are both in the popular class and prices are likely to remain unchanged.

Opossum is a fur, that has good prospects before it. Not, however, on its own merits, but as a substitute for more expensive furs, as it takes the dye readily and produces a most attractive immitation of stone marten and skunk. Opossum is rarely used in its natural state, and the prices for other furs largely govern the demand.

Marten is likely to again be popular, as it is so similar to sable in color and quality. The large dark skins that can be matched will fetch good prices, but the medium and paler skins will have to be blended to make them available.

Beaver is rarely seen, and otter owes its advancing price to the fact that it is dyed and sold as a substitute for seal.

Musk rat, in spite of the slight reaction at the June sales, is likely to maintain a good, steady level in price, as it can be used to imitate so many different furs, and can be used for linings and in the manufacture of gloves.

Bear is another neglected fur, and only the finer qualities with rich long fur are selling.

Hats, Caps, Furs and Robes.

If there is anything in this line that you want just ask us.
Our stock is selected from the best manufacturers in Canada, Great Britain and other foreign countries

All Lines Now Complete For Fall Trade.

Spring orders for prompt shipment receiving every attention.
See our travellers or write us direct.

EDGAR, CORISTINE & CO., - - MONTREAL.



A WORD OF THANKS

We wish to take this opportunity to thank our numerous customers and friends for their liberal patronage during the season of 1903-4 just drawing to a close.

We have endeavored to fill your orders with good goods at reasonable prices, while in future we hope to be in a still better position to cater to your wants.

Already we are preparing for Fall placing, and bespeak your further esteemed orders for next season.

A FEW LINES FOR QUICK SHIPMENT AT REMARKABLY LOW PRICES.

A. J. ALEXANDOR
WHOLESALE FURRIER,
504 St. Paul St., MONTREAL.

Fire Announcement.

On January 18th fire completely destroyed our stock and premises at **5** and **7 Recollet St.**

We have immediately secured temporary quarters at 16 St. Helen St., where we are rapidly stocking up with **all new goods** and will be pleased to meet customers and friends.

After May 1st we will occupy the large premises at 517 to 525 St. Paul St., the old, well-known stand of Greene & Sons' Co'y, admirably adapted for the **FUR AND HAT** business.

We trust that our reputation for good goods and prompt shipment will not suffer by our temporary embarrassment.

SWIFT, COPLAND & CO., 16 St. Helen St., Montreal.

Hermann H. Wolff & Co.

170 McGill Street, - - MONTREAL.

SOLE DISTRIBUTORS OF THE

HEALTH

Health Brand Underwear

Made in Ladies', Misses', Children's and Men's.

Looking for Something Better?

Then write us.

The making of knitted underwear a little better than others is both our business and our ambition.

We specialize: Ladies' and Children's Underwear take up our entire time and thought.

Selling Agents:

TORONTO:	MONTREAL:	ST. JOHN:	WINNIPEG:
McCLUNG & BURNS	A. L. GILPIN	J. A. MURRAY	BRYCE & CO.

The **Watson Manufacturing Co.**, Limited

PARIS, CANADA.

FOUR GENERATIONS OF MANUFACTURERS.

A NEW DEPARTURE IN

TRY THE NEW ELLIS BRAND!

KNITTED UNDERWEAR.



NOTHING EQUAL, in Canada or elsewhere, in all the range of KNITTED UNDERWEAR, to **THE ELLIS SPRING NEEDLE RIBBED KNITTED GOODS, in** COMBINATION SUITS and OTHERWISE, men's and ladies', being from the superior and peculiar construction of the fabric, of a specially ELASTIC and UNSHRINKABLE character, and combining all the qualities which go to make up perfectly-fitting and comfortable underwear.

Do not fail to ask for these goods, and do not consider any other lines on the plea that they are "just as good," which means that **THE ELLIS SPRING NEEDLE RIBBED UNDERWEAR** is a superior fabric to any other make.

The Ellis Company are the only makers in Canada of these beautiful goods, being the sole users in the Dominion of the necessarily fine and patented machinery.

THE ELLIS MANUFACTURING COMPANY,

FACTORY AT HAMILTON, ONT. Limited.

Selling Agents: Dignum & Monypenny, Toronto and Montreal

Ladies' Wear

KNITTED GOODS

Men's Wear

THE astonishing state of the raw cotton market has placed underwear manufacturers in a position that is apt to tell against them with the wholesaler. Not that they are to blame, except in their shortsighted policy of cutting prices against each other, but the buyer is apt to look too carelessly at existing conditions and those of last year. When prices for 1903 were announced there was a rather foolish struggle among the manufacturers and the level went away down below the previous year as much as 20 per cent. in some lines. And all this in spite of the fact that labor was dearer and harder to obtain, and material higher than during the year before. This of course, suited the merchant, for he was able to buy a piece of underclothing at a price that yielded him an extra profit of almost five cents. When prices were issued during the past month there would not have been much comment upon a return to 1902 prices, and buyers would perhaps have remembered that 1903 prices were below the average, and the result only of a price cutting contest between mills. But unfortunately for everyone concerned, the present raw cotton situation makes an advance over the figures of 1902 necessary. The sudden and great increase will be a disagreeable feature to handle by manufacturer and wholesaler, and particularly by the former for he will have the complaints of both wholesaler and retailer to meet. If proper quotations had been made last year, the rise this year would have been explainable and accepted by anyone who knows the state of the raw market, but it was certainly inconsiderate of raw cotton to soar so high immediately following a year of depressed prices. Had manufacturers foreseen it they would not have been so eager last year to undersell each other. Price cutting both retail and wholesale usually ends in such a manner

* * *

As an example of just what difference will be felt in the new list, one line can be taken. In 1903 this was sold 65 cents a dozen cheaper than during 1902 and for 1904 it has gone up a dollar above last year. This is only 35 cents, or three cents a garment over average prices, but it is last year's standard that will be remembered and over eight cents a garment is a serious thing. If the mills do not again begin cutting each other's throats, this difference must be borne partially by wholesaler or retailer, for a customer will not pay 65c. for what he got this Winter for 50c. Of course all lines do not vary as much as this, but all in which cotton appears will be found to be substantially higher than last year, and a trifle higher than the year before. There may be a disposition on the part of some of the mills to meet the increased prices by lowering the quality of the goods, and this may be done in some cases without much injury to anyone, but the consumer. He must rest satisfied in the fact that he is getting the worth of his money at any rate.

The uncomfortable position in which the manufacturer is placed, and his inability to discover a method of satisfactorily dealing with it, is shown by his unwillingness to reveal his prices. With very few exceptions all price lists have been zealously withheld beyond the usual time as no one wishes to set the level and perhaps be forced to withdraw prices when some other manufacturer outbids him. Each has held back until he obtained some idea of what his competitor is going to do, and although he will say in a vague way that prices are about the same as usual, he is reluctant to commit himself. In view of the war in prices that was carried on last year, and the impossibility of maintaining such low prices this year, this is not to be wondered at.

* * *

The month of January has given an impetus to the sale of heavy underwear that has brought stocks, both in the retail and wholesale houses down to a minimum. The result is that there is and will be less to sell at a discount at the end of the season. A few it is true are offering Winter underwear at a reduction, but the temperature makes a very ready sale for it so that it does not last long. The cheaper lines are taken up very quickly and it is only on the more expensive pure wool qualities that reduced prices may be said to be materially increasing the quantity sold. It does not pay to carry these goods, but it is not necessary this year to slaughter prices.

* * *

Spring underwear has sold well and many fancy effects have been well taken. A little more color than has been usual will be a feature in the lighter weight underwear. Another point that is impressing itself upon the mind of the average retailer is the fact that better qualities are selling now than used to find favor. Because a dollar more is spent in a suit does not mean that so much more is gone, but it is being recognized that a dollar more in cost often means a dollar and a half in wear. The guaranteed unshrinkable goods in light and heavy weights have encountered a demand that proves that a man is willing to pay five or six dollars for a suit of pure wool, provided he can be protected against its shrinking into uselessness after the second washing.

* * *

In hosiery, strange to say, there has been little if an advance and that confined almost entirely to the low grades in which the demand has been greatest. Perhaps 5 per cent. would cover the average. In the finer class of goods, practically no advance is quoted. Whether it is caused by satisfaction with existing profits or by a fear that an increase would be underquoted by a rival, is not plain, but it is certain that no such closeness of profit has existed in hosiery as in underwear. Yankee goods, which have been coming into our market in increasing quantities have gone up 15 per cent. in ladies' lines, and in children's, prices are withdrawn.

There is no doubt that fancy half-hose will hold a stronger position than ever for the coming season, and where this is the case, fancy patterns in ladies' hosiery will be just as popular than has seized on this possibility of variety in his attire with the greatest avidity. It is a fortunate thing that the novelty has worn off, and with it much of the desire for striking effects that is sure to accompany a new movement. The most popular things for Spring will be in quiet colors and patterns, although there will be ample choice of "louder" patterns for he who desires them. Both solid colors and patterns will be shown. Gun metal effects are new and have taken well on the other side.

LADIES' KNITTED UNDERWEAR.

THOUGH sample lines of Canadian underwear are ready, the manufacturers are not in any great hurry to take orders; indeed they seem to be playing a waiting game, and as one agent put it, "We prefer the other fellow doing the missionary work." Prices on heavy cotton and on union lines will certainly be much higher and very much in advance of those quoted last Fall, and the merchant will have to break away from the hard and fast prices, and grade according to cost.

Some houses in the States, it is said, have withdrawn some well established numbers from their lines as the quality could not be maintained, and as a result instead of 25c. lines 50c. or $4.50 goods, will be the cheapest carried.

On all wool underwear the situation does not seem so complicated, and though prices are very firmly held the advances that have been made do not amount to more than 5 per cent. This advance, however, has only been made in the lower grades or in the case of lines that in other seasons have proved very popular sellers. On the higher grades of imported English underwear there has been no advance whatever.

At this time there are some underwear lines that appear quite cheap in comparison with others, while others may appear unreasonably high. This is always the case when prices are advancing, as manufacturers and jobbers always keep to the old prices as long as possible. On the 80 odd lines carried for an English firm, advances have only been made on a few lines, owing to the fact that this firm have only exhausted their supply of some few grades of yarn. The fact that some manufacturers are well supplied with yarn bought before the advance to the present level and that others are bare, made price lists very uneven, but this must always be looked for when there is an advancing market.

That retailers are pretty well posted as to the situation is proved by the fact that where travellers have been on the road liberal orders have been placed.

There is a lot of talk about light weights, and skimpy sizes, and the retailer will do well to take into consideration the standing of the firm he is buying from before he places his order, as there is temptation this season for manufacturers to resort to some such indirect methods of increasing their profit.

Orders are now being placed on fine imported cashmere hosiery for Fall, and on English lines, although there has been no advance, prices are firm, but to gain some very large orders slight concessions have been made. The very fact, however, that they were so slight when the size of the order is taken into consideration is an added proof of the firmness of hosiery prices. A firm here that handles American cotton hose was notified January 20th that there was a further advance of 15 per cent. on women's hose, and as children's goods cost nearly the same as women's to handle, and yet have to be sold at a smaller price, as there was no profit in handling them, the firm notifying has withdrawn children's lines altogether.

Manufacturers report an increasing demand for combinations and another popular line with the trade is the knitted corset cover.

LADIES' HOSIERY.

IT is predicted that this will be a very good season for high-class novelties in fancy hosiery—that is in quiet effects and in laces. The staple hosiery market still shows a tendency to advance, and most lines are very much higher than at the corresponding period of last year.

The fashion papers are talking a good deal of nonsense about hose matching the gown, and in describing many loud and bizarre effects. They talk about embroidered monograms on the instep with the addition of intricate scroll and floral designs, and inform us that yellow stockings are to be worn; that green, brown, red, and purple and other outre colors, are used in combinations in the the new Spring stockings, and that plaids and vertical stripes are to be in vogue. Just where the store is that carries these novelties would be interesting information; but whatever is said about colored hosiery, and though a sprinkling may be bought and worn, it is safe to say that the great buying public will again buy black.

Very sheer hosiery will go for the better trade, both in silk and lisle thread. The new laces have a four-inch top for gartering, as the suspender holders destroyed the lace fabric to such an extent that it made this class of stocking come expensive.

Late December advices from Chemnitz say that prices there are unchanged, but are not likely to be lower, as yarn is on the up grade. Staple hosiery has not been bought in large quantities, as buyers are awaiting developments. Fancy stripes are slow, and there is a growing demand for solid colors. Tans, in all shades, from light tobacco to seal, are mostly inquired for. Grey sells in medium shades, and blues in dark shades bordering on navy are also selling. Embroidered hose are in better demand, and there is quite an interest shown in colors with a small embroidered pattern in silk. Lace hose is in good demand, and in embroidered cashmere hose some very attractive styles are showing.

CONFINING THEMSELVES TO THE RETAIL TRADE.

The Goderich Knitting Co., Limited, Goderich, Ont., manufacturers of "Alaska" brand hosiery and mitts, have decided to confine themselves to the retail trade. They have hitherto sold through the wholesale trade.

ANNOUNCEMENT

To the Retailers of Dry Goods and Men's Furnishings of Canada.

WE ARE PRODUCING A COMPLETE RANGE OF

Men's Knitted Golf Gloves
Women's " " "
Misses' " " "
Youths' " " "
Infants' Knitted Woollen Mitts
Children's " " "
Women's " " "
Men's " " "
Youths' " " "

FOR SEASON OF **AUTUMN 1904**

THE RICHARD S. BAKER COMPANY, our Selling Agents, will submit to you our unequalled values in due time to secure for you good deliveries.

The Stratford Knitting Co.,

STRATFORD, ONT.

Crescent Brand

Hosiery and Underwear

S. Lennard & Sons

DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.

28 Wellington St. West, TORONTO, ONT.

TO THE RETAIL TRADE, 1904:

Owing to steady increase in our Retail Business, we find it necessary, with the commencement of 1904, to devote our ***WHOLE*** attention to the ***RETAIL TRADE***. We shall, therefore, be able to give ***this trade*** much better service than heretofore, and we are sure the change will be beneficial to our many customers.



Our **MAPLE LEAF BRAND**
Hosiery, Fine Mitts and Tocques
—AND—
Our **ALASKA BRAND**
Lumberman Socks and Mitts



ALASKA BRAND

will be consequently better values than previously, and can only be bought through agents for different territories as below, or direct from our office.

Retail Trade Only.

PROMPT DELIVERIES. SATISFACTION GUARANTEED. EVERY PAIR WARRANTED.

The Goderich Knitting Co., LIMITED. ...Goderich, Ont.

J. E. LEWITT, Manager. Established 1895.

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Winnipeg, Man. N.W.T. B.C.

FRED. S. WHITE,
St. Stephen, N.B.,
For Maritime Provinces.

WITH THE TRAVELLERS

R. H. MITCHELL.

BEGINNING his travelling life in 1873 Mr. R. H. Mitchell has an uninterrupted term of 31 years and all of that has been spent on practically the same route—that known as the northern—and 20 years of it with his present employers the W. R. Brock Co., Toronto.

During his first years on the road he was with R. H. Gray & Co., wholesalers in men's furnishings and fancy dry goods, going from them to John Robertson, Son & Co., afterwards J. W. Gale & Co.

Mr. Mitchell's territory extends north to North Bay and includes all the branch lines which reach Owen Sound, Collingwood, Penetang, etc. In '73 the railway stopped at Orillia. From here boat was taken in Summer to Washago and the rest of the trip through Gravenhurst Bracebridge, Huntsville, Burk's Falls and Parry Sound was done on wheels. Burk's Falls was the terminus



R. H. Mitchell.

north. The Toronto, Grey and Bruce had got no further than Orangeville, the liveries providing all further transportation. His first trip was an extensive drive through Meaford, Owen Sound and Southampton and then south to the nearest railway.

COMMERCIAL TRAVELLERS' SCHOOLS.

IN England the commercial travellers are united by bonds which have not as yet been thought of in this country. Perhaps their hours are shorter, allowing them more time together, at any rate train service is better and home is not a remote possibility before Saturday evening. They have their cricket clubs and other clubs, but their greatest enterprise is the schools which are conducted for and by the travellers. At the 58th anniversary festival the chairman in his speech explained the origin, purpose and present and future prospects of this school. The pupils at the school are as far as can be gathered, children of deceased travellers, whether their fathers were subscribers or not. Those entering have to be voted in, subscribers' children receiving 40 votes to start with. The age of admittance is between five and twelve, and the period of retention until the age of 15. Three members of a family can be in the school at the same time. The children receive a good all-round English education, together with modern languages and mathematics. Instruction is also given in science, the aim according to the report, being to cultivate the intelligence of the children rather than to cram them for the examination of outside bodies.

The schools were founded in 1845, and the present building built in 1855. Children to the number of 2,618 have passed through the school, at a cost for education, clothing and board of nearly £500,000. The children came from all over the United Kingdom, Scotland sending 57, and Ireland 27. At the present time there are in the school 345 children costing on an average about £34 per head per annum. That the work is for the great part benevolent since the subscriptions of the fathers of children admitted during December would not amount to more than £17 while the cost of maintaining these would count up to fully £5,000. A new building costing £20,000 is to be erected, and a more efficient staff of teachers engaged, so that a very large amount of money will be needed for the coming year. The chairman made an appeal to the 50,000 to 60,000 commercial travellers in the country to subscribe the remaining moneys needed, amounting to £8,000. Subscriptions amounting to £5,613 were announced after the address of the chairman.

All the money is not subscribed by travellers by any means, the firms contributing largely to the support of the institution. The subscribers too are very seldom the class whose children are cared for, and the appeal has to be made strictly as a charity.

NOTES.

Mr. W. A. Flaws, traveller for Hachborn & Sheridan, Toronto, wholesale clothiers, who was recently married, was presented by the firm and employes with a cabinet of cutlery and a chafing dish.

A number of travellers snowed up on a train near St. Mary's are bringing action against the Windsor and Grand Central Hotels of St. Mary's for refusing to provide food and accommodation when applied for. The Travellers' Association is also working on the case. The travellers tramped seven miles early in the morning from the train to the town and arriving there at 10.30 a.m. were refused food by these hotels, although the others willingly provided it.

In the appeal case of Decue v. Wabash R.R. Co. to overthrow an award of $800 to the plaintiff for negligence, judgment was given sustaining the award. The plaintiff, a commercial traveller, boarded a Pullman in Chatham and in passing from it to the car ahead tripped over a stool and upon bringing action against the railway and the Pullman Palace Car Co. was given the above damages. The latter company contended their non-liability on the ground that they simply rented the car to the railway, and the railway claimed that there was no negligence. Both companies were held liable.

The election of officers of the Commercial Travellers' Mutual Benefit Society of Toronto resulted as follows: President, S. R. Wickett, of Wickett & Craig; Vice-President, Joseph Taylor, of the Canada Paper Company; Treasurer, John A. Ross; Secretary, E. M. Rowley. The trustees are unanimously re-elected for three years: H. Lamont, John Orr, Joseph Taylor; two years, W. J. Hopgood, F. J. Zammers, R. R. Davis; one year, H. E. Bond, S. R. Wickett, E. Fielding. Mr. Geo. Anderson, the retiring president, was presented with an illuminated address.

For Any Season

Perry's Unshrinkable Underwear

is the best on the market.

Therefore the best for the retailer.

Because the most easily sold, the most satisfactory when sold

Perry's Unshrinkable Underwear never makes bad friends between retailer and customer; between retailer an makers.

Ask your jobber for it. Insist upon it.

The C. B. Perry Knitting Co.
HAMILTON.

THE CELEBRATED

WOLF 

BRAND

Unshrinkable
PURE WOOL
Underwear,
The Very best in Make, Style and Wear,
For Men, Women and Children.

CAN BE HAD FROM THE LEADING WHOLESALE HOUSES.

Robert Henderson & Co., Wholesale Agents, Montreal

Established 1785.



BEE HIVE
Knitting Wools

MADE BY
J. & J. BALDWIN, & PARTNERS, Limited,
HALIFAX, ENG.

The Oldest Established and Largest Makers of

All Kinds of Knitting Wools

KNOWN ALL OVER THE CIVILIZED WORLD.

Scotch Fingering	Berlin Fingering	Vest & Silk Vest Wools	Cocoon and Eider Wools
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			Mending

All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering

Especially adapted for Hand and Machine Knitting.

We claim that they will knit further and wear longer than any other make.

New Qualities: BEEHIVE Cocoon and Eider Wools.

Wholesale Only. **Send for Samples.**

Agent . .
Duncan Bell
MONTREAL and TORONTO

ABSOLUTELY RELIABLE UNDERWEAR.

Ask for no other Underwear. Insist on having "EILDON."

**

Men's Shirts, Pants and Knitted Pyjamas.



GENUINE SCOTCH HOSIERY

EILDON

SPECIALLY PREPARED FOR CANADA

REGISTERED TRADE MARK

Ask for no other Underwear. Insist on having "EILDON."

**

Women's and Children's Vests. Combinations and Knitted Night Dresses.

OUR LEADING LINE

EILDON "Guaranteed Unshrinkable Pure Wool."

These compare favorably with any other make on the market, and we give an unqualified guarantee with every garment. These are labelled "GUARANTEED UNSHRINKABLE," in addition to Eildon tab.

CAN BE HAD FROM THE LEADING WHOLESALE HOUSES.

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MONTREAL AND TORONTO, FEBRUARY, 1904.

THE TARIFF AS A BUSINESS PROPOSITION.

IT must be evident to any one who is watching the trend of political affairs in Canada that the tariff is becoming less and less a bone of contention between the two great political parties, and more and more a matter to be considered from a business point of view.

Within the last few weeks two or three members of the Cabinet expressed themselves in favor of a revision of the tariff and, furthermore intimated that the tariff was no longer a party issue.

The turn that affairs are taking in regard to the tariff is a most satisfactory one from a business standpoint. The tariff question is a business question and it naturally follows that if it is made a matter of battledore and shuttlecock by the political parties the commercial interests of the country must necessarily suffer.

"The Dry Goods Review" has for some years urged that the tariff should be taken out of politics; and it is most gratifying to see the growth which this idea has made among the politicians of the country, who as a rule are more concerned in the welfare of their respective parties than in the commercial necessities of the country.

Th advent of the Liberal party to power in 1896, with the consequent responsibility which was imposed upon it, has no doubt assisted materially in impresssing upon it the business aspect of the tariff question. But what has probably contributed more than anything else toward taking the tariff out of politics is the inequality of the United States tariff and the consequent large adverse balance of trade against Canada.

As the tariff becomes more and more recognized as a business matter and not a political doctrine we may presume that the day will become less distant when the drafting of tariffs will be delegated to commissions or boards of business men whose practical knowledge would result in the preparation of schedules that would be in keeping with the commercial necessities of the country, and not in accordance with the views of theorists and impracticable politicians.

* * *

He who has any pitfalls in business should not be satisfied till he has discovered them. And when he has discovered them he should fill them up.

* * *

PARCEL POST FOR DEPARTMENT STORES.

ANOTHER attempt is being made to extend the parcel delivery postal system of the Dominion. It is to be hoped that when Parliament meets the business men throughout the Dominion will write the members of their respective constituencies asking them to oppose any attempt that may be made in that direction.

The movement has its origin in the desire of the department stores in the large cities to make the postal service the medium for facilitating the development of their business at outside points.

While we would not for one moment advocate any unjust action to prevent the department stores legitimately expanding their business, we feel that the movement to widen the parcel post system in order to facilitate the carrying of their merchandise is so obvious that it should be discouraged. It is not in the interest of the public, and it is certainly derogatory to the interests of the retail and wholesale merchants of this country. It is merely designed for the special benefit of a certain class of business enterprises to whom have already been accorded too many privileges.

* * *

He who does not take a lively interest in his own business can scarcely expect his customers to do so.

* * *

INDISCREET DEAD MAN.

THE question of a hereafter should be no longer a matter of doubt. It has been discovered that in Toronto on New Year's Day a large number of persons who had departed this life recorded their votes just as they were accustomed to do when in the flesh. It is true that no one has yet come forward to swear that he saw them enter the polling booth, ask for a ballot, or deposit it; but

the fact that they voted should cause the doubts of the sceptical to vanish.

But while it is gratifying in this meterialistic age to receive material evidence that the dead are sufficiently alive to mark an occasional ballot it is hardly fair that those who no longer labor either in the cold or heat of the day or pay taxes should appear on the scene merely for the purpose of recording their vote. It is out of their sphere to meddle in the affairs of this mundane world. And besides there is a grave suspicion that they came to vote for candidates not possessing the best of virtues.

It is to be hoped that business men, in other places as well as in Toronto, will lend their influence to the adoption of such ways and means as may be necessary to prevent further voting by dead men whose penchant for the ballot is stronger than the law of nature.

* * *

Keep a firm rein on your business. Otherwise it may throw you.

* * *

A COMPARISON IN TRADE AFFAIRS.

THE commercial supremacy of the world so confidently and recently predicted by the United States papers, and so fervently believed in by the country at large, has received a check during the past three months, that promises to effect a reaction developing into industrial depression.

Two of the greatest trusts the world has ever seen—the great steel trust and Morgan's shipping combine—have fallen from the pedestals upon which they had been raised. Prominent railways, cotton companies representing 75,000 operatives, the great harvesting machine trust, and hundreds of smaller concerns have found it advisable to lay off in the aggregate many thousands of employes, and reduce the wages of those remaining.

There are many causes for this retrogression, the more important of which are overcapitalization, overproduction, inordinately high prices, the state of the stock market, labor unions, extravagant business methods, recent foreign retaliation for the protection policy of the United States and foreign jealousy. Overcapitalization had assumed such proportions that the earning powers of few of the larger companies were adequate returns for the immense capital involved, and the water of the stock was a large percentage of the total. Careless legislative enactments permitted the formation of companies that became bankrupt in a few months, with millions of dollars of liabilities.

The methods of the promoters of the larger trusts were almost always permeated with a total disregard for market values, and truthful representations. Dividends were paid from the capital to keep up appearances, when calls were more in order. A cotton yarn trust, immediately after the payment of a regular dividend of 7 per cent. was forced to issue a peremptory call upon the stockholders. And these too ambitious firms paid spectacular salaries that represented rather the hopes than the attainments of the business.

The stock market has, of course, provided oil for the slide. Business men, whose notes were good at sight for hundreds of thousands, have not enough to buy the ink to sign them. Values have fallen so far, that no one knows what stock in some instances are really worth. Naturally sensible men fear to invest, no matter what assurances of profit are apparent.

The labor union with its short-sighted selfishness has also been a prominent factor in this reaction. Prices have gone up as a result, and the demand has been severely checked.

The opinion entertained and expressed by some Canadians, that an industrial decline in the United States is sure to be followed by a similar reaction in Canada, is given without a sufficient grasp of the conditions that arrawed themselves against continued prosperity across arrayed themselves against continued prosperity across the border.

In Canada the situation is much healthier than in the United States. It is true that while we have not been altogether without sin, we have not gone to the same extreme either in the formation of inflated commercial enterprises or in the acts of tyranical labor unions. And then it is to be remembered that, besides the excellent crops and the generally prosperous condition of the chief industries of the country, the large immigration into the great West and New Ontario, to say nothing of the extensive lines of railway in process of construction, will naturally for some time to come cause a good demand for various kinds of merchandise.

* * *

It is to be hoped that the misfortunes which troubled you during 1903 were carried off by the Old Year when it took its departure.

* * *

MERCHANTS' PROTECTIVE ASSOCIATIONS.

IT is with much pleasure that we note the associations formed in other countries among dry goods merchants for their mutual benefit and protection, and it cannot be impressed on the Canadian trade too strongly that these associations are just what are needed here.

These associations publish among other things, a book every six months, in which is contained the names of those whom they have found unworthy of credit. They also combine to refuse donations to "fake" charitable objects, to purchase tickets in the local amateur theatrical performances, and other impositions of the public upon the trade.

Complaints of this sort of thing are not uncommon in Canada, and an agreement among the merchants along these lines would be certainly beneficial.

AMENDMENT TO MANITOBA FACTORY ACT.

ONE of the events of the Manitoba Legislature at present sitting is the effort to amend the Factory Act of the province. The Law Amendments Committee have passed on a number of amendments and it is understood that the bill, as amended, will pass the House without much question or discussion.

The present Factory Act of Manitoba fixes the age of commencing work for both boys and girls at 16 and the hours of labor at 8.

The amendments make the age for commencing work 14 for boys and 15 for girls and the hours of labor 9 per day. In the matter of overtime the maximum was formerly 10, now it is amended to be 12 1-2. A week's work will, after the passage of the amendments, be 72 1-2 hours instead of 60 as formerly.

The manufacturers based their claim for the amendments purely on the ground that they could not compete with the Eastern manufacturers under the present regulations and that industries that otherwise would be established here would not come on account of the these conditions.

The amendments were strenuously opposed by the Labor Council on behalf of the women and girls.

The manufacturers are quite jubilant at their practically assured success and are predicting an immense impetus to manufacturing industries in the West.

The whole matter was kept very quiet before the manufacturers brought it up before the Law Amendments Committee or the chances are they would have met with much more strenuous opposition. The parties most effected—the women and girls—practically knew nothing about it until the amendments were through the committee.

The Labor Council made a strong claim that the amendments were not necessary on the ground of the manufacturers being unable to compete with Eastern concerns, but merely for the purposes of increased profit.

There was an attempt, on the part of the manufacturers, to prove the present Act a hardship on men with large families, as they could not get their girls to work. This, however, is scarcely correct, for at the present time Winnipeg is crying out for girls, as nurses and for light housework, and if they would take hold of it there is plenty of work for all the girls of 14 who need to work. Of course there is the old prejudice against domestic service. But at 16 girls are by no means plentiful and both dressmakers and milliners complain that it is impossible to get apprentices, even when they are paid.

It is hardly likely that the bill will go unchallenged at another sitting of the House, but these things are all in the lap of the future.

The manufacturers of all kinds were exceedingly well represented on the committee that carried the matter to the House and it was quite evident that they had been maturing their plans for some time.

* * *

While the politicians are fighting for power the business necessities of the country get rough usage.

* * *

THE DUTY ON CLOAKS AND MANTLES.

IT seems to be a foregone conclusion that the Government contemplates a revision of the Customs tariff. This is evident from the recent speeches of some of its members. It may not be during the coming session, although that is by no means an uncertainty. At any rate another twelve months will likely see action of some kind taken by Parliament.

Whenever the revision does take place there is one branch of industry in Canada which should not be overlooked. That is the cloak and mantle making industry.

When the tariff was last revised this industry had scarcely an existence. At any rate it was but a comparatively insignificant affair among the manufacturing industries of Canada. It was merely an infant, and that of doubtful promise. To-day it has assumed important proportions, gives employment to several thousand hands and gives every indication of becoming one of the leading industries of Canada.

The duty on cloaks and mantles is 35 per cent. On the face of it this seems a fair measure of protection. But things in this particular, as in many others, are not what they always seem to be. The duty on the raw material which chiefly enters into the manufacture of these goods is also 35 per cent.

It is true that by making the whole of their garments of Canadian cloths the import duty on that particular part of their raw material can be saved by the manufacturers. But the demands of fashion necessitate the use of foreign cloths as well. One of the largest manufacturers in Canada estimates that 75 per cent of the cloths which are used by his firm is imported from Great Britain and Germany.

Since the surtax on goods of German manufacture has gone into effect many orders for cloths, etc., which formerly went to that country now go to Great Britain. But the trade has not been turned altogether into the marts of the latter country. For certain particular lines Germany has still to be drawn upon, thereby further increasing the tax on the raw material.

What the manufacturers appear to be desirous of obtaining is a specific instead of an ad valorem duty. In other words as far as "The Review" can gather, a duty of so much per garment, which shall vary according to the value of the garment.

"The Review" is not able to give the exact amount of duty the cloak and mantle manufacturers are seeking. As far as can be gathered it is not immoderate. It is therefore to be hoped that their appeal to the Government will not be in vain.

Hitchcock, Williams & Co.

The Fancy House of London



Established 70 years.

WAREHOUSES:
69 to 74 St. Paul's Churchy'd
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1 to 8 London House Yard

MANUFACTORIES:
Warwick Lane & Paternoster Bldgs.

Special Attention to Canadian Requirements

Buyers will always find the latest Novelties in Stock, and the Specialties for which this House is so widely known, are:

**Millinery Materials, Fancy Lace Goods,
Prints, Silks, Velvets and
British and Foreign Dress Materials,
Chiffons, Ribbons and Trimmings,
Blouses, Fancy Costumes, Mantles and Furs.**

OUR CANADIAN REPRESENTATIVE, Mr. Cliffe, takes a full line of samples of these goods twice a year, and if you are not now on his calling list, drop him a line at Windsor Hotel, Montreal.

Requests for Samples sent direct to London will receive immediate attention.

Hitchcock, Williams & Co., St. Paul's Churchyard
LONDON, England

SIR G. WILLIAMS, F. G. WILLIAMS,
H. WILLIAMS, A. T. WILLIAMS.

OUR LONDON FASHION LETTER

Drooping Shoulder Lines Again in Vogue — Movement to establish the Princess Robe — Light Riding Habits — Materials and Trimmings — Spring Millinery Styles.

THE drooping shoulder lines, the skirt of ample breadth and fulness, the graceful shoulder scarf or pelerine, that are so prominent in the 1830 modes, may remain the accepted styles for some time yet. They have, however, become so general that exclusive fashions are likely to be inspired from other periods. Parisian chroniclers tell us, for instance, that a Directoire period play has come out at the Theatre de l'Ambigeu for which Paquin has made the frocks, and we are wondering whether this play, and Paquin's presenting of it, may point the way to Directoire ideals. Madame Grainer takes the title role, La Citoyenne Cotillon, and she is one of the notable dressers, so no doubt some of the whims she will exploit will win their way into Parisian favor. The long lines of the Directoire modes are, or course, akin to, though not identical with, the ideals of the Empire period, and are more quaint than picturesque.

* * *

A Paris house, with a branch in London, is just now doing its best to firmly re-establish the Princesse robe and another equally famed firm is making a number of picturesque gowns of Louis Seize, or Directoire period, all of which goes to prove that we are by no means foresworn to any one period for our fashion inspirations.

* * *

On good authority we learn that "both in London and Paris strong influences are at work endeavoring to resurrect the old tight-fitting type of tailor build that was characterised by a riding-habit severity merciless to all but perfect figures. Indeed this mode—void of such frivolous embellishments as strappings, embroideries and the like, and relying for success on immaculate cut and fit—has already been adopted by certain Parisian elegantes, whose appearance in the new old-style created quite a sensation. As only an artist can accomplish these difficile sartorial triumphs, and as so trying a make is only suited to the few, the fashion is hardly likely at present to displace the more elaborate order of tailor garment; but straws show which way the wind blows, and the evolution in our tailoring may come sooner than we expect. The Englishwoman's tall, upright figure adapts itself, certainly to the exploiting of the severe type of gown which has so long been out of sight and out of mind, but the Frenchwoman's more rounded silhouette thus arrayed is not without its charms. The ideal form would combine the Parisienne's dainty roundness with the Englishwoman's length of limb, and this is occasionally realised by our fair American cousins. The foreigners have for many a day made a jest of the flat-chested daughters of Albion, but the physical culture movements so assiduously practised by the rising generation should wipe away this reproach ere another decade. It would further seem as though the signs of the times pointed to a revival of the high corset at no distant future, and the corselet belt's popularity may presage the beginning of the end of the present regime of a low bust-line.

* * *

Shaded fabrics toning from light to dark in the one piece of material are a vogue of the immediate future in voile, silk and velvet, and the new season's colors, exquisitely graduated, are a joy to the eye. For walking wear on chilly days, Paris sends us soft silky cloths of the fine zibeline order with a splash spot of color. Spots, indeed, promise to hold our affections through the

Materials and Trimmings



For Spring.—The new collar effect shown in a blouse of light blue Vivella stamped with black velvet.

Spring. Paris and London also favors warm, lightweight Irish tweeds, spun, dyed and woven by the peasants of the Emerald Isle, lend themselves to the smartest of tailor gowns, for outdoor wear, and more particularly the "trottoir" now firmly established in the favored modes.

The newest short costume skirts are quite round, and rather full. They bell out well at the foot, and this effect is helped by a much frilled under petticoat.

The fashionable gowns for wear under motor coats are fashioned in this way, and the colors favored are light pastel tints, once again much in evidence.

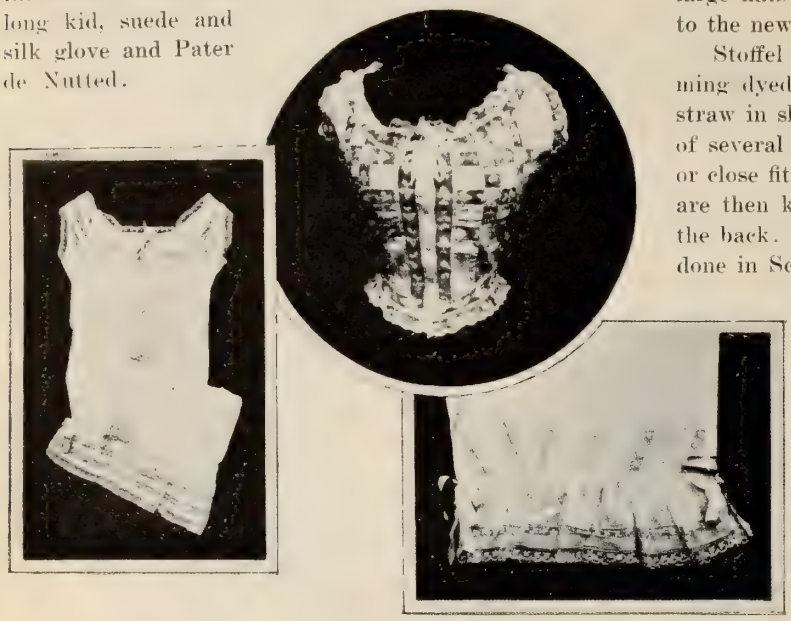
For tailored gowns of the smarter type, fine face cloths also in pastel tints are preferred.

As to the ornamental notes for such gowns, gold braiding on collar, fronts and cuffs faced with velvet, is a great vogue, but the feelings for original trimmings and embroideries, produced exclusively for each modiste by spe-

cially retained workers, is well maintained, for such exclusiveness appeals to the cultured woman of fashion. Several of the high-class ladies' tailors in London pursue this excellent plan, and can produce wondrously intricate stitcheries from their own workrooms.

Some of the newest tailor gowns boast lozenge-shaped appliques in silk or velvet, worked with soutache or other galons. Trefoil appliques are also employed with success.

Elbow sleeves are to be noted in quite a number of the new French models for afternoon gowns, and this means the return of the long kid, suede and silk glove and Pater de Nutted.



New Ideas in Lingerie.—Shown in D. H. Evans' annual whitewear sale at their Oxford street establishment.

At the recent automobile show held in Paris there were many new ideas in the coats worn by the smart French and English women who visited the exhibition. The most notable innovation, and one which seems to be catching on, well, is a very short coat that reaches no further than the waist line. It has a plain sac back that bells out on the lower part. There is no collar, and the neck part and fronts are finished with handsome stitched trimming of cloth applique, or more often black or colored velvet, enriched with gold embroideries. The sleeve is put in, in coat fashion, much below the usual shoulder line, and from below this there is a considerable fulness that is most apparent at the elbow line. It is then caught into an embroidered cuff.

Concerning Coats.

This coat is also made on the same lines exactly, but of full length, and in this style is considered the newest and smartest idea for motor or driving coats. It is seen in very light toned grey and fawn shades, and often in pastel tints.

The long narrow toque, and quite a new style of Amazone or boat-shape are paramount ideas in the Spring hat styles. The novelty of the straw and various fancy materials used in their composition calls for much admiration. For instance, the dangle effects, so much liked as dress trimmings, are reproduced in various fancy plaits dyed in quite new effects. Stoffel, of Paris, is responsible for many of these new ideas in straw manipulations, notably raffia or bass curled around to form little roses or rounded drops, that have long ends, by which they can be threaded through net, straw or lace. Very wide brilliant plaits are covered with these little ornments set very closely together, so that a feathery trimming is made. This has excellent purposes for toque brims or crowns, and bids fair to outshine the popularity of last year's Astrachan plaits.

Spring Millinery Styles.

Bobs of all kinds figure as raised trimming motifs on plaits of all kinds, and big black jet spangled bosses appear on many of the wide black crin trimmings that face large hats of the picturesque type, or form turban brims to the new elongated toques.

Stoffel has also brought out quite a new stray trimming dyed in plain or multi-colors. This is a fine pipe straw in short lengths threaded like long beads. Strands of several shades of these are tied around the toque band or close fitting brim or crinoline or fancy plait. The ends are then knotted in a bunch of dangling loops to fall at the back. A Paris model toque made up in this way was done in Scotch plaid tones of dark purple, red and green, and the effect was smart in the extreme.

The same idea is seen in the trimming arranged around the new (very wide from left to right) Continental sailors of Yedda straw. The pastel tints, and various new color blends, used in the straw plaits for the French sailor hats, lend revived interest to their re-appearance in the Spring and Summer millinery styles. They are very flat and very wide across, and are much lifted at the back. Some are made with double brims, or rather faced with plait in a contrasting or harmonising shade. An instance is a pastel blue Yedda, flat and wide sailor wreathed with wine-colored very small roses without foliage. The brim is faced with plait in the exact shade of the roses, and big baby rosettes, or choux of pastel blue metallic taffetas ribbon provide a chic trimming for the uplifted back.

Quantities of flowers are used in the Spring models, roses and lilacs form an effective blending on a number of becoming styles. Much tulle is employed in the many new ways that the French millioners seem always to create at the opening of every Spring season. Very long ostrich plumes grace a number of the large hats, but they invariably curl under the wide and uplifted brim. In this type of hat the long heralded high crown makes its appearance, but it is only in a modified form, and usually of the jam-pot type.

In millinery laces the Oriental makes are preferred, and much of these are used for very clever transparent effects between lines of fancy plaits.

A. MEEHAN.

KEEP ON LEARNING.

Try to learn all you can about your particular line; take an interest in all that goes on about you, and in a short time you will be worth more money.

Employers are always glad to keep the boy that works and push him ahead, and are thankful if the boy that fools leaves of his own accord.

Stick to a firm until you know something, and if they forget to raise your salary, go and see about it.

EASTERN MANUFACTURED GOODS AND THE GREAT WEST

SOME VIEWS OF WESTERN MERCHANTS

"As you are already aware, the recent visit of the Canadian Manufacturers' Association to the West was partly with a view of studying the trade situation. Since their return you have no doubt noticed in our papers that a number of them have been giving their impressions of the Great West.

"It would be now interesting to know what in the opinion of yourself and other business men of the West can be done in order that the manufacturers and others in the East may secure the business that now goes to manufacturers in the United States."

THE above is a copy of a letter sent by "The Dry Goods Review" to a number of merchants in Manitoba and the Territories. Several replies have been received, and those which are here with printed should prove interesting to business men who are interested in the trade possibilities of the great West.

S. K. Colquhoun, of Montgomery & Colquhoun, Deloraine, Man.

In response to your letter re the sale of United States goods in Canada and how the business may be secured by Canadian manufacturers, we beg to subjoin the following, which, in our opinion, after 16 years' business in Manitoba, dealing directly with the farmer, are some of the reasons why the foreign manufacturer finds a market for his goods in Western Canada. The question of how we are to prevent the people buying such goods we will touch later on. I think it will be readily conceded that an individual or community will not continue to buy goods from any place or person, giving such goods a preference, unless the goods in question have merit, either in less outlay of money, or superiority in the construction or texture of the articles.

In the village in which I do business, which may be taken as an average Manitoba town, marketing about one million bushels of wheat annually, I find that the principal articles imported from the United States are binders, wagons, ploughs, threshing machines and stoves. After careful investigation I find that the American binder is sold for $15 more here than is the Canadian, the American farm wagon for $10 more than the Canadian wagon, dealers having both kinds in their warehouses. And they state that they sell two American for every one Canadian wagon, and at a higher price. One naturally asks why? To any man of experience, the reason must be found in the fact that the people believe they are getting a better article. This is the unanimous opinion of the people, else they would not continue to buy an increasing amount of merchandise, at a higher price, did it not pay them to do so.

How, then, are the Canadian manufacturers to retain our markets? By making better goods. We prefer to buy the home product. In the first place let them copy, if necessary, from people who have been making agricultural machinery for a prairie country before we knew anything about prairie. Secondly, let them reduce their profits to the minimum, to compete with these people, they, we think, should be able to compete with the preference they have over the American manufacturer. If they cannot get the trade in this way they could by a high tariff. The question to be solved is, is it worth while shutting out these goods that the people evidently want to level up our manufacturing interests. This the people have to decide.

We may say, we, the retail merchants, would like to have the Legislature of Manitoba protect us by shutting out by a tariff Eastern goods shipped in by Eastern retailers. But we do not think the people would stand it. Nor do we think it would be in the best interest of all the people, any more than would it be to shut out all foreign made goods in manufactured articles.

Did the Canadian to-day make as good an article he would have his market. I again point out, it is not a question of price, but of quality. Some reason must be assigned. This is the obvious one.

In my store I sell German goods, British goods, Swiss goods, and American goods. My patrons demand the selection. Each country can do some things better than another and natural laws govern trade as everything else.

Maybe Canada has not yet learned all about manufacturing. Let us hope she may become increasingly efficient and enjoy more and more of the trade which should belong to her.

H. R. Foulger & Co., Lacombe, Alberta.

The manufacturers of the States have hitherto secured an equal share, at least, of the business of the West, in the lines in which they had a chance to compete, because, in some cases, they had better goods, and have still, though not to the same extent, and because they were aggressive from the start and advertised more extensively, but mainly because of the inability of the Canadian manufacturers to handle the business, lacking, as they did, the capital, plant, push and men. Eastern manufacturers have had all they could do to fill our orders.

What would have been the state of matters were no goods admitted from the States, and orders to Eastern manufacturers were increased by one hundred per cent? The progress of the West would have been delayed, which would probably have raised the question if the West was any good after all, instead of being as

it is, the assured factor that gives the whole Dominion its magnificent potentiality.

The imports of manufactures from the States have been our blessing and salvation, and without them we might have had crops which we could neither harvest nor market.

But with increased railway facilties, and the confidence of capital and men of the East, we shall become less dependent on our neighbors, and may without injury, but rather profit to ourselves, adopt a policy that will elimin ate foreign competition.

But it must not be forgotten than we want good goods, better than we are evn yet getting from the East, and that our manufacturers must have adequate capital to push their business against all comers, and have confidence in their country. Our best farm wagons to-day come from the United States, and they command a 20 per cent. higher price than the Canadian article. Other instances could be given. And until our manufacturers realise the fact that we want the best goods at right prices we cannot ask a co-operating policy on the part of our statesmen, to oust our genial neighbor from the market.

Fowler, Murdoff & Breen, Wetaskiwin, Alta.

We buy very little from United States. We do buy some goods from American manufacturers because we find certain lines are better made than we can obtain from Canadian houses. We think that if the Canadian manufacturers' Association would appoint a commission to study American methods of manufacture and styles that some practical results might follow.

It is difficult for a manufacturing constituency of 6,000,000 to compete against a constituency of 8,000,000 people. We think Canadian manufacturers must study every detail of manufacturing so that goods can be produced at lowest cost, highest quality and lowest price would be formidable weapons with which to meet United States competition.

We have not given much consideration to this matter for, as we have said, our purchases are almost entirely from Canadian dealers.

We trust the results of your enquiries may lead to an increase of inter-Dominion trade and that more and more may Canada be for Canadians.

Frank Whelpley, Sinclair, Man.

In the country districts the great need is better transportation and lower rates, and I believe it is necessary for the Eastern houses to cover the ground much more frequently and establish themselves in Winnipeg, which will be the great distributing centre.

They should get better acquainted with this Western country. There is a vast field for business and they must push for commercial sucess here as well as in the East. All through the wheat belt trade is different from what it is down there, and you must be more or less on the ground to study conditions.

I take it that on equal terms and prompt delivery every merchant would buy Canadian goods. When the Eastern manufacturer relizes what is west of Ontario he will hustle. The Americans have and are making fortunes out of our land while Canadian Capital earns from 4 to 6 per cent. in the East.

My opinion is: Cover the ground as often; sell on equal terms; and Canada for the Canadians will close the bargain every time.

Baker & Skelding, MacLeod, Alta.

In as far as implements go we find the farmers here prefer the American manufactured article for the reason that they build their goods to suit this Western trade, while the Canadian manufacturers have not as yet grasped this most important fact in all products of their goods. Some goods that are suited for this trade and are being pushed by the dealers, are as soon as they are well distributed, raised in price until they cost as much as the American implements to which they are inferior by means of poorer material. For instance a Canadian ploughshare manufactured from Canadian steel is much softer and will not wear more than half as long as one of American manufacture. And yet the dealers are charged as much for the Canadian inferior steel as they pay for the better article, duty added.

It is our wish to only sell Canadian goods but the interests of our customers compel us to handle American goods until the Canadian manufacturers get a better grasp of this trade.

Merrick, Anderson & Co., Winnipeg.

As a rule we find the American manufacturers pay more attention to the finish of their goods; also appear to be in closer touch with their customers as to patterns and styles most suitable for the different localities.

After all, however, the great question is one of price, and if past experiences of business depression in Presidential years is confirmed the coming season, it will be necessary, especially on some lines of stoves, to reduce present prices. Th question, however, can hardly be answered in general terms, as each line presents special problems of its own.

The W. J. Binning Co., Calgary, Alta.

We are not in a position to give any opinion of value on the question asked, but there is one thing that I think the wholesale people in the East should do, and that is to give the Western people an extra 30 days on shipments. The goods are all bought on just the same terms as Eastern merchants and they get their goods in from two to five days, while we get ours in from three to five weeks from the time of shipment. Often goods are purchased 5 per cent. 30 days and the draft is here long before the goods.

The Regina Trading Co., Limited, Regina, N.W.T.

In reply to your letter asking our opinion on what "can be done in order that the manufacturers in the East may secure the business that now goes to manufactures in the United States," we beg to say that in our opinion the quickest and best way to secure that trade is by establishing a distributing station at some point in the West.

This country is rapidly developing, and along with that development is a demand for a better class of goods than has been used by the pioneers, larger stocks and quicker service. The large Canadian implement firms have recognized this, and are following close on the Americans in the establishment of large Warehouses with complete stocks.

There is not as much sentiment about business in the West as in the East, but on an equal basis, both merchants and farmers will give the Canadian manufacturers the preference.

Smith & Burton, Brandon, Manitoba.

We do not have occasion to use many American goods in our business, but we believe the Canadian manufacturers would do well to keep in view the fact that generally speaking people in the West want the best quality of goods and prompt and careful attention to shipments.

The freight on a poor article is as much as on a good one and people here have not the same facilities for replacing an unsatisfactory article as they have in the East. Even with prompt shipment it is a month from the time an order is sent until the goods are here and anything that can be done to ensure prompt delivery and proper freight charges will be appreciated by Western customers.

Babb & Kirkland, Portage la Prairie, Man.

Replying to your circular letter re the securing of our Western business to the Eastern manufacturers:

1st. In some instances the Eastern manufacturers should reduce prices in order to combat American competition.

2nd. In other cases, better class, and quality of goods should be manufactured to supply the home market, and thus avoid the necessity of the retailer importing.

3rd. In cases where the tariff is really too low, and bears hardly on the Canadian manufacturer, making it impossible for him to meet foreign competition, let the tariff be adjusted so as to afford reasonable protection.

4th. Again in particular cases it might be found workable to make the tariff retaliatory.

5th. Adjust the tariff from time to time to meet new conditions.

Curry Bros., Innisfail, N.W.T.

Induce the Government to regulate the tariff, and the manufacturers to supply equally as good articles at the same prices.

H. S. Price, Boissevain, Man.

I am always open to give any information that may be of any service to the trade, but after writing you last Summer, requesting you to insert in the Hardware and Metal, a letter re the means of calling a meeting of the retailers of Manitoba and the Northwest Territories at Winnipeg, for the purpose of forming a retailers' association, and not seeing that you paid any attention to it, I do not know if my information may be of any use to you.

I would certainly like to see the Canadian manufacturers get a big share of the Western trade, but some of them will have to do different, or they will lose the trade they now hold. I know for a fact that the retailers would strongly indorse placing some lines on the free list, as the goods I have in view are only fit for a Jew trade.

The greatest trouble has been in getting goods of all lines, then again, had it not been for United States goods this past season we would have been in a deplorable state, as our own makers advanced their prices to such an extent, that we were making a far better profit by buying United States lines.

If the manufacturers will carry the stocks and not bull the market when they have the chance, I think they can more than hold their own.

A STRIKING EXAMPLE.

A MOST practical example of the good effects upon British exports which have been brought about by the rebate in duty on goods of "British origin" imported into Canada has recently come to our notice.

A well-known firm of manufacturers in our city had been doing a small intermittent trade in Canada, and in 1896 one of the partners went to the Dominion with a view to see on the spot whether the trade was worth following up.

He was only in Canada for a week but placed some good agencies, advised his firm to advertise in the best journal devoted to their branch of trade, and came home satisfied that some increase in orders would follow in course of time.

That year the firm's Canadian trade was ten times greater in volume than in 1895, and a year or so after



Canada is making great progress in the higher class of engravings. The above illustration is a reproduction of the Spring cover of the present issue of THE DRY GOODS REVIEW. It is made by a new process in which articles are employed instead of being drawn. The roses are from actual photographs. The work was done by The Grip, Limited, Toronto.

when the preferential tariff came into operation it again increased considerably.

The further rebate from 25 per cent. to 33⅓ per cent. again helped this firm's Canadian trade, and this present year is their best record and quite six times as much as it was in 1896, just before the new tariff came into force.

In one week at the end of October the firm under notice booked Canadian orders equal to the total value of some whole year's trade, and they now confidently expect a further large extension of trade next year.—The Commercial, Bristol, Eng.

"Economizing for the purpose of being independent is one of the soundest indications of a manly character."—Samuel Smiles.

The certainty of correctness in style combined with newest fabrics, excellence of fit and superiority of workmanship are the elements which make the noticeable difference between goods of our make and others.

The prices are no higher. The profit-bearing qualities are in evidence at every point. Why not buy them?

Our travellers are now on their respective routes with a full range of samples of Coats, Costumes and Skirts of the better sort for Spring.

We want your trade. That's why we advertise.

THE Merchants' Mantle Manufacturing Co. Limited

LADIES' READY-TO-WEAR

Coats, Costumes, Skirts and Capes.

36 WELLINGTON ST. E. and
1, 3, 5 LEADER LANE.

TORONTO, Canada.

By H.M. Majesty's Royal Letters Patent
PATENT No. 5295
"The Premier" ART PROOFING

Ladies' and Misses' Garments Bear this Label.

HIGHEST GRADE
BRITISH-MAKE

FOR LADIES, GENTS, MISSES AND BOYS.

(Guaranteed)

"PREMIER" WATERPROOFS and SHOWERPROOFS

(Guaranteed)

The "Premier" Waterproofs are the absolute Guaranteed Garments in the Dominion of Canada, thoroughly waterproof and will not harden

BEWARE OF IMITATIONS

STANDARD OF THE WORLD

Established 1873.

Head Works:
MANCHESTER, ENG.
Branch Works, Showrooms and Offices:
MONTREAL, TORONTO and WINNIPEG.

The PREMIER WATERPROOF GUARANTEED TO RESIST ALL CLIMATES

Gentlemen's and Boys' Coats Bear this Label.

CLOAKS, COSTUMES AND SKIRTS

JANUARY in the cloak and suit trade is a between season's month. In the retail trade every effort is being made to clean up stocks in readiness for the showing of new Spring goods, and clearance sales and cut prices are the rule in all cloak and suit departments. Special endeavors are being made to close out lines of box-backed coats, and cuts in the price of this class of garment have gone pretty deep.

• • •

In the cities and larger towns the vogue of the long-coated suit has interfered considerably with the sale of cloaks, as the majority of women bought the long-coated suit and wore it with a set of furs, and did not invest in a Winter coat at all. Many women, too, bought evening wraps, or used rain-coats as such, and this was another factor that tended to spoil coat sales. From these causes coat stocks in some sections are unusually heavy, and very low prices are being asked for quite a sightly coat.

• • •

The foregoing remarks of course apply more to the trade in large centres, as in country sections, and in the Northwest a warm Winter coat is a necessity, and manufacturers who do an exclusive skirt and coat business, or one that has a large country connection, have had a highly profitable run of trade in both coats and separate skirts. With their clientele stocks are well in hand, and the retailers they cater to are in a position to buy liberally for the coming season. With the manufacturer who does this branch of the trade, the Spring business is comparatively light. He is now turning his whole attention to Fall garments, and is producing some smart coats, pretty much along the lines indicated in our last issue.

• • •

The past year has on the whole been a satisfactory one in the Canadian cloak and suit trade, as it has been in many respects one of steady development and progress in both the maufacturing and the retail trade. The more progressive retailers are using every device that their ingenuity can suggest to lengthen out the selling season in their departments, and their efforts are meeting with a large measure of success. Spring trade in 1903 was lengthened out by the sale of unlined luster suits and skirts, as well as washing skirts and shirt-waist suits in silk, linen and in cotton goods. By means of these added lines trade was held until just before the time to show Fall stuff. Another indication of the desire to lengthen the selling season was the fact that some buyers came into the market early in December with requests for novelties to freshen up the stocks on hand, and to help to turn January and February to some account in ready to wear lines. Usually these are two dead months in the cloak and suit departments and this was an attempt to make the department pay its way and may be a little over in those months. Judging from city stores those merchants who have followed this course of action have no cause for regret.

The great popularity of the long-coated suit has been the principal feature of the Fall trade. The ready to wear trade does not follow Parisian ideals so slavishly as the other branches of the "dry goods trade," and when designers saw the unsuitable designs—that is unsuitable for the climate here and taste of the trade on this side of the ocean—they in direct defiance of Parisian edicts, which said short and loose coated effects, put on the market a style of their own, viz., the long-coated suit. Though put on the market at a late date this style met with an instant success, as besides being extremely well adapted for cold weather wear, women were sick of short styles. They had been done to death, and the long-coated suit was a welcome and refreshing novelty. That the American and Canadian woman found it so, was proved by its instant acceptance, and by the fact that it has been so well and universally worn. Ladies' tailors often make the statement that the best custom tailors and dressmakers have not made this style of suit, but whoever made them, this style has been well worn by society leaders both in the States and Canada.

WRAPPERS AND KIMONAS.

THE wrapper for morning wear in print and percale for Summer, or in wrapperette for Winter, is now a necessary garment with all women. The lines on which this garment is cut varies little from one season to another as it is use and not style that a woman thinks of when buying a garment of this class. If it is only easy fitting and full enough that is all she requires. The dressing sacques and kimonas are, however, cutting into the wrapper trade, particularly for hot weather wear as they are so loose and cool.

In these days of complex dressing, however, there is a growing demand for loose negligees and dressy wraps for house wear. All kinds of fantastic kimonas lead the way, and some lovely ones are of knife pleated silk both in soft finished taffeta and in Habutai. These come in dainty colorings such as pale and turquoise blue, pink, helio., gold and white, and are lavishly trimmed with fine mesh Valenciennes.

As usual at this season some pretty lingerie kimonas and dressing sacques are shown. Some of these are short in the back and are bloused in front by means of a ribbon drawn through a beading. But it is a negligee, which is almost as smart as a tea-gown that the smart woman dons to take her ease.

The high neck is seen in these house gowns, as well as those cut with the V at the throat and there are others just cut round in the Saint Cecelia fashion. Some, however, are cut decollete like a ball gown, but these are rather too loud to please the taste of a refined woman.

The long line of shoulder is seen on all the new indoor robes, and the yoke is generally of lace, with, as in one of

the newest Spring models, the material shirred on. The sleeves are very wide and full and have four rows of shirrings up the inside of the arm. A flounce shirred at the top completes this novel garment.

As for sleeves the dressier the wrap is the more elaborate the sleeve. The majority, however, are loose and full and the flowing angel sleeve, or the large pagoda with the lace under sleeve are the popular styles.

The Empire is another style that is well adapted for



Handkerchief Kimona.



Pleated Silk Kimona.

China silks and challis that are used for these garments.

Perhaps the greatest novelty in the kimona line are those made from handkerchiefs. At the first sight these fantastic garments seem to be all corners, but when it is examined it resolves itself into five or six handkerchiefs. These handkerchiefs are generally of Japanese silk with colored borders and the kimonas made from them are decidedly Oriental in appearance.

SUITS FOR SPRING.

SUITS for Spring, is again the "Slogan," though there is some little difference in the report from the manufacturers as to the styles selling. Some pin their faith to boleros and Eton styles, while others think there will be quite a nice business done in the long-coated suit for the early trade. It seems, however, upon enquiry, that it is only from certain sections, such as the Northwest, British Columbia and districts where they come into the market earlier than the general trade, where the long-coated suit is selling for Spring wear.

Buyers from these sections had made their selections before the long-coated suit was put on the market last Fall. And as their selections were all in short effects, the long-coated suit is a novelty with them.

Retailers, however, should be careful not to overstock these long-coated suits, as they are hardly appropriate models for wear on the warmer Spring days; in fact one authority who is pretty well posted, says, that in his opinion the buying of them at all is a mistake.

Turning to the cloths, of which the Spring suits are made, it is seen that tweeds, and neat fancies are well to the fore. Flecked cloths and indistinct stripes are shown, but there will be a very large business as well done in plain cloths. As for the past few seasons one of the main features of the suit, is the sleeve, and there is an endless and bewildering variety of sleeves showing, but all built on the same general lines—that is they all fit pretty snugly from the shoulder down to near the elbow, and are then very wide until they meet the long tight cuff. Some are fulled into this cuff, but many are so cut that there is no fullness where sleeve and cuff join.

In colors, blue is very popular, and there is a decided feeling for brown. A great many light shades are also selling, such as grey, champagne. Biscuit shades and light reseda are also among the colors appropriately sold for Spring.

Though Paris is making a strong effort to bring in the full skirt this style is making very little headway with the Canadian trade, though the skirts shown are decidedly a little fuller from above the knee, and have a considerable flare around the feet. They are very tight fitting around the hips.

The habit back is again to the fore for the Spring trade, but the inverted pleat at the back is the more popular style. The reverse pleat or box-pleat, but well stitched down, is the back finish to some of the new skirts.

Though gathered, and full pleated skirts may be made in dressmaker lines it would require a deal of education to get the ready made trade to take to them. The pleated skirts seen in ready to wear lines, have the pleats sown down flat until just above the knee, where the stitching ceases, and the pleats are permitted to fly loose.

Though there are few out and out yoke styles, a yoke effect is often simulated by the trimming, or by the way in which the top of the pleats are cut, in what may be described as vandykes, and yet they are not exactly van dykes either. These are of graduated height, and are trimmed with one, two, or three buttons, as the size of the button and other conditions require.

A new skirt shown by a New York firm, is in four sections, each section being a circular flounce, from which the succeeding circle is hung. These circles of flounces are of graduated width, and breadth, and are trimmed with lace applique and braid passementerie along the edges.

The most marked characteristic of the coats that make up with the skirt, the fashionable suit, is the increased length of the shoulder seam; indeed in novelties sleeves and shoulders are apt to be cut in one, though this model will hardly be likely to be seen in the popular trade as it is not an easy one to fit; but it is just mentioned to show the tendency.

In models for the popular trade this long shouldered effect will generally be obtained by the skilful disposition of the trimming.

The trimmed suit is in the ascendent this Spring, and those made by a good manufacturer are in neat effects, and in good taste, but as is usually the case, cheap suits are loaded with cheap trimmings, trimmings serving in this case to draw the attention away from the poor cut, and finish, of the garments themselves.

Besides, particularly the bright fiber braids are much en evidence, and not only in solid colors, but in two-tone effects, as black and white, blue and white, brown and white, etc. Often too there are added dashes of brigat contrasting colors. Many of the new trimmings show slight touches of gold; not much, but just threads here and there.

Buttons are a feature of the new suits that can by no means be overlooked, for this is going to be a great button season, and buttons of all shapes and sizes are going to be used for trimmings as well as for their legitimate purpose as a fastening. Silk-covered and cloth-covered buttons are seen, but the majority are of metal, and the military bomb buttons in gold, gunmetal and sil-

ver are very popular. Sometimes graduated sizes are used to trim the one garment.

Some very artistic effects are seen in fancy metal buttons, particularly in those of gunmetal and old silver and also in wood. Nothing gives a prettier finish to a suit than an artistic button.

SPRING LINES IN COATS.

THE coats put out for Spring have a decidedly smart and jaunty air. Covert cloths are the first favorites for coats for the Spring trade, but smooth finished cloths, particularly in champagne color, are likely to be good in novelty lines. Voiles, linens, and Pongees, and it is said taffeta in peau de soie, are also to be among coat materials. In certain trades white coats will be in evidence.

Smart little coats with fitted backs and box-fronts of about 22 to 24 inches in length, in covert cloth are leaders. These coats have all the large pagoda sleeve in some form or other. Two piece sleeves are also shown. The corset coat, that was so popular last season, has also sold well in some sections of the trade.

In the light weight cloths, silks, voiles, etc., short, loose coats are all the vogue. These are tucked, shirred, lace trimmed and otherwise ornamented.

PROFITS IN THE CLOAK MANUFACTURING TRADE

THE reason the average clever manufacturer does not make more money under present conditions is that he does not realize the full possibilities of money-making that lie in his salable productions, says Crerands Cloak Journal. In calculating prices on good styles he seems to be haunted by the spectre of cheap competition. He crosses the bridge before he comes to it. He discounts or anticipates a competition that may never arise. He reveals a weakness befor he is attacked.

Most of the representative men in the cloak and suit trade are possessed of all-around cleverness. They can give one a logical argument about almost anything, except the feasibility of putting a larger profit on their own productions. And yet, when a manufacturer has a good year, and transacts a business running into the hundreds of thousands, he is astonished to find how little money he has cleared over and above fixed charges and necessary expenses.

The point is just this this; the manufacturer who can produce a good style must charge for the element of style. It is an old saying that if a garment is a "seller" it is not dear at any reasonable price; if it is a "sticker" it is not cheap at any price. Salable garments must carry comparatively large profits in order that a manufacturer may strike an average. If the obviously good styles, which are sure to sell, are priced as low, proportionately, as those of doubtful merit, the result inevitably will be a surprising shrinkage in the calculated profit on the season's or year's business, for these "sellers" have to offset various losses on unsalable goods. And then again, the way to beat the copyist is to sell desirable styles at a good profit from the moment they are shown, so that they will, in large measure, have fulfilled their mission by the time that they are seized upon and cheapened.

Another reason, we think, why many manufacturers do not make more money on large sales is that they do not know with any degree of exactitude what it costs them to do business. Certainly they figure correctly the cost of materials, trimmings and labor, and add a certain percentage for manufacturing expenses and discount, and then put on a hypothetical profit, which is supposed to cover all contingent expenses and leave a clear gain. "Which is supposed" that is the point! The percentage alloted for manufacturing expense covers, theoretically and perhaps actually, the fixed charges of the business upon a calculated amount of sales such charges as rent, designers' salaries, factory figures, etc. But is the other percentage large enough to give an adequate profit after all the unexpected but inevitable outlays and losses of the year are met? There are a hundred and one of these losses on sample lines, on returned goods, on special orders, on goods loaned for openings or shipped on memorandum, and a host of other incidental happenings. Would it not be practical for every manufacturer who has any records of these contingent losses (and a record can be kept) to average them in such a manner that he could calculate with reasonable accuracy their ratio to the amount of his business and cover them in his cost estimates with a separate percentage? In this manner, unless they ran considerably above the average, he would have a clear idea of what his goods actually cost and would be in a much better position than now to adjust profits and determine just how far he could safely go in cutting prices to meet competition.

THE RIGHT WAY TO HANDLE THE SUIT TRADE

THE ready-to-wear suit is comparatively speaking a novelty of recent growth in the suit trade, for it is only in the last few years that it has been sold to any great extent, and there are many merchants, who, seeing the large measure of success achieved in the cities and larger towns, would like to handle suits themselves.

The average retailer, however, when he is adding suits to his ready-to-wear stock, goes about it in a manner that he would never dream of employing in any of his other departments. He acts in short much in the same manner as "Pat" did with the feather, and arrives, by much the same road, at much the same conclusion.

It was Pat's misfortune to have to make the soft side of a board his bed, for the night, and while seeking the softest board he could find, he came across a feather. "I've often heard," said he, "that feathers are soft to sleep on," so he picked the feather up and carefully laid it under him. On waking up in the morning stiff and sore from his hard couch, his first exclamation was, "Begorra, if wan feather is so hard, what must a bed full be?" Now the popular way a country merchant stocks suits, is in much the same way, and the results are about the same as Pat achieved.

When a man is doing a nice cloak business, and thinking that he might as well try suits, at the beginning of the season he will perhaps select four, or at the most, half a-dozen suits.

These are not enough to make much noise about, and so they get very little advertising, but they are put on view in the cloak department. Women look them over, but as there is only one size of a color and not any variety of choice, it is not easy to make a sale, as the average woman when she pays as much as a suit amounts to naturally wants more than one specimen to choose from.

One customer likes one of your suits, but as it is a 32 and she takes 36 and will not buy until she is fitted, that sale is lost. Another wants a blue, and the only one in stock is black, and in another case, the coat is a little long-waisted and wrinkles in the back, or the skirt is too long. As there is no alteration department that sale is lost. There is so much trouble with the suits; so much time taken, and so few sales made that your salespeople naturally give them the go-by. So there they stick until they become such well-known features in your department, that the majority of your customers would hardly have them as a gift.

Finally, after a lot of pushing, and at a great sacrifice of price, they are gotten rid of, and the merchant sighs, and is convinced from experience "that suits are no good anyway." And he makes up his mind to have no more of them.

Now just figure out, Mr. Merchant, how you would come out, say, in your dress department, if you ran it in the same way. Suppose you bought blue in one material, and brown in another and so on, instead of stocking a full range of colors, and prices, and tried to do your season's business with half-a-dozen pieces of goods or so, how do you think you would come out? You know very well, don't you; and yet that is just the policy you have been following with your suits. You know you must have an assortment of fabrics, and a proper range of colors and prices to do a satisfactory dress goods business. The accumulated experience of generations of dry goods merchants tells you that; and it is just as necessary to have an assortment of colors, styles and sizes in your suit department to do a trade. You cannot do business without you have it here any more than you can in any other department in your store.

There is one thing that you must have, and that is an essential factor in selling suits; and there cannot be done without it. That is some provision must be made for making alterations. You may get along without an alteration department, when you only stock coats and skirts, but if you can alter garments you will find a large increase in your sales in these lines. If you decide to stock suits an alteration department is a "sine qua non," and if you cannot install one you had far better not touch suits, for you will never make a success with them.

There is a better chance than ever this Spring for suit selling, as there is, as most retailers know, a dressmaker famine in the land, and many women will have to come to the ready-to-wear trade for their Spring costume, so if you are thinking of adding suits to your stock, and there is no reason why you should not, even if your business is in one of the smaller towns, the present is a very opportune time to begin. Farmers have had a series of good years. Crops have been good, and prices for farm produce high. They have plenty of money and this being the case, their wives and daughters are not going to do without a new Spring suit, and if they can not get what they want near home why they will send away for it. They will have in many cases to buy ready-made goods because of the impossibility of getting materials made up, so if you cannot supply them with a suit, you will probably lose the sale of the material by the yard as well. Don't, however, if you decide to stock suits follow Pat and his feather, but put in a proper assortment, for a woman is not going to pay $10 or $20 for a suit without having a pretty fair number to choose from.

Now as to the number of suits to buy to give a fair choice. To have sizes, colors and variety of styles to choose from, the least number you can stock to have all this is 20 suits. It looks a large number, but you will find it about right as a beginning.

In selecting your suits, go to the manufacturer you buy your coat stock from, if he makes suits, and tell him you are about adding suits to your stock. As he knows something about the class of coats you handle he will be able to give you valuable advice as to what kind of suits you had better stock. You may follow his advice safely as it is to his interest that you should make a success of your suit trade. You will be a much larger customer if you do.

You must treat your new departure as a novelty department, for style is the chief factor in suits, and as soon as the style changes, your old stock has not much value, so you must mark prices accordingly. You should in the first rosy dawning of the season mark fully 50 per cent. and not a cent less if you want to make a sucessful showing. They are not afraid to mark this rate of profit in the large departmental stores, and they know their business there.

Perhaps 50 per cent. seems a pretty steep rate of profit but think a bit; it represents profit on many lines, a profit on material, on trimmings, on sundries, etc., that you would have obtained if the dress materials had been bought in your store.

Then there is the dressmaker's profit as well to be added, so you see that it is not so outrageous after all.

Supposing you have your suits all marked off, and into stock; your alteration department and salespeople all ready, you must launch them in good style, and you should advertise a special show day in your suit department. If you are opening for the first time with suits, mark the fact in some special way. Have extra decorations, or music, or both, or give each woman attending a souvenir. Serve afternoon tea; in fact employ any means at your command to draw attention to your stock of suits.

Rightly bought, and rightly shown you should do a considerable trade early in the season. Say, for the sake of argument, that your 20 suits cost you $12 each, and you marked them to sell at $18. In the first part of the season you should sell at least half. Ten suits at $18 would net $180. Now take $180 from $240 you paid for your suits not making any allowance for trade discounts, etc., that leaves $60 as the cost of the ten suits you have left, or $6 each suit. As you have now parted with the most saleable of your garments, and the season is getting on, the time has come when it is wise to do a little price cutting, and you should mark down your remaining suits so as to bring $14 or $15 each, and continue to cut price as needed to make things interesting, and to have your department clear by the end of the season, for suits should never be kept over. When you have cleared your $60, all you have over is profit, and that without taking into consideration your trade discounts.

Suits handled in this way will pay and pay well, and will build up the reputation of your store.

The writer knows of one merchant in a small town of about 1,200, who disposes easily of 100 suits in the year, but he is one of the very few who buys as indicated, and always has a good assortment to choose from.

Still Another Leader.

Our No. 105.

Black silkette Underskirt, looks like silk, rustles like silk, wears like cotton. A big seller for Spring trade. Stitched on two needle machine. Four ruffles, each strapped at top. 71 inches wide at top of flare. Like all our Skirts, "Perfect in make, fit and finish." Price $15.00 per doz. Other lines $6.50 to $24.00 doz. All prices based on old cotton prices. Moral—Place orders NOW. samples sent anywhere in Canada per xp ress paid.



TERMS:

2 per cent. 10 days or net 30 April 1st.

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SOLE MANUFACTURERS OF

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FOR MEN, WOMEN AND CHILDREN.

591 CRAIG ST.,

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Cater, Platt & Co.

MANTLE MANUFACTURERS



OLD CHANGE BUILDINGS.

OLD CHANGE, LONDON, E.C.

WHOLESALE MANTLE MANUFACTURERS

Canadian Buyers

can always count on seeing the latest, best, and choicest mantle modes in our showrooms. Our success is in saleable, medium-priced goods, not in extremes, and a look through our samples will show the extent of our range and the infinite variety of our ideas. We would like to mail our Pattern Book to buyers who cannot visit our showrooms. Any request will have prompt attention.

Specialties Ladies' Coats AND Costumes

ALSO MACINTOSHES, SKIRTS, BLOUSES and FURS,

OLD CHANGE BUILDINGS. OLD CHANGE, E.C., LONDON. (Just out of St. Paul's Churchyard)

FASHION TENDENCIES OF SPRING, 1904.

THE fashion tendencies for next Spring and early Summer are beginning to be pretty clearly defined, and the influence of the 1830 styles are making themselves more and more felt—that is with modern modifications and differences adapted to the needs of the present day.

The old-time half-balloon, half pyramid effect, which was the skirt outline of 1830, does not please the eye of 1904, and though there is a certain 1830 look about modern skirts, all lines of costume are so arranged that the appearance of height and slenderness is attained.

Fashionable people want to wear the new full skirts, but they want at the same time to create a slender hip effect. Luckily this is easily attained by the average woman, for she has only to obtain a pair of the new long-skirted corsets, put them on properly, let out the waist, and draw in the hips. An average will then be struck that will give a fairly straight line under the arms; and you have the new figure.



Skirt

This new fashion should please dress reformers and doctors, as it is built on much more natural lines than any that have been worn for some time.

While the new skirt shows unmistakably the influence of 1830, it is much softer and more graceful in outline. Plaits are much used on these new skirts, and though the upper part may be tightly fitted they all flare below. The right fit of the underskirt is of special importance and here is a point that buyers should specialy insist upon, and look after. There is not much difference in length between the Spring and Winter Skirts—for the elaborate gown there is the train and the graceful length in front, but which it seems impossible to move in, as it is often a good two inches on the floor. For the tailor-made there is the round skirt somewhat longer in the back and front, and then there is the walking skirt that just clears the ground by an inch or so.

The shoulder line on all garments is as long as it is possible to cut it. Every possible device is resorted to, in order to get this lengthy effect, and on Spring as on Winter models the top of the sleeve is often cut in one piece with the bodice. This idea will prevail in novelty lines, and buyers should see when purchasing garments cut in this way, that they do not draw at the armhole, as this is a very difficult style to cut right. With this shoulder line the shape of the sleeve is of great importance, for though styles may be very varied, the proper line from neck to elbow must be presented to give the right effect. The fullness, which last year was at the wrist, has crept up the arm and is now centred just below the elbow. This necessitates a longer cuff to hold this fullness in the proper place.

In the fancy models sleeves are fuller than ever, and the baggy fullness just below the elbow is most apparent.

In sleeves the variations of styles are very great, for not only is the straight severely plain coat sleeve seen, but there are also the long drapery sleeves, generally of accordian pleating known as "angel sleeves." Some of the newest sleeves are finished with a cavalier cuff, below which falls plisse frills of lawn or lace, as they fell in olden days from the wide cuff of some curled and powdered beau. In New York these ruffles can be bought by the yard and are of lawn trimmed with narrow Valenciennes insertions and edge.

For very early Spring wear there will be the suits of light tweeds, cheviots, coverts, broadcloths, etc., and later on these will be replaced by costumes and shirt-waist suits of veilings such as voile, eolienne, etc., and lusters, mohairs and sicilians.

The fact that suits are so popular means a continued popularity for the blouse or shrit-waist, as if a woman wears a coat suit she must have a skirt, or fancy waist, or waists, to accompany it, and the large sale of suits in the past Fall and the favor with which they are regarded for Spring means that a large number of blouses will be called for.

The fact that the smart set are wearing white blouses so persistently, and that lovely models in both plain and fancy washing kinds are being bought for wear at the Winter resorts in the Southern States, indicates, in no uncertain manner the position of the white washing blouse in the general trade this Summer. Shirt-waist suits in the new crashes, suitings, and other cotton and linen fabrics are an assured thing. The very novelty of these fabrics will command attention, and their beauty and desirability will make the sale.

Wash goods is rather a misnomer this Spring, and the assurance that "it will wash beautifully" that one sometimes receives in answer to an inquiry made regarding the washing qualities of a material, will have to be much modified, or there will be trouble, for many of the so-



New Sleeves.



Suit.

called wash materials will not wash, and they are not intended to wash either. Said a smart little lady to the writer: "I never send my 'wash' gowns to the laundry, for they bear very perceptable traces of the processes they have gone through on their return, and then you have to remove all ribbons, trimmings, etc. I send mine to be dry cleaned, and they come back just like new. You can wear an outing gown a considerable time before it wants

washing, but once it is washed it is no time before it is ready for the tub again."

Now the advantage of dry cleaning is that you can wear it just as long as you did when it was new, and as, at the most two cleanings would enable a suit to last the Summer, the balance is not so far on the side of the laundry as some suppose, and then after each cleaning your dress looks as fresh as when you first wore it. This of course does not refer to plain prints, and other materials of which work-a-day gowns are made.

In looking at the Spring costume of dame or maiden of 1904 there is much besides the full skirts, the long shoulder, and full sleeve to remind us of 1830. There is the quaint, and dainty fichu, or its modern prototype, the deep shoulder collar and the high belt, etc. Fringes have come back to us with the stoles and pelerenes which they adorn, then we have cords, passementeries and fancy falling ends of jet, and the silk ruches and quilled ribbons; in fact the greater number of modern accessories may be traced back to that time.

Silk and gold, and silk and silver passementeries, chenille and silk fringes, and other drops and dangles of silk, chenille, and cord, etc., in black, white and colors; handsome buttons, bits of embroidered brocade strappings, braids, galoons, decorative stitchings with suggestions of Oriental coloring about them, these and many more trimming combinations, are all suggested for Spring wear. Laces, braids and embroideries of the same shade as the gown they trim are the central idea in trimming schemes for the coming season. Even Valenciennes lace is dyed nowadays as this desire for matching the color of the gown in lace has reached the fine as well as the coarse laces.

Neckpieces and stoles of fur are to be replaced for the early Spring by stoles of marabout, and feather muffs and stoles are selling to the smarter trade. It is said that the round feather boa is to be revived and will be worn with large irridescent muff of coque feathers to match.

The Continental turban and military shapes are those which predominate in hat lines for Spring, and there is a very marked difference between street and dress hats.

The drapery veil will be another marked feature for the coming season, and brown is the popular color in it.

The combination of brown and white is a favorite one indeed. All shades of brown are strong, from the palest biscuit through mode and tobacco, down even to dark seal. And it is hinted that brown will be used as the relieving touch in the place of black. Blue, from pale sky, down to the darkest shades, is good, and grey in all tones, but in gun metal especially. Then there are the blue greys and grey greens, and many shades of green that are in good demand, and also helitrope and plum.

White is still very popular and the shades just off white such as champagne, artique white, oyster, pearl, and cream are all likely to experience a great run.

STYLES IN UMBRELLAS.

AMONG the novelties for the season of 1904 in ladies' and men's umbrellas are those having handles of Japanese lacquered wood. This handle has the advantage over the ordinary wood handle that it cannot be marred or broken. The writer saw one thrown violently on the floor without being broken or even marked. This new Japanese handle is being shown in compartively cheap lines and should be welcomed by the trade. Trimmed Congo and boxwood handles are also in demand for the Spring trade.

Another popular line in ladies' umbrellas has pearl handles more or less elaborately decorated with silver and gold mountings. Dresden and ebony handles are meeting with much favor in the better class of umbrellas. The imitation Dresden and cheap china handles in vogue recently have entirely gone out.

In cheaper lines of umbrellas a new idea in handles has been brought up from New York; celluloid in imitation of burnt ivory, carved in artistic designs and in general effect a close second to the genuine article. The most popular of all, however, are horn handles, for which there is a big demand. These are to be had in great variety of color and shape, and are either plain or mounted in silver.

In ladies' umbrellas short handles are the correct thing. Self-openers are to be had in the cheaper grade of umbrellas exclusively. English manufactured "Gloria" continues the staple material for good umbrellas. In ladies' umbrellas the correct size is 23 inches and in men's 25 inches, although a few as large as 27 inches are on the market.

MR. A. D. KYLE MARRIED.

A VERY pretty wedding took place in Crescent street Presbyterian church, Montreal, on January 19, the occasion being the marriage of Mr. Albert Douglas Kyle, son of Mr. James Kyle, of Kyle, Cheesbrough & Co., to Miss Alison Jean Hyde, daughter of Mr. George Hyde, Pine avenue. A large number of guests were present, Rev. Mr. Mackay performing the ceremony, which was conducted under a large wedding bell. The church was beautifully decorated in white and green, arches here and there being formed of Boston laurel.

The bride, gowned in white panne velvet, was attended by Miss Gwendoline Kyle, sister of the groom. The bridesmaids were Miss Annie Finley, Miss Verena Curry, Windsor, Ont.; Miss Ruth Moyan, Pem, N.Y., and the little Misses Vera Henry, cousin of the groom, and Isabel Hyde, cousin of the bride. The groom was supported by Mr. F. Benedict; and the ushers were Messrs. Howard Wilson James Slessor, Stewart Rutherford and Fraser Gurd.

After the wedding ceremony a reception was held at the home of the bride's parents, and later the young left on their wedding trip to the south.

JOINT STOCK COMPANY FORMED.

THE wholesale dry goods house of Hodgson, Sumner & Co. have been formed into a joint stock company capitalized at $1,000,000. This is one of the old established dry goods firms of Canada, and for years have been recognized as one of the leaders in dry goods and fancy goods. The change has been considered necessary on account of the branching out which has been taking place in all their departments and the increasing demands made on them.

Hodgson, Sumner & Co., Limited is to be the style of the new company not, as Mr. Sumner pointed out to "The Dry Goods Review," "The Hodgson, Sumner & Company, Limited," as the new company has been termed. Mr. Sumner did not care at the present time to say anything more about the change.

WAISTS

A CANADIAN waist manufacturer, who recently returned from New York, says that New York manufacturers are complaining that their trade is not up to that of previous seasons, owing to the great competition. Of late years many small manufacturers have gone into the waist and garment business, with the result that profits have been cut down to a very small margin, and with but little benefit to the retailer.

* * *

The latest novelty in New York, and one which is now being introduced in Canada, is a lace collar, with tabs at the back, instead of the front. These tabs reach in some cases almost to the waist. The general opinion is that while this style is in vogue it will be quite popular, but it is not expected that it will last very long. This is about the only new thing shown in New York.

* * *

Canadian manufacturers all report a satisfactory Christmas trade in novelty goods. Several of them have found it necessary to run their plants up till 10 o'clock at night for some weeks, in order to complete their orders in good time. The many recent losses on the Stock Exchange, "hard times in Wall street" as it is generally put, has certainly left an impression on a certain section of the trade, and retailers who cater for the high-class section say that though the numbers that visited their stores were quite as great, purchases did not reach the total of previous years. But in the stores that cater to the popular trade, the trade of the million, had every reason to be satisfied with the holiday trade; also with the patronage that was accorded to the January sales.

* * *

A waist manufacturer calls our attention to the statement in an American exchange saying that crepe de Chine waists of the better qualities are in demand on account of their "excellent washing qualites" and thinks it should be impressed upon the trade that this silk, of whatever quality, will not wash.

* * *

China silks are still a leading factor in the waist trade, those with Valencienne trimmings being apparently the most popular. Heavy Cluny lace is not selling as well as last season. The preference is for finer made goods.

* * *

The shades most in demand for Spring are white, cream and sky, though many gunmetal effects, light heliotropes and champagnes are being sold. There is not, however, a great "run" on any one color. Ivory white is a decided leader, but several others are almost as popular.

* * *

Different manufacturers have complained to us that customers order Japanese silk blouses of them at a low price and then complain of the quality. It is advisable to purchase garments in this silk of a sufficiently good quality to stand washing, if it is intended to build up a trade in this article. A proper price should be paid for the garments. Manufacturers should not be asked to produce Japanese silk waists at from $1.75 to $2. The better class of goods will stand washing and give altogether more satisfaction to the wearer.

* * *

Persian trimmings are now shown with much success in New York, though they are likely to prove otherwise here. "Too showy for our women," say the authorities. Allover lace waists are meeting with a good demand for Spring, at prices to retail from $8 to $12, champagne is the leading shade in these goods as in other lines.

* * *

There is little change in the sleeves for Spring. The bishop will still be good, and all advance notes regarding a tight sleeve for 1904 are considered worthless. In fact the puff at the wrist is even in some cases larger than ever. Fronts are also, if anything, larger and fuller than in previous seasons.

* * *

A peculiar feature we have noticed in the Canadian trade, is that while the velvet costume has been in and out of style a dozen times in New York it has never received the same popularity here. Our manufacturers are at a loss to account for this, except that it is material which accumulates dust so easily, and that it is very difficult to draw another garment over it, with velvet's tendency to stick to other cloths, last season was a particularly strong one for both waists and costumes in velvet in the United States, but here only a limited quantity was sold. Chiffon velvet, however, promises to be very good in costumes for Spring.

* * *

The materials used by ladies 40 or 50 years ago for their customers were of much superior quality than those in demand at present. This is attributed to the frequent changes in styles at the present day. Materials costing within 50 per cent. of what would be paid years ago are to-day considered of so high a price as to be practically unsalable.

JAMES BLACK & CO.'S NEW PREMISES.

THE firm of James Black & Co., manufacturers of handkerchiefs and fancy linens, Belfast, Ireland, who have carried on business for many years on Linenhall street west, have been obliged, owing to the increased demands of trade to remove to more commodious premises at the corner of Great Victoria and Hope streets.

Their new building is of the most modern construction, and from an architectural point of view is a credit to the city. It is six stories in height, with fire-proof floors, and has been designed to meet all requirements of an up-to-date warehouse in the matter of concrete staircase, sanitary appliances, electric hoists, lighting and ventilation, etc. The front portion of the ground floor is divided into shops, each forming a separate fireproof compartment. The business offices are situated on the second floor, while the second, third, fourth and fifth stories are occupied by the different departments of the extensive business. On the top floor are situated the stitching and smoothing looms where all machinery is driven by electricity. One of the most interesting features in the whole establishment is the large number of stitching machines in the stitching department, which turn out an almost infinite variety of original and charming designs in handkerchiefs, etc., famous the world over.

WAIT



There is money in it.

Our travellers will call upon you with the largest variety in **American Fashion, American Make** and **American Finish** of SILK WAISTS, SILK COATS, SILK DRESS SKIRTS and UNDERSKIRTS, also FANCY COTTON WAISTS and CLOTH SKIRTS.

THE AMERICAN SILK WAIST CO.
30 St. George St., MONTREAL.



Examine the Goods.

If the goods themselves won't back up our words of praise, all our advertising won't do us any good. We put the best of everything into

The Shield Brand Garments

Waists in all materials. **Skirts, Suits, Jackets, Kimonas, and Underskirts.**

—materials, skill and workmanship.

Shield Brand Garments are known to both retailers and wearers. The brand on them is the mark of trustworthiness. They are more easily sold than other makes, and in this lies a profit worth thinking about.

The New York Silk Waist Mnfg. Co.,
40 ST. ANTOINE ST., MONTREAL.

SALEM WAISTS
SALEM SHIRTS
SALEM PYJAMAS
SALEM VESTS
SALEM Boys' Waists

Buyers visiting Montreal will find a complete range of samples of the above lines at our warehouse.

SALEM COMPANY
LIMITED

323 St. James Street,
MONTREAL

$AVE $AFELY

"Safety is the first consideration, and the matter of interest earnings is of second or even third importance."

Depositors who make absolute safety the first consideration are attracted by the exceptional strength of the Canada Permanent Mortgage Corporation, Toronto Street, Toronto. It has the third largest paid-up capital of all Canada's strong financial institutions.

Your Bank Account

Will receive every care if kept at

The Bank of Toronto.

Head Office: - TORONTO.

Paid-up Capital
$2,950,000.00
Reserve Fund
$3,150,000.00
Total Assets (over)
$24,000,000.00
Incorporated 1855.

BUSINESS ACCOUNTS
Invited.
SAVINGS ACCOUNTS
receive interest every six months.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life

ASSOCIATION.

W. H. BEATTY, PRESIDENT.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

THE CANADIAN BANK OF COMMERCE.

Paid-up Capital, - - $8,700,000
Rest, - - - - $3,000,000

HEAD OFFICE: TORONTO, CANADA.

HON. GEO. A. COX, President. **B. E. WALKER**, General Manager.

The offices of this Bank number 106, distributed as follows:

LONDON, ENG., 60 Lombard St., E.C., S. Cameron Alexander, Manager
NEW YORK, N.Y., 16 Exchange Place, Wm. Gray and H. B. Walker, Agent

101 Branches throughout Canada, including the following:

MONTREAL, F. H. Mathewson, Manager
HALIFAX, H. N. Wallace, Manager.
WINNIPEG, John Aird, Manager.
ST. JOHN, N.B., J. G. Taylor, Manager.
DAWSON, D. A. Cameron, Manager.
TORONTO, John C. Kemp, Manager
VANCOUVER, Wm. Murray, Manager
OTTAWA, Robert Gill, Manager
VICTORIA, Geo. Gillespie, Manager.
HAMILTON, D. B. Dewar, Manager.

5 Branches in the United States, including the principal cities of the Pacific Coast:

SAN FRANCISCO, CAL., Arch. Kains, Manager
SKAGWAY, ALASKA, H. M. Lay, Manager.
SEATTLE, WASHINGTON, G. V. Holt, Manager.
PORTLAND, OREGON, E. A. Wyld, Manager.

A General Banking Business Transacted.
Foreign Exchange Bought and Sold.

The distribution of its Canadian branches covering all the principal cities and towns throughout the Dominion, its own offices in England and the United States, and its correspondents in all parts of the world, enable The Canadian Bank of Commerce to offer unexcelled facilities to merchants, manufacturers and exporters for the transaction o their business.

In the Execution of Trusts

THE TORONTO GENERAL TRUSTS CORPORATION

takes every precaution to prevent loss. No investment is made without the approval of the Executive Committee. All investments are registered in the Corporation's books in the names of the Estates to which they belong, and are kept separate and apart from the assets of the Corporation.

The entire resources of the Corporation are responsible for the faithful performance of Trusts administered by it.

CAPITAL, - - - $1,000,000
RESERVE FUND, - - 290,000

CAPITAL PAID UP, - - $1,000 000.
RESERVE FUND, - - 1,000 000.

The Metropolitan Bank

HEAD OFFICE, - - TORONTO.

REV. R. H. WARDEN, D.D., President. S. J. MOORE, Vice-President
W. D. ROSS, : GENERAL MANAGER

A GENERAL BANKING BUSINESS TRANSACTED.

Drafts Bought and Sold. Letters of Credit Issued.

SAVINGS BANK DEPARTMENT
at all Branches.

Interest at highest current rates added twice a year.

FINANCE AND INSURANCE

MONEY is in excellent demand now in Canada. The activity in many lines of manufacture, the opening up of new stores throughout the West and in New Ontario, called into being by the increased settlement of the country and the liberal purchases of goods for the Spring trade, are all absorbing large sums of money, and rates are being well maintained. Higher rates of interest are being obtained on real estate loans than a year ago. The banks and other financial institutions are in the best position they have occupied in years.

* * *

A sure sign of the growing security and stability of the money market is the fact that since the first of January, 1904, railroad and other corporations in high credit, needing large amounts of additional capital, either for the purpose of extending their operations or making up for inadequate working capital, have experienced no serious difficulty in obtaining the necessary assistance from bankers. It marks a significant change in the attitude of financiers throughout the country from that of the Summer and Autumn of 1903 when the so-called undigested securities gave such a chill to the investing public. It also goes to show that an unimpaired condition of credit, where corporations of the highest grade are concerned, will lead to an equal degree of readiness on the part of investors to take on favorable terms the obligations of railroad companies. Where the calls on the money market are for the purpose of financing deals, combinations and new acquisitions, instead of on capital account, the public who have recently learned a bitter lesson in the school of experience will be prompt to detect the difference between them and the legitimate requirements for new capital with which to provide for additional facilities, new equipment, etc., and will undoubtedly be lead to exercise a certain degree of conservatism and hesitancy.

* * *

The professional man may be in the enjoyment of a good income, but is not often successful in accumulating an estate. Wholly absorbed in his professino, he has little opportunity to study methods of money-making, or to master the problems of finance and investment. To such men life insurance is peculiarly adapted. They require little capital in their business. It is generally merely a question whether they will spend their entire income, or save a part of it. In the latter case, life insurance presents the most available plan. A portion of the income thus applied, provides for the family in case of the death of the insured, and guarantees a competence for his old age.—Life Insurance Independent.

* * *

The Bank of Britsh North America, Toronto, is again occupying its old premises at the corner of Yonge and Wellington streets, which have been entirely remodelled. Improvements to the extent of $60,000 have been made in its building, the upper floors of which have been handsomely fitted up as up-to-date business offices, the second flat for the new Toronto clearing house, with the ground floor is occupied exclusively by the Bank of British North America. The prevailing tone in the banking offices proper is buff. Wainscoting counters and pillars are of onyx and Italian marble. High arched ceilings lend an air of spaciousness to the interior which for quiet elegance is not to be surpassed by anything in the city. The general manager, Mr. Inglis, says business has never been more promising than at the present time. His own bank has reason to be more than satisfied, and it is gradually enlarging its staff to keep pace with the increasing demands of business.

STEALING INSURANCE.

IT is claimed that at least 30 or 40 per cent. of all claims at fires of $10,000 or less in New York are fraudulent and that the fire insurance companies have been cheated out of millions this year. Authorities are investigating this alleged systematic swindling and have already brought to light some of the inner workings of the system. Not only are prominent merchants implicated, but members of the fire patrol of the various insurance companies, city officials and public adjusters as well. One adjuster recently convicted confesses that of 300 cases adjusted by him only two were not fraudulent.

Such adjustors will take contracts to adjust a fire loss on any terms. Then they will endeavor to prevail upon their client to pad his loss, generally by bribing the member of the fire patrol left by the insurance company to watch the property. They will pay him to wet or to destroy goods on the premises where the fire has occurred. Or they will pay him to move goods from a floor where no damage has been done to that where the fire has actually been, or to put labels of more expensive goods on the damaged packages.

Another frequent form of swindling is where the merchant goes to wholesale dealers after a fire and obtains receipted bills for goods that never have been deliverd. Altrations are thus made in the books to suit the demands of the occasion or else the books are destroyed. The insurance companies have apparently been connived at from all quarters, now it looks as if the connivers would have to pay for their folly.

WHY THE BANKS PREFER THE MERCHANT.

DURING 1903 Canadian banks granted the demands of merchants, manufacturers, farmers, and the general public in loans amounting to $63,516,473 more than those of 1902. During the same period call loans or loans on stock collateral decreased $12,849,301. At intervals through the year brokers tried to borrow largely from the banks but were politely turned down. On the other hand the class of borrowers first mentioned seems to have had no difficulty in obtaining all the funds

it needed. Brokers naturally enough are beginning to suspect that the merchants have been given an undue preference.

The question arises, why have the banks preferred the merchant to the broker? In deciding to whom he will lend a banker is influenced among other things by the considerations of profit, the desire to have the trade and commerce of the country run along smoothly and evenly, by the wish to give reasonable assistance to the development of natural resources, but chiefly perhaps by motives of self-interest, he wishes to advance his own bank, to solidify and strengthen its hold on profitable business of a permanent kind.

With reference to profit, the rates on call loans in Canada rule now at 5 1-2 per cent. but fall to 5 per cent. and lower at certain seasons. On the other hand, mercantile loans are now yielding 5 1-2 and 6 per cent. for the best accounts. A banker dreads being loaded up with funds during a long period of slack demand, when call loans even at 4 per cent. go a-begging. It is no time to secure desirable mercantile connections; every bank is looking for them. Now, however, when money is tight and most of the banks carrying all the business they can stand, is the opportunity for the large banks to make good connections with an eye to the future. Such accounts will go far to secure the desired employments for funds through periods of inactivity; the growing time in Canada is bound to affect the wealthiest and most enterprising firms for years to come and they more than any others will require additional credit if they are to turn the current of commercial and industrial expansion to their own profit.

Again it may be in the best interests of trade and commerce if a judicious restraint is imposed upon the customers of the broker; no great harm is done if Jones, the head clerk in an industrial establishment is prevented from taking a fly in "Canadian Pacific" or "Twins," because the banks are not lending freely on stocks; real injury might follow if Brown, the manufacturer, was refused an advance to enable him to get in his raw material.

The most obvious reason, however, for the present attitude of Canadian bankers is the vast contraction of values in stocks. They can hardly be blamed if in the interests of their stock holedrs they use the opportunity of establishing lucrative connections with desirable business concerns, rather than to neglect these and make loans to broking houses on the uncertain security of the speculative market which will be thrown back on their hands just as soon as money works easier.

FINANCIAL REVIEW.

THE returns of the Canadian banks for the month of December reflect a heavy volume of general business, total liabilities showing an increase of $26,416,000 on 1902, and assets $37,757,00. Ready resources in the shape of capital, specie, currency, etc., are $23,233,000 in excess of what they were a year ago.

A shrinkage in circulation can hardly be construced as favorable, and this year the contraction was from $70,480,611 in October to $67,425,586 in November and to $62,539,407 in December, a total contraction in the three months of $7,941,204.

The maximum circulation is ordinarily shown by the October statement when the banks have been using all their available funds in providing for the handling of the season's crops.

Contraction ordinarily follows after that work has been accomplished, but it is now a matter of history that the banks were provided this year for business which did not eventuate, in consequence of which there has been more striking contraction than usual. This is shown by the fact that in November, 1902, the circulation fell from ..65,928,973 the previous month to $64,497,641, and in December a year ago to $60,574,144, or a trifle less than five millions and a half compared with close of eight millions in 1903. Loans and discounts on the other hand increased $3,730,000 as compared with November, and are $61,540,000 in excess of what they were a year ago. Deposits on demand show little change from that of the preceding month, but are $4,638,000 greater than a year ago, and deposits on notice increased over a million during the month and are $25,110,100 in excess of what they were a year ago.

Call loans in Canada, as the result of a lifeless stock market, show a slight decrease for the month and are $12,256,000 less than they were a year ago; while those in the United States have increased a million during the month. Compared with a year ago, the loans by Canadian banks across the line show a curtailment of $8,712,000. Quite a falling off in foreign business is noticeable, the call loans abroad having decreased from $37,199,339 for December, 1902, to $34,479,937 for last month, and the current loans abroad having decreased from $34,131,237 to $18,616,518.

Following a period of great tension caused by what apeared to be an everyday imminence of war in the Far East the stock market has naturally responded during the past few days to a more pacific situation. While a slump would almost inevitably follow the actual engagement of the forces of Japan and Russia, it by no means follows that certainty of peace would ensure "bull" operations. The public has profited from its severe lessons of a year ago and has kept its money in the bank instead of throwing it down recklessly on the Stock Exchange sink.

LIFE INSURANCE AS AN ELEMENT OF CREDIT.

INSURANCE upon the life of an individual, made payable to his estate, or upon the lives of members of a firm or corporation for their benefit, adds to their credit since for the loss of life it furnishes a certain indemnity which is necessary to prearranged plans. The president of Bradstreets' says: "It is practially beyond doubt that partnership insurance strengthens the credit of firms adopting it. The increased confidence which it establishes is recognized in the commercial community and thus reflected through our reports."

Life insurance has not always met with the approval accorded to it to-day. How account for the recent evolution in public opinion which is so great that leading financiers no longer hesitate to speak of life insurance as a proper element of credit?

One reason is because life has become a safe investment; the safety being in proportion to the fulfilment of certain assumptions over which life insurance rests.

First: An assumption is made of the amount of death losses which will have to be paid with carefully

THE METROPOLITAN BANK

CAPITAL PAID UP - $1,000,000.00
RESERVE FUND - $1,000,000.00

DIRECTORS:

REV. R. H. WARDEN, D.D., - President.
S. J. MOORE, ESQ., - - Vice-President.
Chester D. Massey, Esq., - of Massey-Harris Co.
D. E. Thomson, Esq., K.C., - of Thomson, Lilley & Johnston.
His Honor W. Mortimer Clark, K.C., Lt.-Gov. Province of Ontario.

HEAD OFFICE, - TORONTO, ONT.

W. D. ROSS, General Manager.

SAVINGS BANK DEPARTMENT open at all Branches, and interest allowed at best current rates on deposits and added twice a year.

Statement of the Affairs of the Bank as at December 31st, 1903.

LIABILITIES

Capital Stock paid up		$1,000,000.00
Reserve Fund	$1,000,000.00	
Rebate on Bills Discounted	6,851.62	
Balance of Profit and Loss account carried forward	18,232.31	
		1,025,083.93
Notes of the Bank in circulation	$526,687.50	
Deposits not bearing interest	205,103.31	
Deposits bearing interest (including interest accrued to date)	735,021.84	
Deposits by other Banks in Canada	5,016.67	
		1,471,829.32
		$3,496,913.25

ASSETS

Specie and Dominion notes	$171,341.36	
Deposit with Dominion Government for security of note circulation	6,036.66	
Notes and cheques of other banks	100,517.38	
Balances due from other banks in Canada	297,610.20	
Balances due from agents in United Kingdom	20,731.28	
Balances due from agents in foreign countries	44,018.94	
Railway and other bonds, debentures and securities	316,226.66	
Call loans secured by bonds, debentures and stocks	647,833.74	
		$1,604,316.22
Current loans and discounts	$1,656,977.77	
Notes and bills overdue	1,139.05	
Bank premises, safes and office furniture	233,032.72	
Stationery, etc.	1,447.49	
		1,892,597.03
		$3,496,913.25

constructed mortality tables as guides. The assumption of the number of deaths is made larger than will be likely to occur; and if the company employs skilful medical examiners and intelligent and honest agents not only will the number of deaths not exceed the assumed number, but considerable gain will arise from this source.

Second: As the age of a policy-holder increases the risk to the company becomes greater, and the cost of insuring him increases. To meet this difficulty of constantly increasing premium, the cost of the whole period is averaged and a uniform yearly premium, charged allowance being made for the interest on the money which accumulates in the hands of the company. If a conservative rate of interest is assumed by the company, and skill and care are exercised in the investment of its funds, this assumption will also be realized.

Third: An assumption must be made of the cost of administration and of securing business. To make the average premium abundantly safe against any contingency the provision for expenses is made liberal.

Life insurance is counted to be better collateral than Government bonds in time of panic. Banks will not loan money on, or even buy bonds at such times; they need their funds for possible demands from their depositors. There has never been a period of panic or depression however, when a life insurance company rejected an application for a loan of any amount within the loan agreement of their policies.

AN EXCEPTION.

ONE of the Toronto dailies recently referred to the fact that directors of Canadian banks are comparatively small holders of the stock in the institutions represented by them. That such is not the case in the Canada Permanent Mortgage Corporation is vouched for by the president, who says in his annual address that the Toronto directors represent among themselves, their individual holdings and that of their respective families, and as trustees for others, over $1,200,000 of the company's stock, or one-fifth of the total stock, and besides, are holders of bonds and debentures of the company or on deposit receipt to the extent of about $500,000.

BANKING AND INSURANCE NOTES.

THE Canadian Bank of Commerce has opened a new branch of their bank at Moose Jaw, Assa. Mr. R. A. Rumsey has been moved from Innisfail, Alta., to take charge and Mr. H. M. Stewart has been appointed manager of the branch at Innisfail in place of Mr. Rumsey. This new branch of the bank increases the number of its branches in Canada to 101 and in Canada and the United States to 106.

The Bank of Toronto has opened branches at Omemee, Oil Springs and at the corner of Queen street east and Bolton avenue, Toronto.

The annual meeting of the shareholders and directors of the Canada Permanent Mortgage Corporation was held on February 6, 1904, for the reception of the financial statement and report of the directors for the past year, for the election of directors, and for the transaction of other business.

At the annual meeting of the Bank of Toronto, held on 13th of January, the report presented showed the profits for the year to be $424,200.36 to which is added the amount brought forward from last year, $93,128.07, and the premimum on new stock issued, $454,430, making a total of $971,758.43. From this sum, after the payment of two dividends of five per cent. each, and sundry appropriations, the sum of $554,430 was transferred to rest account, making that account now $3,154,430, or $200,000 in excess of the paid-up capital. The report also stated that eight new branches had been opened during the year.

MANUFACTURERS AND MERCHANTS.

It may be necessary for your staff to have fidelity bonds. We act as surety on such. We are known the world over.

Write to us for terms and particulars.

The London Guarantee & Accident Co., Limited,

D. W. ALEXANDER, General Manager for Canada,

Canada Life Building, . . . TORONTO.

UP-TO-DATE

Financial and Commercial Corporations ask applicants for positions to furnish a Guarantee Bond instead of letters of recommendation. For particulars apply

DOMINION OF CANADA GUARANTEE & ACCIDENT INSURANCE CO.

Cor. King and Yonge Sts., TORONTO.

J. E. ROBERTS, - General Manager.

WESTERN ASSURANCE COMPANY. Incorporated 1851

FIRE AND MARINE

Head Office Toronto, Ont.

Capital - $2,000,000.00

Assets, over - - 3,333,000.00

Annual Income - 3,536,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $1,000,000.00.

TOTAL ASSETS, $1,864,730.13.

LOSSES PAID SINCE ORGANIZATION, $22,527,817.57.

HEAD OFFICE, - BRITISH AMERICA BUILDING, Cor. Front and Scott Sts., Toronto.

GEO. A. COX, President. J. J. KENNY, Vice-President.

P. H. SIMS, Secretary.

OFFICERS OF MONTREAL BOARD OF TRADE

THE results of the annual election of officers of the Montreal Board of Trade were made public on January 28. The announcements were as follows:

President, Geo. E. Drummond, first vice-president, Wm. I. Gear, second vice president, Robert Munro, treasurer James Thom.

Members of Council—Andrew A. Allan, Herbert B. Ames, R. M. Ballantyne, Geo. Caverhill, Leslie H. Gault, Albert Herbert, F. H. Mathewson, Charles Meredith, Donald Munro, G. F. C. Smith, F. W. Thompson, John T. Wilson.

Members Board of Arbitration—Robert Archer, Robert Bickerdike, M.P., Jas. Crathern, Jas. Davidson, E. B. Greenshields, Arthur J. Hodgson, R. W. MacDougall, Alex. McFee John McKergow, Henry Miles, Robt. Reford, Charles F. Smith.

The elections to the presidency, vice-presidencies, and treasurership were made unanimously, and no one is heard to raise any objections, the four gentlemen chosen being among the city's most esteemed men.



Geo. E. Drummond, President.



W. I. Gear, First Vice-President.



R. Munro, Second Vice-President.

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The new president of the Board of Trade is also the president of the Canadian Manufacturers' Association, and one of the most energetic spirits of that body. He is one of the highest authorities on the iron industry in Canada, having a thorough knowledge of that business from the mining of the ore to the manufactured article, and is connected with the industry in all its branches. Mr. Drummond is a great believer in the future of Canada, and does not stop at that, but works hard toward a realization of that future.

As head of the Drummond, McCall Co., which he founded, with Mr. McCall, nearly a quarter of a century ago, he has been a foremost figure in the development of the iron industries of Canada. They were the founders of the Montreal Car Wheel Co., of which Mr. Drummond is now president. He is managing director of the Canada Iron Furnace Co., and many other large concerns owe the greatest part of their success to the management of the Board of Trade's new president.

Mr. Drummond is an Irishman by birth, but has become so thoroughly imbued with the spirit of his adopted country, that he is generally credited with a desire to see Canada make her own commercial treaties, unrestrained by any part of the Empire. He is a Conservative in politics, because he is a protectionist.

Business considerations have not and do not take up all Mr. Drummond's time. Various charitable institutions, homes for the unfortunate and hospitals have been benefited by his generosity and helped forward by his active participation in their work.

In his speech thanking the members of the Board for the honor done him, Mr. Drummond said in part, that Canada was now entering upon a period in her history the importance of which could hardly be over-estimated. It behooved the business men of the Dominion to take keen interest in the country's affairs; there are too few business men in the country's Parliament; too few who are conversant with what the country requires. He considered it the duty of the boards of trade of Canada to take up and move resolutely in questions which affected the country at large.

Sir Wilfrid Laurier had said very truly that if the United States was the nation of the 19th century; then Canada should be the country of the 20th century, and it was the time and opportunity for the commercial bodies of this country to bestir themselves.

In the past the voice of the Montreal Board of Trade had been heard to some effect in the councils of the nation. The Board of Trade Council took up the matter of the unfair treatment which was being accorded to the Dominion by Germany, and the result was that the surtax against Germany had been put into effect.

Mr. William I. Gear was elected the first vice-president by acclamation. He is an old hand in Board of Trade matters, and will be found most useful in his new position. In the years 1900 and 1901 Mr. Gear was the

representative of the shipping interests on the Board of Trade Council, and last year was the second vice-president of the Board. In 1902 he was elected president of the Corn Exchange.

Mr. Gear is a Canadian by birth. He is most favorably regarded in shipping and commercial circles, not only locally, but throughout the country with those who have had business connections with him and the shipping firm of which he is vice-president, the Robert Reford Company, one of the largest in Canada. Mr. Gear is the chairman of the Executive of Shipping Federation of Canada.

Mr. Robert Munro, who has been elected second vice-president of the Montreal Board of Trade, is no stranger to Canada. He first visited this country a number of years ago in connection with lead products manufactured by the well-known firm of Alexander, Fergusson & Co., of Glasgow, Scotland, a firm known wherever the English language is spoken. Upon the fusion of the firm of Fergusson, Alexander & Co., who were then established in Montreal, with the Canada Paint Co., in 1892, Mr. Robert Munro became managing director, and it is almost needless to say that this company under his guidance has been a success from the start.



James Thom, Treasurer.

Mr. Munro is widely known in philanthropic and education circles in Montreal and elsewhere, taking a special interest in the technical training of young men. He stands high in the commercial life of the metropolis, and has a patriotic desire to see the industrial world of Canada forge ahead, having been prominently connected with the Canadian Manufacturers' Association for some time.

His technical knowledge of such matters as red lead, white lead, litharge and lead and zinc ores has frequently been made use of by the Dominion Government and large corporations as to his opinion of the value of galena deposits and their chemical and commercial value.

As it may be inferred from the name, Mr. Robert Munro comes from good Highland stock, the strain which has done so much for this country. He is an uncle of Neil Munro, the celebrated Scottish author, and weilds a facile literary pen himself. Being in the prime of life, it is confidently anticipated that his business knowledge and sphere of usefulness will still further be felt in the commercial world.

Mr. James Thom, who is the new treasurer of the Board of Trade, is a very well-known business man of Montreal. He is prominently connected, and has been for some years, with Canadian trans-Atlantic shipping interests, and in Montreal steamship circles no one has a better grasp of ocean transportation affairs than he.

Mr. Thom was formerly the general manager of the Hamburg-American Packet Company and the Furness lines, and in the early days was freight manager of the Beaver Lines, which was acquired by Elder, Dempster & Co. He is now assistant general manager of the Dominion Line.

He has already served two years as the representative of the shipping interests on the Council of the Board of Trade.

CLEAR DESK WON SUCCESS.

RAILROAD circles, as well as a large portion of the general public, were greatly interested in the resignation of W. A. Garrett from the general superintendency of the Philadelphia and Reading Railroad a few months ago to assume a more important position with the Queen and Crescent road. Mr. Garrett's rise in the railroad world has been phenomenal, but one little story which he himself told to a neighbor hints at the secret of it all.

"When I first went into the railroad business as a young man," said Mr. Garrett, "I was called aside by one of the other clerks, who said to me: 'Now, Garrett, let me give you a tip. You want always to keep your desk littered with papers, so that when the old man comes around he will think you are terribly busy. Then he won't pile any more work on you.' Well," continued Mr. Garrett, "I made up my mind that contrary to this man's advice I would always keep my desk cleared. And I have done so."

To-day Mr. Garrett is getting a salary of $12,000 a year, while his clerky counselor is still drawing $60 a month, and wondering why luck is against him—Philadelphia Inquirer.

SOME LEAKS THAT COUNT.

THE manager of a large departmental store, feeling that for the business done there was less profit than was reasonably to be expected, exerted himself to discover the leaks. With the assistance of some of the floor walkers whose duties were of such a nature as to provide great facilities for observing, he found the following jottings on his sheet, as spots where profits were steadily disappearing:

Use of a large sheet of wrapping paper, when a smaller one would suffice.

Careless dropping of fresh wrapping paper on the floor to be trampled upon.

Waste in string.

Throwing away of useful lengths of cord.

The use of expensive paper upon which to figure.

The throwing away of cartons which could be used to replace soiled ones.

Loss through carelessness, of dust rags, brooms, whisks, etc.

Cartwright & Warners'

Celebrated All-Wool

UNSHRINKABLE UNDERWEAR.

CARTWRIGHT & WARNERS' name on a garment carries with it the value of a hundred years' successful experience in the manufacture of the best Knit Underwear in the world, and stamps it with the character of superiority that places it above and beyond all other in a class by itself.

PREMIER FINISH
TRADE MARK
NON-SHRINKABLE
PURE WOOL

R. FLAWS & SON, Agents, Melinda St., Toronto



JOHN W. PECK & CO.

LIMITED

MANUFACTURERS OF

Clothing, Fur Goods and Shirts, Hats and Caps

Montreal Winnipeg Vancouver

PERFECTION IN HOSIERY

We carry the largest assortment of Fancy and Up-to-date Hosiery in the West.

If you have not already placed your Spring order, it is to your advantage to see our samples.

MAIL ORDERS RECEIVE OUR PROMPT ATTENTION

JOHN L. WALLER & CO.

Wholesale Men's Furnishings - Winnipeg

TRADE IN THE GREAT WEST

Winnipeg, January 30th.

THERE is not much new in the dry goods situation. Travellers are out with fall samples and orders are good. So far as collections are concerned, there is nothing to add to the statements which have already appeared in the Grocer and Hardware relative to trade conditions in the west, with the exception that matters improved somewhat in the last two week's of the month. Money, however, is tight and a certain amount of caution is being exercised in the matter of heavy orders and long accounts.

Buyers for all the large jobbing houses are now either in the Old Country or on their way thither.

Although the February number is devoted to millinery openings in the East, our openings here do not come until the first week in March, or from that to the 10th, so that beyond the fact that the outlook is remarkably good there is nothing to say about them.

Kyle, Cheesborough & Co.

Last month when I was making the round of the jobbing houses Mr. H. W. Gerhart, manager of Kyle, Cheesborough & Co. in the West, had not yet received his Spring samples. The other day I had the opportunity of a look through his pleasant showrooms and seeing all the pretty things that this lace house is offering to the public this season. That the coming season is going to be a lace season is abundantly evident. Among the lace novelties shown are the all over macrames and insertions in crash shades. These laces have all the airy appearance of Summer goods and at the same time are very durable, the round hard knot, so characteristic of the macrame is very much in evidence. The same effects are also shown in lighter makes. Next to the macrames come the yaks that will be as popular as ever this season. There are the all wool yaks in ivory white and dead black, the combined wool and silk and the all silk in both black and white. Some of the patterns are very handsome and the insertions are wider than last year. In addition to the white and black are Arab and champagne shades.

Decorations are without end and there are many novel combinations. Chiffon rouchings with gauze galloon edges and chiffon embroideries with lace edges and also with fringed edges are new and very dainty. The accordion pleated chiffon rouches in varying widths are a veritable boon to the home dressmaker and the addition of these ruches to the plainest gown will turn it into one with quite a Parisian air. Faggoting is good and is shown in a vast variety of effects but there is a noticeable introduction of fine gold cord into much of the faggoting, indeed the fine gold and silver cord is much in evidence in trimmings of all kinds. Sequins are just as popular as ever but pearl and silver will be more worn than jet.

Collars seem to grow and multiply and if this house shows one design it must have at least three score. Very pretty novelties are the three piece sets in fancy cotton voile and sampler stitch, the very thing for a smart short waist. Macrame is noticeable here also and with good effect, turn over stoles and lace collars for low evening bodices are also new. Stock collars with long fan-shaped fronts are shown. In shoulder collars some of the largest and handsomest are in satin and chenille, both in black and ivory. Collars in applique show a good deal of gold cord and some of the best patterns are the early Victoria with long stole ends and the handkerchief designs in which silk yak is effectively introduced with the applique and gold cord. Having decorated my lady's neck and shoulders her waist must not be forgotten and for this there are some very dainty bead girdles, 12 strand platts of gold and white, white and black and blue and white.

Belts of colored velvet will be good with self-toned gowns and pretty effects are produced by lattice arrangements of velvet, sea green with cut steel buckles, or blue with gold, scarlet with silver, etc. In leather belts the wide crush belt of ooze calf in mouse, tan, black, apple green or ivory white are the greatest novelties. Jetted elastic belts hold their own against all comers.

Veilings still show the large chenille spot on chiffon, but the individual veil with striped border is the most correct.

This house shows a novelty line of pompadour crepe silks in gauze effects elaborately flowered. These goods are difficult to describe but exceptionally handsome. The customary large range of fine hosiery is shown and some striking children's novelties in the shape of smart suits of flaked crash with brass buttons.

Notes.

Mr. George Craig, of the Geo. Craig Campany, Limited, has left for a European buying trip.

Early next month there will be a general exodus of Manitoba and Northwest milliners for the opening in the east and south.

WHOLESALE HOCKEY.

THE Millinery and Dry Goods Hockey League of Montreal, comprising teams from the houses of Messrs. Caverhill & Kissock, Brophy, Cains & Co., Hermann H. Wolff & Co., and Kyle, Cheesbrough & Co., have played some interesting and well contested games of their series. A trophy in the form of a cup has been provided, and the teams are all making great struggles to win the coveted prize for the season.

The standing of the teams up to January 25 was as follows:

Name.	Won.	Lost.	Draw.	To play.
Caverhill & Kissock	2	1	1	2
H. H. Wolff & Co.....	1	0	2	3
Brophy, Cains & Co.	1	1	1	3
Kyle, Cheesbrough & Co..	0	2	0	4

Caverhill & Kissock and H. H. Wolff & Co. thus proved themselves the strongest teams up to that point. This is especially creditable to the first named team as on H. H. Wolff & Co.'s team are two men who have belonged to the senior league and two intermediate hockey players.

The games yet to play are: Thursday, January 28, Kyle, Cheesbrough & Co., and Brophy, Cains & Co.; Tuesday, February 2, H. H. Wolff & Co., and Kyle, Cheebrough & Co.; Thursday, February 4, Bropshy, Cains & Co., and H. H. Wolff & Co.; Friday, February 5, Caverhill & Kissock and Kyle, Cheesbrough &Co.; Monday, February 15, Brophy, Cains & Co., and Caverhill & Kissock; Friday, February 19, H. H. Wolff & Co., and Kyle, Cheesbrough & Co.

GREENSHIELDS WESTERN

LIMITED

WINNIPEG, MAN.

Our Headquarters for the North-West.

Owing to the rapid growth of our business in Manitoba and the North-West and believing in the great future before that country, we decided to form the new company of

Greenshields Western Limited

and to erect a large Warehouse in Winnipeg to accommodate it.

The building is now complete and a large stock of General Dry Goods, carefully bought, and well assorted, including the well-known,

Priestley's Dress Goods

and the celebrated

Crums' Prints

is being opened up.

Our aim in the new business will be, by attention to their wants, to retain all our many customers in Manitoba and the Territories, and by energetic work and fair business treatment to largely increase our business, which has developed so rapidly in the past, and to make many new friends.

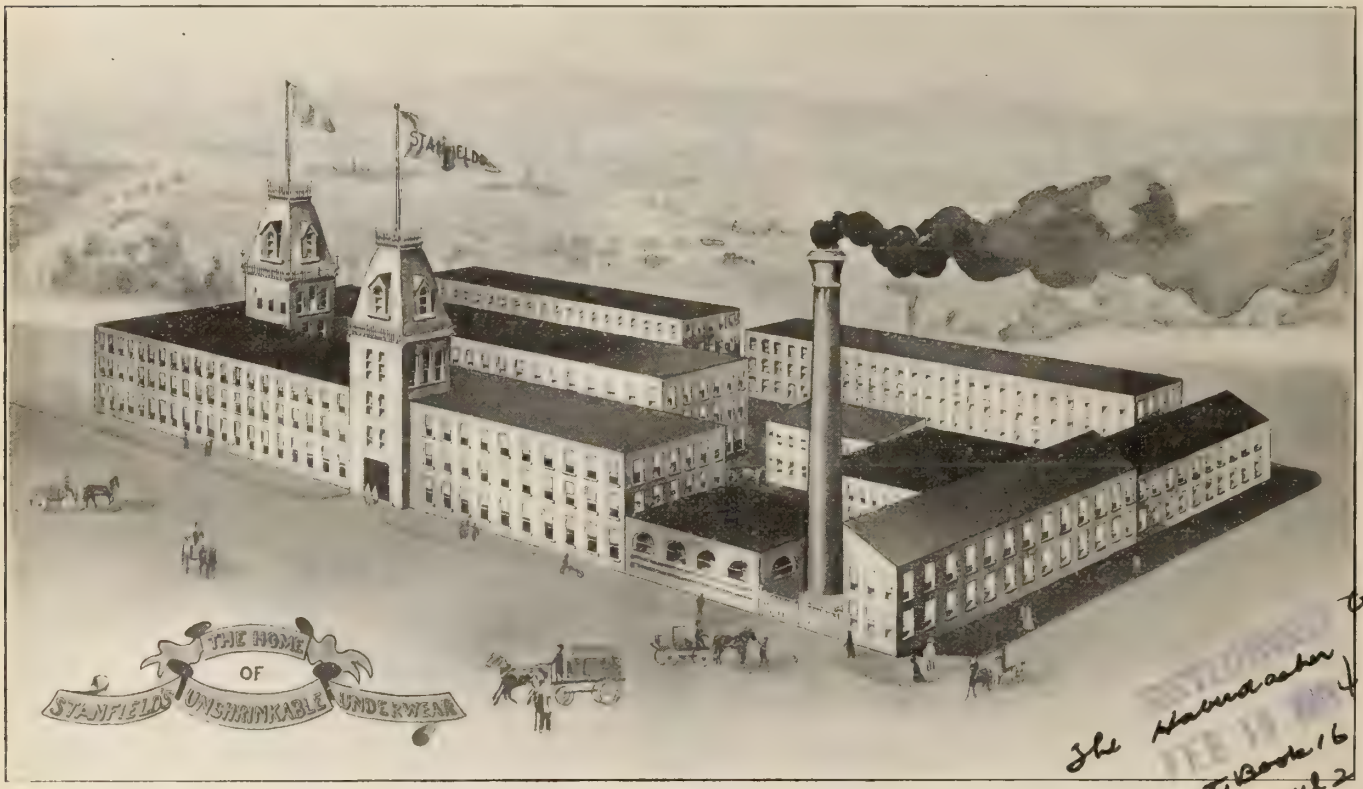
The travellers for Greenshields Western Limited are now showing Spring samples. We would ask for them your favorable attention.

Greenshields Limited

MONTREAL.

HISTORY OF A KNITTING MILL

THE Truro Knitting Mills Co., Limited, of Truro, Nova Scotia, is one of the foremost industries of its kind in Canada. It was in 1882 that the late Chas. E. Stanfield discovered the process of making woollen underwear unshrinkable. Starting in a small wooden building 30x40, Stanfield's has grown to cover over two acres. The main building is of brick 225 feet by 135 feet, boiler room, 50x30, picking house 50x30, laundry 80x40, dry house, 50x40, two wool sheds, 60x40, and 75x30, warehouses 100x40, brick. Over 3,000 pounds of wool are consumed every 10 hours, and 1,500 garments are produced.



THE TRURO KNITTING MILLS, TRURO, N. S.

The company have one of the best equipped knitting mills in Canada and they are one of the largest makers of high-grade underwear. The capital stock of the company is $300,000.

The directors are John Stanfield, Dr. H. M. Stanfield, Frank Stanfield and Geo. L. Fisher.

Stanfield's is sold direct to the retail trade by the firm's own travellers. Those travellers are Arthur C. Ford, New Brunswick and Prince Edward Island; Lou Christin, Nova Scotia; C. McKercher, Quebec; W. P. King, jr., Ontario; C. O. Douglas, Manitoba and the West. Stobart, Sons & Co., Limited, Winnipeg, are distributing agents for Manitoba and the Northwest Territories.

Stanfield's have been in the woollen business for four generations and are noted as originators and inventors, and nearly every knitting factory in Canada follow the Stanfield's lines. In fact Stanfield's underwear is said to have more imitations than any other underwear in the world.

All the directors of the company are young men from 30 to 35 years of age. Both John and Frank Stanfield have worked nearly 20 years in making underwear and their one idea is to make Stanfield's the standard underwear of Canada.

ADVERTISING SHOULD BE EFFECTIVE.

IF advertising is worth doing, and no merchant, however large or however small his business, can afford to dispense with it, isn't it worth doing well?

Advertising to be effective must attract the attention, please the eye, and inform the mind. The better it performs these functions, the greater value it has to the advertiser.

That this is so is easy to be seen. Advertising news brightly told, and in an attractive setting, is of interest to all who want to buy, because it tells them something they want to know about, and it's the buyers who want to interest in and influence by your advertising.

If your advertising isn't effective, if it isn't bringing you the returns it ought, have it prepared for you.

A skilled ad writer after making a study of the conditions confronting you should be able to so much increase the effectiveness of your advertising that the resulting increased trade will more than pay for his fees.

Child & Fall, of Wakefield, Mass., are preparing particularly effective advertising matter, and are ready to render high grade service at minimum expense to our readers.

You may wish to communicate with them. Very likely you noticed their ad. (No. 2) on page 21 of the Review.

THOS. RYAN & CO.

Limited

WINNIPEG



One of the most enterprising and successful Wholesale Boot and Shoe Houses in the West.

Our line is the most complete in Mitts, Gloves and all kinds of footwear.





RETURNED
JUN 9 190

Men's Furnisher and Clothier

Devoted to the Canadian Dealer in Men's Goods

CLOTHING
NECKWEAR
UNDERWEAR
HOSIERY

SHIRTS
COLLARS
GLOVES
NICK-NACKS

FLOWING ENDS OF TALK.

THERE is in very town or village some medley of trades combined under one roof which does regular business without local comment. Agricultural implement agents have been known to keep a stock of carpets, in a town in Muskoka a grocer doffs his apron to shave a customer, and a few have heard of the building in Arizona which exhibits a sign on which are the words: "We mend a man's shoes or make him drunk both while he waits. Satisfaction guaranteed." In England a curious combination of trades has been brought to light by the recent application of the hairdressers to enter the Manchester and Salford Trades Council. The Umbrella Makers' Union has objected on the ground that the hairdressers sell umbrellas below proper prices. There is no comment on the side-line they carry but merely on their prices. And strange to say the objection was overruled by the council on the ground that bakers, etc., canvas for insurance out of hours, and boot repairing is done by anyone.

An English Anomaly.

* * *

A WRITER in an English paper has made herself famous by her denunciation of the employment of men as drapers' assistants. She thinks a stalwart six-footer should be engaged in some more manly occupation than selling ribbon and lace, "and doing that badly." She contrasts them with the healthy chauffeurs of Longacre who spend all their days out of doors and retain their manly bearing and muscles. They are not mere slaves, kept to strict rules, more like a girl than a man, and struggling along with "a bare existence and a frock coat." Her phrase is a clever combination of words which hits the clerk in a dry goods store no more than hundreds other men. That the frock coat and silk hat too often go with the "bare existence" is only too true, and unfortunately it seldom betokens a desire to make the best of things and look well, but shows a lack of sense of fitness, and a passion to appear better than one is. There are very many young men who on their small pittance will patronize an expensive tailor, silk line their coats, and on Sundays "sport" a silk hat, frock coat, patent leathers and lavender gloves, but who on week days are satisfied with a dirty collar and an ill-fitting coat. A fifty-dollar Sunday suit and a ten-dollar, marked-down business suit show less of the man than an evenly divided forty dollars. The frock coat will make a competency into a "bare existence."

The Clerk's Frock Coat.

* * *

A GREAT London, Eng., tailor has asserted that there is growing dissatisfaction among well-dressed men at the sombreness of their attire. He says that a change is coming and is already being felt in the evening dress with its black and white, the first place of attack, because a man is less susceptible to the criticism of his friends at a dinner or ball, than to the witticisms of the boys on the street. There is already a demand for knee breeches, and one man has just ordered a dress coat with crimson silk lining and collar. The colored coat has been tried but soon hung up. After all it is merely a choice of resembling the butler or the footman. Great importance is being attached to the King's love of unconventional attire.

Color in Evening Dress.

* * *

A COMMON practice among Canadian merchants in all lines of business is the display of their wares at the front of their stores. The law allows a certain width of show room which the merchant is at liberty to occupy with the goods he is selling, and he usually fills the entire space. Clothing stores in the large cities have elaborate displays of all kinds of suits and overcoats piled up on three feet of space, and usually employ a man to watch the goods and to add his convincing talk to the attractions of the clothing. In this way they seldom have a piece stolen, but other stores are not so fortunate. A decision of a magistrate in New South Wales is interesting as throwing the blame on the tempter. A man had helped himself to a suit from the front of a clothing establishment was pardoned on the ground that the goods were displayed in too tempting a manner to allow a person to pass without envy.

An Excuse For Theft.

FADS AND FASHIONS.

WE men are creatures of fashion, it is sometimes misquoted, and the accusation or description has been accepted without any serious dissent, and mostly with a hearty agreement that savors of a desire to believe it, in face of existing proofs of its limitations. There are among us very many who strive to adhere to the dictates of fashion with a fondness we never show for the Ten Commandments. But there are so many more who treat both alike, and just keep within the law, that we appear more as creatures of comfort than as subject to the demands of fashion. Fashion may squeeze a man into a round of enjoyable entertainments, dinners and evenings, but it can't make his collar comfortable, nor his shoes fit. I can't say this of the ladies, for we men know almost as well as they do, that an up-to-date collar that scrapes the skin off the neck, or holds the head where will and good muscles would soon surrender, is, on a lady, only a constant reminded of her stylishness, and merely makes her more acrimonious in her criticism of the woman who would dare wear low, comfortable neckwear. With the average man a fashionable uncomfortable collar can be—laughed at on he who would be fool enough to wear it.

* * *

It is fortunate for the reputation of many of us that a sound comon sense is displacing a blind obedience to what is "correct." We have "correct" styles, of course, and in a few details they are more arbitrary than is pleasing, but an eye to neatness, an intelligent understanding of what is fit, is of far greater importance in life's routine, than a systematic study and comprehensive knowledge of what the "swellest" men are wearing. With one, man's superiority over the rest of creation is shown; with the other, there is only necessary a dog's memory with an ape's mimicry. The one man is sure never to grossly err, and is comfortable in the thought; the other may never disgrace himself, but he is ever in dread that he will, and is seldom satisfied that he has the "latest." The double-chinned, full-throated man who wears a straight standing collar simply because it is "proper" is a more conspicuous mark than he who neglects to throw away his old overcoat because it is a trifle too long for the present cut. Fashion is now a synonym for fitness, therefore no man can control it, and none can say, "you must dress exactly along these lines."

* * *

In the present state of observance of fashion, this doctrine of common sense is, however, too pleasing to man in his carelessness, to offer any encouragement to its propogation, and perhaps the less that is said of it, the better. Every loophole is sought out and taken advantage of, every screen is set up, and if these are found insufficient there is always the bravado of the one who wishes it to be understood that he "doesn't care," and smokes his cigarette in the drawing room to prove it. Dressing and acting according to rule is difficult at times, so much so, that after a few ineffectual spasms of honest endeavor many a man finds his inclination in detail weaker than his desire in bulk, or in other words, he would like to be up-to-date if he could accomplish his end without the necessary attention required to all the small things that make up his desire. And yet his wish is so strong as to preclude all comfort in half-way measures; he must go the limit either way, and as one is so hard he must needs choose the other. He knows that in the mind of many he will take on an attraction, an "individuality," that will collect more lavender and lilac around his crumpled shirt front, that will ever approach the entire wardrobe of his friend of neat and correct attire. It is only another case of the irresistible charms of the man with a spot in his career.

* * *

If we were a little less indulgent with the man who breaks all rules, and showed our appreciation of the one who does his best, whether with success or not, the boor of dress as well as of conduct, would not find so cosy a seat in our drawing-rooms. And this is not inconsistent with my stand on common sense as a standard. The man who doesn't care should be treated as every sensible person treats the silly affected girl who considers the setting of the sun and the hundred yard run of the quarter-back as "gorgeously grand." That "devil-may-care" mood is not natural in any man, and the sooner we set it down as pure "gush," the less numerous will be the exponents among our young people. Such a man advertises himself as a free thinker where fashion is concerned, but really proclaims himself a blind follower of Fad. He says he obeys no one's dictates, but is merely choosing a worse master; he scoffs at the carefully dressed man as a slave, while he is forging more chains for his own binding. Fad and Fashion may live together, but the less of Fashion, the more of Fad, and Fad without Fashion is the death of good breeding, whether in manners or dress.

* * *

This is the origin of nine-tenths of the boors of society. But apart from these, there are so many of us who err in corect dressing, not so much from a lack of knowledge, as from carelessness, laziness or a lack of desire to know what is proper. We don our evening dress and neglect the details that accompany this attire. It is a bother to hunt up our pearl cuff links, so we just retain our gold ones. And a few of us (very few it is to be hoped) cling to our comfortable double-band collar. The proper details of evening dress are mother of pearl cuff-links and pearl or mother of pearl shirt studs, patent leather shoes or pumps, white glace gloves, white tie, straight standing collar and white or black vest. These are points which almost any man can observe without inconvenience or discomfort, and where these are not attendant sensations, we certainly should observe what the best dressed men are wearing.

THE DON.

THE STAR SHIRT

Spring and Summer, 1904



Our New Lines are now being submitted by our Representatives.

E. Van Allen & Co.

HAMILTON, ONT.

NEW STOCK

takes the place of

Smoke-Damaged Goods.

On another page of this issue of "The Review" appears a report of the disastrous fire which visited our warehouse and others on January 18th.

The damage to our stock was caused by smoke, but we have turned the whole of it over to the fire underwriters, and are going to ***start the season of 1904 with a clean sheet.***

Fortunately the fire occurred before the arrival of most of our Spring goods.

Hundreds of packages are now in the Custom House all ready to be cleared, and as many more are on the way.

Our premises were rapidly repaired and this new stock is taking the place of the old.

ALL ADVANCE ORDERS WILL BE DELIVERED PROMPTLY AS PROMISED.

FINLEY, SMITH & CO.

Woollens and Tailors' Trimmings,

MONTREAL.

WOOLLENS CLOTHING TRIMMINGS

THE MERCHANT TAILOR

STYLES AT HOME AND ABROAD.

THERE has been noticeable during this Winter a greater number of skirted or frock overcoats than has been seen before. This coat, which is really intended to go with full dress for day or evening wear, has spread its sphere until it is for day or evening wear, has spread its sphere until it is now worn all day long on informal as well as formal occasions. There is no set style for it, but some three or four quite different cuts have received favorable attention. The dressiest and withal the neatest skirted overcoat has the skirts overlapping only some three inches and two buttons at the waist line above. The cut is quite close in back and sides, and were it not for the velvet collar, and the extra weight it shows, it would be very difficult to distinguish it from the ordinary frock coat. It has silk facing and is usually silk lined. This is essentially the formal overcoat and should really be seen only under the silk hat. There it is correct, and in fact cannot be competed with in appearance or correctness by any other cut.

* * *

But, as there is nothing really novel about this shape, a large number of men have looked around until they have discovered other cuts that possess perhaps a modicum of added value, in the less formal appearance they present for ordinary day wear. In these it is usual for the general fit to be less clinging than in the one described before. In fact some might almost be mistaken from the front for Chesterfields. As a rule, however, there is a quite clearly defined waist shape, but in many there is no waist line or division between skirts and body, save at the back. Here the skirts overlap as much as six to eight inches and are not topped with buttons. It is seldom silk faced and is made with or without a velvet collar. The turned back cuff is also optional, but the majority are without it, perhaps to assist in doing away with the formal appearance as much as possible. All who wear these skirted overcoats maintain that they are much warmer than the Chesterfield.

* * *

A coat that has been gradually creeping into favor all winter is the cutaway. In England it has attained to great prominence, and following that it has become quite popular among well-dressed men in the United States. Of late the effects of this demand abroad have been felt here, and both young and old men are asking for it. It is made to button three and the front edges of the skirts are cut in a straight line from the waist line, the corner being abruptly rounded. The bottom corners hang only about six or eight inches apart at the bottom, and the entire appearance is much different from the old well-known morning coat. For stouter men the opening in front is some inches wider.

* * *

Although cheviot finished worsteds will be in good demand for the coming Spring, tweeds will make up the bulk of stock as was the case last Spring. The similarity in appearance and pattern between the two materials is so great that the average man will still think he is buying tweeds which ever is shown him. There is a strong leaning towards dark tweeds, fully nine-tenths of the stocks shown being decidedly dark. Neater effects are thus possible and the possibilities have been fully taken advantage of. Patterns are much less pronounced than formerly, the colors consisting of dots and spots, arranged either in a haphazard fashion, or in some almost invisible design. Distinct stripes are rare, but broken stripes are common and checks in indistinguishable colors are seen.

* * *

Fancy waistcoats for Spring are being already shown by retailers in the large city stores but to only a limited extent. Far more anxious do they seem to be to get rid of their remaining stock of Winter weights, which are now being sold at half price, but with few takers. These goods are of far more value carried over by the consumer than by the retailer, but the average consumer will not risk next year's styles, nor the possibility of his tiring of a waistcoat bought late this Winter for next season. Still the retailer should dispose of left-overs if cost price or less will do it. That fancy waistcoats will be more popular than ever during this Spring is prophesied with the greatest confidence by manufacturers and retailers alike, and both are making great preparations for the demand which they feel is sure to come. This demand will be considerably strengthened by the tasty variety of patterns consisting of broken line, small clusters of dots or triangles and combinations of both, on a white basket weave background are the favorites. These are decidedly catchy and when carefully made so that the pattern is not interrupted by the pockets, the effect is symmetrical and neat. The black stands out very distinctly on the white but the parts of the pattern are usually far enough apart to make it less conspicuous, and combinations of black and white can seldom be said to be bad taste. Tans and fawns in self toned patterns or dots of colors will also be well taken.

* * *

There appears to be more earnestness than usual in the efforts being put forward in England to introduce colored clothing for men. The demand for this crops up quite regularly from year to year, but this year it is given a little more prominence than was expected when the cry was first heard. Some west end men are said to have already had dark blue evening suits made and our London correspondent thinks that if one leader of society were to honestly adopt colors it would not be long before colors would become general. The editor of an English journal of men's wear is looking for a dozen good looking men of good figure and standing in society who will don pale blue or mauve dress coats. If he can find them the future of black looks dismal in his eyes.

* * *

In Montreal on a recent Sunday the clothing workers held a largely attended meeting to protest against Sunday labor. Alderman Laporte who has since been elected mayor, was the principal speaker, and as representative of the reform party and a supporter of the laboring man spoke strongly against the opening of clothing factories on Sunday. The running of street cars, steam cars and such public necessities were needed on Sunday as on any other day but private enterprises should be closed one

day in the week, and he promised if elected to do his best to bring it about. The garment workers held a later Sunday meeting to protest against the importation of mechanics into Canada, with particular reference to tailors' assistants.

* * *

The Hamilton Times has come forward with a new argument against higher tariff on woollen goods. It says that in the ten months ending with October the imports of woollen goods into the United States amounted to $16,776,354, an increase of about a million dollars over the imports of the corresponding period of 1902. As the average duty is about 100 per cent. the United States consumer paid another sixteen million dollars, plus profit, on the outlay of over thirty-three millions to get the goods. Even the most rabid protectionist, it continues, will not contend that the foreigner paid the duty in that case. A woollen manufacturer has recently said that it is more people rather than higher tariff that is needed in Canada. When we can turn out from fifty to one hundred and fifty webs of the same material at one time, higher tariff will be unnecessary. But still, of course, higher tariff would not be refused and would be some protection.

* * *

In New South Wales where the labor union holds the reins and where wages are fixed by the Arbitration Court, the state manages many enterprises of its own. Among other things is a clothing factory. Recently the railway commissioners advertised for tenders for clothing and the state factory tendered, but their offer was £2,500 higher than the lowest private tender and was of course refused. This is a blow to the belief of many who thought the state could underbid private concerns, wages and other conditions being equal. In explanation the manager of the state factory says that the successful tenderer has a machine that will cut out fifty garments at a time, while his men cut them out to measure. Of course, the Sydney Labor Council in its hatred of machines is protesting against the decision of the commissioners, and have interviewed the premier.

CHARGING ACCORDING TO SIZE.

THE apparent injustice in charging the same for a suit for a man of one hundred and twenty pounds as is paid by the six foot giant of two hundred and fifty has struck the tailors of Chicago with such force as to impel them to a move novel to the tailoring trade. This is nothing more or less than the weighing of every customer, and the price set according to his weight.

At first glance this seems nothing but fair, but the strong objection made to it by the Chicagoans have revealed the fact that in reality the scheme is no more just than the old method. There are men of 130 lbs. who require just as much cloth as men of 180 lbs., and in the majority of cases the difference is so trifling as to be unworthy of attention. Again there are hundreds of tall, thin men of 140 lbs. who require much more material than a short, stout or well built man of 160. It is not by any such method of grading prices that a fair conclusion can be drawn.

When the Chicago tailors adopted the scheme the papers throughout America and England drew attention to it, and almost without exception endorsed it, although for the most part jocularly. They recognized it as a rather paltry effort, but more or less seriously viewed it as a possible precedent for tailors all over the country. However there is very little danger that the idea will be followed elsewhere, as it does not by any means settle the question, and both tailor and customer will object to the manoeuvres attendant upon the weighing and figuring out of the price. Fifty cents difference in the cost of the material used can hardly be chargeable to the customer who already pays from twenty-five to fifty dollars, and in the long run the tailor makes as much as he loses on the present price system.

CANADIANS AT THE CUTTERS' CONVENTION.

AT the custom cutters' convention held at Columbus, Ohio, many Canadian cutters were in attendance. A cutters' contest was held during the session and Mr. A. Tillman, a tailor of London, Ont., won the diamond medal. Cutters from all parts of the country competed, and this is the first time a Canadian has been successful. The Winnipeg tailors sent quite a deputation and were distinguishable by a badge from each of which hung a small bottle of wheat with the inscription, "Manitoba No. 1 Hard," "Winnipeg, the Door of the Granary of the World." The badges were prepared by Mr. A. T. Thomas, a tailor of Winnipeg. The convention is held annually by the Custom Cutters' Association of America.

LOCAL TAILORS OBJECT.

AT Brantford last week was held a well attended meeting of the merchant tailors and cutters of the city to consider the advisability of taking some definite action to prevent outsiders coming into the city and selling suitings. Lately a number of strangers have been in town with samples of imported material. Their plan is to make a thorough canvass of the residents, and showing them the samples they carry offer them suits at prices much below what is charged by the local tailors. The material is represented as of excellent quality, and as prices are low considerable success has been met with. The solicitors state that the suits are made by the local tailors but that they get special prices on quantities and accordingly the purchaser profits.

Of course Brantford tailors resent all this and maintain that they are unable to meet such prices in good cloths. They state that the quality of goods made up is inferior to their own. No definite action was taken, as the difficulty of stopping such a practice was recognized.

THE BRITISH WOOLLEN INDUSTRY.

THE West of England has just completed a very unsatisfactory year's business. The previous year had also been bad, and two such years in succession have placed many of the manufacturers in an unenviable position. Orders were very difficult to get, and often at ruinous prices, as wools were hard to get and prices should have been much higher. The demand for West of England goods was small, as other makes seemed to hold popular fancy for the moment. Money has been scarce and living high, so that the public has been forced to retrench in its expenditure. The weather has been destructive to all trade, and everything seems to have tended to contract the profits open to West of England manufacturers. Yorkshire has been in a condition that was little better. Better business methods and up-to-date machinery and styles must be adopted, or the coming year will be almost as bad, for the mills have no doubt been much to blame for the present state of affairs.

The Unionist candidate for Dumfrieshire in a speech recently made said that the woollen trade in the South of Scotland had been disastrously effected by foreign tariffs, as shown by the large decrease in the population in the

Well-Dressed Men



Patronize the tailor whose stock is up-to-date.

When buying from us you may be sure of the very latest and best assortment of

WOOLLENS

-AND-

TAILORS' TRIMMINGS.

Our Spring 1904 lines include some choice selections of

TWEEDS, SERGES, SUITINGS, OVERCOATINGS, ETC., CANVASES, ITALIANS, ASSORTED SILKS, HAIR CLOTHS, SLEEVE LININGS, HOLLAND POCKETINGS, ETC.

Free Samples on Application.

A. McDougall & Co.,

196 McGill Street,

MONTREAL.

Sole proprietors of the celebrated "TYKE" and "BLENHEIM" Serges, also of Salt's "YOTSMAN" Serges the best goods in the trade. Send for samples of them.

JOHN FISHER

SON & CO'Y,

WOOLLENS

— AND —

Tailors' Trimmings

♦♦♦♦♦♦♦♦

WAREHOUSES:

Victoria Square, Montreal,

and

Dalhousie Street, Quebec.

♦♦♦♦

SAMPLE ROOM: 160 Bay St., TORONTO.

Important to the Trade:

The 'Hero' Shirts

(Registered Trade Mark)

For Men and Boys,

DEFY Hard Wear and Bad Washing.

For all Climates and all Seasons.

Wm. HOLLINS & CO., Limited,
Friday St., LONDON,
Spinners and Manufacturers, England.

Agent in Canada:
Mr. WILLIAM C. MEREDITH,
3 Wellington St. East,
TORONTO.

manufacturing towns and in the number of those employed. One large mill owner had lost a trade of £60,000 a year owing to the McKinley tariff, and that meant a loss of £100 weekly to the workmen. Another manufacturer said that there were now 100,000 less spindles running in the district, and Langholm had suffered in two mills a loss of trade of £17,000, while another large mill had been sold for £2,000. Short time in the mills was now common.

In 1872 the export of woollen and worsted yarns, pieces, etc., from Great Britain, amounted to £40,000,000, while last year it was £25,000,000. But in this must be considered the diminution in value. Thirty years ago the price of Lincoln half-hogs (the standard for English wool) was 24½d.; to-day it is only 7½d. Firms engaged in the manufacture of woollens and worsteds, employing 91,323 work people, show a decrease in the number employed of 0.7 per cent. compared with a month ago, and of 1.8 per cent. compared with last year. Twenty-nine per cent. of the employes were working short time, while only 12 per cent. were working overtime

THE KILT IS HEALTHY.

DR. JAMES CANTLIE, F. R. C. S., who has been engaged in a lecture tour on personal health on behall of the Royal Institute of Public Health in England, has come forward as a champion of the kilt, and is doing his best to make it an article of apparel for every man. He maintains that the wonderful immunity from disease of the Highland soldiers in South Africa was due to the fact that their kilts provided ample warmth around the waist by covering this part of the body with over an inch of cloth. Braces, he says, prevent boys from developing good chests, especially braces joined together behind. Children should have a pound of clothing for every stone of weight, and boys and girls up to five years of age should wear frocks, because they keep the body warm where warmth is needed—around the loins. No boy ever hardened on knickers and blouse, but rather became stunted. Girls should be properly clad and given lots of exercise. The Eton jacket in unhesitatingly condemned because it is not warm about the loins. Accordingly it must go by force of public opinion. The proper dress for a schoolboy is the Norfolk jacket and a waistcoat under it.

TROUSER SEATS FREE.

When it comes to reductions and premiums a Niagara tailor "takes the bun." He is said to have recently exhibited in his window a pair of trousers, attached to which was this label: "99 cents per leg; seats free."

THE TROUSERS MUST GO.

IT is kind of the Chicago clubwomen to undertake to reform men's trousers, which, as they justly remark, are inartistic and anything but graceful. Naturally they cannot be expected to hit just the right inspiration at the first trial. What one leading modiste describes as an "ideal business costume" strikes us as just a trifle impractical. It consists of "black satin breeches with ruffles around the knee, black silk stockings and a lace collar." Such an outfit would be too funereal, too depressing—it would lend itself too readily to bear operations in Wall street. The atmosphere of business ought to be cheerful, like the smile of a blooming typewrites. The lace collar would be all right, but for the rest of the business man's costume we would suggest a robin's egg blue blouse, old rose knee breeches, mauve stockings and white satin slippers with diamond buckles. Black might be worn for a day is Steel common passed its dividend.—New York Evening World.

ONTARIO'S NEW ASSESSMENT BILL.

THE new assessment bill drafted by Hon. J. M. Gibson,, Attorney General of Ontario, as a substitute for the one prepared in 1903 by the assessment commission, varies materially from the original. The principal of a business tax is still adhered to, while the proposal to impose a house tax has been rejected. The following are some of the features which have been inserted in the new bill with a view to simplification, and the removal as far as possible of existing inequalities with a minimum of disturbance to the business community.

Business houses will be assessed for a sum to be called business assessment, the same to be computed on the basis of the assessed value of the land occupied for busines purposes. Wholesale merchants, insurance, loan and trust companies, banks and other financial institutions to be assessed for a sum equal to 75 per cent. of the assessed value. Departmental stores or retail merchants dealing in more than five branches of retail trade where the assessed value of the premises occupied exceeds $20,000; manufacturers, printers and publishers at 50 per cent. of the assessed value; retail merchants at 25 per cent. of the assessed value; telegraph and telephone companies at 25 per cent. of the assessed value; and in addition to the business tax, municipal rates upon 60 per cent. of their gross receipts, the latter levy being in lieu of the taxation of their street lines and plants. Steam and street railways will be taxed as never before and the revenues from the steam lines will be distributed according to a scale which will give all the municipalities and the province a pro rata share of two or three million dollars a year.

The general effect of the changes will be to increase the taxes of retailers and reduce that of wholesalers. The assessment of financial institutions and banks has been increased materially while the great corporations are meeting with their just deserts for the first time. One of the chief advantages of the new bill is that it will work automatcially; as the value of business premises increases so will the business assessment increase, and instead of personal property drawing less in each succeeding year as has been the case for years past, the business assessment will steadily increase.

QUICK WORK.

Swift, Copeland & Co., Montreal, who were completely burnt out in their premises on 5 and 7 Recollet street in the fire of January 19, have been receiving compliments on their quickness in establishing themselves in another place and preparing to do business. The morning after the fire, which occurred late in the afternoon, a printed sign on the ruined building announced that Swift, Copeland & Co. were now established at 16 St. Helen street, where they would be pleased to see their friends.

These are temporary premises, where they will remain until May 1, when they will remove to 517-525 St. Paul street. Meantime they are placing in their St. Helen street warehouse a full assortment of entirely new hats and furs.

Certainly the change could not have been accomplished with greater celerity.

The A.B.M. Co. TRADE MARK

RUBBER COLLARS

MADE IN CANADA

HIGH POLISH AND DULL FINISHES

PRICES AS FOLLOWS



KING Front 2 in. Back 1¼ in. $1.50



METEOR Front 2¼ in. Back 2 in. $1.20



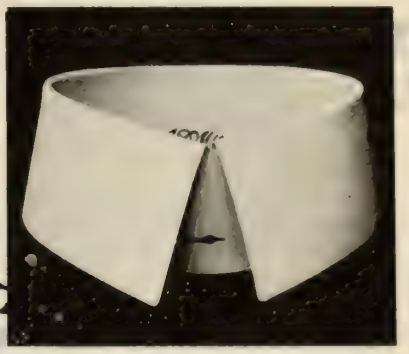
REGINA Front 2¼ in. Back 2 in. $1.75



REGENT Front 2¼ in. Back 1¾ in. $1.50



OUR GAIT Front 2 in. Back 1¼ in. $1.20



REX Front 2¼ in. Back 2 in. $1.75



DUKE Front 2 in. $1.30



PRINCE ¾ in. web $2.60



AJAX Front 2¼ in. Back 1¾ in. $1.30

These Names are for Linen Interlined. Prices same for Rubber Goods.

If you cannot obtain these from wholesale houses write us direct.

The A. B. MITCHELL CO.,

Factory and Stockroom: **16 SHEPPARD ST., TORONTO, ONT.**

Agent: DUNCAN BELL, 301 St. James St., MONTREAL, QUE.

STOCK CARRIED IN TORONTO AND MONTREAL.

All in cut Book 15

Wreyford & Co.

Romain Building, TORONTO

Wholesale Men's Furnishers.

UNDERWEAR SPECIALISTS.

For **Spring 1904** we stock 2 lines of Natural Wool Underwear that cannot be beaten.

1170 AT $6.50. - 1230 AT $8.00

both guaranteed Unshrinkable. All sizes, "34 to 44."

DOMINION AGENTS FOR

"Aertex," Cellular Underwear, Etc.,

Headquarters for

Jerseys, Sweaters and Golf Blouses.

Also Dominion Agents for following manufacturers:

Young & Rochester,

LONDON, ENGLAND.

SHIRT, COLLAR and NECKWEAR Manufacturers

Our **WASHING VEST** orders are largest on record, if you have not yet placed your orders we will mail you set of patterns.

New Neckwear for Easter Trade.

Y. & R.'s DRESS SHIRTS, at $9.00 and $12.00

and D. B. DRESS VESTS at $15.00.

Stocked in Toronto.

Tress & Co.

High-class Hat Manufacturers, LONDON

LATEST IN SILK and FELT HATS.

GOLF and MOTOR CAPS

CORRECT SHAPES.

If you want to put in a reliable English Hat, up-to-date shapes—an English hat to compare with Dunlaps in value, at 25 per cent. less price, stock the Tress Hat.

UNDERWEAR



TIGER BRAND

THE TIGER BRAND

Samples of these well-known Goods are now be ng shown to the trade.

Elastic Rib, Unshrinkable,
Fine Worsted, Unshrinkable,
Plain Knit, Unshrinkable,
Fleece Lined, Unshrinkable.

Ontario	Quebec	Maritime Prov.	West
McCLUNG & BURNS.	P. de GRUCHY.	J. A. MURRAY.	BRYCE & CO.

THE GALT KNITTING CO., Limited,

GALT.

DOMINION SUSPENDER CO.

NIAGARA FALLS

MAKERS OF

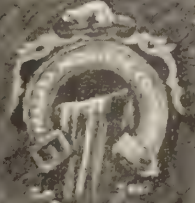
Trade D Mark

SUSPENDERS

GUARANTEED

NIAGARA NECKWEAR Co LIMITED

NIAGARA FALLS



MAKERS OF

AMERICAN STYLES OF NECKWEAR

THE NEW YORK LETTER.

ALTHOUGH skating has never reached the popularity here that it has in Canada, it is more on account of the unfavorable weather that exists here much of the time, and the fuller round of entertainments of a large city, than from any lack of interest in it. The cold weather which has been with us for the past month has given an impetus to all ice sports that New York has not seen for many a year. All the parks have their ponds and these have of course been frozen over very solidly, providing great expanses of ice that have been taken advantage of by thousands of citizens from the urchin of five to the old man of sixty. It is a very interesting sight to step off a roaring busy street with its cars, trucks and other traffic, and within a two minutes' walk come upon a typical Canadian country scene of hundreds disporting themselves on skates, and throwing as much vim into it (with perhaps not as graceful results) as a rural Canadian crowd.

The Skater's Outfit.

Of course all this outdoor exercise brings a trade to the haberdasher that he enjoys in only a limited amount during an average Winter. Skaters must have skating boots, caps, mits and gloves, sweaters, mufflers, etc., and the haberdashers have been showing their appreciation of this by fitting up their windows with these goods. The boots worn are much the same as the Canadian hockey boot, with ankle strap and low lacing to hold the foot well. A few have an additional strap around the top, and in this are worthy of imitation in the shoe worn in Canada. Sweaters are seen in every style of material, weave, and color. The more expensive ones are usually in quiet greys and browns, and the brighter colors are confined more to the cheaper grades. Prices for a first-class sweater made of what is called lamb's wool, run as high as $20. As a rule there is nothing striking about any of them. Most of them have the high roll collar and some fancy weave however unnoticeable it may be.

A cap much seen is like an abbreviated toboggan cap, being more rounded at the top and not as long, but nevertheless providing a roll at the bottom that can be turned down to protect most of the head. The top in any case, however, fits quite snugly over the crown of the head. Woollen gloves go with this outfit. Knickerbockers are very seldom seen, perhaps because they look plebeian or give a man an appearance of trying to draw attention to his skating.

Some New Evening Ideas.

In the cut is shown a novel evening waistcoat shown by a few of the more exclusive tailors. It cannot be said that there is much in it as a waistcoat, which makes it preferable to the usual style, but it is expensive and new, and better than that, is confined to a very few tailors, so that far from becoming common enough to sell ready made, it is even unheard of by a great many first-class custom tailors. From the illustration it will be seen that the opening is cut to look the same as in the ordinary waistcoat, but instead of buttons both sides continue around to the back, gradually narrowing as they go, and the left side passing through a vent in the back of the right side. Both meet in the centre of the back and are fastened together by means of a buckle. Their cost is about $20. The material has much the appearance of a good French flannel.

There is also a new white tie shown, in which the bows have a distinct curve upwards soon after leaving the centre knot. The effect is odd and that is all that can be said of it.

While on evening dress I may say that there is very little of the silk handkerchief seen on the best dressed men. Almost to a man they prefer a good plain linen, with broad hem, and a neat but inconspicuous initial of monogram in the corner. The silk handkerchief, while occupying less space is never as refined looking and soon takes on a disagreeable yellow. This initial marking has developed into as prominent a feature in men's wear as it has always been in women's wear, and some very beautiful letters are shown on every article that goes to make up a man's wardrobe.

The Morning Coat.

There is more of the morning coat worn than for many years, the young and old man alike having discovered that it is suited to his age and build, be he slender or stout. It is to be expected that there will be some departure from the sack coat which has covered the figures of so many men for a couple of years and more. The sack coat has, and is, serving its purpose well and it is probable that no



A New Evening Waistcoat.

style has earned such a just popularity, but there is always a dislike among well dressed men to stick too long to the one style of wear, whether it be coat, trousers, vest, cravat, collar or boots. The morning coat is often made of a grey cheviot or worsted, and has quite a narrow cut away at the bottom of the front. It has three buttons and a rather long, though narrow, opening at the neck. Some are having it braided, but these are of the class whose sole desire is to have something new even at the expense of good taste. Well dressed men are not using it, nor submitting to the apparent desire of many tailors to add braid to everything. This coat is not really taking the place of the sack, but infringes a little on its sphere, and that of the frock. It is more formal than the former, and a little less so than the latter, although it is seen appearing in at the most formal day functions.

An attempt has been made too to follow the English fashion of having everything made single breasted. This imitation shows up in a single breasted frock which is sometimes seen on men who are otherwise well dressed. The effect is not good and it is exceedingly doubtful if it will ever obtain any hold on the fancy of the exclusive class.

AS SEEN ON LONDON STREETS.

LONDON streets have been in such a condition during the past month that about the only things seen are mud and raincoats. For all that time there has not been more than a few minutes of sunshine, but an almost constant rain has been falling. Raincoats should therefore occupy all the space in this letter, but as I have already described them I think I will turn my attention to the few other points worth drawing to the attention of your readers.

Colored Clothes.

The agitation for colored evening dress is, I believe, considerably stronger than is suspected abroad. Our talk of this year after year has given the impression abroad that it is merely a reporter's spasm, or a spot in the humdrum life of the tailor and brought up solely for his sake. It must be acknowledged that heretofore there has been so much of this in it, that the talk was never seriously considered even among ourselves. But this year there is more life in the endeavors of the tailor, more excitement among well-dressed men, and hundreds are actually asking each other if there is anything in it. I can answer that there is. It may not come to anything, but there are chances that it may, and it would not take much to increase those chances to more or less of a certainty. Many men would be exceedingly loth to follow into the realms of pale blue and mauve, and on a stout man the effect would be ludicrous, but a man with a good figure would not be unsightly.

It is said that some west end dandies have had evening suits made of a very dark blue, and there seems to be such an itching for a change from the sombre black garb that I believe if some daring society man were to have the courage to make a color departure, and be backed up by three or four lesser lights, there would eventually be a change. The Englishman hates to be undistinguishable from the waiter who serves him and I think that in all probability there will be a change. It may take years or it may come soon—like war from the Russo-Japanese entanglement. The waiter cannot afford to indulge in the new fancy clothing—he generally lives on what tips he gets and not on any salary received from the club or restaurant—and thus he could not copy the moneyed man, as is open to him at present. Still, since he lives on the discarded wardrobe of his more successful brothers, events might so shape themselves that it would not be long before the waiter was again clothed like the man with money

Collars and Shirts.

There is no observable change in collars from what I have written before. The double collar, in spite of all efforts to dislodge it is just as strongly in favor for certain wear. It is still the business collar, but is worn only at that time. The frock coat does not go with it, and the man who combines the two is placed in a list that does not contain the best dressed men. The wing collar keeps on gaining in favor, but it has not attained to the position given it by some of the fashion journals which attempt to disprove the correctness of everything which is not favored by a few who come under the eyes of the editor. These collars are certainly worn to a very great extent, but to say that the double bander is incorrect is a statement which is not borne out by the facts. The most correct collar to wear with the frock coat is without doubt the military single, this conforming far more readily to the formality of such dress than the wing shape.

There are many soft front shirts being shown by the best stores and worn for evening dress by some men who dress carefully. They are sometimes pleated in very fine pleats, but more often corded in triple or double corded stripes. Of course the plain linen has the preference as yet. It is usual now to see only one stud in the shirt front, although many have three. The two stud shirt has been gradually falling into desuetude and it is seldom that it is worn now. Occasionally a diamond adorns the front in the place of the ever popular pearl.

The Summer shirt promises to be a very conspicuous affair with lots of bright colors and patterns that will increase the loudness. Why these should be shown as the coming lines it is difficult to understand, since there has of late been limited favor shown to such things. But perhaps this is the reason, a change following rapidly on every pronounced tendency. These remarks refer to the outing shirt rather than to the stiff front. There is sure to be some demand too for printed shirts, and many are shown with collar attached, and, strange to say, the collar is a wing and not a turn down. The patterns and colors of these shirts are rather pleasing as a rule. This attachment of the collar to the shirt admits of the collar being colored similar to the shirt, a feeble attempt having been made recently to introduce the colored detached collar.

Fancy Waistcoats.

Fancy waistcoats are being shown and worn considerably, especially those of dark patterns. There is a great variety of these as well as many of lighter shades. One sees very many in the windows of a fine cream flannel with black stripes about half an inch apart forming a check or plain square pattern. The stripes seem to be favorites in all patterned waistcoats, the width apart varying from a quarter of an inch to an inch and a half, but the one I have particularly mentioned seems to be receiving most attention at the present time.

The Morning Coat.

Black will be the proper thing for the frock coat, and in the case of the morning coat will be of equal merit, but for the young man there is certain to be a large demand for a good dark grey. With it go the fancy stripe trousers and a fancy waistcoat or one to match. This is for formal wear, informal allowing a lighter shade of grey and being of a slightly different cut. The skirts are more abruptly cut away in front and the coat is not quite so long. This coat has taken the place to some extent of the sack coat which has so long held foremost position as a business suit. Its sphere is not exactly the same as that of the sack as it is perhaps a trifle more formal. It stands between the sack and the frock or formal morning coat and can be worn many places, where the former would be out of place. The double band collar is not as a rule worn with it.

Dr. Deimel Underwear
(LINEN-MESH)

Builds up the trade of the dealer who sells it and the health of the man who wears it.

Scores of doctors, hundreds of dealers, thousands of wearers endorse it.

It will bring you sales and profits. Now is the best time to place orders for Spring and Summer Weights.



The mark that's always on the genuine. Look for it.

FOR BOOKLET, TERMS AND FURTHER INFORMATION, ADDRESS

The Deimel Linen-Mesh Co.

(ORIGINATORS OF "LINEN-MESH").

2202 St. Catherine St., Montreal, Canada.

LONDON, E. C., ENG., 10-11-12 Bread St.

Look into it. You will find **Stanfield's** Unshrinkable Underwear all that it is cracked up to be. Make **Stanfield's** your leader for **next Fall.**



Our Travellers are on their way to you.

STANFIELD'S UNSHRINKABLE UNDERWEAR, TRURO, N.S.

SHIRTS AND COLLARS

TO those who have pushed sales of wing collars during the Winter, the readiness with which they were received by the best customers must have been gratifying. The man who follows the fashion took them without question, as the leading shape; he had noticed their gradual growth during the past two or three seasons among the best dressed men. It took some little time to bring the wing collar to the prominent place it enjoyed a few years ago; but now it is without a doubt one of the proper shapes for Fall, Winter and Spring, for day wear; though it is also frequently worn with evening dress. There is a good deal said about the size of wings, or tabs that should be given the preference; but after all it is a matter purely of individual taste. The leading city haberdashers find a demand for all sizes of tabs, from the largest to the smallest. Extremes, however, are in the minority. The medium sizes sell above everything else.

* * *

Everyone agrees that the return of warm weather will see also the return of the fold collar to universal wear. And everyone "banks on" the medium heights. It is worthy of remark, however, that in very warm weather the extreme low fold collars have made a good name for themselves, and they are likely to be again in good demand next Summer. But the middle heights suit everyone, and whether with square or rounded corners, they will sell best.

* * *

The price of collars is hardly in keeping with the past and present conditions of the cotton and linen markets, and it may easily be that late orders received will only be filled at a considerably advanced price.

* * *

Manufacturers of celluloid collars are anxiously awaiting the outcome of the trouble between Japan and Russia, and should it be war they will find it perhaps almost impossible to turn out their collars. As is well known camphor is the most important item in the making of celluloid, and it is imported almost wholly from Japan. Already the first signs of hostilities have had an effect on the export of camphor from Japan, and should war break out there will be none exported. Dealers who handle these goods should see to their supply.

The demand for shirts has not been as heavy as might be, considering that all merchants know of the extreme likelihood of rising prices. Still there has been a fairly good movement, hampered somewhat by the hindrances to transportation which are very evident throughout the country. The first signs of Spring will likely see a renewed demand for shirts.

* * *

Fancy stiff front shirts have again been prepared in considerable quantities, but it is likely that they will still form no more than, say a third, in the fancy shirt business. They are, however, always preferred by a certain custom, who are too conservative to adopt anything neglige. Again we hear of increasing success in the pleated negliges are a little too much of a luxury for the pleated negleges are a little too much of a luxury for the general trade. Stripes are about the only pattern shown. These include both plain and fancy figured stripes.

* * *

As the season advances the feeling for such quiet shades as slates and other dark greys is more apparent, and there is no doubt in the minds of the fashion authorities that they will be the correct thing for Spring and Summer. Blues, however, are by no means giving way to the above shades, but are selling well along with them. Greens are again good in several of the new styles; some very pretty effects being produced by a Canadian maker by small block patterns on green grounds. Black and white combinations are good, and it is expected that later on there will be a good demand for colored designs on white grounds.

* * *

All the old favorites in materials are again shown, Madras and percales being specially prominent. The question of cross stripes in the new shirtings is again revived, principally because a fashionable New York custom shirt maker has introduced them into some of the new lines. On this side of the line, there is no feeling whatever for them, and for the coming Spring and Summer at any rate there is little probability of their being seen here.

CRAVATDOM.

TRAVELLERS have now been out some time with the new Spring samples in cravats, and it will be readily noticed that different firms are showing different things. This arbitrary setting of fashion in cravats as well as in anything else in men's wear has now gone out of date, and a buyer is at liberty to select what pleases him with little respect paid to what is fashionable. The average customer is regardless of fashion after a certain limit and no efforts of the furnisher can tie him down to one thing however strongly he may urge it as the proper thing. If a man sees a cravat that takes his fancy he is going to buy it whether it happens to be of the favorite material, pattern or color or not, and outside of some attention paid to the shape, talk of fashion is useless. Of course a man will not buy a derby if it is an Ascot he wishes, nor a bow simply because the pattern is neat.

* * *

Baratheas with quite a few of the manufacturers are taking a prominent place, but this material has long been one of the best sellers. To those who do not know what

SOLVED !

by the

King Suspender Company

The problem of manufacturing a fine leather-trimmed brace to sell at $2.25.

We have done this ; how successfully, is being daily demonstrated on our customers' orders.

We submit this brace for the retailer's judgment with the utmost confidence.

Leather trimmings are in Chrome and Mocha.
Webs are in a variety of attractive colors.
Boxes make fine shelf dressing.

Write in for Sample Order.

EASTER SHOWING

by the

Canadian Neckwear Company

We are "featuring" a line of light gray goods with beautiful and varied colored figure designs. **These are fashionable.**

A careful inspection of our Black Goods will pay you. This Spring we are showing an enlarged line of Black Cords and Satins, which is meeting with favor from the trade.

In staple lines we have every desirable thing.

**Call to see us whenever you are in Toronto,
And remember that we ship promptly.**

**The King Suspender Company,
Canadian Neckwear Company,**

60-62 Adelaide St. East, TORONTO.



When ordering Neckwear why not have your Suspenders go through on the same express charges, and vice versa.

it is, it can be recognized most quickly when described as a silk fabric with the pattern raised. In shape there will be very little choice for ordinary wear for Spring, the double band collar requiring certain shapes and precluding others. The derby will be a prime favorite on account of its neatness with this collar and the ease with which it is tied. As a summer cravat with neglige shirt it stands above every other shape. It can be bought and sold for less money and on this account too will be a favorite.



A Cravat Trim

With these will also come flowing-ends as suitable to be worn with the fancy vest which will be so popular. These shapes will not, of course, effect the shapes for formal wear

* * *

Patterns will be a little more lively than those for last Fall, but withal there will be the same observance of good taste. Grey seems to be a favorite background for all the patterns, although black is a close second. The patterns on these backgrounds are with few exceptions very small and appear in distinct detached form. Small squares, diamonds, circles, crescents, oblongs, half circles, triangles or irregular shapes are seen on nine-tenths of the new things, and on very many of them these small objects appear in colors and bright colors at that. Green is much used, and red comes next. But so small are the spots of color that, however bright they may be, there is no shock to good taste. In fact a grey background with innumerable dots of green or red presents at first glance merely a livelier grey surface, and it is not until it is submitted to closer inspection that the color is localized. Some of the derbies will have stripes of green and red

* * *

Among the many articles which Germany has ceased sending to us in such large quantities since the surtax is cravat silks. In former years by far the greater part of these came from that country and upon the imposition of the surtax cravat manufacturers were disturbed over the fact that it would hit them quite hard. A closer inspection of the offerings of other countries followed on this excitement and the result is that large quantities are now imported from Austria that formerly came from Germany. There is still a certain amount of our trade held by the latter country, but part of the 20 per cent. decrease in importations from Germany since the surtax is accounted for in the neckwear business.

* * *

The new suspenders shown are of particular excellence In pattern and general neat appearance nothing like them has appeared before. Lisle suspenders are rapidly taking the place of the old heavy kind that were not as neat, as cool as light nor as tasty. Some very rich blues and greens are shown, with tans also holding a good position. Combinations of blacks and whites are well put together. Any of these can be retailed at fifty cents. One manufacturer is taking a new step, by putting leather ends on many of his twenty-five cent lines, these having been for the most part confined to the more expensive grades.

HATS AND GLOVES.

THE same conservatism will mark the Spring hats as was apparent last Fall. There will be little difference in shape in either fedora or derby, and none at all in the silk as far as can be discovered. The present shape of the silk is more suitable to the majority of men than any that has been shown before, and manufacturers have wisely determined to stick to it for another season. In fedoras there will be considerable choice as is usual in this style, but there will be nothing worthy of comment in its shape. The derby will show a brim curled a trifle more closely in many makes than was the case last Fall and the crown will be quite well rounded Some makes will show a fairly high crown, while it is thought others will be somewhat lower than last Fall. Heights will vary from five to five and three-quarter inches deep. The entire hat situation can be summed up by saying that the Spring offers nothing new. A man will be just as free to suit his own taste as he was last Fall, and a great many more of them will do so, regardless of what the hatter shows as the proper thing. And this is as it should be. Common sense before fashion every time.

* * *

All these prognostications are based more on what hatters believe will be the shapes and on inside information, than on what hats are already shown. None of the hat manufacturers who assist in setting the style have as yet shown what they are selling for the Spring season, nor will they for a couple of weeks yet. Such hats as the Dunlap, Knox, Youmans or Young are carefully withheld from the public until the season is too far advanced for one to copy the shapes of the other. During the month of February all will come forward, and it is safe to say there will be very little difference between the offerings of each. The shapes illustrated are made by one of the firms mentioned and can be taken as the general Spring shape.

* * *

Another attempt will be made this Spring to push the brown hat into prominence. The derby has already sold a little in the dark brown, and it is altogether probable that it will be in somewhat greater demand in a few months. It is impossible to predict, however, just how great this will be, save that one is safe in saying that it will be worn only informally and can not therefore drive out the black. At any rate there is no danger that a colored derby will ever do that. The shade will be very dark, as hatters have not taken long to discover the fact that any other will remain on their shelves. In the soft hats there will perhaps be a greater choice of shades of brown, including the beaver, since the soft hat is essentially the young man's hat. Pearl fedoras will also be shown and worn.

We are busy with Easter Tie Orders.

Our efforts to produce fashionable and natty shapes, together with silks, not equalled for quality, design, or blending of colors, has placed us in the highest position held by any neckwear manufacturer.



to
Tissue & Novelty
4
Cut Book 15
Page 86.

Per Dozen, $2.25

A popular line

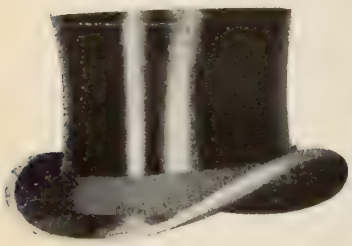
The Midget Tie

Made from best peau de soie, with two-color silk embroidered ends.

TOOKE BROS., LIMITED,

MONTREAL.

The straw hat for summer will be the split or the sennit with the favor strongly towards the former. Split braid has gone up 100 per cent. in price and it may result in advanced prices for the hats. The rough braids while showing up quite favorably during the early part of the buying season have fallen off with nearly all the manufacturers, and allow the split to take its place. Last Summer popular demand was about evenly divided between the two with perhaps a leaning towards the sennit, but under the urging of the mills hatters have been induced to stock up with the split. Latterly, since the price of the braid has gone up to such an extent, the



A Spring Silk Hat.



A Spring Derby.

manufacturers have not been pushing it so eagerly, perhaps because they fear they cannot get the price they would require. If the hatter must raise the price a half a dollar, he will meet considerable opposition, and there is no doubt but cheaper qualities will sell.

* * *

It is said that a few of the hat factories in Danbury, the centre of hat manufacturing in the United States, are turning out some new shapes that are meeting with some orders in the trade. One hat, made in either soft or stiff felt, has the bow on the band in the centre of the front instead of on the left side where it has so long appeared. Another is shaped with a heavy curl behind and a narrower one in front. A bow is placed on both sides and the hat can be worn either end to the front and presents an entirely different appearance when reversed. These schemes and novelties may pass muster among a certain class on the other side, but nothing like them can go here.

* * *

Mr. Henry Birchenough, the special commissioner appointed by Great Britain to enquire into and report upon the present position and future prospects of British trade in South Africa, in speaking of hats says that the bulk of the hats worn are felt and the caps of tweed. The felt hats come from Great Britain, Germany and the United States, the medium grades from Great Britain, the cheap from Germany and the best from the United States. The last mentioned country gets more for its hats than is paid for any English make, and the commissioner advises England to produce a similar article.

* * *

At the Trade Union Congress held in Leicester, England, one of the Yankee delegates was a Mr. Lawlor, who in a subsequent interview made statements which are contradicted by the English hat manufacturers. He said that hat makers in America earned double what was made by their English brethren. What struck him most was the difference between the styles and quality of the hats in England and those made in his own country. Those which he saw in England were greatly inferior to what Yankee mills produce, and there was nothing in England to equal the Knox. In any state in the union a good felt hat could be obtained for $2, and none were made in England to sell for less. Yankee hats represented more labor but were in style for a shorter time. English hat manufacturers soon came to the conclusion that this man did not know what he was talking about. Nothing in Mr. Lawlor's remarks are true save what referred to wages. In England it is said quite a number of makers are turning out hats for 8s. 6d., which are equal to what in the States bring five dollars. It is ridiculous too, to say that 8s. is the lowest price for English hats as there are large quantities sold for less than half that. The Yankee game of "bluff" was readily recognized.

The season has been excellent for the heaviest gloves, with the result that many haberdashers have to report a better trade in the most expensive deerskin fur lined gloves than for many years. The knit varieties have also had their share of success, among them some imported Scotch knit gloves in different solid colors which have sold freely at quite high prices. Chamois gloves, which when they were introduced, were readily taken up, have been again prepared for Spring, for outing purposes of course, alone. They are likely to remain a leading style for this purpose. The Spring trade will be largely on suedes. Light buckskins are also considered good.

NOTES OF THE FURNISHERS.

Tenders are being received for the assets of George Currie, Atwood, Ont., amounting to about $2,100.

Fire in Campbellford, Ont., destroyed the store of J. A. Frederick, tailor and men's furnisher, with a loss of about $5,000.

The large men's furnishing establishment of Graham Bros., London, Ont., was recently burned out. The loss is estimated at about $30,000. the stock being valued at $23,000 and insured for $17,000.

A petition has been filed for the winding-up of the Peerless Suspender Company, of Point Edward, Ont. The company failed some time ago.

Mr. Bert MacDonald has opened up a new clothing and men's furnishing store in Sarnia. Mr. MacDonald was until lately with Mr. F. Mitchell, of the same town.

A fire which broke out in the ready-made clothing establishment of Mr. Minson, Montreal, did damage to the extent of about $2,500.

Jess Applegath, hatter, Toronto, has built new show windows in his store. The floor of the window will be on a level with the floor of the store. The fur stock is being sold off and hats are to be handled exclusively.

DOMINION OILCLOTH COMPANY.

THE annual meeting of the shareholders of the Dominion Oilcloth Company was held on January 21, in the general offices of the company, Montreal.

After the regular reports and statement for the past year had been adopted, it was resolved: That the shareholders desire to express their deep sorrow at the loss of their late trusted and esteemed auditor, Mr. John McDonald, who filled the position so ably during the past 30 years, and that their sincere sympathy be extended to the widow and family in their affliction.

The directors elected for the year were as follows: J. O. Gravel, Andrew A. Allan, J. J. McGill, Hugh A. Allan, John Baillie. Later at a board meeting, the following officers were elected: President, J. O. Gravel; Vice-President, Andrew A. Allan; Treasurer, J. J. McGill; Managing Director and Secretary, John Baillie.



Wild Horses

cannot tear a man away from "Pinto" Shell Cordovan Mitts and Gloves after he once wears them.

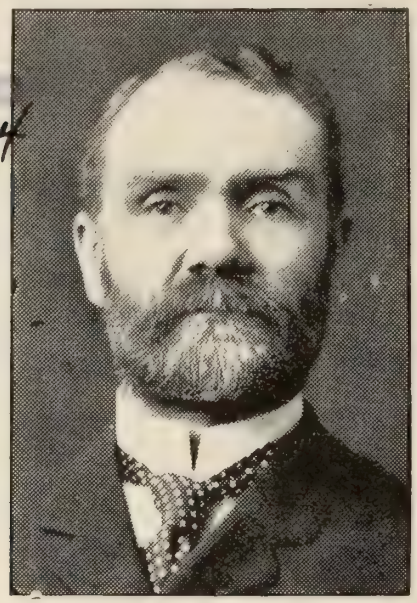
No oil to stiffen or get cold—no mineral to crack or peel—the toughest wearing leather ever tanned for mitts and gloves—boil and scorch proof, wet and wind proof, rip and tear proof—handsome, good sellers—good money makers.

Hudson Bay Knitting Co.,

Montreal Winnipeg

MEN'S FURNISHERS ELECTED.

At the annual meeting of the Toronto Branch of the Retail Merchants' Association two well-known men's furnishers were elected to responsible positions. Mr. S. Corrigan, tailor, was made president and Mr. W. Dineen, dealer in hats and furs, was elected treasurer. Both these



Mr. S. Corrigan
President Toronto Retail Merchants' Association.

men have for some years been influential members of the association and have worked hard in its interest, both as officers and members.

CATALOGUES, BOOKLETS, ETC.

A USEFUL DESK CALENDAR.

Greeff, Bredt & Co., Toronto and Montreal, are presenting their customers and friends with a neat desk calendar for 1904. The calendar is on a pad on an iron stand with a memo blank for each day in the year. It is a very handy companion for the business man's desk. While they last the Greeff, Bredt Co. will be pleased to supply firms wanting one and mentioning "The Dry Goods Review."

FURNITURE CATALOGUE.

"The Dry Goods Review" is in receipt of catalogue No. 17 of Krug Bros. & Co., furniture manufacturers, Chesley, Ontario. The book contains 84 pages of well sketched zinc engravings, showing representative styles of the different lines of furniture made by this firm, including bedroom suites, chiffoniers, sideboards, tables, desks, parlor suites, easy chairs, springs and mattresses.

CATALOGUE OF REFLEX MIRRORS.

The Manchester Cabinet Manufacturing Co., Robert street, Cheltham, Manchester, Eng., have sent a catalogue of their patent reflex mirrors, containing illustrations of the various shapes, sizes and uses of these valuable adjuncts to the toilet stand and "trying-on" room.

DAINTY MEMORANDUM BOOK.

McKenna & Thompson, wholesale clothiers, Montreal, have issued a dainty little memorandum book which they are giving to their customers and friends. The book is full of useful information and has several pages for memorandums. It is a neat vest pocket size with a very handsome celluloid cover. Copy will be sent free to anyone writing and asking them and mentioning "The Dry Goods Review."

UNSHRINKABLE UNDERWEAR.

Mr. James Gilmour, 205 Coristine building, Montreal, sends us a booklet containing the hosiery price list for Summer, 1904, of Peter Scott & Co., Hawick, Scotland, which firm he represents here. Their "Pesco" and "Snow-White" guaranteed unshrinkable underwear is widely known throughout the British Isles and Empire. Each of these brands has its own special feature. That of "Pesco" is that the wearing property of the wool is not destroyed, or the elasticity of the garment injured. The "Snow-White" underwear is well described by its name, and even after washing it does not turn to a "dirty" white or yellow, but retains its pure white appearance. These goods are easily sold. Dealers should write to Mr. Gilmour for a copy of the booklet. It will interest them.

A full list of their productions is contained in the catalogue of the Dominion Show Case Company, Toronto. There are cuts and specifications of every style of show case and wall case necessary to the trade.

The Canadian Show Case Company are out with an illustrated catalogue of show cases for every kind of store. The firm also makes counters, tables and office fixtures.

The Crompton Corset Co., Toronto, are sending to the trade a pretty calender for 1904. The picture in colors show a graceful woman feeding two swans, with a pretty landscape as a background.

The Minerva Manufacturing Company, Toronto, has sent out to the trade a neat little booklet containing the season's greetings and an illustrated description of their business. The entire make-up of the booklet is attractive; excellent paper is used and the cuts are of the best. Different rooms and departments in the factory are shown, as well as pictures of the travellers.

"The Dry Goods Review" is in receipt of an attractive booklet issued by the Vancouver Tourist Association.



Mr. W. Dineen.
Treasurer Toronto Retail Merchants' Association.

It is entitled "Vancouver the Mecca of the Tourist; the Commercial and Scenic Centre of British Columbia." As an effective argument for Vancouver's right to the title, it makes use of a large number of fine half-tone engravings of the city and surrounding country and a better advertisement than this artistic little quarto would be difficult to find.

FEATURES IN STAPLES

WITH five or six feet of snow on the level and railways and roads covered in to such a depth that their whereabouts is a matter of mere conjecture, with half the engines in the country stalled in snowdrifts and the travellers confined in the cars, with mails an event and freight trains a novelty, it is little wonder the delivery of goods has been so slow as to exasperate the merchant. But his own local inconveniences on account of the depth of snow should teach him that wholesale houses are not all to blame for the delayed answers to letters and the slow deliveries of stock which has been on order, or is ordered to be rushed. Some towns on the railway have had no mail for four or five days at a time, and it is probable that villages lying distant from the railways have been much longer without a mail. Freight trains are running very irregularly all over the country, and on some lines not at all. The entire freight service is disorganized and the time of the arrival of goods at their destination is very indefinite. Under these circumstances stores are running out of supplies in some lines, and are blaming the wholesale houses, whereas it is the mails and railway companies which are to blame if blame there is.

———

HIGHER WOOL PRICES.

The Bradford, England, correspondent of The Drapers' Record, writes, under date of January 14, as follows

> The most recent reports from Australia are to the effect that the best clips of merino wool now being offered are competed for keenly at full rates by the continental representatives, who are obtaining the bulk at prices higher than the Yorkshire representatives have yet been empowered to offer.
>
> No doubt, Bradford wool men still clearly remember the disastrous effects of the slump in the values of merino which occurred in 1900, after the latter part of the advance had been engineered on the Continent, and the great difficulty which attends all efforts to raise the prices of manufactured goods proportionately to that of wool must also deter speculation. Whether or not the foreigners are right in anticipating still higher prices in the near future remains to be seen, but it is very evident that these classes must be dearer at the forthcoming series of sales, which opens in London on the 19th inst. For the past two seasons dress materials composed of merino wools wools have been to some extent neglected in favor of fabrics of the tweed character made from the crossbred article; but, should fine wool materials become more fashionable, as it is quite possible they may do, the increased demand which would result would quickly cause a distinct advance.
>
> At the present time, however, there are no indications of any falling off in the demand for crossbred colonial wool. Although there was some little giving way in values in October all the lost ground has been now more than recovered, and the price of the cheaper kinds is to-day higher than it has been since 1895, even including the time of inflated prices in 1899.
>
> Very large quantities of both medium and coarse qualities of this wool continue to be used, both in the home woollen districts and on the Continent, as worsted yarns. These outlets of consumption are being so well maintained that there seems to be no possibility of the supply more than meeting the demand during the present year. We may therefore confidently look for distinctly higher prices in the fine, medium, and coarse classes as the approaching London sales.
>
> This general description of the present situation of the coarse kinds of colonial crossbreds may not be of any special interest to buyers even of such goods as all-wool dress fabrics and costume cloths, so that an actual comparison of the present cost of certain standard makes of goods is made below.
>
> An ordinary Bradford wool coating serge which, when these wools at the lowest point cost 12d. per yard, would to-day cost fully 15d. per yard, and a 54 inch Cheviot costume cloth which cost 18d. per yard at the bottom would to-day cost about 22½d., as a result of the rise in the price of this class of raw material.
>
> The prices of raw mohair, alpaca, and of all classes of English wools are quite firm, with a hardening tendency.

The writer's prophecy regarding higher prices has since been fulfilled, both in the matter of merinos and crossbreds. At the London wool sales of January 19 prices advanced some 10 per cent. on merinos and from 5 to 7½ per cent. on coarse crossbreds.

THE ADVANCE IN COTTONS.

IMAGINE any material advancing in less than one year from 8.90 to 17.50 and you have the state of the raw cotton market. Imagine the mills holding off buying with cotton at 12 cents, fearing that the price will recede, and being faced when stocks are low by a price of 17.50 within a couple of months and you can realize the position of the mills. Imagine a daily advance in the price of the manufactured fabric, and a continual ignorance of what will be quoted on any order submitted and you will be able to feel for the wholesaler. Imagine prices based on an 8 1-2 cent cotton being suddenly raised to those on a 13 1-2 or 14 cent cotton and an uncomfortable feeling of hesitancy as to whether to buy or not, and you will picture the position of the retailer. If you are a retailer it will be no imagination.

The month of December closed at about 13.75, and the last of January or the day after saw raw cotton up to 17.50, the highest in 30 years. During the entire month of January, 1903, the price was 8.90 and 8.95, and on February 1st it rose to 9.05. The difference is surely sufficient to account for an increase in quotations on fabrics. But there has been some reaction and spot cotton in two days has dropped to 16.25, falling off over 100 points or one cent a pound in a single day. Sully was away on a vacation, it was said, and brokers took advantage of it. But it was shown only a couple of days before that under the bull leader's influence, just as large a rise was possible, and Sully has not by any means dropped his speculation.

And this is the effect it has had on the fabric prices. The Canada Colored Cotton Mills Co. on January 19th issued a new price list to take effect February 1st. In this cottonades rose from 10 to 10 3-4 cents, and through the list to 18 to 19 1-2 cents; denims from 9 1-2 to 10 and 17 3-4 to 20; fancy denims from 15 to 16 and 17 1-2 to 19 1-2; fancy tickings about 8 per cent.; shirtings averaged 10 per cent.; galateas 8 per cent., oxfords 12 per cent.; apron ginghams from 7 1-2 to 11 per cent., sax-

onys 5 to 9 per cent.; shakers 5 to 9 per cent.; domets 8 to 14 per cent.; flannelettes 5 to 9 per cent.; and napped sheetings 8 to 13 per cent. In their entire list there were only two items left the same as appeared on their November lists. On January 4th the Colonial Bleaching and Printing Co. advanced H.P. and Aniline Blacks and Navys to 10c. to take force February 1st. This was followed by general Fall quotations on February 1st which show an advance from last Fall's prices in wrapperettes from 6 3-4 to 9 1-2 cents, light mole, 10 to 13 1-2 cents; heavy mole, 14 to 18 1-2 cents; extra heavy mole, 16 to 18 1-2 cents; printed ducks, 8 to 10 cents; navy printed ducks, 10 to 12 cents; fancy tickings, 10 to 15 cents; twills, 10 to 13 1-2 cents; drills, 11 to 15 cents; and in addition the three prints, L.P., H.P., and Art Sateen are withdrawn.

The Dominion Cotton Mills Co. issued on January 9th a provisional list of the Magog productions, and accompanied with the note: "Subject to acceptance or refusal by the mill." The Montreal Cotton Co. presented a list early in January with the remark: "Kindly note that owing to continued high and advancing prices of raw material this list can be used only as a directory of the different lines made. We will be pleased to quote best prices when order is received." This provisional list advanced linings from 4 to 10 per cent. and drills about 6 per cent. On February 3rd an advance was quoted on foulards, butter and cheese cloth.

Those are the last lists seen by the wholesale houses, but it is well understood by them that orders sent in at the present time on these prices would with few exceptions be refused. The mills claim that these prices are based on a 13 cent cotton and if the cost remains anywhere near 17 cents a further increase of 15 to 20 per cent. will have to be asked. In fact it is well known that they would have to shut down as no one could submit to such high figures. Already a few of the Canadian mills have been reduced to short time and one mill has almost exhausted its supplies. Lancashire and the northern mills in the states have either shut down or are working short time.

Sully has opened up an office in Montreal, in charge of Mr. R. W. Withycomb, and states that he is out to educate Canadians to higher prices in cotton goods. He has set apart $250,000 to help him in his educational measures through the press of America. Ignorance on this subject would certainly be bliss to everybody but the cotton growers of the Southern States.

THE LONDON WOOL SALES.

THE first series of the 1904 wool auction sales closed February 1st. The offerings consisted largely of scoureds and fine and medium greasy merinos. Australian scoured merinos, during the series, ruled very firm and advanced 5 per cent., greasies were unchanged. Inferior and heavy Australian were somewhat easier. On the other hand, good, light descriptions ruled in sellers' favor. Fine crossbreds barely maintained the December level. Medium crossbreds opened 5 to 7 1-2 per cent., and crossbreds 10 per cent. higher. They declined partially during the second half of the series and closed with medium 5 per cent. higher, and coarse 7 1-2 to 10 per cent. up. Cape of Good Hope and Natal long greasy was unchanged; first short was dearer, and scoureds showed a gain of 1-2d. During the sales 66,000 bales were taken by home buyers; 60,000 were sold to the continent, and 5,000 to America. Six thousand bales were held over for the second series.

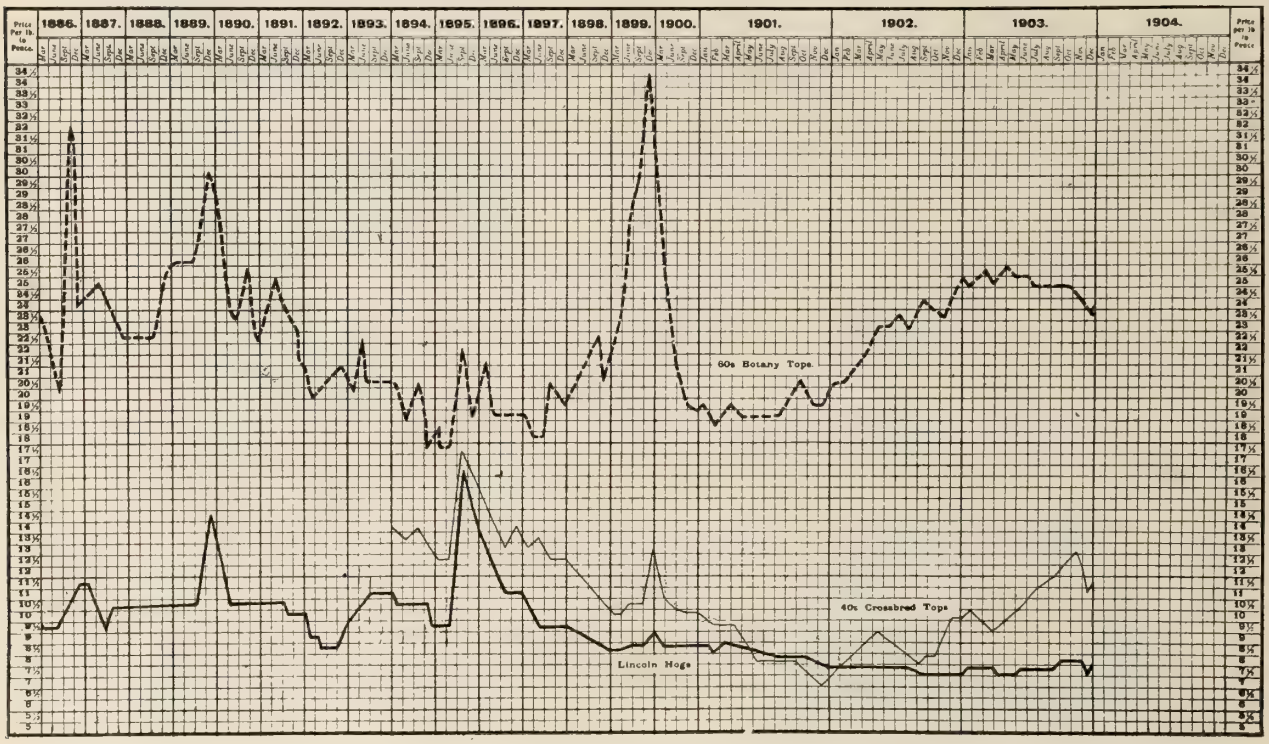


Diagram showing fluctuation in the price of Lincoln Hogs, 60s Botany Tops and 40s Crossbred Tops.

LINENS.

THE situation in linens is almost as unsatisfactory to the buyer as that in cottons. One manager of a linen department in a wholesale house says that the conditions are the worst he has ever seen. All agents of Old Country houses have been instructed to withdraw prices and orders must now be sent in subject to existing prices when the order is received. An advance of 10 per cent. is recorded in seconds since September. One new list sent out by an Old Country house places a former 2 3-4d. linen at 3 1-8d., a 3d. at 3 7-16d., a 1 7-8d. at 2 1-4d. and a 2 3-4d. at 3 3-16d. and so on through the list.

In table linens an 8 1-2d. line is advanced to 10d. and a repeat order sent in at prices existing previously has been refused by cable. Not much new buying has been done yet, but there is little chance that the delay will avail anything.

One of the effects of the surtax has been to drive much of the linen buying which has heretofore been done in Germany into the hands of the Austrians who manufacture many goods just as satisfactory in every particular.

WALDMAN & SOMMER

513, 515 St. Paul St., Montreal.

RENOWN 

BRAND

SPRING 1904

A carefully-prepared collection of beautiful

SUITS, JACKETS and SEPARATE SKIRTS

in artistic designs and newest fabrics.

The creation of our designers and the adoption of the latest New York and Parisian Houses

We beg to express our gratitude for the substantial recognition the line has already received.

RECOVERING FROM THE FIRE.

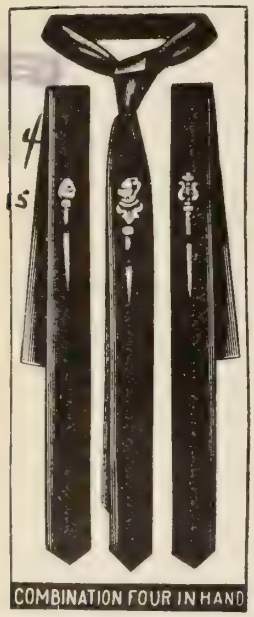
A firm that has shown commendable enterprise in recovering from the fire of January 18 in Montreal, is Woodhouse Nozand & Co., wholesale milliners, whose premises were destroyed and stock completely wiped out.

Within a day or two this firm announced that it had secured new premises at 1854 to 1858 Notre Dame street. As nothing was left of the old stock the firm's buyers have been exceptionally busy in filling in the gap. A complete new stock of goods has been forwarded to the new warehouse and milliners coming to the opening will find them better than ever able to suit their requirements.

Any stock which is absolutely all new is an advantage, and this applies especially to millinery where the styles change so often.

TOOKE BROS., MONTREAL.

Tooke Bros., Montreal, are showing a couple of novelties in embroidered neckwear. One is a four-in-hand tie, also showing beautiful lines of


COMBINATION FOUR IN HAND

ered in neat patterns. They are black tie if so desired.

and can be reversed to a plain are made in black peau-de-soie stones and shapes of pins. They a number of popular shapes.

about a hundred new designs in midget with ends nicely embroidseem to have the preference still

In Summer wear lawn waists silk embroidered to represent a run at present, Tooke Bros. showrepresenting different styles of popular line is trimmed with ing some very dainty styles. One

Another string is called the tie pin, there are different designs China silk waists are having a

In the waist department Easter neckwear, putting out Mexican drawn stitch.

and Tooke Bros. are always adding new designs to their already large range.

heir travellers will be carrying a full line of gents' Fall furnishings about March 1st.

A promising seller is worsted hosiery, plain and ribbed, in black and heather shades. This hosiery has a mending card attached to each pair and is popular with the bachelor.

MAKING MANTLES AND COSTUMES.

The Elite Costume Company, Limited, have recently started the manufacture in Montreal of high-grade skirts, mantles and costumes. This firm will be represented in Manitoba, British Columbia, and the Northwest Territories by Mr. Joe Youngheart, who will also have the well-known lines of the Montreal Waterproof Company. Mr. Youngheart leaves about the 15th inst. for the West, with a complete set of samples. He has many friends in the trade who will doubtless be glad to see him.

Hoover & Co., of the "Commonwealth" store, Winnipeg, dealers in hats and furnishing goods, are arranging attractive premises in the best and most central part of the "Prairie" City. They expect to occupy their new premises shortly.

PERSONAL MENTION.

Mr. J. D. Ivey is back again in Toronto from his Paris trip.

Mr. S. Haas, of Geo. H. Hees, Son & Co., is in Europe on a buying trip.

Mr. C. A. Simmons, late head of the carpet department of W. R. Brock & Co., Toronto, has resigned.

F. H. Pratt, representing the American Pin Co., of Derby, Conn., is calling on the trade in Toronto and Montreal.

Mr. B. B. Cronyn, of the W. R. Brock Co., sailed for Liverpool on Monday, February 8th, on the White Star Liner Majestic.

Mr. H. Symington, late of the Robt. Simpson Co., Toronto, has been engaged as manager of the dry goods store of the Hutchison Company, Victoria.

Mr. A. F. Banfield, house furnisher, Winnipeg, has left on a combined pleasure and business trp for Europe, accompanied by his brother, Mr. J. Banfield.

Mr. Wm. Blackley, 11 Colborne street, Toronto, has been appointed agent for Albrecht, Tobler & Co., manufacturers of embroideries and laces, etc., St. Gall, Switzerland.

Among other Canadian visitors to the January Furniture and Bedding Exposition at Grand Rapids, was Mr. J. H. Sherrard, vice-president and manager of the Alaska Feather and Down Company, Limited, of Montreal. Mr. Sherrard's firm is in the front rank as bedding manufacturers, and lose no oportunity of becoming acquainted with new ideas which might be useful to them.

Mr. James Croil of Montreal, representing the Hewson Woollen Mills, Limited, was recently in Toronto and other Ontario cities in the interest of his firm. He reports a good business. In the advertisement of the Hewson Company which appeared in the last issue of The Review the compositor substituted the letter "e" for "l" at the end of Mr. Croil's name thus losing its identity.

On the occasion of his return from Manchester, England, where he had been on a business trip for the coming Spring trade, Mr. D. Cohen, of "Premier" brand waterproof clothing entertained the travelling staff to a very enjoyable theatre party and supper in Montreal on Thursday, January 7th. The staff duly appreciated the kindly spirit and liberality displayed by Mr. Cohen.

A NECKWEAR FIRM WANTS AN AGENT.

A manufacturing firm of neckwear in London, Eng., wishes to arrange for agents in Toronto or Montreal. This is a first-class line, and should prove profitable for manufacturers' agents who are in close touch with the men's furnishing departments.

CLOAK AND MANTLE AGENTS WANTED.

A well known English firm, manufacturing cloaks, mantles, costumes, etc., is looking for an agent to look after their trade in Canada. The Dry Goods Review will be glad to place any one in communication with them who is desirous of securing such an agency.

"A right manner of getting, saving, spending and giving would almost argue a perfect man." Henry Taylor.

HINTS TO BUYERS

From information supplied by Sellers, but for which the Editor of THE REVIEW do not necessarily hold themselves responsible.

Greenshields, Limited.

ONE of Greenshields' buyers writes his firm as follows from New York: "The large retail stores here have begun to make a show of laces and embroideries, and I have had an opportunity of seeing the styles. I am glad to say that I have the right lines for Spring and Summer trade. In heavy laces and insertions my range of guipures and button and Mexican effects in heavy goods, Nos. EB, RC, GP and escurials A 100 up are largely shown and used for trimmings on both heavy and light materials, as well as on waists or blouses.

"The fine Valenciennes and Orientals are also used for white goods and light colored fabrics. In embroideries the Mexican and button effects are very popular, and also fine goods in lines of my range WH, NB and HH. The wide insertions in all laces (including Clunys and Mercerized goods) and embroideries are largely used for blouses and even whitewear. In white underskirts and other whitewear the regular torchons and wide Valenciennes are much shown.

"I have a good supply of all these goods and we should have a good season for laces."

Greenshields are doing a great business in laces and embroideries. Their range this season is considered by the trade the largest and of the best value shown. Orders already exceed the company's most sanguine expectations, and many lines are even now sold up, and cannot be replaced. The range in the travellers' hands, however, is still very large. Retailers likely to require such lines will serve their best interests by making their selection now, as there is bound to be a scarcity when the season is on.

In cotton hosiery the company have been receiving such large orders as to be compelled to advance the price of some of their lines, having had to repeat them. All other lines are still offered at old prices. Retailers cannot do better than secure themselves against an advance in price, as they will certainly have to pay more for the same goods when the season's trade is in full swing. Included in the range are some special popular priced lines, the values of which is unequalled.

They find lace embroidered cotton hosiery in good demand also, and they expect a run on that class of goods during the coming season. There is a heavy range shown by this firm at prices ranging from $1.20 to $15 per dozen.

The cashmere hosiery shown in this warehouse is undoubtedly A1 value, judging from the orders the travellers have been booking. Many numbers are now nearly sold up. A glance at the travellers' samples or an order for sample dozen will convince anyone of the excellent value offered in these.

The largest range of fabric gloves, comprising lisle, taffeta, silk and lace, is shown here, and it includes many special values with dome fasteners, in white, black, slate and fawn, which are being freely ordered by the trade. The firm confidently anticipate doing a big business in lace gloves and mitts and have provided a large assortment. However it is likely that they will run short when the season is on, so an early selection is advisable if merchants want the right goods at the lowest prices.

A larger range than ever of ladies' and children's underwear in cotton, lisle, silk, wool and silk and wool is shown. Their trade in this line has been increasing rapidly and they have added several new lines, making the range as complete as any on the market. Prices will have to be advanced sooner than the company would like, so again early buying is advised.

In the ribbon department, which is receiving special attention the range shown comprises taffetas, failles, moires, duchess, countess, satins, plain velvets, satin-back velvets and baby velvet ribbon, colored, with satin back. Heavy shipments are arriving weekly, but the orders are large and the stock is heavily drawn upon. However, they are straining every point to keep the range complete so as to fill orders promptly as they come in. The prices quoted are bringing in some very handsome orders. Sample pieces and prices can be had on application.

Greenshields are making a special push on their children's headwear department, where muslin and silk bonnets, tams, etc., are shown. Specially good values are offered as the firm are determined to open up a good trade in them. Certain numbers are controlled by the firm, and judging by first orders this department will be a marked success.

Some special ouchers in handkerchiefs, in plain and hemstitched lawns, plain and hemstitched linens, lace edges and Swiss embroidered edges are shown by Greenshields, Limited. The largest range on the market. At all times the various lines can be found at popular prices, and the values are unapproached by any house in the trade. The stock carried is enormous, and orders will be filled promptly whether placed with travellers or sent direct to the house.

Before placing orders for flannelette gowns for Fall, 1904, it will pay you to look at Greenshields' range. They have over 600 dozen bought at special prices before the advance in cotton, and they are quoting them to-day at less than manufacturers' prices. Samples are now in the travellers' hands, and at the prices quoted the range will not last very long.

Greenshields, Limited, have shipped all their orders for whitewear complete and now have on hand a large stock of leading lines in gowns, corset covers, underskirts and drawers.

See their special gown and underskirt, to retail at $1 and $1.35. Large orders for these numbers were placed before the advance in cottons and the firm are still able to quote old prices.

Greenshields are showing a special circular skirt trimmed with strappings and buttons, to retail at $3.50, in black, navy and grey. The blacks are made in waist measurements from 23 to 31 inches, and the lengths from 38 to 44 inches. The number of this line is "T9."

"Just in stock in our ready to wear department," say Greenshields, Limited, "all sizes in our special black Vienna skirt, trimmed with satin, at $3; also our special number, T 28, corded Vienna skirt at $3. These two lines are made in waist measurements from 23 to 31 inches. They are ready sellers and will help the sales in any ready-to-wear department."

John Macdonald & Co.

John Macdonald & Co. in their dress goods department have received nearly all their lines of dress goods for Spring, and are filling orders for same as quickly as they can be shipped. They are showing a large range of cream goods in lustres, mohairs and sicilian cloths. The demand for cream goods is certainly very heavy. They have had to place some large repeats on nearly all lines. They carry these in fancy stripes, fancy figures, fancy brocaded checks, fancy open work effects, and in several different weaves in plains. They are also showing a large range of voiles in navys, blacks, champagne, and grey shades. They would also draw attention to a line of goods No. 12931 in a bysket weave, 50 inches wide, in navy and black, which is a very effective line, it will retail at $1.10. They are showing a very effective line of spotted matt cloth (the spot being a velvet effect) in a variety of shades, navy, cream, black and green. They have a large range of fancy matt cloths in basket weaves, fancy stripes, fancy floral effects, large checks, and a number of open work designs, also a line of fancy lace work in stripes and black.

John Macdonald & Co.'s ready-to-wear goods department contains everything in whitewear calculated to interest buyers for any class of customers in every locality. They mention a few lines. Corset covers ranging in price from $1.20 to $9 per dozen; night gowns at $4.50, $6, $7.20, $9, $12, $15; drawers at $2.25, $3, $3.75, $4.50, $6, $7.25, $9; underskirts at $4.50, $6, $7.25, $9, $12, $15, $18; 100 styles of ladies' waists in lawn, fancy Madras, sateen, colored, fancy muslins, and silks, prices from $4.50 to $48 per dozen. Four new numbers in skirts that fit, wear and satisfy. No. 846, made of flaked material, dark grey, $3; No. 847,, made of flaked material, ribbon trimmed, $3; No. 844, made of cheviot homespun, black, navy and Oxford, $3.25; No. 845, made of English Vicuna, ribbon trimmed, $4.50.

In carpets, John Macdonald & Co. are receiving heavy shipments from the British markets weekly; they are shipping Spring order rapidly. Prices in unions and wools are slightly advanced, but other lines are very much as they were. There is a heavy demand for tapestry and velvet carpets, and a slight tendency for lighter colorings in all lines of carpets. They expect to have an immense range of carpets in the warehouse ready for inspection by the end of the month. Shipments of British linoleums are arriving rapidly with prices about the same as last season. Their ranges are larger, and consist of the newest designs in 2-4, 5-8, 3-4, 4-4, 8-4 and 16-4 widths.

Their stock of lace curtains is very large, comprising all new goods; latest designs and excellent values. They are showing a 3 1-2 yard long curtain by 60 inches wide, to retail $1 pair, in most excellent value. They have an entirely new range of tapestry curtains bought just before the last advance and selling at smaller prices than could be if bought later. The stock of curtain muslins is large.

The largest range and the largest stocks of Canadian floor, stair and table oilcloths they have ever carried is shown. Floor rugs in tapestry, velvet, Axminster and Wilton made in seven sizes are now in stock. They carry in stock the beautiful Oriental rugs in expensive qualities, and in many sizes.

In men's fancy braces for Spring John Macdonald & Co. show a very large range. They have three special lines with a large range of patterns in each to retail at 25c., 35c. and 50c. They have a special line of men's natural wool underwear with the shirts having a ribbed skirt to retail at 75c. In men's and boys' caps for Spring they are showing a large range in both serge and tweed. They have a special line of tweed to retail at 25c.

There is a large range of ladies' fancy combs, comprising the new dip puff comb, puff combs, and many styles of Vassar combs and security buckles, also side combs to retail at popular prices. In ladies' leather belts they are introducing some novelties such as the "Hip" belt and the "Blouse" belt, to retail at popular prices.

John Macdonald & Co. are showing in their linen and staple departments many lines of special interest. Owing to the state of the market in these products many of the lines cannot be bought at the present time from the manufacturers at the prices that the above firm are quoting for these goods. They have in stock fancy cotton and linen suitings in plain colors, flake effects, flake and stripe effects, combinations in a variety of colorings. Two numbers in art sateens, 10c. and 12 1-2c. per yard in a large range of the newest colorings, and patterns; a big assortment of 5-8 and 3-4 table napkins unhemmed, ranging from 50c. to $4.50 per dozen, and 5-8 hemmed from $1 to $1.85 per dozen; bleached damask table cloths from 8-10 to 8-14, prices from $1.50 to $5; embroidery lines in five different qualities. They are now showing 36 different lines in towelling ranging from 4 3-4c. to 17 1-2c. per yard, including their special brands. Bleached and unbleached tabling, eleven numbers in bleached ranging from 30c. to $1 per yard and eleven numbers in unbleached ranging from 17 1-2c. to 42 1-2c. per yard.

W. R. Brock & Co., Toronto.

In "Her Ladyship Garments" merchants will find goods that bring them handsome profits and are easy to sell, for the fit and finish is of the best and the style in all cases the very latest. Their number G129 black sateen waist to retail for $1 is proving a tremendous success. "Her Ladyship" overskirts, with two exceptions, all come boxed separately, opening out clean and fresh. The W. R. Brock Co. claim to sell these goods at a close margin, and as their styles are always new and up-to-date every merchant handling read-to-wear goods should look through their range if only for comparison. They are showing a 21-oz. cheviot skirt, cut 7-gore, in black, navy and grey, full range of sizes for $1.25. Their "Lady Evelyn," made of vicuna in black and navy on account of its style and finish, is also proving a big seller. This retails at $5 with a good profit. In black sateen underskirts they are repeating their success of last season and their sales so far this season have been very gratifying. Their better lines are all made of fine Italians and are all carefully made with fitted bands. Although sateens have advanced so heavily they are still using the same qualities as formerly and will do so throughout the season. They have now got ahead of their orders for "Her Ladyship" whitewear and are carrying it all in stock and can fill orders for these goods, including children's white dresses, the day they are received, a point worth noting these days of advancing cottons.

Brock's linen wash goods department reports a large business in knicker suitings. These to a great extent are taking the place of muslins, on account of their stylish and serviceable nature. No. 15 is a domestic make with a nice stripe effect in linen, green, sky, royal, navy, grey, to retail at 12 1-2c. P17 is an Irish make with knicker snowflake to retail at 15c. LB3 is a Scotch make in a lighter weight with crepe effect, retail 20c. MG4 is a linen voile with knicker dashes in both stripes and checks. This is one of the most fashionable fabrics shown on the market to retail at 40c.; 950 is a 38-40-inch bordered apron print, a heavy domestic cloth in patterns of their own which this firm have had a Canadian mill print and confine to them for Canada. It comes in navy and white, navy and gold, black and white, and red and white, to retail at 15c.

In the carpet and house furnishings department there is a full range of curtains with lines to retail at 50c., 75c. and $1 special value. They are showing a large assortment of white honeycomb and satin quilts, also a big stock of tapestry carpets which are extra good value when retailed at 50, 60 and 75c.

In the smallwear department attention is called to the special values to retail at 25c. and 50c. given on page 266 in the January number of the Dry Goods Review. They are having great success with their clearing lot of linen thread on spools to retail at 5c., guaranteed. A counter cabinet is given with every gross which comes assorted, 7 dozen black, 2 dozen white and 3 dozen drab. J16 is a lace edge handkerchief to retail at 5c.; J17 at 10c.; T89 and T105 plain lawn retail 5c.; T95 and T 91 hemstitched to retail at 5c. In India linens H32 retails at 15c., H34 at 20c., and H36 at 25c. OG6 is a white mercerized matting to retail at 20c., OG7 at 25c., 2000 D and CCC at 25c., CW50 is a cambric embroidery to retail at 5c., W70 at 10c., and cannot be repeated save at advance of 5 per cent.

In the men's furnishing department Gizzly brand shirts are selling well; 49X is a detached cuff stiff front, retail 75c.; 4X a neglige detached cuff, zephyr, usually in a dollar shirt, to sell at 50c. "Bracebridge" comes with braces attached. Some specials in men's waterproofs are "Gilbert," grey, "Yukon," fawn, to retail at $3; "Swell," grey stripe, at $7; and "Aylesworth," in black and white stripe sateen effect at $12. In ladies' there are: "Dolly," a three-quarter length, retail $5; "Lena" with two capes, retail $8, and "Mildred" fawn and "Belle," grey, to retail at $8.50. "Butterscotch," "Kingston" and "Havelock" are special dollar men's

umbrellas: "Go Home," retail $1: "Shoofly," retail $1.50, and "Magic," retail $2.

In their dress goods department they are busy shipping the balance of their placing orders, but expect to have all shipments completed by the first week in February, and will then give their whole attention to getting stock into shape for the millinery opening. This firm have a number of novelties coming to hand for that date which have not been shown on the road, also repeats of the most successful lines of the season. This firm will be then in the best possible shape to give their customers all the most up-to-date novelties. The most popular fabrics for Spring are the light weight etamines, veilings, voiles, etc., in both plain and fancy weaves. Foliennes and crepes de chine both plain and with a small silk dot are good. The leading shades in these materials are champagne, cream, grey, sky, reseda, brown and navy. Sicilians and colored lustres are more in demand than every, particularly in cream. For street wear this firm are showing some particularly good lines in Donegal tweeds in both dark and light effects, also tweeds with tufts of



"The Aylesworth," shown by The W. R. Brock Co., Toronto.

white and other shades. In black materials cord de soie, lustres, and sicilians as well as voiles and etamines are most in demand.

The W. R. Brock Co. report that they were never in a better position to give values in all lines of staple silks, they are showing four lines of all silk colored taffetas to retail from 55c. to $1, 15 lines of black taffeta to retail from 50c. to $1.25, and four lines of Bonnetts' peau de soil to retail from 85c. to $1.25.

The Wyld-Darling Co.

The Wyld-Darling Co. are showing a large assortment of the latest novelties in dress trimmings in black, white and black, and white effects; also colored gimps and appliques. In laces new patterns of Valenciennes, Torchons, and fancy cotton are shown in great variety, including the new Mexican stitch. See special box lots Nos. 222, 333 and 444. A full range of Spring insertions now in stock, comprising edgings, insertions, allovers, galoons, medallions, motifs and Mexican stitch, in all prices. Extra value in carton lots to retail at 5c.

December and January have been the best months the linen department has ever seen, the increase in the former month being phenomenal. In spite of advancing prices the stock at present is being sold at old prices, except where there is cotton mixtures.

In the men's furnishing department they are showing a large range of men's colored shirts, starched and negligie in neat effects, light and moderately dark in color, blue predominating. There is an excellent line of stiff fronts with detached cuffs to retail at 75c., all good selected patterns. In negligie goods a special line with two separate collars and separate cuffs retails at 75c. In the better lines the house has far exceeded anything they far shown by them to retail at $1.50, matched bosoms, exclusive patterns, three in a box. A superior range of working shirts at cheap prices owing to early buying can be retailed at 50c. There are merinos, natural wood and balbriggans in men's underwear for Spring, also the Wolsey brand, for which the demand is increasing. Their line of Summer vests is out and can be delivered promptly. A special brace is shown, called "No buckle," which can be adjusted to fit any body, and is guaranteed for a year. They are prepared to do a good business in men's collars. "Vim," "Vie," and "Vide" are selling well, and are built now on a new pattern which is self-locking, preventing the bulge which so often apears with a negligie shirt.

The Wyld-Darling Company are showing in their dress goods department one of the most complete ranges of stylish Spring goods that they have ever had of foliennes espangalines, panamas, etamines, noppe voiles, striped voiles, flakes, venetians, satin cloths, amazones, cheviots, cashmeres, etc, novelty effects in two-toned knicker lustres, printed and embroidered lustres, lace voiles, grenadines and twine cloths suitable for waists and shirt waist suits. In tweed suitings they have some exclusive and desirable lines in two and three-toned Donegal mixtures, noppe and flake effects to sell at 50c., 75c., $1 and $1.25.

The Wyld-Darling Company carry both Bonnetts' and and Imperial brand peau de soies, every yard stamped with guarantee, to retail at $7, $1.25, etc. Also a good range of Taffetas to retail from 50c. to $1.50. A special line they show is a gros grain taffeta, Bonnetts' make, to retail at $1.25.

P. Garneau, Fils & Cie.

The novelties in dress and costume materials for the coming Spring and Summer trade can now be seen in stock. Owing to the heavy advance orders received several shades have been oversold; but these were re-ordered in good time, and the repeats are now coming in daily; and, we may say, that this department will be found well assorted in all the most desirable lines in the market. For the early Spring trade, stylish snowflake effects are shown. Line K321, to retail at 50c., and K345, to sell at 75c. in dark and light grounds, are, considering the price, two of the most effective lines to be seen. Other good sellers for the early trade are melange and snowflakes, tweed cloths, to retail at 95c. These are known under the range No. 5606.

Black vienna skirtings, to retail at 50c (K269), 75c. (K268) and $1 (K503) are a great success, and are again to be found in stock; the repeat orders having arrived. Black grispine cloth, K439, to retail at 75c. has had a remarkable sale and is, without any doubt, one of the most serviceable cloths in the market. Amongs the materials for evening and Summer wear, are some beautiful knoppe effects on voile and canvas grounds. K488 is a very rich voile and retails at $1.25, and K487 to retail at 65c. is also a good seller. No less attractive are the knoppe and striped effects on canvas grounds, and we would point out K343 and K344 retailing at 75c. and $1 respectively, as being the most desirable. In plain voiles and canvas, K213 selling at 60c., K219, at 75c., K357, at 50c., and G379 are shown in blacks, blues, creams, light greys, champagnes and residas. K385 in black is an extremely handsome canvas, retailing at $1.75. Their twilled dress serge in navy, cream and black which can be retailed with big profit at 15c. is one of the best leaders of the season.

In the woollen department they have already received and opened up a large assortment of fashionable suitings in melange effects, the correct thing for the tailoring trade. Amongst the proofed coatings received, K119 and K120 (in two shades of grey) are the best value in the market to retail at $1.50. K121, retailing at $2.50 is a handsome grey-brown mixture, and K121 in the dark grey (or Oxford) are considered sure sellers. Black and blue clay twills in all prices are now in stock, and are the best values offered to the trade. We also offer a limited quantity of a special line of black Venetian coating(wool back) suitable for ready-mades at a bargain price. Our hair-line panting, in three shades is one of the eye-openers of the season, and can be retailed with big profit at 75c. This is without exception the best value in the market.

For ladies' coats, we draw attention to our No. K62, K63 and K64, which are quite the correct thing, and retail at $1.

Fancy vestings are still very popular and some very nobby patterns are now in stock. K161 to retail at $2.50, K156 at $1.75 are amongst the best.

In the muslin and curtain department fancy muslins and mercerised cloths in white and black, will again be in good demand and the lines so far received, are much improved in style and finish, and are selling at prices which do not indicate the present high price of raw material. White lawns are also in stock, and cannot be repeated at present prices. When these lines are re-ordered prices will be much higher.

Stock is now complete in curtains, curtain laces and vitrage. Some numbers have already been heavily repeated which is the best proof the goods are right in quality, style and price.

Some handsome designs in Swiss curtains will be in stock this week.

Kyle, Cheesbrough & Co.

The assortment of laces in the warehouse of the above named firm is an exceedingly large one, as it always is. For a quarter of a century they have been visiting the foreign lace markets, and now what their buyers do not know about the lace business is not worth knowing. It is a great mistake to miss seeing this firm's displays in laces.

Among the novelties in veilings for Spring and Summer shown by this firm are beautiful lines of gauzes, chiffons and plain nets of various makes. Spotted veilings are also in large supply, and the assortment shown here includes some very desirable hand-sewn lines which will be appreciated by those who have experienced the dropping off of the spots under a little rough usage. The individual veils are shown at $2 per dozen upwards.

Champagnes, whites, blacks and colors will be found in their new fancy collar assortment. These articles will again be very popular for Spring, 1904, and this is the house to purchase them from. Scarfs in silk, lace, muslin, chiffon and nets, handsomely embroidered are shown in all the Spring shades. Ladies' embroidered linen collars with muslin jabots are a pretty feature of the season which this house shows in profusion.

"Queen's Gate" hosiery, handled by Kyle, Cheesbrough & Co., are shown in special numbers at $2.25, $3, $4.50 and $5.65.

Japanese silks are offered at 24c. This is a special line, and the value is extra good. Blouse and dress silks are shown at 19 1-2c. to $1.50 per yard. French and English blousings are also shown in French flannels, cottons and union goods. These lines should be no means be overlooked.

Novelty dress goods are a specialty with Kyle, Cheesbrough & Co., and among their newest and finest lines are crystal cloth, velvet grenadine cloth, voile sahran cloth and black tringline cloth. Other lines which they are disposing of rapidly include voiles, eoliennes, crepolines, knop voiles, lustres and mohairs of all kinds, roxanes, etc. All these goods have been selected with great care and taste, and the result is a very beautiful assortment of dress materials.

Debenham, Caldecott & Co.

Debenham, Caldecott & Co., corner of Bay and Wellington streets, Toronto, report that they are finding an increasing demand for bright materials; and sheer eoliennes, and crepe effects are to be classed high among Spring fabrics. Black and colored voiles, veilings, and canvas cloths, in light makes and shades are also among the leaders, and they are showing a large and well selected stock in all these popular lines. Tweeds, and mannish cloths are selling well for the early run of trade.

This firm lays particular stress on their large and varied silk stock, as owing to their world wide trade, they are in a particularly good position to give good value. They are showing complete ranges of colors in various qualities of taffetas. They would call special attention to their English made tamolines which they feel is one of the best wearing silks and best value on the market to retail at 50c. Pailleette is another of their leading silks, in which they carry a full range in colors. In black taffetas they are showing special lines at special prices, as also in peau de soie. Birdseye natte in black is a new line in which the trade is displaying considerable interest. Shangtungs are again popular for Summer wear and this firm are showing two lines, one 32 and the other 36 inches wide. They have had a large demand for cotton voiles, in both plain and snowflake effects. Black and white and white and black have with them been particularly good sellers. Black and white figured grenadines are also leaders in the Spring trade.

Debenham, Caldecott & Co. make a specialty of their ribbon trade, and are showing as leading lines taffeta and peau de soie ribbons. No. 22 can be retailed with good profit at 15c. These lines are made specially for the Canadian trade and they have a full range of colors. Black taffeta ribbons are strong for Spring and white ribbons sell against cream as three to one. Notice should be made of taffsilk or taffetine, said to be the best and closest imitation of taffeta that has so far been produced.

Store Fixtures.

Probably no line of retail business depends so much for success upon the fixtures used, as the sale of fancy dry goods, notions and men's furnishings. It is a trite, but very true, saying that goods well displayed are half sold, and, indeed, many a sale is entirely due to the use of an up-to-date show case, having the necessary requirements for the proper showing of the goods. The merchant of to-day who has an old-fashioned show case in his establishment is engaged in a decidedly up-hill fight. Having decided upon the necessity for an additional show case, or replacing of old ones with the new and up-to-date kind, the dealer's next consideration is "where to buy." Probably no firm in Canada stands higher in the manufacture of this class of goods to-day than the Dominion Show Case Company, of Toronto, and their product, as exemplified in the "Coronation" case illustrated in the firm's advertisement in this issue of "The Dry Goods Review," is second to none in this country or elsewhere. Having made a study of this question of "display" for many years, the Dominion Show Case Company are in a position to fill the individual requirements of any firm. Added to this is the very high-class materials and workmanship used in the production of their goods—the result being a reputation for the "Dominion" goods which is unique in the store-fitting business. Show cases run into quite a bit of money, even at the comparatively moderate prices quoted by the Dominion Company; but it must be remembered that while the outlay is rather large for a good show case, there is no repetition of, or adding to, that outlay with Dominion goods. Once installed, they will last a lifetime—a per-

manent trade increasing asset—so that it is only the initial cost that the merchant has to consider. That is sufficient, however, to make him careful in the buying of such goods, and it is but natural that he should prefer to buy from a firm whose reputation is such as to assure him of the highest value and sure satisfaction. This feeling of safety is one of the pleasures of placing an order for any of the "Dominion" goods.

W. R. Brock Co., Montreal.

The W. R. Brock Co. have just received their new range of trimmings for Spring, 1904, and never was seen such a complete lot of popular priced trimmings in all makes. These are all new goods as all old stock was cleared out by this firm before stocktaking. In ribbons their range is complete in every way, comprising taffetas, failles, duchesses and double satins, and the prices are made to suit the trade. We make a specialty of baby ribbons and carry a large assortment of all kinds. We would draw special attention to this firm's satin baby ribbon on spools of 10 and 50 yards at prices to suit the trade. These are great sellers. Another popular line is 330 colored taffeta ribbon in all colors and widths. This is greatly in demand.

In curtains the firm is showing splendid values, and it is announced that the sale of these goods has gone away beyond expectations. In laces and insertions such as guipures, Cluny, yaks, torchons, duchesse, Valenciennes, etc., Brock's stock is up to the mark in all particulars, in fact they have a reputation for having one of the best stocks of these goods to be found in the trade.

From every quarter comes the news that ladies' Swiss embroidered tab collars are to be worn more than ever. When you wish to get your stock, call round at Brock's, 26 St. Helen street, they have several lines to show which will interest you. They have just received 500 dozen Swiss tab collars which can be retailed at 10 cents. There are seven patterns to choose from, and we think the line should make a leader.

This firm have quite a large stock of umbrellas in this year and judging from the values shown, they should do well with them. They have lines to retail from 50 cents up to $6, and we cannot do better than recommend you to take a look at them. Nothing counts more to-day than finish in an Italian lining. Brock's Ravenswing linings combine the finest finish with the best cloth obtainable, at least so the retail trade maintains.

The best Cravenette in the market to retail at $1 appears in the light of a boast, yet Brock's Montreal house claim they have it, and judging from the goods we saw, if they have not got it, no one else has.

Brock Co. cannot afford to miss any lines of fashionable dress goods from their collection, as they have an enviable reputation to maintain in the dress goods department, so merchants are quite safe in buying there, as if Brock has not got it, it is almost impossible to get it. They have imported a very special line of lustrine hat linings at all prices, especially well suited to the millinery trade. It is a well known fact that the range of silks shown by this company is particularly well adapted to millinery purposes.

Brock's whitewear department has added a new line to its stock, in the shape of christening robes and cloaks and we understand the goods are filling a long felt want. The whitewear department in Brock's Montreal warehouse reports that the new stock of black sateen and colored print blouses is coming in fast and that they will consequently be able to give splendid delivery for the early Spring trade. They also report that their sales of white blouses are far in excess of what they had calculated on, and they would advise all merchants who desire a share of these goods to get their orders placed early, as they cannot guarantee to fill late orders.

Passing through the large and extensive Montreal warehouse of the W. R. Brock Co., one is greatly impressed with the piles of Spring novelties ready for shipment. Especially is this most prominent in the staple department, where, notwithstanding the firmness of the cotton market and the stiff advances which the mills are placing on the manufactured article, this enterprising firm is still able to offer some great snaps in cottons, sheetings, pillow cottons, tickings, flannelettes and apron ginghams. They believe in sticking to the old motto of small profits and quick returns. A visit to the warehouse of this firm will convince the shrewdest buyer that they are able to compete against any one in the trade.

Brock's, Montreal, are showing a novelty in the way of a comb to give the "French Dip" pompadour effect. This is something that should appeal to your lady customers, and the comb has besides its other virtues, that of being so cheap as to suit all prices, retailing at 25 cents.

They are showing several lines of hat ornaments, which can be retailed at prices ranging from 10 to 50 cents. They have also quite an assortment of hat wire, for use in supporting ribbon trimmings, etc., at prices which should enable the retailer to make something out of it. Brock's have quite a stock of gold braid.

In hose supporters, Brock's stock is second to none. They have stocks of the Sun, the Grecian the York, Velvet Grip and several other makes to retail at popular prices.



"Belle" in grey, "Mildred" in blue shown by The W. R Brock Co., Toronto.

When looking for dress shields, call at Brock's, 26 St. Helen street, and have a look at their "Ajax."

Toilet pins can be had from the Brock Co., in cubes, black, white and assorted to retail at 5 cents.

Debenham, Caldecott & Co., Montreal.

The display of millinery goods shown in Debenham, Caldecott & Co.'s Montreal warehouse is what might be expected from a company whose establishments are in London, Paris, Berlin, Brussels, New York, Melbourne, Sydney, Cape Town, Toronto and Montreal, with facories also in several different countries. Their specialty here is silks and all millinery trimmings and accessories. In nothing are they excelled, but in the matter of silks and flowers they make a strong claim to lead every other house in Canada.

With their unequalled facilities for buying in European markets, they are able to sell many lines at surprisingly low prices, so that money may be saved by buying here on an average of about 25 per cent. in a great many imported articles.

French roses, of the most beautiful shades and manufacture, are shown in abundance. This is a feature of

their house which will not be found so prominent elsewhere. It is puzzling to know why milliners will make trips to New York to purchase these roses, when Debenham, Caldecott & Co. have a most complete assortment which they import through their own Paris house at less than American buyers can import them. Those who go to New York after these fine roses are paying some 60 per cent. more for them than if they bought them from this firm.

The ostrich tips range in price from 50c. to $12. The assortment includes some of the finest ostrich feathers to be found anywhere.

Foilage and silks they are able to import and distribute at very low prices, their factories in England and France giving them facilities which but few importers even in the United States possess. For instance, low priced foilage which sells ordinarily in Canada at 12 or 12½c., they sell at 9c.; 42½c. taffetas cost only 32½c. in Caldecott & Co.'s.

Their buyers are just back from England, the continent and New York with a large assortment of all the millinery novelties for Spring, 1904. Their ready-to-wear hats include two late novelties which not all houses will have.

Since they opened up the Montreal branch a year ago this house has been developing business rapidly. Lately they have acquired two floors in the building adjoining them, thus having seven large floors devoted to millinery goods. It is not unlikely that they will find it necessary before long to secure even larger premises.

"Lox All" Skirt supporter.

Greeff-Bredt & Co., Toronto and Montreal, wish to inform their customers that their new skirt supporter "Lox All" is now being manufactured and orders will soon be ready for shipment. The article is meeting with much approval, wherever it is sold and used. Those who have not had an opportunity to appreciate the advantages of this new device, will do well to write the firm for samples and quotations.

"Lox All" is a most reliable and practical skirt fastener and supporter, has no pins or teeth to tear the garment, is easily adjusted and gives entire satisfaction. It is retailed at 25c. a set.

John M. Garland, Son & Co.

Buyers will find the staple and colored cotton department of John M. Garland, Son & Co. very strong in special numbers of shirting flannelettes for the Spring trade.

Their linen department is well prepared to fill all rush orders for the best selling line of napkins, table linens and towels.

For special novelties in tweeds and fancy suitings the woollen department of John M. Garland, Son & Co. are showing some very tasty patterns.

The trade in general has already demonstrated their appreciation of the many smart things that the dress goods department in John M. Garland, Son & Co. are showing.

The general array of new shapes in ties, the particularly good patterns in fancy colored shirts, are coming in for a goodly share of attention.

A Great Help to the Trade.

Manufacturers of bedding in Canada have given special attention to turning out a better grade of mattresses, quilts, pillows, etc., than were formerly offered to the trade, and in educating the consumer to buy same deserve the thanks of the trade generally. Conspicuous among these is the Alaska Feather and Down Company, Limited, of Montreal, who have found their efforts in this direction rewarded by increased demands for high-grade bedding of all kinds. This firm are the Canadian patentees and manufacturers of the Ostermoor Patent Elastic Felt Mattress, which is sold at $15 to the consumer, and which is guaranteed to be the equal of any $50 hair mattress on the market.

The D. McCall Company, Limited.

Until the last few years the general dry goods trade throughout the country had the impression, or we might say were prejudiced against buying ribbons from millinery or fancy dry goods concerns, having an idea that the word millinery or fancy dry goods in itself literally meant "Trochere" or high priced. This evasive meaning is now almost a thing of the past as in this progressive age where lines are made a specialty of, it stands to reason that the concern who caters for that trade and lays themselves out to do the thing right is the one that is going to benefit the close buyer. The McCall Company hold this enviable position in the ribbon trade, they carry a stock unequalled in Canada for variety and value. Ribbons seem to be the by word of this house. Ribbons in every conceivable make, quality, pattern, and price can be had from the McCall Company, ribbons from the narrowest of baby widths, the staple business bringer, good counter attractions; the wider neck ribbons in soft voile or mousseline effects to the more elaborate makes for millinery purposes. A hint to close buyers, the McCall Company handle a line well worth the inspection of the most worthy exponent of buying.

Geo. Ridout & Co.

The firm of George Ridout & Co., 77 York street, Toronto, are agents for Louis Behrens & Sons, Manchester, England, for velveteens, and carry a stock of blacks, both in Toronto and Montreal, in all qualities and prices. This is especially interesting to the wholesale to what quantities he should purchase. The advance over their import prices to procure equal qualities without exposing to their competitors the fact of such shortage in their lines, which fact being known might be taken advantage of.

It is not unusual that a wholesale house has run out of a certain line, either through unexpected demand or through mistaken judgment on the part of the buyer as to what quantities he should purchase. The advance over regular import prices is so small as to make this shortage a matter of little concern, when George Ridout & Co. can supply any shade, quality or price on short notice.

Ladies' Wear, Limited.

The Ladies' Wear, Limited, 77 York street, Toronto, have opened up their new factory and showrooms, and occupy an entire flat in that building. The offices and showrooms are situated at the front of the building, and being on the third floor the light is abundant, providing daylight for the display of the many beautiful patterns and colors in ladies' neckwear, belts, etc. Although not yet entirely fitted up, these rooms are among the brightest and cleanest in the city. A large staff is always kept on hand to supply orders as quickly as possible, and the stock kept ensures quick delivery. Mr. Evans, the manager, is much encouraged and is determined to provide the very best for his customers in prices and designs.

"Ladies' Wear" will be out with a strong line of the latest novelties in neckwear for the Easter trade, including the popular gold effects, and buyers when in town for the millinery openings should not fail to make a call at the firm's showrooms.

The Ontario Neckwear Co.

The "Sterling" brand of ladies' neckwear made by the Ontario Neckwear Co., corner Bay and Wellington streets, Toronto, is through the good taste, good style, and faultless womanship displayed in their make up becoming well known to the trade. A large range of styles in both popular priced lines, as well as in high-class goods, are in course of preparation for the Easter trade. These will be on view in the firm's showrooms, and every retailer who stocks or who is intending stocking ladies' neckwear, should see these goods when making their selections for Spring.

The Canadian Neckwear Co.

Special attention is being paid to the very latest and neatest effects in cravat materials by the Canadian Neckwear Co. An experienced buyer and a search of the markets of the world ensures for them the best that is to be had, and nothing is too good. The most beautiful effects in colors on grey backgrounds are shown, and will be appreciated by every tasty merchant. The "King" suspenders are rapidly taking a higher position in popular favor on account of their exceptional value and neat designs. The lisle webs are in great demand. Their leather-end 25 cents suspender is capturing the trade with a rush, as it means 50 cent trimmings on a 25c. brace.

Paquette Bros.

Paquette Bros. take much pleasure in announcing to their customers the visit of Mr. Alec. Adams, from the firm of Henry Matier & Co., Limited, manufacturers of handkerchiefs, etc., Belfast, Ireland.

This gentleman will be here until the end of February and we hope this visit will much improve relations between this firm and the Canadian buyers.

Neckwear and Suspenders.

The newest weave of silk and color for cravats shown this season, is the "Fish net weave" and "Terrier Greys." The Niagara Neckwear Co., Limited, have brought them out.

The Niagara Neckwear Co., Limited, line of high-class mens' cravats, is without doubt the most magnificent this firm ever produced. They make nothing but mens' scarfs of the best grades, in exclusive designs and styles.

The Dominion Suspender Co., of Niagara Falls, producers of the trade mark "D" suspenders; also the President, are putting on the market this season the most novel patented suspender they ever produced since the President. The Cyclo Ball Bearing Suspender, unconditionally guaranteed. Tons of little steel balls are used in its construction. They are made on scientific principals, and so easy and comfortable are they, that the wearer is hardly aware he has on a brace. They are boxed in most attractive boxes, different from anything ever attempted before. High art advertising cards are sent out with each shipment, these are designed by the noted French artist "Mary Golay."

The Canadian Show Case Co.

Buyers visiting the Toronto millinery openings will no doubt be interested in everything that tends to improve the appearance of their millinery department and that prevents the deterioration of value that follows the exposure of millinery goods to the dust of a store. For this there is nothing better than a good show case, the fixture that is right at the front for displaying millinery goods. The Canadian Show Case Co. are showing some very neat and attractive cases specially prepared for millinery goods. In addition they have every kind of show case and silent salesman required in the several departments of the dry goods store and can please any buyer as to style and price. The increase in their business is making it necessary for them to seek new premises. Large shipments have just been made to Brandon and Winnipeg, and last week an order was filled for the Old Country. A large store in Peterboro' is being fitted up with their silent salesmen. In spite of the rush of business an effort is being made to keep a good sample stock on hand to show visitors.

A New Line of Suspenders.

The Allan Mfg. Co., of Simcoe street, Toronto, are putting on the market this Spring their initial line of suspenders. Their first season in umbrellas has been quite a success in spite of the fact that the handling of them was somewhat of an inconvenience to their regular whitewear travellers, so umbrellas and suspenders will from this time out be carried by a separate staff of travellers.

Leaders in Their Line.

The National Rubber Co., at 524 Craig street, Montreal, are showing some fine Spring styles in their rubberproof and rainproof garments, for men and women. These designs are taken from the latest and most successful models and the brand "Snowshoe," is consequently coming to be known as a type of the best that can be had in the line.

Their travelers are now on their respective routes, covering the whole Dominion, and no dealer in these garments should miss seeing their samples.

The Pugh Mfg. Co.

Ladies' sateen underskirts are always a leading line with the early Spring trade, as they give such a large amount of useful wear. A merchant when buying always looks well to the reliability of the material, but cut and finish are quite as large factors in building up a skirt trade. In the skirts made by the Pugh Mfg. Co., Church street, Toronto, all these desirable qualities will be found, and at the right price, too, as this firm devote all their energies to turning out the best that can be made in this class of skirt. They believe that if a merchant examines their goods that an order is certain, and are glad to send samples to any address.

While in Toronto at the Spring openings the time spared to visit their sample rooms, 33 Church street, will be well spent.

Philpis & Wrinch.

Philips & Wrinch, Toronto, are showing to the trade a large number of pretty designs in the popular waist sets. They have also a full line of the latest styles in crush leather belts. They report that belt sets and buckles are good property, and that they are showing a wide range in the latest and most novel effects.

INDUSTRIAL GOSSIP.

The Watson Manufacturing Company, of Paris, Ont., have plans and specifications ready for a 90 ft. addition to their mill. They will not put a line of ladies' felt jerseys out for next season, as until their new addition is finished they are short of room.

One of the large department stores in Canada that manufactures largely for its own use, is beginning to make corsets.

The Enterprise Hosiery and Knitting Company, of which W. Smith, late superintendent of the Almonte Woollen Mills, is manager, has started operations at Toronto Junction.

Owing to a fuel famine, consequent upon the railway blockade, the Hespler branch of the Canada Woollen Mills have been closed since the 21th of January, and the textile workers there are out of employment.

DON'T GO HALF WAY.

Short time advertising seldom pays.

That is the reason that ads in the many ephemeral "schemes" that come to every business man are never profitable. It is continuous, consistent, courageous, intelligent advertising in the best newspapers that always and infallibly brings good returns.

Persistence in it pays.

It's the man who gets scared and quits who loses his money.—Charles Austin Bates.

CLASSIFIED LIST OF ADVERTISEMENTS.

Accountants and Auditors.

Barber, Henry, & Co., Toronto.
Fahey, Wm., Toronto.
Hoskins, David, Toronto.
Jenkins and Hardy, Montreal, Toronto, New York.
Kidd, F. H., Toronto.
Merson, Geo. O., Toronto.
Williamson, F. G., Toronto.

Advertisement Writers.

Child & Fall, Wakefield, Mass.

Barristers, Solicitors, etc.

Atwater, Duc'os & Chauvin, Montreal.
Beatty, Blackstock, Fasken and Riddell, Toronto.
Burritt, Jas. H., Pembroke.
Cameron, D. O., Toronto and Oakville.
Hamilton, J. C., Toronto.
Tupper, Phippen & Tupper, Winnipeg.
Vidal, I. L. O., Quebec and Montmagny.

Belts.

German Artistic Weaving Co., New York.
"Ladies' Wear," Toronto.
Tooke Bros., Limited, Montreal.
Whitfield, Mayall & Co., Montreal.

Blankets, Quilts, Travelling Rugs, etc.

Alaska Feather & Down Co., Montreal.
Garland, John M., Son & Co., Ottawa.
Hassberger, E. S., Montreal.
Rylands & Sons, Manchester, Eng.
Toronto Feather & Down Co., Toronto.

Boot and Shoe Laces.

"Paton's"—Ross, Geo. C., & Co., Montreal and Toronto.

Boots and Shoes.

Ryan, Thos. & Co., Winnipeg.

Button Machines, etc.

Defiance Button Machine Co., New York.

Carpets, Curtains, Rugs, etc.

Burrows, A. R., & Co., Guelph.
Garland, John M., Son & Co., Ottawa.
Garneau, Fils & Cie, Quebec.
Greenshields Limited, Montreal.
Guelph Carpet Mills Co., Guelph.
Hamilton Cotton Co., Hamilton.
Hassberger, E. S., Montreal.
Hees, Geo. H., Son & Co., Montreal and Toronto.
Rylands & Sons, Manchester, Eng.

Cash Registers, Carriers, etc.

Hallwood Cash Register Co., Toronto.
Lamson Consolidated Store Service Co., Rochester, N. Y.

Cloaks, Costumes, Skirts, Shirt Waists, etc.

American Silk Waist Co., Montreal.
Brock, W. R. Co., Montreal and Toronto.
Cater, Platt, & Co., London, Eng.
Galt Knitting Co., Galt.
Garland, John M., Son & Co., Ottawa.
Hassberger, E. S., Montreal.
Hitchcocks, Williams & Co., London, Eng.
Merchants Mantle Mfg. Co., Toronto.
New York Silk Waist Mfg. Co., Montreal.
Pugh Mfg. Co., 33 Church St., Toronto.
Rylands & Sons, Manchester, Eng.
Salem Co., Montreal.
Star Mantle Mfg. Co., Montreal.
Whitfield, Mayall & Co., Montreal.
Waldman & Sommer, Montreal.

Commission and Manufacturers' Agents.

Flaws, R., & Son, Toronto.

Corsets.

Konig & Stuffman, Montreal.

Cottons, Prints, Shirtings, etc.

Canadian Colored Cotton Mills Co.
Debenham, Caldecott & Co., Toronto.
Garneau, P., Fils & Cie., Quebec.
Greenshields Limited, Montreal.
Horrockses, Crewdson & Co., Manchester and London, Eng.
McMahen, Granger & Co., London.
Rylands & Sons, Manchester, Eng.

Cotton Batting.

Dominion Wadding Co , Montreal.

Cushions, Pillows, Etc.

Alaska Feather and Down Co.. Montreal.
Toronto Feather & Down Co., Toronto

Dress Goods, Silks, etc.

Brock, W. R., Co., Montreal and Toronto.
Brophy, Cains & Co., Montreal.
Canadian Colored Cotton Mills Co., Montreal and Toronto.
Debenham, Caldecott & Co., Montreal, Quebec and Toronto.
Garland, John M., Son & Co., Ottawa.
Garneau, P., Fils & Cie, Quebec.
Greenshields Limited, Montreal.
Hassberger, E. S., Montreal.
Hitchcock, Williams & Co., London, Eng.
Ishikawa, K., & Co., Toronto.
Kyle, Cheesbrough & Co., Montreal.
Law, Russell & Co., Bradford and London, Eng.
Leigh Mills, London, Eng., and Bradford.
Priestley's—Greenshields Limited, Montreal.
Rylands & Sons, Manchester, Eng.
Wyld-Darling Co., Toronto.

Dyers, Cleaners, etc.

British American Dyeing Co., Montreal, Toronto, Ottawa and Quebec.
Parker, R., & Co., Toronto.

Educational.

Belleville Business College, Belleville, Ont.
Canadian Correspondence College, Toronto.
St. Margaret's College, Toronto.
Western Business College, Toronto.
Willis Business College, Ottawa.

Engravers.

Grip, Limited, Toronto.
Legg Bros. Engraving Co., Toronto.
Toronto Engraving Co., Toronto.

Fancy Goods, Novelties, etc.

Gowans, Kent & Co., Toronto.
Ingersoll, Robt. H., & Bros., New York.
Nerlich and Co., Toronto.
Whitfield, Mayall & Co., Montreal.

Finance, Insurance, etc.

Arbuckle, Smith & Co., Glasgow, Scotland.
Bank of Toronto, Toronto.
British America Assurance Co., Toronto.
Canada Permanent Mortgage Corporation, Toronto.
Canadian Bank of Commerce, Toronto.
Confederation Life Association, Toronto.
Dominion of Canada Guarantee & Accident Insurance Co., Toronto.
London Guarantee & Accident Co., Toronto.
Merchants Mercantile Co., Montreal.
Metropolitan Bank, Toronto.
TorontoGeneral Trusts Corporation,Toronto.
Western Assurance Co., Toronto.

Flannels, Flannelettes, etc.

Canadian Colored Cotton Mills Co.
Greenshields Limited, Montreal.
Horrockses, Crewdson & Co., Manchester and London, Eng.
Leigh Mills Co.,London.Eng., and Bradford.

Furs.

Alexandor, A. J., Montreal.
Edgar, Coristine & Co., Montreal.
Hitchcock, Williams & Co., London, Eng.
Peck, John W., & Co., Montreal, Winnipeg and Vancouver.
Swift, Copland & Co., Montreal.

General Dry Goods.

Brock, W. R., Co., Montreal and Toronto.
Garland, John M., Son & Co., Ottawa.
Garneau, P., Fils & Cie, Quebec.
Greenshields Limited, Montreal.
Hitchcock, Williams & Co., London, Eng.
Knox, Morgan & Co., Hamilton.
Leigh Mills Co., London, Eng., and Bradford.
Macdonald, John, & Co., Toronto.
McMahen, Granger & Co., London.
Rylands & Sons, Manchester, Eng.
Wyld-Darling Co., Toronto.

Gloves, Mittens, etc.

Goderich Knitting Co., Gode ich.
Hudson Bay Knitting Co.. Montreal and Winnipeg.
Pewny's—Greenshields Limited, Montreal.
Ryan, Thos., & Co., Winnipeg.
Storey, W. H., & Son, Acton.
Stratford Knitting Co., Stratford.

Handkerchiefs.

Paquette Bros., Montreal.

Hats, Caps, Etc.

Edgar, Coristine Co., Montreal.
Peck, John W., & Co., Montreal, Winnipeg, and Vancouver.
Swift, Copland & Co., Montreal.
Wreyford & Co., Toronto.

Knife Cleaning Machine.

Decatur, Bull & Co., Montreal.

Linens.

Brock, W. R., Co., Montreal and Toronto.
Garland, John M., Son & Co., Ottawa.
Liddell, Wm., & Co., Belfast, Ireland.
Old Bleach Linen Co., Randalstown, Ireland.
Paquette Bros., Montreal.
Rylands & Sons, Manchester, Eng.

Linen, Silk Cotton and Woollen Threads, Yarns, Etc.

Baldwin, J. & J., & Partners, Halifax, Eng.
Canadian Cotton Mills Co., Montreal and Toronto.
McDowell, Andrew H., Montreal.

Linings and Canvasses.

Debenham, Caldecott & Co,, Toronto.
Kirk, Samuel, & Sons, London, Eng., and Manchester.
Knox, Morgan & Co., Hamilton.
McLean, Andrew, & Co., New York.

Matting.

Ishikawa, K., & Co., Toronto.

Men's Ready-Made Clothing (Overalls, Raincoats, Sweaters, etc.).

"Eidon" brand—Woods, John L., Montreal.
Garneau, P., Fils & Cie, Quebec.
Knox, Morgan & Co., Hamilton.
Peck, John W., & Co., Montreal, Winnipeg and Vancouver.
Wilkins, Robert C., Montreal.

Metallic Roofing.

Metallic Rooong Co., Montreal, Toronto and Winnipeg.

Millinery, Ribbons, etc.

Brock, W. R., Co., Montreal and Toronto.
Canada Veiling Co., Toronto.
Caverhill & Kissock, Montreal, Quebec and Ottawa.
Debenham, Caldecott & Co., Montreal, Quebec and Toronto.
Garland, John M., Son & Co., Ottawa.
Goulding, G., & Sons, Montreal, Toronto and Winnipeg.
Hitchcock, Williams & Co., London, Eng.
Ivey, John D , Co., Montreal Toronto, Winnipeg and Quebec.
Knox Mfg. Co., Toronto.
Kyle, Cheesbrough & Co., Montreal.
"Ladies' Wear, Toronto.
McCall, D., & Co., Toronto.
McKinnon, S. F., & Co., Montreal, Quebec and Toronto.
Miles, John, New York.
Strachan Bros., Toronto.
Tooke Bros., Montreal
Whitefield, Mayall &Co.
Woodhouse, Rozand & Co., Montreal.

Mosquito Nettings.

McLean, Andrew, Co., New York.

Needles, Pins, etc.

Blumenthal, Sig, New York.

Office Systems, Supplies, etc.

Briggs Ledger System Co., Toronto.

Oil Cloths and Linoleums.

Garland, John M., Son & Co., Ottawa.

Garneau, P., Fils & Cie, Quebec.
Rylands & Sons, Manchester, Eng.

Papier Mache Forms, Wax Figures, etc.

Clatworthy & Co., Toronto.
Goodwin, J., London, Eng.
Lyons, Hugh & Co., Lansing, Mich.
Palmenberg's, J. R., Sons, New York.
Richardson, A. S., Montreal and Toronto.
Toronto Brass Mfg. Co., Toronto.

Patterns, Fashion Plates, etc.

The New Idea Pattern Co., New York and Toronto.

Shirts, Collars, Ties, etc.

Canadian Neckwear Co., Toronto.
Garland, John M., & Co., Ottawa
Garneau, P., Fils & Cie, Quebec
"Hero" Brand—Hollins, Wm., & Co., London, Eng.
Knox, Morgan & Co., Hamilton.
Mitchell, A. B., Co., Toronto.
Niagara Neckwear Co., Niagara Falls.
Peck, John W., & Co., Montreal, Winnipeg and Vancouver.
Rylands & Sons, Manchester, Eng.
Salem Co., Montreal.
Tooke Bros., Montreal.
Van Allen, E. & Co., Hamilton.
Waller, John L. & Co., Winnipeg.
Williams, Greene & Rome Co., Berlin.
Wreyford & Co., Toronto.

Show Cases.

Canadian Show Case Co., Toronto.
Dominion Show Case Co., Toronto.
Weese, G. A., & Son, Toronto.

Skirt and Hose Supporters.

Greeff-Bredt & Co., Toronto and Montreal.
Kleinert, I. B., Rubber Co., Toronto.

Smallwares.

Garneau, P., Fils & Cie., Quebec.
Greenshields Limited, Montreal.
McMahen, Granger & Co., London.
Nicklin, J., & Co., Birmingham, Eng.
Porter, A. T. Importing Co., Montreal.
Rylands & Sons, Manchester, Eng.

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Auer Light Co., Montreal.
Luxfer Prism Co., Montreal and Toronto.
Turner Brass Co., Toronto.

Suspenders, Buttons, etc.

Berlin Suspender & Button Co., Berlin.
Dominion Suspender Co., Niagara Falls.
Garland, John M., Son & Co., Ottawa.
King Suspender Co., Toronto.

Toilet Powders.

Whitefield, Mayall & Co., Montreal.

Toys.

Nerlich & Co., Toronto.

Trucks.

Slingsby, H. C., Montreal and Toronto.

Tweeds, Serges and Tailors' Trimmings.

Finley, Smith & Co., Montreal.
Fisher, John, Son & Co., Montreal and Quebec.
Garneau, P., Fils & Cie, Quebec.
Greenshields Limited, Montreal.
Kirk, Samuel, & Sons, London, Eng., and Manchester.
Leigh Mill Co., Bradford and London, Eng.
McDougall, A., & Co., Montreal.
Macdonald, John & Co., Toronto.

Umbrellas, Parasols, etc.

Irving Umbrella Co., Toronto.
Rylands & Sons, Manchester, Eng.

Underwear, Hosiery, etc.

Cartwright & Warner, Loughborough, Eng.
"Crescent" brand—Leonard, S., & Sons., Dundas.
Deimel Linen-Mesh Co., Montreal.
"Eildon" brand—Woods, John L., Montreal.
Ellis Mfg. Co., Hamilton
Gait Knitting Co., Galt
Garneau, P., Fils & Cie, Quebec
Greenshields Limited, Montreal
"Health" brand—Woltt, Hermann H. & Co., Montreal
Hime, Parker & Co., London, Eng.
Knox, Morgan & Co., Hamilton.
Penman Co., Paris, Ont.
Perry, G. B., Knitting Co., Hamilton
Ringheim-Schlichten Ramie Mfg. Co., New York.
Rylands & Sons, Manchester, Eng.
Truro Knitting Mills Co., Truro, N.S.
Turnbull, C., Co., Galt.
Waller, John L. & Co., Winnipeg
Watson Mfg. Co., Paris.
Whitfield, Mayall & Co., Montreal.
"Wolf" brand—Henderson, Robert, & Co., Montreal.
Wreyford & Co., Toronto.

Upholsterers' Supplies.

Hees, Geo. H., Son & Co., Ltd., Toronto

Wall Paper.

Stauntons Limited, Toronto.
Watson-Foster Co., Limited, Montreal

Waterproof and Rubber Goods.

Greenshields Limited, Montreal
"Premier" Waterproofs, Montreal.
London Rubber Co., Montreal.

White Goods.

Knox, Morgan & Co., Hamilton.

Window Shades, Curtain Poles, etc.

Hees, Geo. H., Son & Co., Montreal and Toronto.

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Brown, D. F., Paper Box and Paper Co., St. John, N.B
Canada Paper Co., Toronto.

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TRAVELLERS calling on the Millinery Trade in Quebec, Ontario and the Northwest to sell our Folding Millinery Boxes as a side line. In writing, state what territory is covered, and how often. All correspondence will be treated as confidential.

THE D. F. BROWN PAPER BOX AND PAPER CO., Limited
ST. JOHN, N.B.

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Representing
S. & L. ASH BROTHERS, Leeds, Cloths, in great variety,
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Your Customers Hang Trousers On 'Em!

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Easter Eggs

"Large Hen"
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"Goose"
"Ostrich"
"Large Ostrich"
"Giganticus"

Every Dry Goods Merchant should stock some of these bright, showy, quick-sellers.

The lowest prices and brightest decors on the market.

Can you call and see the line when in Toronto for the opening?

Write for prices.

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16 Front St. East, Toronto.

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has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a Special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

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Cash remittance to cover cost must accompany all advertisements In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

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GOOD OPENING for Dry Goods Business in a growing Town in Western Ontario. For particulars, address Box 97 DRY GOODS REVIEW, Toronto. (5)

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A LONG established Montreal wholesale dry goods house, desires to secure the services of an experienced commercial traveller on a commission basis to extend their connection in the Maritime Provinces. Only one trunk need to be carried and a liberal rate of commission allowed. Position will be vacant about first of April. Application may be addressed to "Maritime," Box 99 DRY GOODS REVIEW, Montreal. (2)

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CHILD'S.



LADIES'.



MISSES'.

Our arrangement of Gold and Silver, as applied to Hats, is a triumph of machine and millinery art.

VISIT US. "Seeing is believing." When you are "doing the openings" do us the honor and pleasure of a call. In the matter of Ready-to-Wear and Ready-to-Trim Hats, we are showing the best offerings we have yet made up. In Misses' and Children's Headwear, we believe we stand alone among the makers of this class of millinery in Canada.

"Knox Hats are Sellers." To make the claim good keeps us alert in every direction---in buying raw materials at lowest cost; in designing saleable styles; in manufacturing to the sellers' and wearers' satisfaction. No millinery buyer should be ignorant of the goodness of Knox hats.

If any dealer in millinery is unable to visit us and see our fine showing of hats, we invite a sample order, which we guarantee to fill satisfactorily. State what is desired and leave the selection to us. Correspondence always welcome.

We have taken the ground floor of the premises we have been occupying, and in all have doubled our space, due to the necessities of our expanding business. We shall be better prepared than ever before to receive our friends and to display our goods.

In this connection we have to state that we have added a department for the manufacture of Infants' Cloaks and Children's Cloaks and Reefers. Our travellers are on their way to the trade with samples.

The Knox Mfg. Company

48-50 Wellington St. East,

TORONTO

To the Trade

Two great victories in the race of business life—

One is by keeping your stock well assorted and the other is having your stock assorted from ours.

We are making a big success under our policy of new goods all the time and so are our customers who have adopted it.

In our departments you see the Latest Patterns, Newest Textures, Best Values and Largest Assortment in General Dry Goods, Men's Furnishings, Woollens, Ready-to-Wear Goods, Smallwares, Carpets and Housefurnishings.

Through our letter order department you receive prompt attention and quick dispatch to all orders.

John Macdonald & Co.

Wellington and Front Sts E.,

Toronto.

THE DRY GOODS REVIEW

MARCH 1904



Priestleys' Eoliennes

THE POPULAR LINE
FOR SPRING, 1904...

The Dress Goods of Distinction.

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SELLING AGENTS.

MAC LEAN PUBLISHING CO.
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Complete assortment of plain and ribbed Cotton and Cashmere Hose. To retail at popular selling prices.

CILKTAF

In colors—black, white, cream, reseda, champagne, sky, brown, etc. Retails at 25c. yd. Looks like silk.

DAMASKS

Unbleached Damasks and Dices. Complete assortment. To retail from 25c. to 75c. All purchased previous to advance in flax.

OVERCOATINGS

New Spring goods just opened in plain and striped Cheviots. Covert coatings in new shades. Whipcords and Venetians

UNDERWEAR

Natural Wool Merino, Balbriggan. Braces — boys', youths' and men's, all new webs, woven mohair, kid and leather ends. Special—"No Buckle" Brace guaranteed for a year.

CRETONNES for DRAPERIES. } New designs in the popular colors. English Duplex Cloth—H45, 36-in., retail at 15c.; H56, 39-in., retail at 20c., and H90, 40-in., retail at 25c. American Twill Cloth in large range of patterns at old prices, can be retailed at 10c. yd.

WRITE FOR SAMPLES. VISIT OUR DEPARTMENTS.

Letter-Orders-Promptly-Shipped. **WYLD-DARLING COMPANY, Limited.**

THERE'S A DIFFERENCE IN GLOVES.



SEE THAT YOU GET THE RIGHT KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS and MITTENS IN ALL NOVELTIES

W. H. STOREY & SON

THE GLOVERS OF CANADA. LIMITED

ACTON, ONT.



UNION MADE

ROOSTER BRAND

.. Fall 1904 ..

TRAVELLERS WILL BE ON THE ROAD SHORTLY WITH NEW SAMPLES, THE BEST LINE WE HAVE EVER SHOWN.

Overalls and Jackets superior to any in Canada not excelled on earth.

Pants and Trousers. Everything from the cheapest working Pant, to the highest-class moulded Trouser.

Smox. Duck Sheepskin, lined, Corduroy Sheepskin, lined, Tweed, Etaffe, Mackinaw, Buffalo, Duck, Triplex, etc., etc. A Smox proposition that will interest you.

Shirts. An excellent range of easy selling lines.

ROBERT C. WILKINS,

Manufacturer, **MONTREAL.**

FOR THE ASSORTING SEASON

You will want lines to replenish your stock and to keep up your assortments. We can give you

THE VERY BEST VALUES

IN

Cotton Goods, Flannelettes, Notions,
Dress Goods and Silks,
Woollens and Tailors' Trimmings,
Ready-to-Wear Goods,
Ladies' and Misses' Underwear,
Carpets and House Furnishings,
Men's Furnishings, etc., etc.

You cannot fail to find

PROFITABLE LINES

in all of our Departments.

GREENSHIELDS LIMITED
MONTREAL

RECEIVED
APR 1 1904
Book 16
Page 38
ans.



THE DRESS GOODS
OF DISTINCTION

Priestleys'
Dress Goods

have world-wide popularity and distinction by reason of their superior quality and finish.

Your customers know Priestleys' Dress Goods to be reliable.

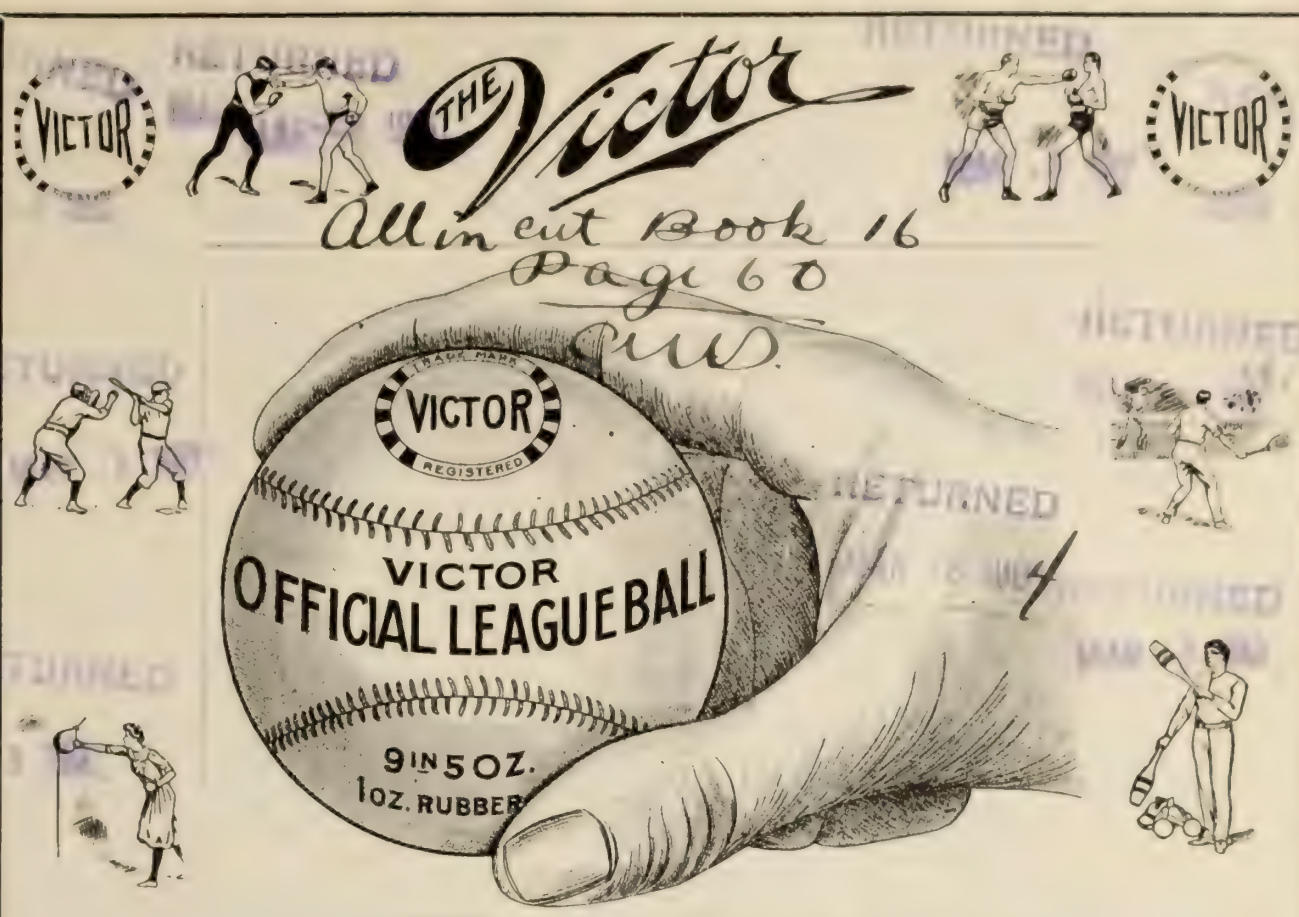
GREENSHIELDS LIMITED

MONTREAL

GREENSHIELDS WESTERN LIMITED,
WINNIPEG,

GREENSHIELDS & CO., LIMITED,
VANCOUVER,

Sole Selling Agents.



If you see the **VICTOR** trade mark on Sporting Goods it is a positive guarantee that you get a dependable article at a reasonable price







Victor Sports of all sorts.







MADE IN CANADA applies to the bulk of **VICTOR** Sporting Goods illustrated in our

1904 Catalogue.

If you have not got one, write us to have your name put on our mailing list.

In the season just passed **VICTOR** goods made another long stride in public favor, and the 1904 line so accurately reflects the players' needs that any dealer handling Sporting Goods who does not include **VICTOR** goods handicaps himself to his own hurt.

You cannot profitably import the lines we manufacture.

A satisfied customer is the kind of advertisement we are looking for. If you give us a trial order you will be a satisfied customer.

THE FANCY GOODS COMPANY OF CANADA

MAKERS OF LIMITED

VICTOR SPORTING GOODS AND ATHLETIC SUPPLIES

50 Yonge St. and 6 Wellington St. West, TORONTO

E. A. KANTEL, Managing-Director **O. L. BURTON,** Secretary

RYLANDS & SONS

LIMITED

MANCHESTER, ENG.

Cotton Spinners

Merchants

Manufacturers



Bleachers

Dyers

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS Heapey, Longford works, Gorton, Swinton, Wigan, Crewe, Chorley, Bolton.

Capital, $14,500,000; Employees, 12,000

LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign
Fancy Dress Goods, British and Foreign
Silks and Velvets
Velveteens
Irish and Scotch Linens
Table Damasks, Towels and Tray Linens
Muslins, Curtains and Handkerchiefs
Flannelettes, Hosiery
Flannels and Blankets, Quilts
Smallwares, Haberdashery and Trimmings.
Bleached Calicoes, Sheetings
Oxfords, Harvards, Galateas
Dyed Linings
Floor Oilcloths
Laces
Prints and Cretonnes
Shirts, Underclothing
Ladies' Blouses
Boys' Blouses and Sailor Suits
Umbrellas, Gloves

"Totally Blocked"

is what the railways all tell us when we urge them to lift our freight more rapidly. And TOTALLY BLOCKED is the condition of our warehouse with goods and our order department with orders. **Never in our history** have we had so much business in hand, or have we been so well able to handle it, but the unusually severe winter has so hampered the railways they are unable to handle our shipments fast enough.

Relief is at hand, and our early shipments, and our travellers, who have likewise been snow bound, will soon be with you.

Kyle, Cheesbrough & Co.,

93 St. Peter St., MONTREAL.

Linen Threads

STANDARD QUALITY

BARBOUR'S FINLAYSON'S
KNOX'S DUNBAR'S
STEWART'S

FULL STOCKS ALSO OF BOOT AND SHOE LACES

All Kinds. Best Values.

FRANK & BRYCE, Limited

TORONTO MONTREAL QUEBEC

"CEETEE"

Underwear Unshrinkable Full-Fashioned

Never gets hard with washing. Retains its elasticity.
Keeps its shape. Is soft and warm.
Made from fine pure wool.

We replace any that shrink. Made in light weight India Gauze, for Spring and Summer. Medium and heavy natural for Winter.

Elastic Ribbed Underwear for 1904

Our Ladies', Children's, Infants', Vests, Drawers, Union Suits, Corset Covers, Tights, etc., will be right at the top for quality, new designs, new trimmings.

Our travellers will call on you shortly.

The C. Turnbull Co.,

of GALT, Limited.

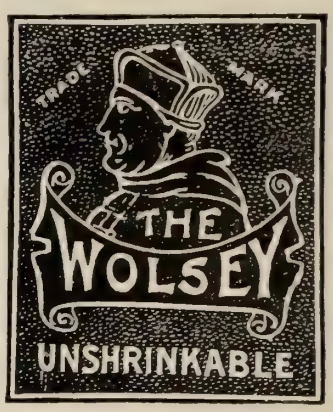
GOULDING & CO.,
30 Wellington St. East,
TORONTO.

JOS. W. WEY,
7 Bastion Square,
VICTORIA, B. C.

The Wolsey

UNSHRINKABLE UNDERWEAR

THERE ARE INNUMERABLE SO-CALLED IMITATIONS OF "WOLSEY," BUT THERE IS NO SUBSTITUTE FOR IT AND NOTHING JUST AS GOOD



The Canadian Public, knowing its unrivalled qualities, and that it is in every respect al that the manufacturers claim for it—

Being Absolutely Unshrinkable Pure Wool, Durable, Well-Fitting

—are insisting on being supplied with "Wolsey," which has stood the test of time, and is one of the greatest successes of modern times.

AVOID SUBSTITUTES.

Spring 1904

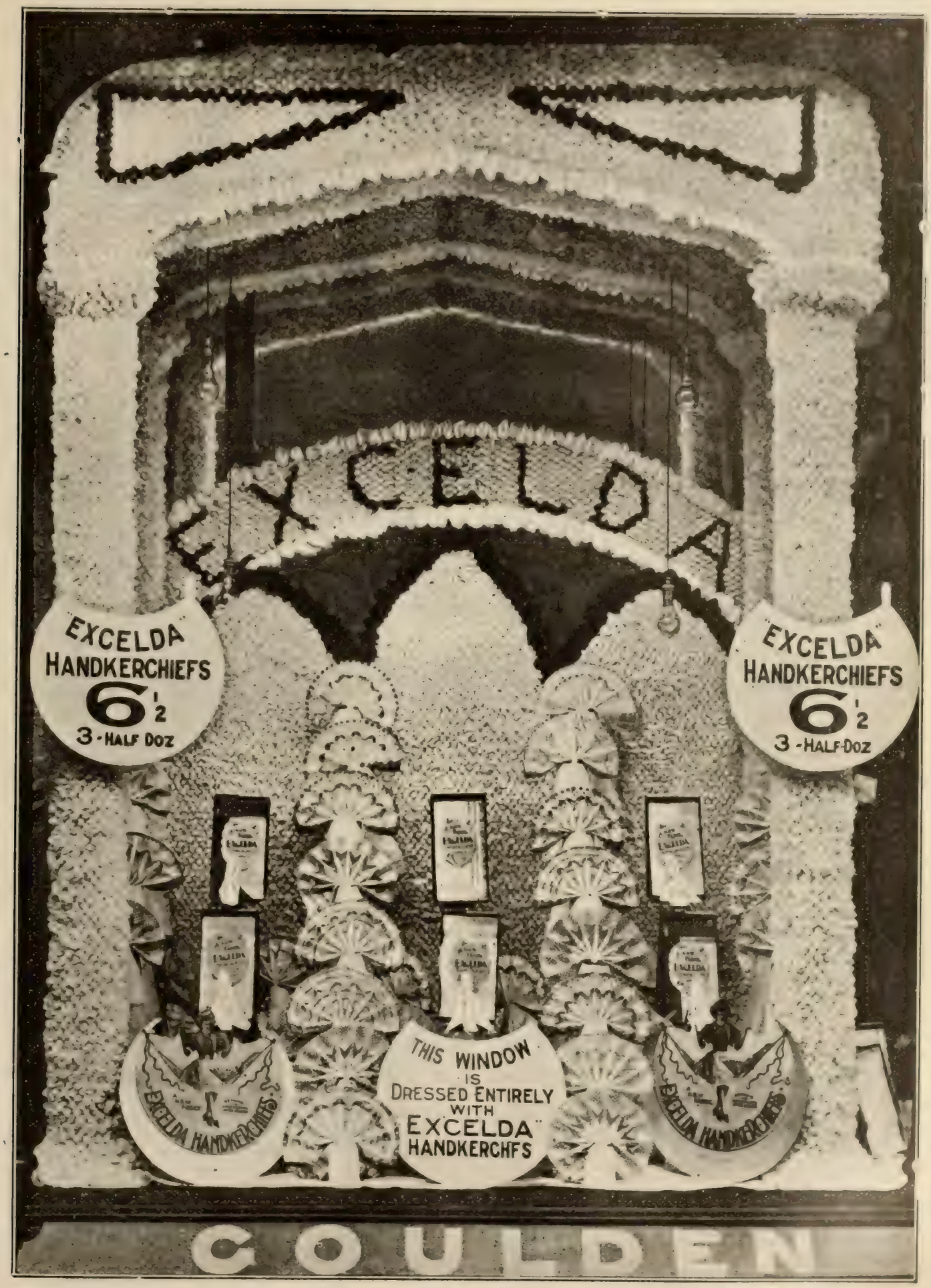
Wholesale Dry Goods

Spring 1904

NOW IN STOCK.

Latest Novelties in Dress Goods.
Newest Patterns in Pantings and Suitings.
Best values in Plain and Colored Silks.
Large and varied stock of Plain and Fancy Cottons.
Men's and Women's Knitted Underwear, in all prices.
Gents' Furnishings and Smallwares.
Household Furnishings, Carpets, Linoleums.
Lumbermen's Supplies of all Kinds.

P. GARNEAU, FILS & CIE., Quebec


EXCELDA
EXCELDA HANDKERCHIEFS 6½ 3-HALF DOZ
EXCELDA HANDKERCHIEFS 6½ 3-HALF DOZ
THIS WINDOW IS DRESSED ENTIRELY WITH EXCELDA HANDKERCHFS
EXCELDA HANDKERCHIEFS
EXCELDA HANDKERCHIEFS
COULDEN

The W. R. Brock Company, (Limited)

TORONTO

Wash Goods Leaders.

PRINTS

No. 77—32-in extra heavy Domestic Prints, 600 patterns printed on cloth contracted for in the Grey and confined to ourselves, to retail at **11c.**

K 32-in. Superfine British Prints, the best imported cloth in the trade, 500 new bright styles, to retail at **12½c.**

GINGHAMS

No. 8—27-in. Stripes and Checks, to retail at **10c.**

10 26-in. " " " " **12½c.**

12 27-in. " " " " **15c.**

TM 16 28-in. " " " " **25c.**

These are ready sellers in exquisite designs and colorings.

KNICKER SUITINGS

No. 15—28-in. Striped, to retail at **12½c.**

P 17 " Flaked, " **15c.**

OG 16 " Snowflake, " **20c.**

TM 14 " Dashed Stripes, " **25c.**

MG 4 " Dashed Linen Voiles, " **40c.**

The above are the most fashionable fabrics for 1904, and large sales have already been made of these numbers.

THE CANADIAN
DRY GOODS REVIEW

VOL. XIV. MONTREAL AND TORONTO, MARCH, 1904. No. 3

THE DRYGOODSMAN'S WARES.

Their Origin and Characteristics.

IN the term fustian are included moleskin, velveteen, curduroy, etc., nearly all of the nature of velvet. It is a kind of coarse twilled cotton cloth used principally for men's wear. Some say the word came from Fostat (Cairo), some from fustis (a tree on which cotton grows), and some from Fustat (Memphis), where cotton was produced in great abundance at one time. But the majority consider it derived from fuste, the Spanish word for substance, and this is strengthened by the fact that from the tenth century to the expulsion of the Moors, Spain was noted for cotton fabrics and principally for the production of fustian. In its early form this fabric was supposed to be made with linen warp and cotton weft, and later entirely of wool. It was a common material for church robes during the Norman period, and was worn by the people as a seemly rather than costly fabric. It is a thick, strong cloth made of cotton, having a pile like velvet, but shorter, and manufactured in the same way, viz., by leaving loops standing upon the face of the fabric, and then cutting them through to form upright threads. Afterward it is smoothed by shearing, singing and brushing. The word has limited application in Canada, it being more commonly heard among the working classes in England.

FUSTIAN.

* *

GAUZE is a very thin, light, transparent fabric of silk, linen or cotton. The term is supposed to have been derived from Gaza, a city of Palestine where it was first manufactured. France and Switzerland produce a large percentage of the modern gauze. In such a loose open material the ordinary style of weaving cannot be followed, as the threads would slip from their places, so a different method is made use of to lock the weft threads into position. For this purpose the warp threads are crossed between each thread of weft, so that the weft passes through a succession of loops in the warp and there is no liability of slipping. In its present use the word gauze is applied to any open fabric of whatever degree of openness, and of any material, thus making it a very indefinite term, and one that expresses nothing to the average mind save the looseness of the weave and the thinness of the fabric.

GAUZE.

GIMP comes from the French guipure, meaning to whip around with silk. It is a coarse lace formed by twisting threads around a coarse foundation of wire, twine or cord. It is made of varying qualities of silk, wool or cotton, and used chiefly in upholstery, although it has been fashionable as a dress trimming. As such it has many variations and qualities, a beaded gimp being one in which the surrounding threads are strung with beads. In upholstery it is used as a covering for the edges of the material in which the furniture is upholstered, or as a trimming for the edge of certain coarse kinds of hangings

GIMP.

* *

THAT common cotton goods called gingham, which is often confused with printed cottons, derives its name from Guingamp in Brittany, France. It is a cotton cloth made from yarn which has been dyed previous to weaving, and is thus distinguished from printed cottons or prints, in which the color is printed on after weaving. It is used principally for dresses, is of light or medium weight and woven in patterns consisting of checks or stripes for the most part. These patterns, however, while observing this general characteristic are exceedingly varied as to figure and color. Zephyrs, chambreys and seersuckers partake of the nature of gingham. It was introduced into Britain from India, but now Britain supplies India with most of what she uses. The first Indian gingham consisted of cotton cloths with one or two colors arranged as a small checkered pattern. Glasgow and Manchester are the centres of manufacture.

GINGHAM.

* *

GOLOSH is a term seldom heard in these days but when used is applied to a rubber or overshoe worn to keep out the wet. The French at first called a shoe galoche, which had the soles made of wood and the uppers of leather. It came in time to mean almost the same as our present clog, with some slight difference to distinguish it from the French shoe described. The term was introduced into England to signify a method of repairing old boots and shoes by putting a narrow strip of leather above the sole so as to surround the lower part of the upper leather. It is only since 1830 that golosh has been applied to rubbers, for at was in that year Goodyear invented this shoe covering

GOLOSH.



* This department is conducted and prepared by Miss Nora Laugher, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. She will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to her. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department;" THE DRY GOODS REVIEW, Toronto.

The man who advertises with a short and sudden jerk
Is the man who blames the editor because it didn't work;
The man who gets the business has a long and steady pull
And keeps his local paper from week to week quite full.

He plans his advertising in a thoughtful sort of way,
And keeps forever at it until he makes it pay;
He has faith in all the future, can withstand a sudden shock,
And like the man of Scripture, plants his business on a rock.

If he can't write good copy, he employs a man who can,
And the other fellow in his line is classed as "also ran."
You can't fool people always—they've been a long time born,
And most folks know the man is slow who tooteth not his horn."

* * *

JOHN WANAMAKER says "Advertising is the leverage with which this store has been raised up. I do not see how any successful business can be done without liberal advertising. I would as soon think of doing business without clerks as without advertising."

* * *

The departmental store is certainly remarkable for its wonderful evolution,—its thrifty growth, its odd prices, its low figures. One must be struck by the evidence of intelligent effort on the part of merchants to make the seeing and buying of goods easy. Of late years there is considerably less of the strict counter formality and the arrangement is more like that of booths in a bazaar which is more pleasurable to the eye and easier to approach because visitors can walk all round the goods they are examining. Merchandise is exhibited, too, in such a manner that the purchaser is impressed with the quantity, very different indeed to the old, meagre way of displaying goods. Doubtless the actual cash value of the merchandise shown is nothing like as great as it appears to be. This is the twentieth century way of doing things and it shows worldly wisdom in this desire to overimpress the public with the magnitude and merit of the business. It is in itself good advertising.

Showing effective display without cut.

A stylish hat the finishing touch of a gentleman's attire.

THE CORRECT HAT FOR SPRING $1.90

Compare this hat with our friend "The Hatter's," $2.50 and $3.00 grades, and decide if you'll pay the difference for the name. In all the latest shapes, shades: black, cedar, coffee, covert, tan and russet. Our name and guarantee are in each hat. We want the hat trade of all fashionable men, and this low price is our bid for their Spring patronage.

In Soft Hats all the new colors, same as in Derby Hats, and all the season's novelties, including the new mixtures, without binding on edges—a distinct nobby novelty but popular priced.

See to comprehend this magnificent line: all prices, $1.00, $1.50 and $1.90.

Boys' hats should suit their faces as well as their heads. We have that kind. We are prepared to conform stiff hats to the shapes of the head, adding much to the comfort of the wearer.

* * *

It is interesting to note the evolution of the dry goods store and its fascinating feminine feature, the bargain counter, and it is doubly interesting to the advertisement writer to note that this evolution has been brought about by judicious advertising,—bright newspaper talk, merchandise well displayed, and attractive window decoration, three good individual advertisements which combine to make a perfect whole.

* * *

Many small merchants in the cities are apt to think that while the department stores should advertise, advertising is a profitless expenditure for the small business that finds its custom only in the immediate neighborhood of the store. These men fail to take into consideration the fact that in many instances the department store began life as a small store and increased its business by judicious advertising. Advertising is just as profitable for the small business as the large one when it is done properly. Some kind of an advertisement should be placed in every bundle of goods sent out of the store,—one or two pages of catchy talk, well illustrated and prices of goods quoted. The small merchant can endeavor to and succeed in keeping his establishment before the eyes of the public without enormous expenditure if he plans things right.

* * *

Remember, in writing your ads. that short, pithy sentences invariably linger longer in the memory of the reader than long-drawn arguments and high-sounding phrases. First, get plain facts of the goods you desire to advertise. Secondly, get a good head line that will attract people to them. Thirdly, follow on with these

facts, stating them as clearly as possible, but be sure and avoid technicalities. Fourthly, set them up in a clear, clean, readable type and if you can add an illustration so much the better. Fifthly, put a border round your ad to keep it distinct from other people's. Consider this border as you would a frame for a picture; remember that most pictures are all the better for a mat and leave a little white space between the border and the type.

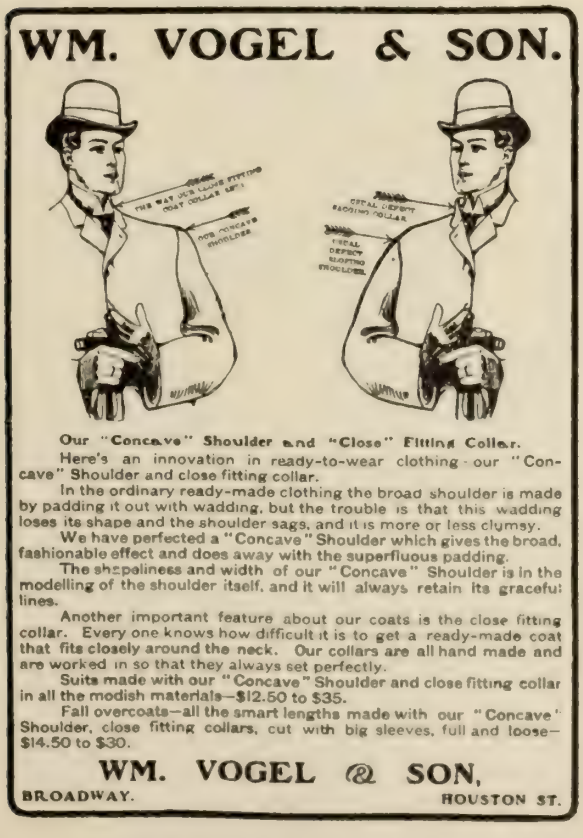
* * *

Never despise the ideas of others. Some of the best ad-writers of the age can trace their success largely to a careful study of the advertisements of their contemporaries.

* * *

Remember Captain Cuttle's advice, "When found make a note of," and keep a memo book, an invaluable thing to the person who writes ads. The main cause of the non appearance of bright ideas in advertising comes from the fact that it is impossible for a man to manufacture ideas to order. A bright catch-phrase or unique headline cannot be always coined in a moment. An advertising writer may be a genius but he must have time to think, he cannot always give out brilliant ideas. The best headlines ever coined have been those of sudden inspiration and if these sudden thoughts are not made note of at once they fly away for ever, hence the great advisability of a memo book to preserve them. Sometimes when walking upon the street, or riding on a car some trifling yet appealing incidents present themselves that would well form the basis to a good advertisement, or some scrap of conversation floats to us that we realize would make a hit as a headline. These should be jotted down at once, anywhere to preserve them if you have no note book handy. I often find my cuffs an invaluable thought preserver doubtless to the amusement of my wash lady.

A Sensible Ad.



Never lose sight of the fact that "one touch of nature makes the whole world kin" and tune your advertising song so that it will reach the hearts of the people you want for your customers. If they are so highly cultured that they desire the classical then by all means let them

An Artistic Trade Paper Ad.



have the classical, but on the other hand if "rag-time" airs suit them best, then by all manner of means sing to them in "rag-time." Adapt your tune to the times and the public.

* * *

Some years ago the following "want ad" appeared in a Chicago daily:

> If the guy who swiped watch and umbrella from 15 Canal street will bring back watch he will get more than he can soak it for.

This is the "one touch of nature," because it would be peculiarly intelligible to any "guy" who would "swipe a watch and umbrella." The man who wrote it may not have been a professional ad-writer but he would have made a genius at the business because he knew (perhaps unconsciously) how to strike the right note. That is the true secret of advertisement writing.

* * *

Easter will soon be here. You cannot sound the Easter note too strongly. The season of weddings and the proverbial Easter hat are in themselves an inspiration and then you have the Spring note and the gift-giving note also to sound, giving you the opportunity for especially bright and profitable advertising.

* * *

Easter as a season of gift giving seems yearly growing in importance. Easter Sunday has ever been the gala day for the donning of new and more costly attire. It is the herald of Spring-time when people wake up and put on with their Spring raiment a more generous and more sunshiny mood. It is well therefore to fall up things

particularly appropriate as gifts as well as fashionable new dress goods. Here are a few headings that may prove of assistance.

MEN'S AND YOUNG MEN'S SPRING SUITS



One more day and Easter will be here. We are ready for you and our prices enable every man to have a new suit for Sunday. No fancy prices here, and above all no fancy manufacturer's name. Just our own manufacture—made up under our own supervision by the most skillful workmen in Canada. We can sell you a good suit for $——that no one can duplicate for $——; and if you care to pay a higher price we can make your money go farther than any clothier in ——.

Two well assorted ads. without illustration.

We keep your clothes pressed Free of charge for one year

Easter Is Very Near

And the average man wants to wear a new suit of clothes at that time. We've prepared for your wants thoroughly and cheaply too. All the season's choicest pickings you can find here, ranging in price from

$5.00 to $16.50.

SPRINGY NECKWEAR
NOBBY HATS
STYLISH SHIRTS

Ostertag Bros.

Your Clothiers,
8 Doors from P O

Washington, March 24. Forecast for Arkansas: Fair, warmer, southerly winds

Why Not an Easter Carpet?

You have doubtless decided just how you will have the Easter dress and bonnet made the price you will pay for them and how pretty they will be. Why not spend a little time and money on a nice carpet for the home? It will be with you much longer and afford ever so much more comfort and pleasure. Choice of our Moquettes at 90c. a yard.

Arkansas Carpet and Furniture Co.

An advertisement was submitted to me the other day that would have been a remarkably good ad had it conveyed a smile instead of a frown. It was well-worded, but it was a bad ad because it was written in a growling, grumbling vein. Surely it is just as easy to be pleasant as disagreeable. If not, then we should "assume a virtue if we have it not." To tell the public how bad trade is is poor policy. It shows that if trade happens to be bad with you and good with your neighbor there is something wrong with you, a screw loose somewhere. If you are afraid to do up-to-date hustling, do not murmur at your fate, remember it generally lies in your own hand and can be remedied. Smiles are better than frowns in most cases.

"Don't sit 'round with hangin' lip;
That is sure to floor you.
Try to get a better grip
On the work before you;
Put some ginger in your words
When you greet a neighbor;
Throw your troubles to the birds,
Get right down to labor,
An' you'll notice ev'ry day
Things is comin' right your way."

* * *

Adam Schulz's son, a Brooklyn man, certainly hit upon a peculiar way of attracting attention to himself when he used this cut in his advertising—it had the desired effect of making people remember him and his store. In these latter days that advertisement is most likely to be successful which appeals individually, vividly and directly to the consumer. Can any one conceive of anything speaking more directly and effectively to the hearts of men than the gentle animal whose melodious voice is heard on earth but too seldom.



* *

Some Smart Spring Sayings and Catch Phrases.

Wearwell wheelwear.
Spring hats nobby and stylish from brim to crown.
Hints of seasonable Spring clothing with more than a hint of real cheapness.
An Easter Surprise Sale.
Just right for just now.
Stock that stands the test of the critical.
These Easter goods are all marked at a new price.
A store that pleases every day
See our new Spring stock at its best.
Every cent counts here.
Nothing finer offered.
Our economy sale.
The best we've sold.
We talk of them as good for they are good.
Cut to a bargain price.
Strong claims but true ones.
A right article at a right price.
An Easter bargain collection.
The place where the best is found.
Early examples of Spring excellence.
The things that make us friends.
Exclusive for this week.
A comfort in Springtime.
A raincoat is a good thing to lay up for a rainy day.
Smart Easter things for smart people.
A week filled with bargain days.
Bright prospects for bargain hunters.
Not one bargain but many.
Ready for Easter.
Right prices to all.
A limited number but unlimited value
Preparations for Easter.

JUST A FEW THOUSAND PIECES

They are a "Snap" that you will not get again this year:

Louise Wrapperettes.
Swansdown Wrapperettes.
Queen's Twill Wrapperettes.
N. N. C. Reversible Wrapperettes.
N. F. Salsburys, for Wrapperettes and Costumes.
A. A. Wrapperettes.
B. B. Wrapperettes.
Kimona Cloths.
L. S. Dress Sateens, Navy and White, Black and White, and Fancy.
N. S. Fancy Dress Sateens.
Taffeta Foulards.

All the above lines of well-known goods in the most saleable patterns.

WRITE FOR PRICES.

Our travellers will have samples in a few days.

We will have a full range of samples in Rooms F and G, King Edward Hotel, Toronto, on the 25th Feb. and following days.

We have the very latest and best Summer Goods in Linen Toile, Belfast Repp, Knicker Suitings, Embroidered Linen for Suitings; also Fancy Muslins and Ginghams, Domestic and Imported.

THREE THINGS TO REMEMBER

That we are admittedly the Dress Goods House of Canada.
That we carry stock of every sample of goods shown.
That our range for Spring and Summer 1904 is better than ever, and our buyer is now in Europe making weekly additions to it.

BROPHY, CAINS & CO.

MONTREAL.

GOOD ADVERTISING

DEPARTMENT OF

CORRESPONDENCE AND CRITICISM

This department is specially conducted by Nora Laugher for the benefit of advertisersthroughout Canada. It invites correspondence on all matters relating to advertisements and advertising. It requests copy of advertisements for suggestion, criticism or review: it also requests sample advertisements for reproduction in these columns. Its aim is to be of practical value to advertisers.

R & Co.. It is poor policy to advertise in any journal or paper because the rates are low. Circulation and the class of readers should be carefully studied. If the paper does not get into the hands of the people you want to reach (and I do not think the one you mention does) it is money wasted to advertise in it

* * *

J. J. Your booklet is a very fair specimen. The cover is exceptionally attractive. You, doubtless, realize that if dress indicates the person, business literature is a key to the character of firm and business standing

* * *

J. W. E.: Your four-page folder is a good announcement and ought to bring business if wisely distributed. It is quite breezy enough and says pointedly and in good form just what you want people to know. I would make an exception of the heading of the fourth page, as it is too near the verge of slang, and rather weakens what is otherwise a good announcement.

* * *

D. R. A.: Your circulars for criticism reached me too late for last issue. I have to speak in very commendable terms of your announcement, which is not only very well put together as to literary construction, but the typographical make-up is effective and modern. Such announcements, if carefully placed, cannot fail to bring business. The distribution, however, must be carefully looked after, or the best results will not be attained.

* * *

H. & H. B.: Your ad sent for the criticism of this department is very good, though I do not think it is

A good one for shoes.

Serviceable Shoes for School Boys.



A good, healthy schoolboy will wear out any shoes soon enough.

But he won't wear out a pair of our kind as soon as some other kinds. That's because our shoes are strongly, honestly made of good wear-resisting leathers—no skimping, no shoddy worked in at unseen places.

And then again, they're so good-looking and comfortable that the boy will like them and take better care of them.

Because of our large buying through our two stores, we buy lower than other stores, and you'll find in consequence that we can give you equally good shoes for less money, or better shoes for the same money, as compared with other stores.

Boys' school shoes, $1, $1.25 and $1.50 per pair.

strengthened by such statements as "at a mere trifle of the actual cost." People now-a-days know that this is most improbable, consequently rather weakens other statement. I take the liberty of reproducing the ad in another column.

* * *

J. F. B.: Your half-page ad. sent for criticism of this department is very creditable, especially for a person who has only been writing ads. for six months. You have put a considerable amount of snap and vim into it and it

EASTER MILLINERY.



The display in our millinery showroom is now at the height of its perfection and comprises assortments that would do credit to larger cities than ———. Side by side with a select lot of dainty imported hats, there is an array of the handi-work of our own expert trimmers that has been pronounced to be most creditable. A goodly assortment of the most fashionable shapes in untrimmed millinery and an immense selection of the newest things in flowers, foliage and stylish trimmings of all kinds await your choosing. Our experienced milliners are prepared to have your order filled promptly in a way that is sure to please.

should certainly bring satisfactory results. If you find advertising does not pay when done on such lines as your ad. indicates you must get beneath the surface and find the reason why. Are your lines just what the people want? This depends much on your buyer. Are your prices right, so that the public will not pass you by and go to your neighbor, who gives closer prices, or send to the big Toronto departmental stores? Are your salespeople affable and accommodating to customers? If these and other conditions that will suggest themselves to your mind are favorable good advertising cannot help paying, though it is just possible that conditions may be such that it is difficult to definitely estimate its real value. But stopping it usually means more business for your competitor. I would have reproduced your ad. in these pages last month, but it came too late.

* * *

F. W. H.: Your letter and circulars are received, but I have not had the copies of local papers referred to. They should be addressed to me personally, care of Dry Goods Review, as otherwise they are liable to be "dumped" with the endless number of "exchanges," and not reach my desk. Your "February Sale" circular is very good as to matter. It is bright and well balanced from a literary standpoint and this free use of price quotations and cuts to illustrate the lines advertised combine to make an effective circular. There is room for decided improvement in the compositor's work and the style of type used. This is the weakest point of the circular, and it is a point of very great importance, as the seeting up of a circular or ad. has much to do with its being carefully read. You should insist on thoroughly modern type and first-class style in composition.

Knox, Morgan & Co.,

WHOLESALE DRY GOODS

Hamilton, Ont.

Opportunity is a great thing

AVAIL YOURSELF of the chance to see our stock at its best this month.

WE ARE MAKING great strides in the Departments that coin most $ and cents for the Buyers.

KEEP OUR NAME at the head of your want list.

WE GIVE QUICK DESPATCH, and save time, which means to you an increase in sales and profits, this is better than many so called "special offerings" that mean nothing to you.

Some lines worth noting in want-book :

Men's Overalls, "10" Bib or Bibless,	$8.00
Men's Overalls, "138" 9-oz. double front,	9.50
Boys' Overalls,	214 — $3.25 ; 216 — 4.50
Check Smocks,	$4.50 ; $5.50 ; 6.00
Grey Covert Reefers, waterproof, double-breasted,	18.00 doz.
Work Shirts,	W224 — 6.50
Silk Stripe Shirts,	S228—$7.00 ; M272 — 8.75
Cashmere Hose, 6-fold knees,	W66 $2.25 ; W69 4.50

We out-class everything in these lines.

Fall Underwear

A splendid range in travellers' hands.

Buy now, it is more satisfactory to buy before putting left-overs away tor Summer. We solicit liberal orders on the ground of having the best values in the Trade.

FALL 1904

"Lawrus" Fabrics.

are

exclusive in manufacture and design.

We are the leading House for

RAINPROOF GOODS

The Latest Novelties.

Our Mr. Haley will be at the Windsor Hotel, Montreal, during the months of March, April and May, with a full collection of the above lines.

Law, Russell & Co.,

LIMITED.

BRADFORD——and——LONDON

BEST THINGS FROM THE MAGAZINES

IMPERIAL PURPOSES AND THEIR COST.

By T. B. Browning.

ARE we sufficiently safeguarded? There are contending theories. One party holds that a two-power standard is enough for all probable contingencies, that is, a navy equal to the combined fleets of any two naval nations of the first class; another advocates a three-power standard; both sides take fighting value as their test and not numbers merely. We need not enter into the discussion but may proceed to consider what probable cost would be thrown on the Empire by the transference of Imperial protection, as already defined, to the common account.

The problem is a mixed one, including interest and capital, annual and permanent outlay, which should be reduced to terms of yearly payments. For this purpose, we may assume that the battleships number 60 and cost £1,000,000 each; that the proportion of cruisers to act with them is likewise 60, according to the recommendation of the late committee, and their average value £750,000; that they shall be accompanied by a similar number of destroyers worth £50,000 apiece; and that subsidized steamers, according to Lord Charles Beresford's suggestion, are utilised as scouts. To this one should add the present value of the coaling stations; but, as that point can scarcely be determined, I represent it by a nominal figure. The capital account to be transferred would then stand as follows:

60 battleships at £1,000,000	£60,000,000
60 cruisers at £750,000	45,000,000
50 destroyers at £50,000	3,000,000
Coaling stations or naval bases	65,000,000
Total	£173,000,000

Yearly instalments at five per cent. will pay off the debt in a reasonable time, one-half being reckoned for interest and the other as sinking fund. The separation of interests involved in dividing local from Imperial defence will afford a sound basis for the operation of a sinking fund. The amount coming to it yearly would be £4,375,000. If this sum, as it arises, were lent at two and a half per cent. to the colonies for such defence works as they require, we should at once accumulate our fund on good security and fortify our Empire on terms that would not bear too heavily on his Majesty's subjects beyond the realm. But, passing this, the total payment on capital account would be £8,650,000. To this should be added a sum for maintenance, repairs, and so forth, but that I can only represent by a nominal figure in the following estimate, inasmuch as I have searched the public accounts in vain for the average yearly cost of a fully equipped and manned battleship, cruiser and destroyer respectively.

Payment on capital account, interest and sinking fund	£8,650,000
Maintenance, etc.	8,600,000
Expense of colonial stations	3,000,000
Total	£20,250,000

One may call it £24,000,000 in all, of which £3,500,000 have immediate bearing on commerce and are reproductive; the rest is regulative or protective.

BULLS AND BEARS.

Everybody's Magazine.

A BULL in Wall street is a hopeful, genial, philanthropist who paints the future with a rosy hue, and advises his friends to buy stocks. Incidentally he owns stocks for which he desires a rising market. A "bear" is a despondent calamity-howler who smells financial disaster afar off. He warns his friends to sell their stocks before the bottom drops out of everything—incidentally he calculates to buy stocks at less than their intrinsic value.....Every business man, whether in or out of Wall street, must be either a "Bull or a Bear." The buyer must talk depreciation to purchase advantageously, and the seller must be sanguine to make a profit .....''Bulls" are the constructive advance agents of prosperity. They make business organizations, co-operation out of competition and billion-dollar industries. All really great financiers are "Bulls" in temperament. When the public gets too eager, the dyspeptic "Bear" comes along and reminds them of the over-production of securities, the inflation of values and the signs of commercial depression. Ask a "Bear" what he thinks of the financial outlook, and he will say: This country will sweat blood before many months, and before the year is over it is likely that thousands of men who are now employed will be idle.....Request a "Bull" to give his opinion of the future and he will say: I know that the stock market has heavily discounted business conditions. Almost every stock listed on the exchange is far below its intrinsic value. Stocks will be held for higher prices; there may be reactions, but the general tendency will be upward.

IS COMMERCIALISM IN DISGRACE.

Atlantic Monthly.

IN the recent months we have witnessed a national outburst of mingled indignation and cynicism because the poker mask has been torn from certain giddy schemes of "high finance." Of terms in current use few have met with such a torrent of literary abuse as "commercialism." In its present bad sense commercialism has come to stand for the passion of gain, when it becomes an end in itself, inclusive of accompanying incidental frauds. And yet men go into business with the very distinct aim of making money. Multitudes of them have high and unselfish motives about the use to which the money shall be put when gained, such as the support and education of the family, the hope of enriching the community life by gifts, etc. To say that men go into business solely for money,

conceals more truth than it discloses. True, the first object is not to do good, but to get money, and it is this primary and engrossing aim which brings it into conflict with those who are striving first for other ideals..... So long as the money motive acts on its own plane, it is without offense; once it trespasses on other ground, conflict arises so far as it essays to dominate there..... No symbol of what man desires has quite the fascination that attaches to money. As no other it opens the way to every satisfaction, save the rarest and highest, for which ordinary folk do not agonize.....Because the most dazzling prizes in this kind are connected with the market and trade ambitions men flock thither and play the game according to their character, as they play love, war or politics. Again it is the essence of the whole gambling spirit to get an advantage without an equivalent. Yet from top to bottom this temper pervades society.

FARMING AS AN OCCUPATION.

(William Jennings Bryan in Cosmopolitan.)

FARMING is an independent way of living, compared with work in the city. . . . It requires less capital to begin work upon a farm than to enter into any other sort of independent business, and one can usually obtain farm land on shares, whereas for any mercantile pursuit it is necessary to pay rent, often in advance. . . . All the members of the family can assist in farming, and that, too, without hardship. . . Life upon the farm is healthful. . . . The habits of industry and application acquired upon the farm are valuable capital, no matter to what occupation or profession the mind is turned. . . . Farm life cultivates hospitality and generosity, and, without entirely removing temptation, gives parental influence a chance to strengthen the child before the seeds of disobedience are implanted by evil associations. . . . The farmer learns early in life the true basis of rewards. By having to give a dollar's worth of labor for a dollar's worth of product, he is taught that service, to be fair, must be reciprocal. . . The husbandman is also the most reliable political factor in the nation. He is the best-informed and the most independent of all who take part in political life. . . If the father is able to start his son in business with ten thousand dollars, what business is so safe as farming? Given a young man with a thorough education, good habits, willingness to work, and a desire to make himself useful, where can he fare better than on a farm? He can apply his brains to the enriching of the soil, to the diversification of his crops, and to the improvement of his stock, and, at the same time, give reasonable indulgence to his taste for reading and study. He will have all that contributes to health of body, vigor of mind, and to cultivation of the heart—what occupation or profession can offer him richer rewards?

HOW MEDICINES "GO TO THE RIGHT SPOT."

(Literary Digest.)

RECENT experiments show that the white-blood corpuscles, besides absorbing liquid poisons and foreign bodies, destroying old or worn out cells, and carrying food-substances to the tissues, also fulfill a very important function in distributing medicinal drugs to all parts of the body. The place where they transport these substances varies according to circumstances. In health these blood corpuscles carry the drug to the liver and marrow. In illness they carry it to the affected points. The drugs are also carried with special insistence to certain organs. Different organs attract different drugs: the liver, iron; the thyroid gland, arsenic and iodin; while the skin, spleen, and other organs seem to constitute regions of choice for several chemical substances.

FINANCIAL CONDITION OF RUSSIA.

Outlook.

AT first sight the financial position of Russia would seem to be fairly strong. Her credit is good notwithstanding a public debt of something over $3,300,000,000—less than that of England by about $500,000,000. The Government holds a reserve of $400,000,000 in gold, while the gold in circulation amounts to $340,000,000. In view of the possible demands of a long war, however, it is important to know how nearly the limit of possible taxation throughout the country has been reached. When England wanted money for the South African war she increased the income tax from eight pence in the pound to one shilling and three pence. Russia has no such resource. The tax-paying power of her people has for years been steadily decreasing, and many signs show that under no circumstances could much more be wrung from them than is being taken now. Of course England did not raise even the greater part of the money required for the South African war by extra taxation; she raised loans also. Russia has the same resource, but under very different conditions. A country having a large margin of self-taxing power can get money when a country that has reached the limit will have great difficulty in finding an obliging lender. It remains to be seen how Russia, which has entered on a contest with Japan, will do her financing especially if the struggle is a prolonged one.

SAMUEL KIRK & SONS, LTD

Woodhouse Dye Works



LEEDS ENGLAND.

IMPORTANT TO TAILORS & CLOTHIERS

Black Italians, Alpaca, Mohair and Lustre Linings in

PERMANENT FINISH

THE MERITS OF THIS FINISH ARE—

1. Proof against Damp Cloth and Hot-pressing Iron.
2. Finish and Handle unequalled by any other Process.
3. Goods kept in stock gain in appearance.

GOODS ARE STAMPED ON THE BACK AT REGULAR DISTANCES.

S. KIRK & SONS' PERMANENT FINISH

FACSIMILE OF STAMP.

STRENGTH UNEQUALLED

BEWARE OF IMITATIONS

SUPPLIED BY ALL THE LEADING HOUSES IN

Bradford, London, Manchester, Glasgow.

PROGRESSIVE RETAILING

HONESTY IN BARGAIN SALES.

By W. L. A.

THE merchant who runs his business without a bargain sale escapes temptations which press hard on the one who attempts to bring custom or improve his business by means of special prices for certain days. The success of a bargain sale depends mostly upon the amount of reduction from the regular price, and in the knowledge of this is the danger of the merchant "boosting" regular prices so that he can make an attractive reduction.

This scheme may be worked many times without a discovery of the scheme, but a single case of over-marking when found out will do inestimable damage. This is particularly the case in towns and smaller cities, the larger centres of population being less promptly influenced on account of the number of customers possible. With some few merchants this method of managing a bargain sale has become so common as to crowd out all qualms of conscience, that inconvenient overseer being won over by the thought that at any rate the quoted price is a bargain, and the marked regular price has nothing to do with the transaction.

The Risk Involved.

Apart from the right or wrong of the thing there is such a risk, that it is a wonder it ever occurs. A woman buys a piece of goods for 59 cents at a bargain sale that was advertised and marked as worth a dollar. She takes it home and is well pleased with her purchase, so pleased that she shows it to a friend and remarks on the "snap" she got. This friend unfortunately has perhaps priced the very same cloth at some former date and remembers distinctly that the regular price was then only 65 cents, and she does not hesitate to inform the woman who bought it. The result is that two customers have learnt of the deception used, and one is so angry at being imposed upon that she eagerly circulates the story. The raise in the regular price in this example is, of course, far greater than is usually made, but the principle involved is just the same if it were ten cents instead of 35.

If the advertisement truthfully states that the regular price is 65 cents and the special 59, and the same principal is followed throughout the rest of the bargains, that merchant is sure to soon come out prominently before the public in favorable contrast with him who endeavors to beguile people into paying nine cents for a ten cent article which has been raised to 12 cents.

Irregularities in City Stores.

It is unfortunate that this general truth does not apply so strongly to stores in large cities. The ill-effects of a discovered mismarking are to some extent overcome by the placing on sale of a few articles that are really very cheap, and on which the proper prices have been marked. These real bargains bring a crowd, who nevertheless are cautious about buying unless they know the regular prices without trusting to what is marked. A large department store in a large city recently tried the experiment of omitting the regular prices from their advertisement, confining themselves to the cut prices. This continued for perhaps a month, when it was to be noticed that a return was made to the old style of inserting both regular and bargain prices. The inference is that they first felt some qualms of conscience at the advances they felt compelled to make, and tried the omission of regular prices, but a month's trial convinced them that in a large city there are always many who will continue to be imposed upon. The possibility of discovery was in this firm's case less, on account of the fact that every day had its run of bargains, and few could be sure what were regular, and what bargain prices.

With some it has become so common to overmark that only moderate care is taken to conceal it. At a recent book sale, full sets of certain authors were advertised at half price. The very first set examined and offered at $6, regular $12, showed distinctly that the former price had been rubbed out and the $12 written over it—and below it faintly appeared the figures $6.50. This was too glaring, however, to pass muster and the night saw few sales made. It is an ignorant buyer who can be imposed upon $5.50 in a $6.50 article.

The Sample Scheme.

Another too common bargain day event is the showing of a different article to what was advertised. An advertisement glowingly worded and describing a very desirable and attractive bargain, may be found to refer to a line that upon close inspection is revealed as of decidedly inferior quality. Some customers will perhaps fail to notice it at all, and some not till afterwards, and the advertiser argues that the effect will wear off, he has sold his goods, they may pass as properly described, or he has gained something by getting the people into his store. To anyone else this reasoning appears the height of folly.

Still another plan is to show a sample as described in the advertisement and fill the order with a different quality, the proper and improper line never being seen together. Two ladies recently visited a large store to purchase some advertised ribbons. A roll was shown and proved satisfactory. Some yards were ordered and the clerk going to another part of the counter, and taking a roll out of a box, proceeded to measure off the required amount. The ladies walked over and thinking they saw some difference in the quality, asked for the original roll. The saleslady went to get it, but while on her way back, the head of the department (a lady) snatched it from her hand asking her what she was doing with that. Needless to say the ladies left without making a purchase. The same dishonest scheme is sometimes worked by showing one quality in the window and another on the counters. This is more difficult to detect but will seldom pass unnoticed by someone.

Deception But Not Falsehood.

It can scarcely be called honest to advertise a certain sale as including articles worth from $5 to $10 to sell at



The Export Merchant Shippers' Directory

OF GREAT BRITAIN AND IRELAND.

THIRTY-NINTH YEAR OF PUBLICATION.

1. Alphabetical List of Exporters, giving Places of Shipment and class of goods shipped.
2. Index to Export Section, giving alphabetical list of goods with names of shippers.
3. List of Trade Marks.
4. Alphabetical list of Manufacturers, according to their trades and towns.

Price: 15s. 6d. Nett.

LONDON: DEAN & SON, Ltd.,
160a, FLEET STREET, E. C.

No. 3

CONSPICUOUS ADVERTISING



makes itself seen and read.

Your advertising will be conspicuous if it excels that of your competitors in interest and attractiveness.

We design and write conspicuously good advertising — business bringing advertising.

Let us take charge of your newspaper advertising or prepare your other advertising matter. We will make it interesting and attractive—make it excel.

We will work with you for increased trade.

Write us to-day

CHILD & FALL
78 W. Chestnut St.,
WAKEFIELD, MASS.

Good Judgment Saves Money in Business.

THE

Dry Goods Merchant



who investigates our method of dyeing and finishing faded, worn, or out-of-date goods will profit by it. It means that instead of your shelves being littered up with this class of goods at a loss you have these goods made into salable stock in attractive colors. Even an expert can't always tell the goods we have handled from new stock.

R. PARKER & CO.

Dyers and Finishers,

HEAD OFFICE and WORKS,
787-791 YONGE ST., TORONTO.

$4, when only one $10 article is shown and the rest are all around the $5 mark. Strictly speaking no falsehood is told, but there is deception and wilful deception in such an advertisement unless the reader is given to understand that few of the higher price are offered. This is often supplemented by the statement to a prospective purchaser that all the higher priced ones have been already sold. As this sometimes happens almost as soon as the store is opened on the day of the sale, it shows that these articles were never on sale, but that the salesman has been prepared to make this excuse.

It is in the resisting of the temptation to yield to some one or more of these dishonest methods, that the strength of character of the merchant is shown, and the stability or instability of his business is assured. A sale of a $5 article of much depreciated value at $4.99 under the inducement of a marked up $8 regular price is not a cause for congratulation to the seller, but rather for fear of the risk he runs of being found out, and the consequences of such a discovery.

HAVE YOU NOTICED?

SOME men hustle and don't succeed. Why is it? asks Advertising World. Some men succeed without apparently working very hard to gain success. Why is it? Each merchant wonders why he doesn't get along better, or wonders, perhaps (but this is rare) why he gets along so well. Each man knows his own capacity and believes he will be able to get his own establishment above the point of ordinary business standing. Each man thinks he is most entitled to perch on the top round of the ladder of success and crow over his position. But some one is going to be disappointed in these expectations. Some one is certain to feel that he has not been granted the reward that ought to belong to him. Why is it? Given a community of merchants of equal ability, of equal energy and determination, and if one gets more business than another it will be purely accidental. But every community has some merchant who is better fitted for the business of life than his neighbors; some merchant who knows how to make business increase while the other men are merely hoping for good times to come. It is pleasant when good things come to anyone, but it is more satisfactory when the good things come as a result of effort. The merchant who works is more likely to succeed than the man who merely waits and hopes. The merchant who has faith in his business and pushes it to the limit will have large returns. It takes hustle to succeed. The man who keeps after the business so that the business will grow will have time to stop and congratulate himself over what he has done and will have the feeling of pleasure which comes to one who has done his share of work and accomplished his ends with judgment. It all depends on the man, the community and the stock; but the man is the main point since he can make his community and stock what he will.

THE EVIL OF OVERBUYING.

By W E Davis

THE retailer should be taught conservatism in buying and enterprise in selling methods by his trade paper, and in no uncertain tone. If a trade paper fails in this duty it fails in an important part of its mission. The time is fast going when the retailer who fills his warehouses with goods in the Fall, just to be sure and have enough, can succeed. He must play closer to the cushion, and he will be taught it in the hard school of experience if he learns it in no other. He must pay more attention to his buying, and more attention to the condition of his stock. The retailer who during the next ten years cannot get away from his old habits will do like scores are doing to-day, quitting the business because they see little in it. But there will be plenty more to take their places whose ideas of what the business ought to bring and methods to be used will be framed under different conditions.

The time will never come when lectures on overbuying will be out of date, but ten years from now the percentage of retailers wise enough to let the wholesaler carry the stock until they need it, will have greatly increased. The devil with his temptations may not be looking for greener pastures, but he will wonder how the grass grew so short in some sections of the old field.

WHY CERTAIN LINES WERE BOUGHT.

THERE must be a reason why in buying stock, certain things were bought. There must be a reason why, in placing the stock before the people, certain things are such as will commend themselves to the one who is looking for that which is worth buying. In conducting business it is natural that a merchant should have what people want and should want people to have what he offers. In making the stock move it is reason more than any other one thing that is responsible for the moving. If the goods are right and marked at prices that are reasonable people will be glad to know it. The merchant would also be glad to have them know it. The surprising thing is that so many merchants fail to tell what is most attractive about the goods. They fail to say wherein the goods should be appreciated by those looking for real values. They fail to give a reason which will make goods attractive to the bargain hunter. This is foolish. The people want to know what there is attractive about the goods. They want to know when they are selling at a low point and why it would be better for them to buy to-day. Knowing this to be the case the merchant ought to understand the advantage of putting good into the announcements so that the people may be benefited by buying at that store.—Advertising World.

EDUCATION AND BUSINESS.

WE hear that a higher and more liberal education is not needed for the business man. Put the boy out, it is said, and let him paddle his own canoe. That is a great mistake. It has been said with great truth that popular education is the greatest of all inventions and that commerce is the greatest science of the age. In the old days we got our education as we could pick it up.

We are coming in contact with new propositions—there must be a new set of men with a new education to keep time with labor and capital. We need a man who can sit down and evolve plans that will meet the new business complications.

We need a good business man, well up in applied science, geography and other qualifications which only an educational institution can give him. He must be a man who can see the possibilities of his own line of work and what the world can bring to it, and then be educated to bring out that which is best.

Commercialism should now be classed with the great professions, journalism, law, medicine and literature. The business man of the future must combine the university, the library and the workshop. They must work together as the head, the arm and the body.—Robert C. Ogden, Manager of the Wanamaker stores.

A Good Time to Buy when
Stocks are Fresh.
Delays May Prove Expensive.



Special Shirting Values.
Special Flannelette Values.
Special Wrapperette Values.

We will save you time and Money

If you are looking for Novelties in Spring and Summer Dress Materials, we believe that we have the right things, at the right time and price. A line to our Mail Order Department will bring you clippings of the smartest things shown in Cotton Wash or Wool Dress Materials. We wish to direct special attention to our range of

TO RETAIL
New Mercerised Mattings, 15c. to 50c.

Mercerised Brocaded Polished Yarn Canvas Vestings nothing nicer Known.

all Leaders, to retail, 12½, 15, 18, 20, 22½, 25, 35 & 50c.

TO RETAIL
Linen Nickers, a promised leader, popular colors, - **25c.**

Intimation.

Owing to the Baltimore Conflagration of recent date, the delivery of our Celebrated **AMERICAN WORK SHIRT** may be delayed. The manufacturers have assured us that no expense will be spared in executing all orders in good season.

JOHN M. GARLAND, SON & CO.,

Wholesale Dry Goods,

OTTAWA, CAN.

P.S.--No Charge for Packing.

ALWAYS AT THE TOP



Have you placed your Spring order for Men's and Women's Collars?

If not, do it now.

Do not procrastinate. Get busy on your Collar wants.

Your competitor has bought his !

We have the novelties and we are getting the orders for them by every mail.

Spring Millinery Openings will soon be here.

Are you ready ?

We are.

The Williams, Greene & Rome Co.

BERLIN, ONTARIO.

WHITEWEAR AND CORSETS

RETAILERS will be wise to keep a sharp eye on their white wear departments, and to see that lines are full and stocks complete, as manufacturers are only covered for their cottons up to July, and after that will have to go into the market for cotton goods. As there is no prospect of a decline in the price of cotton, when the present stock in the manufacturers' hands are exhausted a sharp advance in the price of whitewear will be probable, and lines that are now selling at $7.50, can not possibly be sold at less than $9. That is, for garments, that have the proper amount of cotton in them, that are properly cut, are of a proper size, and well and honestly made. It is true the raw cotton market is lower than the highest point touched, but it is still abnormally high, while the manufactured product has not appreciated to the same extent as the raw article.

* *

These will be points that later on it will pay well the buyer to watch carefully, as it is solely due to the painstaking efforts of these manufacturers that make a good article, and that are aiming each year to raise their standard that the ready-made trade for whitewear has grown to the proportions that it has attained at the present time, and whitewear of this class is the only kind that will build up a paying trade, as women will not stand for skimpy, and badly cut whitewear, any more than they will for garments that have to be nearly made over after each wash.

* * *

It is the honestly made, honestly cut garment, the make that a customer will ask for season after season, that builds up your trade. It is very nice to have a little label made for so-and-so tacked to every piece of whitewear you sell, but it does not carry the weight or give the guarantee that does the name, or trade mark of a manufacturer whose goods are known for excellence from one end of the Dominion to the other, for when a man puts his distinctive name, or brand on an article he is going to take care that it will enhance, and not detract from, his reputation. And it is a good thing for both retailer and customer to have the manufacturer so mark his goods.

* *

Novelties for Summer selling are now in course of preparation, both in whitewear, lingerie waists and in shirt waist suits of wash materials, and travellers will soon be going the round with samples for the mid-season's trade.

* * *

The new whitewear is largely lace trimmed, and a number of novelty patterns in fine Valenciennes lace have been imported to trim the mid-season whitewear. Some of these show insets of drawn work, and many novelties in patterns. Floral and fruit patterns that are only slightly conventionalized are the most numerous and popular, particularly in the wider laces, while drawn-work wheels, etc., characterise the narrower insertions and edgings. One handsome pattern shows bunches of cherries and the outline of the bunches of fruit forms the edge of the lace. Another novel pattern shows a deep top or ground of dotted net, while the edge is of medallions of the lace.

* * *

The new Valenciennes are very fine in the mesh, and this is one of the chief characteristics, marking the laces shown as new this season.

* * *

Particular attention is being paid to the manufacture of dainty bridal sets, and many novelty features are being introduced into them, one of which is a fall of deep lace from the elbow that veils the arm in a dainty manner when is dropped, but reveals when it is raised.



MR. COSBIE IS THEIR AGENT.

The Dry Goods Review inadvertently omitted in the last issue the name, in the write-up of the new premises of Jas. Black & Co., manufacturers of handkerchiefs and fancy linens, Belfast, Ireland, of R. H. Cosbie, their representative in Toronto. Mr. Cosbie's office is in the Carlaw Building, Wellington street, west, Toronto.



The Draper of Australasia,

The Organ of the Drapery and Kindred Trades of the Antipodes.

SUBSCRIPTION $2.50 PER ANN.

post free to any part of the world. A handsome Diary is presented free to annual subscribers.

Publishing Offices :
Melbourne, Fink's Buildings.
Sydney, Post Office Chambers.

American and Canadian inquiries will receive prompt attention if sent to the
British Offices : 42 Cannon St., London, E..C

Specimen Copies free on application.

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR, CRESCENT and PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

North Star, Crescent and Pearl Batting.

Established 1785.

TRADE MARK



REGISTERED

BEE HIVE Knitting Wools

MADE BY

J. & J. BALDWIN, & PARTNERS, Limited, HALIFAX, ENG.

The Oldest Established and Largest Makers of

All Kinds of Knitting Wools

KNOWN ALL OVER THE CIVILIZED WORLD.

Scotch Fingering	Berlin Fingering	Vest & Silk Vest Wools	Cocoon and Eider Wools
Wheeling	Balmoral Fingering	Lady Betty	Pyrenees
Petticoat Fingering	Merino Fingering	Shetland	Fleecy
Soft Merino	Soft Knitting Wool	Andalusian	Dresden
			Mending

All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering

Especially adapted for Hand and Machine Knitting.

We claim that they will knit further and wear longer than any other make.

New Qualities: BEEHIVE Cocoon and Eider Wools.

Wholesale Only. **Send for Samples.**

Agent . . .

Duncan Bell

MONTREAL and TORONTO

THE PSYCHOLOGY OF ADVERTISING

By WALTER D. SCOTT, Assistant Professor of Psychology in Northwestern University, for The Atlantic Monthly

THE only method of advertising known to the ancients was the word of mouth. The merchant who had wares to offer brought them to the gate of a city and there cried aloud, making the worth of his goods known to those who were entering the city, and who might be induced to turn aside and purchase them. We are not more amused by the simplicity of the ancients than we are amazed at the magnitude of the modern systems of advertising. From the day when Boaz took his stand by the gate to advertise Naomi's parcel of land by crying, "Ho, ... turn aside," to the day when Barnum billed the towns for his three-ringed circus, the evolution in advertising had been gradual, but it had been as great as that from the anthropoid ape to P. T. Barnum himself.

As soon as printed symbols were invented the advertising man made use of them to give publicity to his merchandise. We find advertisements engraved on walls and tombs, written on parchment and papyrus, and printed by the first printing presses. Although these various forms of advertising were employed, but little thought and care seem to have been expended upon them. Posters, painted signs, street-car placards, booklets, calendars, almanacs, handbills, magazine and newspaper advertising have now become forms of advertising so well established that we look upon them as a necessity, and are surprised to learn that most of them are modern innovations.

The first advertisement printed in English appeared in the Imperial Intelligencer in March, 1648. Advertising in magazines was not begun until comparatively recent times. For instance, the first advertisement appeared in Harper's Magazine in 1864. In this magazine more space has been devoted to advertising during the past year than the sum total of space of the twenty-four years from 1864 to 1887, inclusive. Indeed, advertising may be said to have been in its swaddling clothes until about the year 1887. The most rapid development has taken place during the last fifteen years. The change has been so great that the leading advertisers say that in comparison with today there was in existence fifteen years ago no advertising worthy of the name.

The gain in the quantity of advertising can be seen by observing the increase in the number of pages devoted to advertisements in any of our publications. The month of October is regarded as the typical month, therefore we present the number of pages devoted to advertisements for the month of October in Harper's Magazine for each year from the first appearance of advertisements in that magazine to the present time: 1864, 3½; '65, 2; '66, 3; '67, 6; '68, 7 1-3; '69, 5 1-3; '70, 1½; '71, 3½; '72, 2; '73, 1; '74, 0; '75, 0; '76, 0; '77, 0; '78, 0; '79, 0; '80, 0; '81, 0; '82, 1¼; '83, 8½; '84, 8; '85, 11½; '86, 20; '87, 37; '88, 54; '89, 18; '90, 73; '91, 80½; '92, 87; '93, 77½; '94, 75¾; '95, 78½; '96, 73; '97, 80½; '98, 81½; '99, 106½; 1900, 97½; '01, 93½; '02, 128; '03, 141.

It will be noticed in the data as given above that during the years of special prosperity there was a very great increase in the volume of advertising while there was but a slight falling off following a financial depression. The increase was not pronounced until about 1887, but from that time on it has been very marked, not only in Harper's but in almost all of our publications.

There has not only been an increase in the number of advertising pages in the individual publications, but the number of publications has increased enormously of recent years. The increase of population in the United States has been rapid during the last fifty years, but the increase in the total number of copies of the different publications has been many fold greater. Thus the distribution of the copies of these periodicals to each individual was as follows:

In 1850 each individual received on the average 18 copies from one or more of these periodicals, in 1860, 29, in 1870, 39, in 1880, 41, in 1890, 74, in 1900, 107.

A significent cause of this increase is the reduction in the subscription price which is made possible because of the profit accruing to such publications from their advertisements. The total income secured from subscriptions for all these publications last year was less than the amount paid for the advertising pages. We have this current year about 20,000 periodicals carrying advertisements, each with a constantly increasing number of pages devoted to them, and with a rapidly advancing rate secured for each advertisement. In addition to this, the increase is phenomenal in the use of booklets, posters, painted signs, street-car placards, almanacs, and many other forms of advertising. One firm is supposed to have distributed 25,000,000 almanacs in a single year.

The expense connected with these various forms of advertising reaches far into the millions. One authority puts the total annual expenses of printed forms of advertising at six hundred million dollars. This sum does not seem to be an exaggeration. Mr. Post spends as much as six hundred thousand dollars annually in advertising his food products. One million dollars was spent last year in advertising Force. Over six hundred thousand dollars is spent annually in advertising Ayer's remedies, and over one million dollars in advertising Peruna.

The advertising rate has been advanced repeatedly in many magazines during the last few years. Firms which formerly paid but one hundred dollars for a full-page advertisement in the Century Magazine now pay two hundred and fifty dollars for the same amount of space. The Ladies' Home Journal has increased its advertising rate to six dollars for a single agate line (there are fourteen agate lines to the inch), the width of one column, for a single insertion. The cost of a full page for a single issue is four thousand dollars. The Proctor & Gamble Co. have made a three years' contract for a single page in each issue, to be devoted to the advertisement of Ivory Soap. For this space they pay four thousand dollars a month, forty-eight thousand dollars a year, and one hundred and forty-four thousand dollars for the term of three years. Think of the risk a firm runs in investing four thousand dollars in a single page advertisement! How can they expect to get back the equivalent of such a sum of money from a single advertisement?

The day of reckless, sporadic, haphazard advertising is rapidly coming to an end so far as magazine advertising is concerned. Although the number of pages devoted to advertising in our best magazines has increased during

the last ten years, the number of firms advertising in these same magazines has decreased. The struggle has been too fierce for any but the strongest. The inefficient advertisers are gradually being eliminated, and the survival of the fittest seems to be a law of advertising as it is of everything else that develops.

The leaders of the profession feel that their work has grown till it is beyond their control and comprehension. They have been successful, and hardly know how it has all come about. The men who have been the most successful are often the ones who feel most deeply their inability to meet new emergencies. They believe that there should be some underlying principles which could help them in analyzing what they have already accomplished, and assist them in their further efforts. As their entire object is to produce certain effects on the minds of possible customers, it is not strange that they have turned to psychology in search of such principles. Traditionally the practical business man scouts at theory. Psychology to the popular mind, is something devoid of all practical application, related to metaphysics, and suited only to the recluse and the hermit. If ever there was ground to expect sarcastic and pessimistic prophecies from the hard-headed business man, it was when it was proposed to establish advertising on a theoretical basis deducted from psychology. Such adverse criticism has, however, been the exception. The American business man is not afraid of theories. He wants them, and the more the better.

In 1895 in one of the leading advertising journals appeared the following editorial: "Probably when we are a little more enlightened, the advertisement writer, like the teacher, will study psychology. For, however diverse their occupations may at first sight appear, the advertisement writer and the teacher have one great object in common—to influence the human mind. The teacher has a scientific foundation for his work in that direction, but the advertisement writer is really also a psychologist. Human nature is a great factor in advertising success; and he who writes advertisements without reference to it is apt to find that he has reckoned without his host." The man who penned this editorial was a practical advertiser, but he admitted of no incongruity between the practical and the theoretical.

In response to this felt need on the part of the advertiser, several students of psychology have tried to select those principles of psychology which might be of benefit to the advertiser, and to present them to the advertising world through pamphlets, magazine articles, public addresses, and, in one case at least, by means of a book.

The method employed by the psychologist in attempting to give advertising a theoretical basis has been quite uniform. He has first analyzed the human mind into its various activities, then analyzed advertisements to discover what there is in them that may or may not awaken the activity desired. This method can best be understood from an example. For an illustration we shall consider Mental Imagery as understood by the psychologist and in its application to advertising.

The man who is born blind is not only unable to see objects, but he is equally unable to imagine how they look. After we have looked at objects we can see them in our mind's eye with more or less distinctness, even if our eyes are closed or the object is far removed from us. When we imagine how an absent object looks we are said to have a visual image of it. We cannot imagine how a thing looks unless we have actually seen it in our previous experience. The imagination can take the data of former experience and unite them into new forms, but all the details of the new formation must be taken from the former experience of the individual.

The man who is born deaf can neither hear nor imagine what sounds are like. Whatever we have heard, we can live over again in imagination,—we can form auditory images of it. We cannot imagine any sound which we have not actually heard, although we can unite into new combinations the sounds and tones which we have experienced.

I can imagine how beefsteak tastes, but I cannot imagine the taste of hashish, for in all my past experience I never have tasted it, and do not even know which one of my former experiences it is like. If I knew that it tasted like pepper, or like pepper and vinegar mixed, I could form some sort of an image of its taste; but as it is I am perfectly helpless when I try to imagine it. I can, with more or less success, imagine how everything tastes which I have eaten, but I cannot imagine the taste of a thing which I have not touched to my tongue. Analogous descriptions could be given of images of movements, of smell, of touch, of heat, of cold, of pressure, and of pain.

We have no direct knowledge of the minds of our neighbors; we assume that their thinking is very much like ours, for their actions—outward expressions of thought—are so similar to ours. It was formerly assumed that, given any particular object of thought, all normal minds would reach the same conclusion concerning it, and, furthermore, the different stages in the line of thought and the "mind stuff" would be the same throughout. Such a conception is wholly false. Normal minds reach different conclusions under apparently identical outward circumstances, but there is a greater difference in the terms of thought, or the mind stuff with which the thinking is done. One man thinks in terms of sight. He is said to be "eye-minded." His thinking is a rapid succession of pictures. When he thinks of a violin he thinks rather how it looks than how it sounds.

Another man thinks in terms of sound. He is "ear-minded." His thinking is a succession of sounds. When he thinks of his friends he hears their voices, but cannot possibly imagine how they look. He does not know that there are other possible forms of thought, and so assumes that all people think in terms of sound as he does. If he should describe a battle his description would be full of the roar and tumult of the strife. Another man is "motor-minded." He thinks in terms of movements. Even when he looks at a painting he whispers inaudibly to himself a description of the painting. Later when he describes the picture to a friend he may do it in the terms which he whispered to himself when he was looking at the picture.

Thus it has been found that there are great personal differences in normal individuals in their ability to form certain classes of mental images.

In a former age the seller, the buyer, and the commodity were brought together. The seller described and exhibited his wares. The buyer saw the goods, heard of them, tasted them, smelt them, felt and lifted them. He tested them by means of every sense organ to which they could appeal. In this way the buyer became acquainted with the goods. His perception of them was as complete as it could be made. In these latter days the market-place has given way to the office. The consequent separation of buyer, seller, and commodity made the commercial traveller with his sample case seem a necessity. But, with the growing volume of business, and with the increased need for more economical forms of transacting business, the printed page, as a form of advertisement, has superseded the market-place, and is, in many cases, displacing the commercial traveller. In this transition from the market-place and the commercial traveller to the printed page, the advertiser must be on his guard to

preserve as many as possible of the good features of the older institutions. In the two older forms of barter all the senses of the purchaser were appealed to, if possible, and in addition to this the word of mouth of the seller was added to increase the impressions, and to call special attention to the strong features of the commodity. In the printed page the word of mouth is the only feature which is of necessity entirely absent. Indeed, the printed page cannot appeal directly to any of the senses except the eye, but the argument may be of such a nature that the reader's senses are appealed to indirectly through his imagination.

The function of our nervous system is to make us aware of the sights, sounds, feelings, tastes, etc., of the objects in our environment, and the more sensations we receive from an object the better we know it. The nervous system which does not respond to sound or to any other of the sensible qualities is a defective nervous system. Advertisements are sometimes spoken of as the nervous system of the business world. That advertisement of musical instruments which contains nothing to awaken images of sound is a defective advertisement. That advertisement of foods which contains nothing to awaken images of taste is a defective advertisement. As our nervous system is constructed to give us all the possible sensations from objects, so the advertisement which is comparable to the nervous system must awaken in the reader as many different kinds of images as the object itself can excite.

A person can be appealed to most easily and most effectively through his dominating imagery. Thus one who has visual images that are very clear and distinct appreciates descriptions of scenes. The one who has strong auditory imagery delights in having auditory images awakened. It is in general best to awaken as many different classes of images as possible, for in this way variety is given, and each reader is appealed to in the sort of imagery which is the most pleasing to him, in which he thinks most readily, and by means of which he is most easily influenced.

One of the great weaknesses of the present day advertising is found in the fact that the writer of the advertisement fails to appeal thus indirectly to the senses. How many advertisers describe a piano so vividly that the reader can hear it? How many food products are so described that the reader can taste the food? How many advertisements describe a perfume so that the reader can smell it? How many describe an undergarment so that the reader can feel the pleasant contact with his body? Many advertisers seem never to have thought of this, and make no attempt at such descriptions.

The cause of this deficiency is twofold. In the first place, it is not easy in type to appeal to any other sense than that of sight. Other than visual images are difficult to awaken when the means employed is the printed page. In the second place, the individual writers are deficient in certain forms of mental imagery, and therefore are not adepts in describing articles in terms which to themselves are not significent. This second ground for failure in writing effective advertisements will be made clear by the examples taken from current advertisements which are quoted below.

In determining which foods I shall eat it is a matter of some importance to know how the goods are manufactured, what the prices are, how they are prepared for the table, and whether they are nourishing or harmful to my system. The one essential element, however, is the taste. When I look over a bill of fare I choose what I think will taste good. When I order groceries I order what pleases and tickles my palate. I want the food that makes me smack my lips, that makes my mouth water. Under these circumstances all other considerations are minimized to the extreme.

In advertisements of food products it is surprising to note that many foods are advertised as if they had no taste at all. One would suppose that the food was to be taken by means of a hypodermic injection, and not by the ordinary process of taking the food into the mouth and hence into contact with the organ of taste. The advertisers seem to be at a loss to know what to say about their foods, and so have in many cases expressed themselves in such general terms that their advertisements could be applied to any product whatever.

Advertising is an essential factor in modern business methods, and to advertise wisely the business man must understand the workings of the minds of his customers, and must know how to influence them effectively—he must know how to apply psychology to advertising.

WALTER D. SCOTT

MANUFACTURES OF REINDEER WOOL.

From U. S. Consul-General Guenther, Frankfort, Germany.

THOUSANDS of years ago the reindeer roamed far into the temperate zone of the European and American continents. To-day they are found only in the far north. Whoever visits the more remote regions of Norway soon learns of the great importance of the reindeer to the nomadic Laplanders.

America has a specially strongly built species, not yet domesticated, called caribou. It is found in all parts of Canada, and also in Greenland, where it is made use of. In northern Europe and northern Asia, besides the Laplanders, the Samojedes and Tungese keep large herds of these animals; in fact they are their most valuable and almost their only property. The meat serves as food, the hide furnishes good leather for tents and clothing, and the female reindeer yields nourishing milk.

From time immemorial the Laplanders have known how to manufacture coarse but warm blankets from the woolly hair of the reindeer. These are an excellent protection against moisture and frost. The inhabitants of Sweeden and Norway were the first to observe how well the reindeer swims across large bodies of water. This led to the thought that there must be something in the animal's hair suitable to the making of useful textiles. This, in turn, then led to the manufacture of fabrics which are used mainly for protecting the body when the wearer goes out on the sea in Winter.

A close examination of the hair of the reindeer furnishes an explanation of its peculiar value. The hair does not have a hollow inside space for its whole length, but is divided or partitioned off into exceedingly numerous cells like water-tight compartments. These are filled with condensed air and their walls are so elastic and at the same time of such strong resistance that they are not broken up either during the process of manufacture or by swelling when wet. The cells expand in water, and thus it happens that a man clad completely in garments made of reindeer wool does not sink when in water, because he is buoyed up by means of the air contained in the hundreds of thousands of hair cells.

In the markets and stores of Norway, Sweden, and Russia garments and blankets of reindeer wool are to be had at lower prices than other fabrics.

In Vienna there is a factory which manufacturers garments of reindeer wool, especially bathing costumes. For persons unable to swim the possession of such garments is of great value. It is possible that they may be utilized in learning how to swim. Recently successful trials have been made in Paris in this line.

In England attention has been directed to the peculiar property of reindeer wool, and it is proposed to take up its manufacture and possibly to improve it.

BE SURE YOU GET THE BEST

Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide.

SEE NAME ON EVERY BOX.

Better Value CANNOT BE GOT. SEND FOR SAMPLES AND PRICES.

Ward's Coronet Hard Ash

RED AND BLUE LABEL. UNEQUALLED IN QUALITY AND PRICE.

SALE AGENTS FOR CANADA: **GEO. D. ROSS & CO.** 53 Wellington St. West, TORONTO. 648 Craig Street, - MONTREAL.

SHOE TOP FACINGS

PULL STRAPS AND SHOE LABELS

DRESS & WAIST BELTS

SHIRT AND UNDERWEAR LABELS

WOVEN LABELS

FOR CLOAKS
Low Prices
FOR SKIRTS

SUPPLIED AT SHORT NOTICE.
Artistic Designs Furnished.
WRITE FOR SAMPLES TO

FOR SUITS
Quickest Delivery
FOR FURS

GERMAN ARTISTIC WEAVING CO.,

Factories: Crefeld, Germany, and Pompton Lakes, N.J.
683 & 685 BROADWAY. NEW YORK.
Canadian Office: TORONTO, 14 Melinda St.

BOOTS AND SHOES

SPRING AND THE SHOE BUSINESS.

THE two periods of the year which almost every merchant welcomes with a strong faith in a large business are Christmas and Spring. For three weeks before Christmas there is a look up in every trade, for a present does not need to be seasonable. But the Spring run of trade lasts about three months with a steady volume that makes the heart glad, and puts a life into many a drooping business, that encourages more improved business methods.

To the shoeman Spring is by far the best season of the year, the sales during this period equalling perhaps those of twice the length of time at any other time of the year. Spring sees the new goods fresh on the shelves, containing shapes and materials for the following months of the year, and in this is much of the inducement to customers to purchase. But more of the amount sold depends upon the genral run of business that accompanies every line from March to June. Winter with all its dreariness and discomfort is past and the balmy breezes of coming Summer put new life into everyone and preparations are made for the warmer months. Nine men and women out of ten purchase new clothing during the Spring; and with this goes a new pair of shoes. Old shoes cannot be worn in the wet of Spring, nor dare a man appear on the street in warm weather with his footwear unpresentable.

Two-thirds of the rubber business is done during these months, and in this branch there is considerable profit. The Summer shoes come on about June, making another change of footwear just at the end of Spring.

In view of these facts every merchant should be fully alive to the advantage of making a good impression upon the public during the next two or three months. The new styles must be well advertised, and well shown, and attention be drawn to their good qualities, and the price. The interior of the store should be improved to show the public that an attempt is being made to capture their trade. A change here, whether a decided improvement or not, will have the effect of appearing progressive and in this rests much of the future success of a store. The trying-on seats, the fixtures, etc. should be brightened up for this trade, and if necessary new ones purchased. In some way a new interior should be shown, if the change consists only in a new rug or show case. Flowers distributed through the store will do more to brighten it up than almost anything else, even though they consist only of artificial palms.

The window is the spot through which the public must be particularly attracted, and with a little time and patience this is not difficult to do, as boots and shoes permit of arrangements that will guarantee an admiring public. Only the newest shapes should be displayed in certain of the windows or in other words, it is seldom wise to mix old with new. At any rate every shoe shown must be of a very new appearance, and should be filled out with trees or other filling to be kept in perfect shape. And show cards and price tickets must be a part of the display.

The arrival of the new stock should be well advertised in the local paper or by means of circulars. Cuts do not cost much and accomplish much good. A shoe ad. without a cut is shorn of 50 per cent. of its value.

Finally there must be a general air of business about the advertisements, the store window and the interior; an impression given that new stock is in, that it is worthy of attention, and a strong bid made for patronage. The competittor across the street must not be allowed to get ahead in any way, but the public must be made to feel that this is the most up-to-date, progressive store in town.

DESCRIBING THE SHOE.

IN every shoe handled there is some characteristic which is not found so prominently in some other shoe. This feature should never be neglected in a description of a shoe, whether while showing it or in the advertisement. One may be water tight, another may have a particularly strong counter, another a good shape, and still another may take an excellent shine and so on. Although a customer may expect all these in a first-class shoe it is well to mention them in order to draw the buyer's attention to them.

This can, of course, be carried to an extreme, and it very often happens. No customer likes to be greeted, as each shoe appears, with a studied description that takes five minutes in the giving and savors strongly of careful preparation, and of a determination to sell at all costs. The good points in a shoe can be given casually as though the salesman knows they will be of interest, but not as though the sale of the shoe depends entirely upon what may be said. It is a very bad fault, too, to give every or any shoe all the good characteristics that could be found. The public is suspicious of shoes that will fill every want, as they are of patent medicines that cure all.

In order to demonstrate the waterproof qualities of a certain shoe a shoe dealer hit upon a quite clever scheme. Close to the glass was suspended from the ceiling a pan containing water. In the pan was placed a pair of shoes, the water coming just above the soles. As none succeeded in getting into the boot, the display proved a good advertisement.

THE RUBBER SEASON.

RUBBERS should receive their share of the window space at this season of the year. It is not necessary to give them an entire window, as a satisfactory arrangement of rubbers alone is difficult unless the merchant carries sufficient variety in shapes to break the monotony of a two or three-shaped stock.

One of the most important points of the modern rubber business is the number of low rubbers being sold. The

well-dressed man now wears the high full size rubber only in slushy, wet weather, as they are at best a rather unsightly article of wear. When the water will not come above an inch the low sole rubber is being almost universally worn as it is more sightly and comfortable than the one that covers all the boot visible. A new rubber shown reaches just to the top of the sole, being held on by a stout cord on the inside of the rubber, which fits in tight over the sole. This rubber is said to have been invented by a Canadian some years ago, but was sold to a Yankee firm on account of the little demand here. It has now come again on the market.

A MOROCCO INDUSTRY.

ONE of the few industries of Morocco of any magnitude is the manufacture of slippers, and the export trade in these articles is on an extensive scale. The principal purchasers are the Mediterranean countries, Egypt probably being the best customer. They are manufactured in Morocco by native labor entirely, and for the most part from native materials. Some of the leather used for the soles is of Spanish and Austrian origin, but Moorish tanned leather forms the bulk of the trade. This Moorish leather lacks the finish produced in civilised countries, but it appears to be well tanned and of good quality. It is evident from the flesh side that the art of flaying is imperfectly understood there. It, however, has a healthy leathery smell, just such a smell as in the tan yards of England a generation ago before so many foreign substances came into use for tanning purposes. From figures recently published Morocco sends to Egypt alone about 300,000 pairs of slippers per annum to the value of £30,000 sterling, bringing the price per pair to about 2s. c.i.f. Alexandria.

PRICES IN RUBBERS.

RUBBER, wherever used, is raising the price of the manufactured article. The reason for this is that the enormous increase in the consumption of crude rubber has sent prices up, where advanced quotations must be asked by those who use this raw material. Rubber boots and shoes will during the coming Fall and Winter almost undoubtedly be more expensive to the retailer. The meeting of rubber manufacturers in May will decide just how much this will be. During one week at the end of January crude rubber advanced 5 cents a pound and was quoted in the United States at one dollar a pound.

Prices in the United States have already been advanced, but are not to take effect until the buying for Fall and Winter starts. On an average the advance is about 10 per cent. and all the larger firms have already notified the trade to that effect. Whether the consumer will pay more, or the manufacturer and retailer stand all the increase, is a matter of doubt, but it is altogether likely that the consumer will suffer. The days of even-priced 75-cent rubbers are passed and advances of five cents are now scarcely noticed by the consumer.

It is said that one of the reasons for increased demand is the growth of the automobile industry. Manufacturers of vehicle tires last Fall raised their prices about 15 per cent.

AFTER THE SHUTTERS ARE UP.

THE thriftiness inherent in the elderly New Englander was never better illustrated than in the case of old Eben D——, who turned a good many honest pennies by filling his century-old houses with summer boarders.

One afternoon one of the boarders rode to the village with Eben, and while they were in the shop of the village apothecary the boarder said:

"Supposing we have a glass of soda-water, Mr. D—. It shall be my treat. What kind will you take? Wouldn't you like an ice-cream soda?"

"That kind is ten cents a glass, isn't it?" asked old Eben.

"Why, yes, I believe that it is, but I'll foot the bill just the same."

Old Eben pondered a moment, and then he said:

"Well, now, I'll tell ye, Mr. M——. You go ahead an' git your sody an' I'll take my ten cents in Paris green if it's all the same to you. I cal'lated on gittin' a little Paris green to settle the tater-bugs on that little patch o' taters back o' the house, so if you don't mind I'll take Paris green an' you kin take sody."

The boarder said that he "didn't mind," and he overheard old Eben say to his wife when they reached home—

"Thar's ten cents wuth o' Paris green that never cost me a blamed penny."—J.L.H.

Mrs. Barr, an elderly Scotchwoman, had been seriously ill for weeks, during which time even the members of her immediate family had been excluded from the sickroom. At last, however, she so longed to see her relatives that it was deemed advisable to admit them one at a time. When the moment for Mr. Barr's visit arrived the trained nurse cautioned him against showing too much emotion over his wife's changed appearance.

"What you must do," said the nurse, "is to cheer her up. You must tell her how much better she is looking, what a nice color she has in her cheeks, and how bright her eyes are. Above all things, you must be cheerful."

Mr. Barr promised faithfully to say the proper things; but when he approached the bedside and beheld the pitiful ravages that illness had made in Mrs. Barr's once plump countenance, he became so agitated that he forgot the nurse's caution and exclaimed, in the rich Scotch brogue that strong emotion always called forth:

"Oh, Maggie, Maggie, woman! whaur wad ye like to be burrit?"

"Ye'll no get a chance to bury me this time, William Barr," returned the invalid, with unexpected spirit. "You're altogether too anxious."

It was afterwards said that Mrs. Barr's rapid recovery dated from that moment.—Carroll Watson Rankin.

McLAREN & DALLAS

Wholesale Dealers in

Boots and Shoes and "Maple Leaf" Rubbers

11 Front St. West, TORONTO.

Our travellers start on the road March 1st, with samples of "Maple Leaf" Rubbers for the season of 1904-1905. Every line up-to-date in Style, Fit and Finish. The **"Maple Leaf"** branded on the sole of a Rubber Shoe is a guarantee that you are getting **The Best**.

We are showing at same time samples of **Guaranteed Goods in Oil Tan Larigans** and Knit and Felt Socks.

If our traveller has not called on you, a card to us will send him your way.

Ask for our **"Imperial" Brand** of Men's and Women's Fine Shoes and our **"Maple Leaf"** Brand of **Solid Leather Staples.**

"Old Bleach" Linens

ALL GRASS BLEACHED.

("The glorious sun stays on his course and plays the alchemist!" SHAKESPEARE'S KING JOHN.)

TOWELS
HUCKABACKS
DIAPERS
DRESS LINENS
SHEETS
SHEETINGS
PILLOW LINENS
EMBROIDERY LINENS
H. S. SQUARES
H. S. RUNNERS
H. S. SHAMS



Bleach Green (1.0 acres) Randalstown

NOTE—THE TRADE MARK "OLD BLEACH" IS STAMPED ON EVERY TOWEL and ON EVERY YARD OF LINEN, HUCK AND DIAPER.

♦♦♦♦

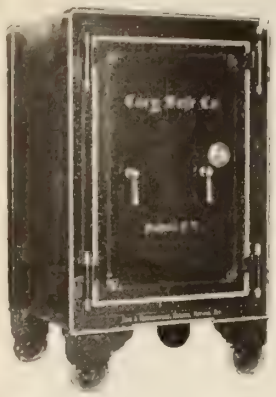
COMPARE THE BEAUTIFUL SILKY LUSTRE OF THESE GOODS WITH ANY OTHER MAKE.

London, England, Branch, Honey Lane Market, Cheapside, E.C. New York Branch, 101 Franklin St.

THE OLD BLEACH LINEN CO., Randalstown, Ireland.

R. H. COSBIE,

Sole Agent for the Dominion. **30 West Wellington St., TORONTO.**



FORD & FEATHERSTONE

Importers and dealers in

FIREPROOF SAFES,
STEEL BANK SAFES,
VAULTS, TIME LOCKS,
DEPOSIT BOXES.

Combination locks put on and combinations changed. Safes repaired, etc.

10 John St. N., Hamilton, Ont.

ESTABLISHED 1855

TAYLOR'S DOUBLE TONGUE & GROOVE SAFES

145 & 147 FRONT ST. EAST. TORONTO.

The Hallwood

THE GOOD POINTS IN THE HALLWOOD CASH REGISTER:

Indications.
Key Board.
Resetting Adding Wheels.
Lid Lock Counter.
Total Adder.
Drawer.
Lever.
Tape Printers.

In every feature the best cash register being made.

Send for descriptive literature. No worrying salesmen to force you to buy.

THE Hallwood Cash Register Co. of Canada

78-80 King St. E., TORONTO. 1782 Notre Dame St., MONTREAL.

NEW TELEPHONE LINE

A new copper metallic line has just been completed from Simcoe to Port Rowan. The towns listed below can now be reached from Toronto at the following rates:

PORT ROWAN -	50c.
ST. WILLIAMS - -	50c.
VITTORIA - -	40c.

The Bell Telephone Co. of Canada

Our brown and manilla wrapping papers are strong and durable. Each order contains

FULL COUNT and FULL WEIGHT

You can safely trust your goods to these papers.

CANADA PAPER CO. Limited

TORONTO, MONTREAL and WINDSOR MILLS, QUE.

YOU ARE INTERESTED IN SOMETHING.

Why not get the best items that are printed on the subject?

We read and clip thousands of newspapers every week—therefore we can equip you **speedily** and **economically** for a debate, speech, lecture essay or anything else requiring up-to-date information and more of it than your competitors are likely to get.

Terms—100	Clippings,	$ 5.00
250	"	12.00
500	"	22.00
1,000	"	40.00

Send for our Booklet which fully explains the scope of the clipping industry.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street, MONTREAL. 10 Front St. East, TORONTO

Never Used a Loose Leaf System?

That is what they all say until they have seen The Briggs Ledger System which saves you from one to five days per month in rendering accounts.

It consists of a ledger, journal, index, merchandise account, and itemized bill heads under one perpetual binding which is so simple that anyone can operate.

Can not get out of order. Has stood the test of years.

Catalog sent upon request.

The Briggs Ledger System Co., Limited

75 York St., - Toronto, Can.

THE OFFICE

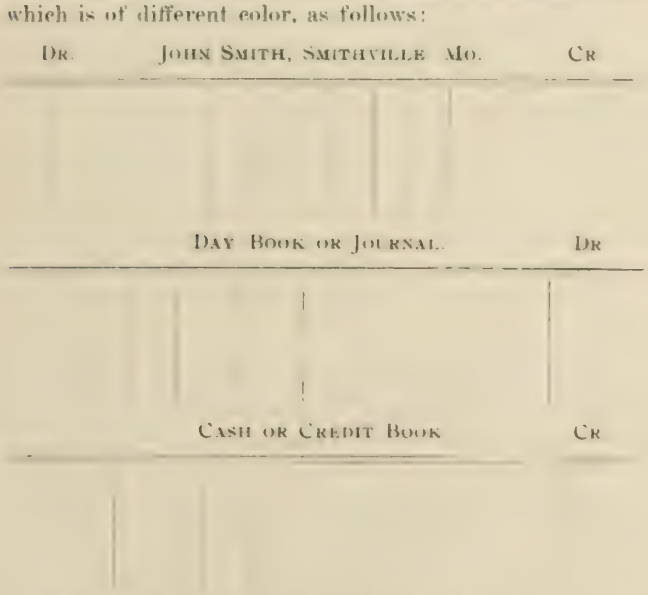
DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

A SYSTEM OF BOOKKEEPING FOR COUNTRY MERCHANTS.

By Henry C. Nelson, Kansas City, Mo.

BOOKKEEPING is not a new subject by any means; we know that it has been practised and in vogue since the time that mercantile business was started. Of course there are a number of merchants who have taken up a course of bookkeeping and can therefore readily understand its use, but I feel confident that there are many merchants who do not recognize that bookkeeping is a necessity towards obtaining success in the business world. The probable reason for the ignorance of some of these merchants is the fact that bookkeeping as taught in the schools and colleges of to-day is too complicated, and they do not feel like spending the time learning the theory. I sincerely believe that if the retail merchants could be interested in a very simple system of bookkeeping which would not require much thought or experience, it would be appreciated and perhaps would induce some of them to keep such records as would show their financial condition at any time.

The system I have in view is very simple, and I believe that the busiest merchant could not give the excuse, substantially, that it would require too much time to operate it. I would use three cards; one would be the ledger card, another a day book, or, properly called, a journal, and the last a credit book, or, in other words, cash book, which is of different color, as follows:



It is about as simple as could be made to get the results which we are after by posting on the day book or cash book each item as it is sold or received, as the case may be; then the only entry required for the time being is made, and at the end of the day a balance can be taken with the cash on hand, showing the exact amount of business done for that day. The ledger could be posted from the journal or cash book either at the end of the day or whenever convenient during the month.

I would also suggest that a separate ledger card be made for merchandise sold for cash, and posted the same as an account. This would bring the books into balance without any trouble whatever. As regards the individual accounts that the merchant carries on his ledger, I would suggest that a card for each one be made and each item posted at the merchant's convenience, so that should he be called upon by his customer for a statement of his account he will have no trouble in giving the information desired, consequently it is to his interest to have his books posted up to date.

Now to get at the merchant's financial condition, I would suggest the following system of bookkeeping in connection with the above. Post invoices when goods are received on the cash card, just as if so much cash had been received. When the bill is paid, it should be posted on the journal, just as if so much goods had been sold and taken out of the store; for money paid out by the merchant for bills that are due will decrease his resources that amount. Should he be called upon to render a statement of his financial condition, it will be necessary for him to take an inventory of his stock on hand, then refer to his ledgers, adding accounts that are owing him, together with what cash he has on hand and his balance in bank, his unexpired insurance, and other assets, such as real estate, furniture and fixtures, etc., etc., deducting bills which he is owing for goods and any further existing liabilities.

If the system was operated as above, and books were balanced each month, he could, after taking inventory, which in my opinion would only be necessary twice a year, give a true and complete statement of his financial condition, showing all assets and liabilities, together with his net worth, and there would then be no occasion for any man to estimate his condition when called upon to make a statement of his affairs. It may appear to you now that the system is a little complicated, and I admit it is not perfection as yet, but the idea is there, and I have already installed the system among our customers, and I will make it a point to personally visit these people to see whereby any improvements can be made to make it more simple. There is no doubt in my mind but that this system of bookkeeping, properly installed and properly operated, will prevent many of the failures now recorded.

I have interviewed customers who have requested credit and have inquired in an off-hand way regarding their condition. Some of them have replied, estimating their worth, and have afterwards found out that they were entirely wrong. We had a case in Missouri which I beg permission to cite. The party in question was a good customer and had always met his bills promptly, was con-

sidered honest, although he was not worth very much over and above exemptions. A few months ago he had a very good and prosperous business, and after the busy season he contemplated taking a rest and went on a visit to some of his relatives in Colorado, taking $500 with him, which he thought he could spare. After his return he began to figure how much ahead he was on the season and found out that he had overestimated his profits and had taken $250 more to spend on his vacation than he had really made. Of course it put him in a very embarrassing position, but he reported his affairs to our representative and stated that the next time he wanted a vacation he would first find out how much he could afford to spend. He has since been using our system on our recommendation and considers it a success. He was a man that did not believe in bookkeeping, as he considered it too complicated for such a small business as he had been doing, and although he was honest, the weakness of his condition nearly finished him.

Sometimes failures are due to carelessness and not dishonesty, and a thorough system of bookkeeping will no doubt prevent carelessness in the majority of cases. On every occasion that an out-of-town customers pays us a visit, we take up the system of bookkeeping with him thoroughly, and it is surprising to find how willing they are to learn a system which will prevent errors. In reporting their condition there is no doubt but that many of the statements given to the mercantile agencies are made in good faith, but are entirely wrong through the merchant being obliged to give a hap-hazard account of his condition. In some cases the wholesale house suffers when giving credit to a man apparently in good condition, according to his statement, who afterwards makes an assignment or is forced into bankruptcy.

As I have stated before, I am not satisfied until some improvement can be made on the above system, and any suggestions for its betterment will be a further step towards the common end we all have in view. If we can interest merchants to adopt a system of bookkeeping which will prevent even a few failures, I think we will be amply repaid for any efforts we may make.

"CLOSED FOR LUNCHEON."

THE practice of closing commercial offices during lunch hour, which is general on the Continent and has been largely adopted by houses in Manchester, Glasgow, and other large cities, is now being introduced in London. Last Summer the proposition was made that the warehouses should be closed during the middle of the day, but the suggestion was not taken up very readily. The idea has been revived again, however, and, amongst others, E. & H. Tidswell & Co., of Wood street, are now following the custom, and it is said to be greatly appreciated on the part of the firm's customers as well as the staff. This firm is well-known to readers of The Review through their advertisements, and the adoption of this new idea is quite in line with their progressive business policy.

A QUESTION OF CASH DISCOUNT.

ONE of the subscribers to the Bookkeeper ventilates an interesting question which recently came up for solution in his business. He says:

"Our friend sold to a customer July 1st a bill amounting to $1,286. Terms cash, 10 days, less 1 per cent. The customer remitted $1,000 on account within the time limit. How much discount should we credit to his account? He may settle the balance within the time limit or possibly not for several months."

That is, should the customer be credited with 1 per cent. discount on that amount of bill covered by remittance supposing same had been in full settlement, or is he only entitled to 1 per cent. discount on the actual amount of his remittance?

One authority decides one way—another authority decides in favor of the other. Which is right? Perhaps some of our subscribers might be disposed to favor us with their views on the subject.

THE APPEARANCE OF LETTERS.

A BUSINESS man may well tremble to think of the good or bad impressions being constantly multiplied and sent out from his stenographic department, remarks Mahin's Magazine.

The position of typist is a very responsible one. A business letter is the representative of a firm. If it is slovenly and careless in appearance it creates instant prejudice.

If neatly and intelligently written it inspires confidence and respect.

Only a small percentage of the patrons of most concerns ever come in personal contact with the house. They judge of the firm's intelligence, its enterprise and business management by the smartness and finish of such work as comes to hand.

A typist may look upon a letter merely as something to be done and gotten out of the way, but a letter has a long life. It is filed away and preserved for years. It may be referred to many times. A letter written to-day may be criticised or complimented ten years hence.

It is a mistake to suppose that no one cares or notices when work is well done. It is always noticed; besides, good work is worth while if only for the self-satisfaction it gives.

It is something to feel that one is improving a little every day; going forward, instead of backward; becoming more capable and efficient.

The habit of good work makes everything easier, makes the day pass more quickly, and puts one on good terms with one's self.

A letterhead placed in the machine is merely a sheet of paper, like a piece of white sketching board before the artist.

The operator can make something beautiful of it if she will give it form, expression and character.

A perfect typewritten letter is really a thing of beauty, attractive to the eye and the mind.

EDUCATE THE CORRESPONDENCE CLERK.

PRINTERS' INK says no letter in answer to inquiries should go out of the office without being edited by the advertising manager. After having prepared the copy for the advertisement, the manager knows exactly what he wants to say farther, and the qualities which brought forth the inquiries would bring forth still greater interest. Why should not the correspondence clerk be educated in the art of advertising and so co-operate with the advertising manager?

There is a wonderful advantage in going about your work in a happy manner; and this is easy when you remember that happiness is not the result of conditions, but is a cultivated attitude toward the processes of life.

This list is for the purpose of placing retailers, manufacturers, jobbers and other traders in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,

Leading Canadian Accountants and Auditors

adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, bankruptcy, collections and investigations, handling estates, making valuations, etc.

DAVID HOSKINS, F.C.A.
Chartered Accountant,
Auditor,
Financial Valuator.
207 Manning Chambers, City Hall Sq., Toronto, Canada.

Cable Address: "Wigwam."
T. G. WILLIAMSON,
Chartered Accountant and Auditor,
15 Toronto St., Toronto, Canada.

F. H. KIDD,
Chartered Accountant, Auditor, Assignee, Etc.
Room 50, 77 York St., Toronto.

JENKINS & HARDY,
Assignees, Chartered Accountants, Estate and Fire Insurance Agents,
15½ Toronto Street Toronto
465 Temple Building, Montreal.
100 William Street, New York.

This space $15 a year

HENRY BARBER & CO.,
Accountants and Assignees
Offices
18 Wellington St. E., Toronto, Ont.

WILLIAM FAHEY,
Accountant and Auditor
402 McKinnon Building, Toronto

This space $15 a year

GEO. O. MERSON
Chartered Accountant
Trustee, Assignee, Liquidator
Auditor, Etc.
27 Wellington St. E.,
'Phone Main 4744 Toronto.

This space $15 a year

This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,

LEGAL CARDS.

organization of companies, the arrangement or dissolution of partnerships or assignments, as well as all other matters of a legal nature.

For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto.

BEATTY, BLACKSTOCK, FASKEN & RIDDELL,
BEATTY, BLACKSTOCK, CHADWICK & GALT,
Barristers, Solicitors, Notaries, Etc.
Offices, Bank of Toronto.
Tel., Main 3813. Toronto, Ont.

JAS. H. BURRITT, K.C.
Solicitor, Notary, Etc.
Pembroke, Ont.

D. O. CAMERON, Barrister.
Equity Chambers, Toronto.
Branch Office, Oakville, Ont.

L. L. O. VIDAL,
Barrister, Solicitor, etc. Collections and Commercial Law
Montmagny and Quebec City, Que.

TUPPER, PHIPPEN & TUPPER,
Barristers, Solicitors Etc
Winnipeg Canada.

J. C. HAMILTON, LL.B.,
Barrister, Solicitor and Notary.
McKinnon Building, Toronto
'Phone Main 65.

ATWATER, DUCLOS & CHAUVIN
Advocates Montreal
Albert W. Atwater, Q.C. Consulting Counsel for City of Montreal. Chas. A. Duclos. Henry N. Chauvin.

Educational Department.

The following institutions for the education of business men's sons and daughters are recommended by this paper

Be Successful.

There is no doubt that an education helps a man to success.

Why not learn Commercial Book-keeping and Commercial Law.

With a knowledge of these matters the business world is open to you.

We teach them BY MAIL at a very small cost

Write for our information about our Commercial Course.

Canadian Correspondence College, Limited,
Walter James Brown, LL.B., Principal. TORONTO, CANADA.

Western Business College

Cor. College and Spadina avenue, **TORONTO.**

Thorough courses in Bookkeeping, Stenography, Typewriting and **Penmanship**; individual instruction.

A. J. HOARE, Principal.

St. Margaret's College, Toronto

A Boarding and Day School for Girls
Thorough courses in every department
Only teachers of the highest academical and professional standing employed

GEORGE DICKSON, M.A., Director
MRS. GEORGE DICKSON, Lady Principal

Typewriting

Bookkeeping and Shorthand are sure stepping stones to success

Teachers who have had practical business experience teach these branches in

THE WILLIS BUSINESS COLLEGE.

A school of genuine merit. Send for our beautiful catalogue

S. T. Willis, Principal, Cor. Bank and Albert Sts., OTTAWA.

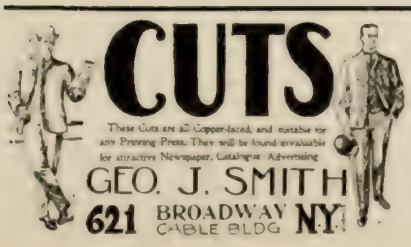
The Belleville Business College,

Limited

BELLEVILLE, ONTARIO.

Send for handsome catalogue describing fully all courses.

J. Frith Jeffers, M.A., Principal



CUTS

These Cuts are all Copper-faced, and suitable for any Printing Press. They will be found invaluable for attractive Newspaper, Catalogue Advertising

GEO. J. SMITH
621 BROADWAY CABLE BLDG NY.

CATALOG SENT FREE

Our latest cuts of Clothing and Furnishings—over 500 from 30c. up.

Extend your trade and advertise your business. We help you with sales ideas

WRITE TO-DAY.

THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims

Tel. Main 1085.

CLERKS' DEPARTMENT

THE ETHICS OF THE SUBORDINATE.

CAN one who is in a subordinate position in the business world preserve a high moral standard, in view of the possible failure of moral methods in those who administer the business? It is a very easy thing to say that if a young man employed by a business house finds its methods indirect, dishonest, and untruthful, he may leave his position rather than abandon his moral ideals. Like most things that are easy to say, it is very often hard to do. In the first place, the subordinate belongs, as a rule, to an almost unlimited class of workers.

The average worker has little choice. His necessities compel him to get a living. Conditions of self-respect require that the living shall be honestly made. What is the ethical refuge of employes who may be confronted by these methods, which their moral sense disapproves?

Two or three things must come to pass before the moral relation of employer and employe can be properly adjusted. First, a more intimate knowledge by the trade of a great business of each least detail concerning the well-being of their whole army of industry. The second thing that must come to pass before the moral relations of employer and employe are properly adjusted is the recognition of that law of human nature that all the conditions of life cannot be fulfilled where an insufficient wage is paid for exhausing work. It is not enough to say that people can be got for that remuneration. If the remuneration does not provide a means of decent living, all manner of temptations present themselves to make good the difference.

Old-fashioned self-denial is no longer popular, and the restraint which comes from saving carries with it a kind of undefined sense of embarrassment and shame. A little less greed, a little more care, and above all an embracing sense of human brotherhood are the elements which enter into the devising of that plan of business life which shall make the employer the guardian of the employe, and the employe the devoted friend of the employer.

In the nature of things the subordinate can never be other than the man under orders; but his orders may be of a kind that he shall delight to carry out, because they engross not simply his energy but command also the highest offices of his mind. He has the right to expect a dividend on the investment of himself in another man's business; and the lifting of his moral nature to a higher level is not only an ideal, but it is a necessity on which the existence of society depends. Cosmopolitan.

CRERKS' DECALOGUE.

Punctuality. Always be prompt in getting to business.

Personal Appearance. Be careful about your personal appearance.

Tact. When a customer enters step briskly forward with a "glad to see you" smile. Be patient with slow customers, diplomatic with grumblers, respectful and courteous to all. Remember names and faces; customers like to be greeted pleasantly by name.

Accuracy. Cast up customers' invoices with care. Avoid mistakes. When in error apologize promptly and frankly.

Reliability. When you promise to procure or deliver goods by an appointed time, do it.

Knowledge. Be able to give prompt and accurate reply to customers' questions about the origin, different grades of quality and process of manufacture of goods.

Thoroughness. Avoid being slipshod. Let your thoroughness indicate a desire to please.

Progressiveness—Customers welcome information about new goods. Attention skilfully drawn to a novelty means a sale and wins you a reputation for up-to-dateness.

System—Be methodical. Master your work or it will master you. Abhor dirt, keep stock bright. Do not read or write private notes or newspapers during business hours.

Morals. Shun liquors, tobacco and gossip; be honest; be manly; cultivate lofty ideals.

DON'TS FOR STORE ASSISTANTS.

Don't encourage your friends to come to the store for social calls. It looks badly and interferes with business.

Don't remain with a house one minute after you discover you are not absolutely loyal. It is an injustice to yourself as well as the house.

Don't complain about slight irritations. They keep you in practice, and when a real contention comes up you are much better qualified to handle it.

Don't feel hurt if your employer occasionally fails to act as you advise. It is quite possible you would have his position and salary if your judgment were better.

Don't leave your stock thrown around "any old way." It may look as though you had been busy, but you lose the benefits of "first impressions."

Don't figure you could do better if the goods you sold cost less. You wouldn't do as well, for you would sell them correspondingly less, to say nothing of your own lack of confidence in them.

Don't loaf or visit in the store. It makes a corner grocery out of it. Be busy, if it is only a "bluff."

Don't neglect to meet customers as near the front door as possible. It shows you are willing to wait on them, and that "helps some."

Get the thing done. Keep your eye off the clock. Keep your interest undivided. The new problem will be the more easily tackled when the old one is out of the way.

ESTABLISHED 1791.

Horrockses'

Longcloths, Nainsooks,

Cambrics,

India Longcloths,

Sheetings,

Ready-made Sheets,

(plain and hemstitched).
HORROCKSES' name on each sheet.

Flannelettes of the highest quality.

N.B.—SEE "HORROCKSES" ON SELVEDGE.

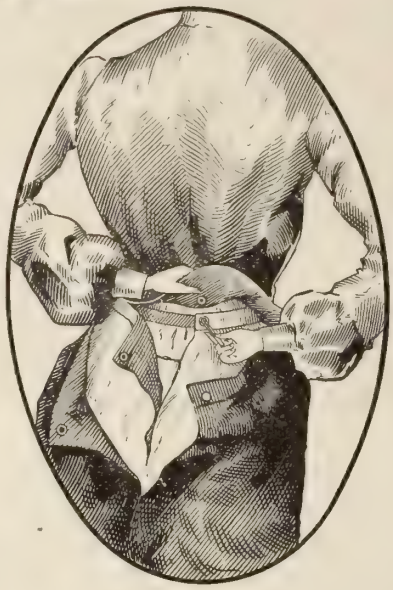
Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND

The LOX ALL
GARMENT FASTENER AND SUPPORTER

The Only Perfect Garment Fastener and Supporter.



No hooks, pins or teeth to tear the garment.

Supports ALL garments at the same time.

No sagging of skirt or petticoats or crawling up of waist in the back.

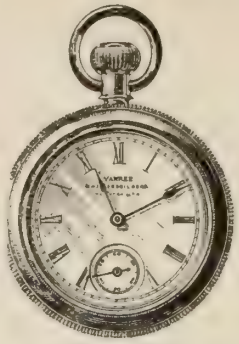
Ask your wholesale dealer for it.

GREEFF-BREDT & CO.

Sole Patentees and Manufacturers in Canada,

Toronto and Montreal.

DRY GOODS NOVELTY.



THE

Ingersoll

American Watches.

RETAIL PRICES, **$1.25 to $2.50**

ARGUMENT.

We now offer a practical time piece for the Dry Goods Trade of Canada, and base our statement upon the following:

First—It is absolutely guaranteed to keep accurate time.

Second—It stands rough usage and does not get out of order easily, making it the only watch for dealers outside of the jewelery trade to handle, and also making it a practical one for sportsmen, boys and all men who give a watch hard usage.

Third—Its low price and high quality insure a tremendous sale, which we further augment by furnishing many handsome advertising devices for your store.

Fourth—Last but not least, these watches offer a handsome profit. Price cutters are not supplied.

Sold by several leading Dry Goods Jobbers of Canada. We will tell you who they are upon request.

Trial Offer—To any Dry Goods Dealer who will write to us upon his business letter head and inclose 75c. we will send a sample watch (duty not paid) and our catalogue, so that he can test its accuracy and durability.

INFORMATION ON REQUEST.

ROBT. H. INGERSOLL & BRO.

51-53 Maiden Lane, - - - NEW YORK, U.S.A.

William Liddell & Co, - BELFAST, IRELAND,

MANUFACTURERS OF

THE WORLD'S MOST FAMOUS

GOLD MEDAL LINENS

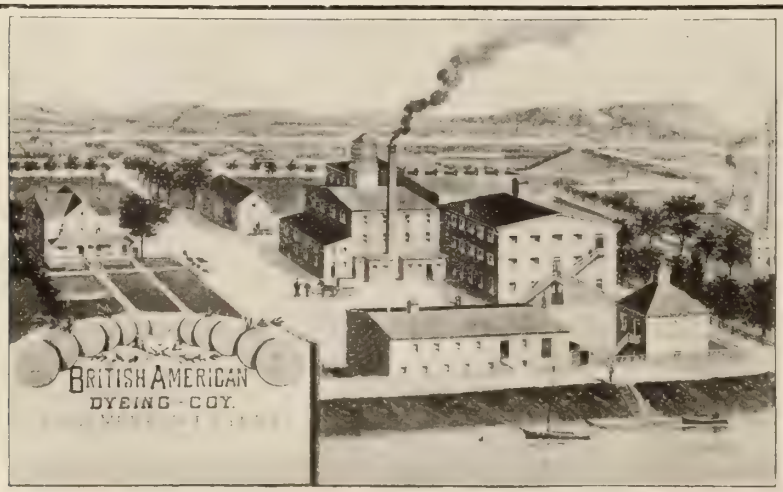
TRADE MARK

UNUS ET IDEM

Invite consumers in Canada, who appreciate the best that looms can produce, to try these goods. Six Gold Medals awarded in Paris, London, Chicago and Dublin for perfection of quality, beauty of texture and originality of design. Our name is stamped on all original goods.

PRICES MODERATE.

Represented in Canada by JAS. A. CANTLIE, 22 St. John Street, MONTREAL.



The Largest and Best Equipped

Dye Works

in the Dominion.

Dress Goods, Cloth, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.,

DYED, FINISHED AND PUT UP

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

NO EXAGGERATION—Our statement, also Cut of Works, is absolutely true and unexaggerated.

AN INTERESTING MONTREALER

A GLIMPSE of a strong character who survived 50 years of active commercial life in Montreal, may be found in the life of the late Thomas Lilley. In the vernacular, one is apt to style such a man "an old-timer." The word has a varied significence. Indeed in the midst of the eager babel of operators in the market to-day, when the clink of the coin on the counter is the chief sound that greets the ear of the interested party, it is a pleasure to step aside and refer to the man who made money, who lived a family life, who cultivated a fad as a musician, yet in a simple manner avoided the sordid walks that sap the well-springs of the heart.

Thos. Lilley was a rugged character, he was a teamster, called a cartage agent to-day, yet had he chosen any other walk of life, he would have been just as particular, just as correct, and just as attentive, and his efforts would no doubt have brought their reward. Thos. Lilley was a son of John Lilley who founded a cartage business, now known as the Lilley & Cameron Cartage Co., so that the present parner of the business is a grandson of its founder. When Thos. Lilley died the other day, the procession of sorrowing citizens was the best testimony to his honored life, but this is quite irrelevent to the remarkable life which he lead. Actions count. For 50 years he earned the reputation of being a man whose word was as good as his bond.

A retrospective glance must be taken of 50 years ago when he drove carts, for large Montreal importers, all the way from Montreal to London, Ont., and other western points. If he did not go himself, he sent a reliable man. The use of railway freight cars was a dream in those times; it was up to the strong man, just as in another way it is to-day. Lyman & Sons, Sinclair, Jack & Co., with their immense stocks of imports, had no C.P.R. or G.T.R. to call upon. It was Thos. Lilley. His worth was well-known when his usefulness had decayed, and yet this can hardly be said with an aggressive spirit, for he made his price for his cartage, and he always got it. If it was worth so much to cart bales to Lachine, to Hudson or to any other remote point of industry, Mr. Lilley simply made his price, then he did the work. He drove sometimes through wildernesses. Always the driver was accompanied with food for himself, and frequently for his horses. There would be no change of the horses on these long journeys, as they frequently did in England where much shorter journeys were covered (and by the way, Mr. Lilley was an Englishman). The judgment of the driver was left entirely to control the trip. If he met a friendly farmer, there, he would take his meals, there he would spend his night, and if necessary reward him accordingly. If not he could always feed himself and his horses.

Just before the C.P.R. was built, Mr. Lilley carted all the machinery for the Joliette Paper Mills, and some interesting tales are told of those terrible roads he had to encounter, which to-day are among the best in the country.

The old days of sailing ships serve as interesting reminiscences, for the big wholesale grocers were accustomed to forward their imports by the teams of Thos. Lilley. There were no wharves in those times, and this strong, determined old Englishman would order his carts backed into the water, where he would meet the sailing vessel's side, and there receive the groceries that were to supply the largest portion of Canada.

In those days, before the Lachine canal was completed batteaux were frequently struck above Lachine, and the Lilley carts were familiar sights as they filed away with loads of flour and other cargo for Montreal, and thence to the sailing ships to be distributed to the great markets of the Old Land.

As an instrument of commerce, such a man cannot be over-estimated. His will was iron, and his methods were correct. There was no blundering in the delivery of his goods; no carter could drink whiskey and survive the regularity of the Lilley cartage system. The Lilley Cartage Co. to-day is larger and better than it ever was, and is now carried on by the third generation, Major Lilley being now with Mr. Cameron. Yet the same old firm of Lyman & Sons have all their carting which is a hundred times more than they had in those days, done by the Lilley Co.

As an illustration of the evolution of business integrity, if old John Lilley who founded the firm, and who left it to his son Thomas, 50 years ago, could look at the busy cities of Montreal and Toronto, London and Winnipeg, and see the nervous vitality of the ever growing West, he would be at least amazed and interested, and perhaps proud of his early efforts.

As a contrast in remuneration to employes, it may be mentioned that in Thos. Lilley's early days, his best drivers received only about $2 a week and their board, while to-day men in similar positions with a great deal easier time, receive $10 to $15 per week, and sometimes more.

Mr. Lilley's chief fad was love of music, and also love of his own home. He lived round the neighborhood of Colborne street the greater portion of his life, and often laughed in later years when he remembered the chance he had of buying the land where the Windsor Hotel now stands, at a rate simply ridiculous, lower in fact, than he could buy it in Griffintown. As he said when alive, it would have been just as likely then that the Windsor Hotel would have arisen from the graveyard that then existed, as that a palace of fine arts might appear in the Mount Royal Cemetery before long.

However, Mr. Lilley passed away full of years and honors, and has left a record, however unostentatious that would be worthy of imitation anywhere.

C. D. C.

"AT-HOME" OF DRY GOODS HOUSE.

Haycock & Dudgeon, Montreal, held their annual "At Home" for their employes on Wednesday evening, February 10. This yearly gathering together is much appreciated by members of the firm and their staff of workers alike, and each occasion proves a more enjoyable event and is more heartily entered into than the previous year. This last was attended by all connected with the progressive dry goods establishment of Haycock & Dudgeon, and showed in many ways the good feeling existing between the employers and employes.

The first and only successful 10c. PATTERN

You are blind to your own interests if you cannot see the profits and advantages that must accrue from the sale of a **first-class pattern** at a low price.

ALL WOMEN ARE INTERESTED in paper patterns and when they have once used

THE NEW IDEA 10c. PATTERN

AND DISCOVERED THAT NOTWITHSTANDING ITS LOW PRICE, it is perfect-fitting, stylish, up-to-date and thoroughly reliable they join in the ranks of the

TENS OF THOUSANDS

of its friends, and declare it to be

THE BEST PATTERN

Thousands of the most progressive drygoodsmen of the United States and Canada have tested its merits as an advertisement and trade producer and their swollen bank accounts prove its worth. **Its Low Price, General Excellence and absolute reliability have made it**

THE POPULAR PATTERN.

You are losing money by not selling it.

We will tell you how to make a great deal if you will write to us.



THE NEW IDEA PATTERN CO.

Home Office: 636-638 Broadway, NEW YORK CITY.
Western Office: 232-234 Fifth Ave., CHICAGO, ILL. 202 Board of Education Building, ST. LOUIS, MO.
Canadian Office: 50-52-54 Bay St., TORONTO

SEEN IN NEW YORK SHOPS

AMONG the bolero garments that will be worn the coming season are charming little boleros done in Irish hand embroidery upon fine lawns. These are without sellves. In the same style of embroidery are yokes and stocks made of one thickness of the thin white material, the yokes attached to the stock. They are ready for the early purchasers.

* * *

Red is sufficiently popular in leather to be seen in bright shades in small travelling bags.

* * *

The smartest collars come in exaggerated scallops. One says scallops in lieu of a better word. These are deep, turn-over collars with cuffs to match, made a beautiful hand embroidery and with an edge cut out in two or more deep rounded points. One collar has a very deep point on one side, falling the width of an ordinary stock below the throat. This is on one side of the front, and on the other is another deep point, but much less deep. From the side of the deepest point, crossing the front and carried under the edge of the other point, is a narrow plaiting of fine lawn or linen a cravat finish only set across, with a slight tendency down instead of straight down. The plaiting is four or five inches long. It is plaited across to about an inch wide, and in the narrowest place are set three little white buttons.

* * *

In the wash stocks, there is the plain white stock of a strong white material and the tie is colored—different colors to suit different tastes—and tied in the front in a bow with two loops and ends. The bow is of good size, but not one of the enormous ones that are distinctly unbecoming to many and becoming to but few.

* * *

Spring is the time when the woman should be out with her rubber hat. Is she is an automobilist she can put on a rubber hood, which is gathered full in the front over the hat and falls long and straight around the face under the chin and in the back. This is made of a gossamer rubber with a silk outside of a pretty shade of green or red. But there is also the regular hat, and a pretty one, too, made of this same kind of soft rubber. The rubber is fulled on the frame as any material of soft felt or velvet would be, big rosettes of the material being used for trimming, and in the centre of each of these a button covered with it. With the silk outside of the rubber and in a becoming shade there is a most useful hat.

* * *

The crush belts, which have been worn so much in the leather, are appearing in the white wash materials for Summer wear. They are made not as wide as the leather belts, with simple oval buckles of nickel or gilt, and have brass eyelet holes, through which they are fastened.

* * *

One of the prettiest patterns in the new thin French printed wash goods is on very sheer white material, with a stripe a little more than a quarter of an inch wide being a trifle heavier. The design is the wild aster or Michaelmas daisy that pretty flower of the Fall in a delicate violet shade. Clusters of the blossoms in small size run over the material. This is rather new in flower designs.

* * *

Soft Persian effects are seen in the new Spring shirt waists.

* * *

Mohair for Spring wear is to be found in blue and green plaids of different sizes.

* * *

There are many mixed straws to be seen in the new hats which are for Southern wear. One of these which shows blue and green and red is in the three-cornered shape, and has an opening an inch or so wide around the turn-up brim, this laced together with red ribbon. The hat is trimmed around the crown with red ribbon ruchings.

* * *

A pretty wash stock, which costs only 50 cents, is of white linen, embroidered in Oriental colors. Some of the stocks are in red, green, and yellow, and others in dark blue and red with a little green. These are in decided shades.

* * *

Handsome leather belts are only moderately wide and embroidered in Oriental effects.

* * *

Linen etamine, a loosely woven material of linen, in the linen color or white most largely used, is the material that will be pretty and serviceable for shirtwaists and shirtwaist suits this coming season. It is delightfully cool, stylish in effect, and makes up, for the women who like the Russian cross-stitch embroidery, excellently well as the loosely woven threads make it easily worked. Fronts of skirts and waists, collars and cuffs, and shoulder pieces are done in this embroidery.

* * *

Oriental silk belts are also embroidered. These are wide with plain pieces of the silk at the immediate front where the narrow oval buckle of metal is set on. The embroidery is done upon colors and upon gold, the latter with the front of gold leather.

* * *

To get something new in crush belts those of leather are being decorated with gold cord and gold braids. The latter, of different widths, are stitched on and the cords are frequently set on loose, being caught to the belt at intervals.

* * *

A pretty thin material for Summer gowns has a white ground plaided off with delicate red lines into quarter inch squares, and in each square is a tiny embroidered figure in white.

* * *

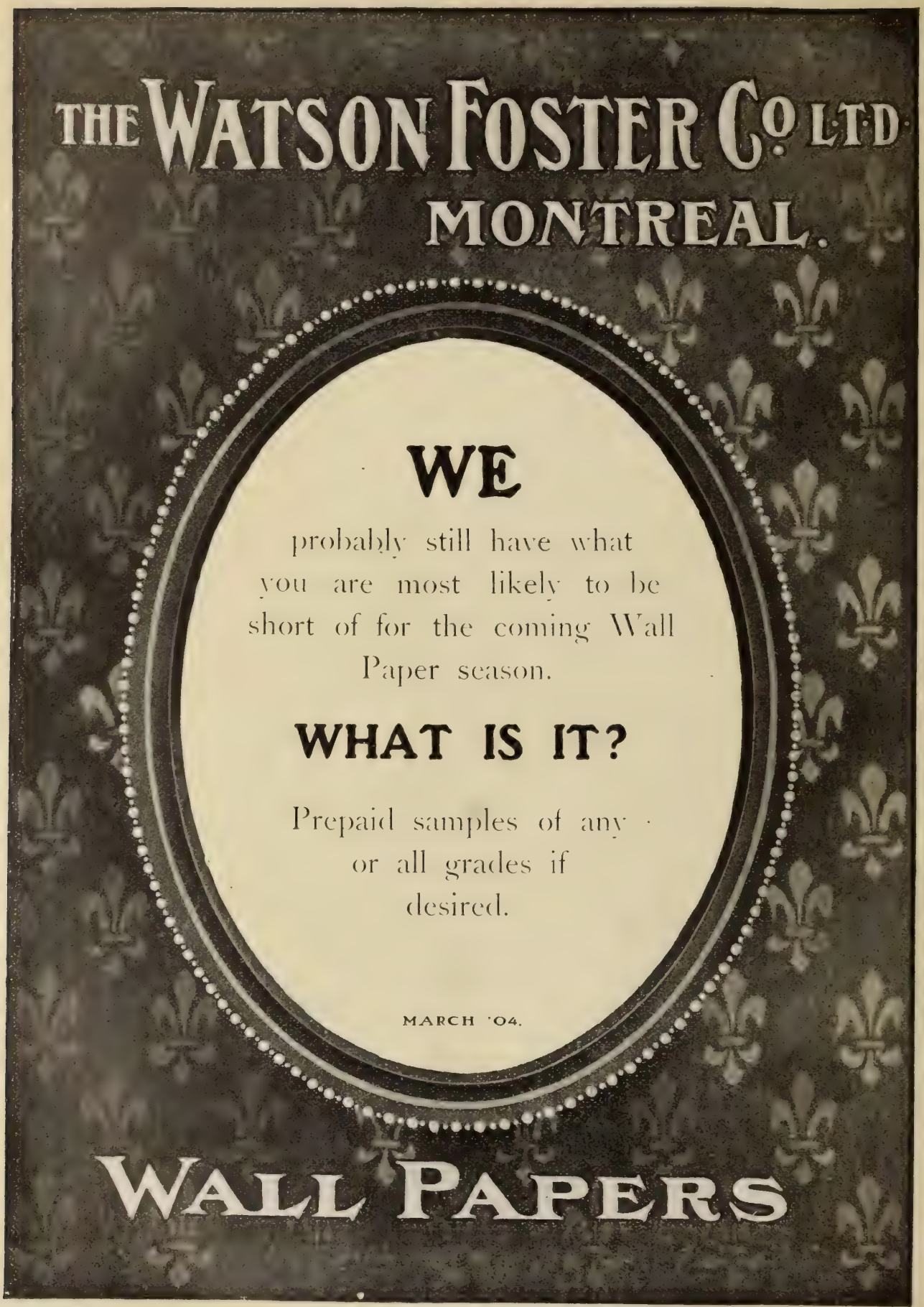
The gold epaulets which have been worn on the hats have been a little overpowering, but the same shape in felt is less conspicuous.

* * *

Among the thin gowns for Summer a pretty one is of black dotted muslin made up with narrow band insertions of white net.

* * *

These early showings of Summer frocks promise sleeves of great fullness at the lower edge.


THE WATSON FOSTER Co LTD
MONTREAL.
WE
probably still have what you are most likely to be short of for the coming Wall Paper season.
WHAT IS IT?
Prepaid samples of any or all grades if desired.
MARCH '04.
WALL PAPERS



CARPETS.

PREPARING FOR SPRING.

DURING the month of March the merchant who handles carpets must get everything in his carpet room in readiness for the Spring trade, which usually opens so suddenly, and with such a rush as to prevent all preparation after it starts. He must examine everything in the room to see that fixtures are provided to make the display and handling of the carpets as convenient as possible, avoiding all waste of time and wear and tear on the goods, when being shown to a probable customer. The room must be arranged in such a way, too, as to show to advantage each line. Carpets well shown are half sold.

If fixtures are used they must be examined to see that they are in good shape, shelves may need repairing, the floor may be full of splinters or dirty, and the general arrangement may be such as to provide poorly for the disposition and display of the stock. All these things must be completed before the middle of March as there have recently been years when the latter part of the month saw the heaviest business in this department.

Each season's business teaches the salesman new ideas that will count much in the convenience of handling, the avoidance of wear and tear, and in economy of space. These should be noted down as they appear and attended to before the new supply of carpets is put in place. It may be that the entire room will need remodeling, and expensive as this will be, it is almost sure to pay for itself in a good season. If rug racks or trolleys are required these should be installed before the season opens, and any other fixtures set up at the same time. It may be found necessary to alter a second time, and sufficient time should be allowed for this.

It may be stated here, that rug trolleys are not as a rule as satisfactory as the raised platform on which the rugs are laid. The former plan has the advantage of a saving in handling in order to show the whole rug, but it unfortunately shows off too clearly any defects or imperfect weaving. The natural position for a rug is on the floor, and it is here that it will show not only to the best advantage, but also exactly as it will appear when laid in the home of the purchaser. Defects of a trivial or unavoidable nature may show up in a rug suspended from a trolley, when they would never be noticed on the floor. When laid on a platform successive corners can be turned back until a suitable one is reached, and this can be removed with the assistance of a fellow salesman, by simply lifting off the upper rugs, drawing out the required one, and replacing the rugs first removed. Many, however, prefer the trolleys and it cannot be denied that they possess merits.

There is a fixture used by some merchants that received some praise. It is a carpet cabinet made of two upright posts placed a few inches further apart than the width of the carpet. At about a foot and a half apart, or something more than the thickness of a roll, holes are bored opposite each other, and in these are set the ends of rollers around which the rolls of carpet are wound. When a pattern is to be shown the end of the piece is simply pulled out, the roller turning to admit of it, until a sufficient length is laid along the floor. By means of a crank attachment these rolls can be rapidly wound up, when necessary. The objections to this form of fixture are that its general appearance is not as neat as it might be, and it is not economical of space, since one cannot be placed in front of another.

It may be found advisable to arrange immediate sales in order to dispose of the remnants from last Fall's stock. These can be shown in the window for a few days before the sale, and prices should be low enough to induce customers to buy, irrespective of the fact of its being before the regular Spring trade opens up. The large stores in the cities make a specialty of carpets during the early months of the year in order to clear out the old stock, and leave room for the new. Old stock represents so much money tied up, and day by day the amount represented grows less. Ends can be sold at cost price or less, and if there is a sufficient quantity and prices are reasonable a good showing can be made in a window. It may be found advisable to add a few full rolls of new stock, to liven up the display, and to add to the inducements.

OUR CARPET IMPORTATIONS.

THE Government statistics recently issued reveal a total importation for the year up to June, 1903, of carpets amounting to 3,100,977 yards, valued at $1,483,155, an increase in quantity over last year of almost 20 per cent., and in value of 24 per cent. In 1902 we received 2,590,757 yards with a value of $1,195,852 and in 1901, 2,361,115 yards with a value of $1,059,465. Great Britain sent us 3,037,724 yards or almost 98 per cent., almost all the remainder coming from Germany and the United States.

The United States is sending us less every year, in 1901, $14,276, in 1902, $11,826, and in 1903, $11,448. With Germany our trade has increased from $6,553 in 1901 to $17,783 in 1903, but the surtax promises to lower these figures for next year.

The increases have occurred in all lines, brussels, tapestries and wools, in the case of the first 32 per cent., the second 18 per cent., and the third, which includes all other varieties, 168 per cent.

These figures do not include jute, cocoa or straw carpeting, our imports of which amounted in 1902 to $160,168 and in 1903 to $157,864, the figures showing that jute carpeting is decreasing rapidly and straw carpeting increasing almost as rapidly. The latter amounted to only $40,084 in 1901, but in 1903 had risen to $60,035, of which over $47,000 worth came direct from Japan.

During the month of October, 1903, we imported 105,647 yards valued at $65,616, and for the same month of 1902, 101,957 yards valued at $58,869; for the four months ending October, 1903, 713,066 yards valued at $399,312 and for the same period last year 682,125 yards valued at $363,191. From this it will be seen that the fiscal year of 1904 promises to far outstrip that of 1903.

In the six months report ending December, 1903, while the amount has decreased from 1,030,494 yards in 1902 to 997,173 yards in 1903, the value has increased from $507,905 to $544,736, or an increase in the average price per yard of 5 1-3 cents, a significant sign of the tendency of quality. Brussels carpet shows the greatest increase. In working out the amount from each country, a mistake is evident in the statistics, so that no reliable figures can be given. Under the surtax we imported 8,918 yards valued at $5,846, and here no doubt, much decrease would be noted were Germany's exports to us given in the 1902 statistics.

CARPET NOTES.

The Empire Carpet Co., which was commencing operations in Dundas, after their fire in St. Catharines, has failed to make the business go, and its assets are now offered for sale.

The carpet exports of the United States are rapidly declining. In 1901 the amount was 119,514 yards, value $96,481; in 1902 it was 98,509 yards, value $78,143; in 1903 it was 71,434 yards, valued at $60,920.

The new building of the Toronto Carpet Manufacturing Co, is within six weeks of completion, but the cold weather has interrupted the work two months. As soon as more favorable conditions arrive the work will be rushed through.

Cork carpets and linoleums are almost sure to go up on account of the jump in price of cork waste. In the Fall of 1903 it could be bought in the United States at $23 per ton, but 1904 contracts are being filled at $45 per ton. Speculation is partly responsible.

The advance of about two cents a yard in union carpets has been little complained of by merchants. Wools have not gone up so much. In the United States, since October prices have advanced from 3 1-2 cents in tapestry to 10 cents in Wilton velvets. On February 1st another rise of 2 cents takes place in unions.

The British carpet trade for 1903 has been rather unsatisfactory, caused by the impoverished condition of the people consequent upon that prolonged and costly struggle, according to the Kidderminster shuttle. One gratifying feature is the increase in exports to Canada. The linoleum trade has been steadily improving during 1903 and manufacturers are well pleased.

CHINA AND GLASSWARE.

THE EASTER TRADE.

IN the china and glassware department of the general or department store, there should be a strong effort made to capture some of the Spring housefurnishing buying which will so soon be on. When a customer enters a store with the intention of buying anything for refitting the house, china and glassware are sure to receive some attention as there is nothing that adds more to the appearance of a home than attractive china.

It is for this reason that so many merchants are careful to place this department close to the carpet, curtain and art furniture departments. There is such a close connection among them all that when a sale is made in one, articles in the other are usually examined. Dinner and tea sets should come out prominently as well as vases and flower stands. The glassware department is an all year round one, but to get the best out of it, special displays and runs on certain lines must be made for each month in the year. Almost everything included in the stock can be sold at any time of the year, but certain lines sell much better at some months than at others, and these must be discovered and pushed at the most opportune times.

The house-furnishing shopper is out to buy. A new carpet or a new curtain means that the home life is to be brightened, and in this the china department can assist. The fancy goods branch of this department should at the present season be kept in the background, as there is little call for it, and a display of such goods will be unattractive. As mentioned before, it should be table sets that should be prominently displayed.

Among the majority of dry goods stores with this department there is a large demand for Easter eggs in opal glass, during the Easter season. These come in various sizes and in all kinds of painted designs. With very few exceptions they are artistc, and their cheapness is a factor in their favor. They can be readily sold in the largest sizes at 15 cents and the price runs down to 5 cents. A large trade is reported in these by the wholesale houses

The Alaska Feather & Down Co. LIMITED.

Montreal and Winnipeg.

Place orders with us for your future requirements in

COTTON COMFORTERS,
EIDERDOWN QUILTS,
FEATHER PILLOWS, CUSHIONS, Etc.

You will receive prompt and satisfactory delivery. Our exceptional facilities for producing Bedding in large quantities and varieties permits us to guarantee delivery, and at the lowest prices for which such goods can be produced.

We are relieving our Montreal mill by opening a branch factory and warehouse in Winnipeg, where we have purchased the Bedding business of Messrs. Bromley & Company.

OUR REPRESENTATIVES ARE:

MARITIME PROVINCES and NEWFOUNDLAND Mr. S. E. Hue, Oxford, N.S.
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ONTARIO Mr. J. H. Parkhill, Mr. P. G. Gifford, Montreal.
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The Alaska Feather & Down Co. LIMITED.

MILLS

MONTREAL—St. Elizabeth St., near canal.
WINNIPEG—Princess and Alexander Sts.

WALL PAPER.

HINTS ON HANGING WALL PAPER.

By A Paperhanger

FIRST prepare the walls. If they are painted, size them with washing soda; nothing else. Make solution strong enough so that you can see it cut the paint as you spread it on. Care should be taken to prevent it from running down over the finished woodwork. When dry it will be ready to receive the paper. The treatment makes the paint porous so that the paste can take hold and obviate the disasters of "peeling off" and "opening" at the joints on becoming thoroughly dry. It destroys grease and renders the semi-saponified paint to good advantage as a backing. The walls should always be sand-papered to remove the small lumps after plastering up the holes and cracks. If the walls be clean, hard-finished plaster, irrespective of their age, I treat them with a strong solution of glue and vinegar (cider vinegar preferred). Dissolve the glue in water over a slow fire, then thin down with vinegar and apply copiously. The vinegar destroys the lime, which causes the paper to shrink apart at the joints and bleach out in spots. I cannot recall an instance where this solution has failed, even on soft, chalky "hot" walls. All new walls or parts of walls should be treated with a coat of this vinegar size.

In no case should good papers be put over old ones, or over kalsomine. The factor that contributes most to the appearance of a room is cleanliness; without this your work will be a failure, irrespective of the cost of the paper. In order to attain this you must use your paste so heavy that it is barely possible to work it out evenly on the back of the goods without injuring them. This applies to all grades and kinds of wall hangings, whether of paper or tapestry. The knife and straight edge should be used to trim with, especially on heavy goods.

For "butted" work hang the strips from a sixteenth to an eighth of an inch apart, then work them gradually together, and when you have the room all hung, carefully roll down the joints by passing the sponge over it once only. The latter act is to remove the gloss the roller makes, and applies to ingrains or other pulp papers. Do not sponge printed or surfaced goods, or the colors will run.

PREPARATIONS FOR SPRING.

DURING the month of March the Spring housefurnishing usually commences. An early Spring sees March a busy month with the merchant, while a late Spring may delay the buying until April and May. At any rate all preparations must be made during this month, so that whenever the season opens there will be no delay in catching the first sales.

The stock room must be carefully and intelligently arranged so that the salesman can find in a moment just what he desires, any price and any pattern. The display fixtures must be attended to, to see that no mending or alterations are required. It is a good plan, too, to prepare the advertisements beforehand, as all will be a rush during the season and little time allowed for good ideas in the advertising. As soon as the stock or samples arrive, the clerks should carefully examine every pattern so that they can turn up any required shade or style of pattern without loss of time, and can show to the customer that the stock is thoroughly known.

In examining his display fixtures, attention should be directed to the very best methods obtainable. The window is the best advertisement and certain fixtures will be required. Very many use the simple stands, from which the unrolled portion of the roll depends, the roll itself being concealed behind. This is simplicity itself, and it may be said that the best methods of displaying wall paper are those which are simple. Wall paper must hang straight, just as it is seen on the walls; fancy displays are useless and inartistic.

If enough business is done to warrant a small expense, there is a structure that can be built for window display purposes, that can be excelled by nothing. It is in reality a section of a room showing the walls with its paper and freize in position, and above it the ceiling with the suitable paper.

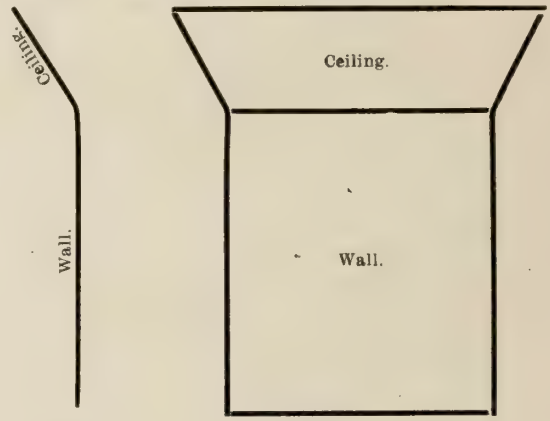


Figure 1. Figure 2.

Figure one shows a side view of the structure which is made of a framework covered tightly with cotton. On this is pasted a lining paper, and over it the papers to be shown. The ceiling slants off at an angle that gives the proper effect, and can be distinctly seen from the front. Figure two is a front view of the same fixture. If the window is large a couple of these might be built in. Of course they should be constructed so that they will do year after year. On the same plan foundations can be built for a display of panel work. This style of wall decorations is too little brought before the public, and such a scheme is almost necessary and will be sure to sell where a description would be inadequate.

A cheap fixture for demonstrating the use of two papers on a wall, one above and the other below a heavy moulding placed about five feet from the floor is to build two troughs in relatively the same positions as the ceiling moulding would be in the room. In the under trough are placed two or three rolls of the quieter patterns of the lower half of such a room, with the end hanging to the floor. In the upper trough there are the rolls of larger-patterned, brighter-colored paper of the upper half of



THE
GUELPH CARPET MILLS CO.,
LIMITED
GUELPH, - CANADA.

MANUFACTURERS OF

Brussels, 3, 4 and 5 frame.
Wiltons, 4 and 5 frame.
Wools and Unions.

Our MILLS are equipped with the most approved machinery, and only skilled workmen are employed. The combination of these features, with a careful supervision of the managers of each department, ensures a product that will give thorough satisfaction to the trade that intrust us with their orders.

Particular attention paid to special orders.

THE
GUELPH CARPET MILLS CO.,
LIMITED
GUELPH, - CANADA.

The Dominion Oil Cloth Co., Limited

Manufacturers of

OIL CLOTHS

OF EVERY DESCRIPTION.

Our lines are handled by all the leading Wholesale Jobbers

ALSO

Decorative Burlaps,

OIL-COATED
—AND—
DOUBLE-SIZED

We desire particularly, at this time of the year, to call the attention of the trade to this cheap and most attractive of wall covering.

Office and Works: MONTREAL.

the room, with the ends hanging down to the lower trough. These ends are all fixed tightly so that the combination is seen just as it would appear in the room.

These fixtures, with the addition of others which the merchant may think of should be prepared in plenty of time for the housefurnishing season. After that he can consider the designs he will follow in his arrangements of the goods in the window. A simple change of paper without any alteration in design is sufficient to retain the attention of the public on the window, for some time.

DECORATION.

ARTISTIC FURNISHING.

REGARDED from an artistic point of view, the middle-class home was until lately, with comparatively few exceptions, a violence and a vexation. Its dominant note was "pretence at art" which like many other pretences, is a fruitful cause of irritation and sadness to those who can distinguish realities from counterfeits. Most people—even people of moderate means—desire to be "in the fashion" and there is always a vogue for so called "artistic" interiors which the uneducated as well as the educated are eager to adopt, though usually in the case of the former it is adopted with aesthetically disastrous results.

Now, it is quite possible for any one to furnish a moderately-sized house with perfect taste and artistic effect at a comparatively low price, as you can accomplish this without resorting to expensive draperies or the elaborate gilt furniture of the seventeenth century. One has often seen houses on the decorating and furnishing of which a fortune has been spent, but which, to the educated eye, are overdone, ostentatious and vulgar in their unregulated display. It is not the cost of the materials that makes a house beautiful; it is the judgment, the science of form and the appreciation of harmonious schemes of color.

The treatment of a house, especially when one is restricted as to cost, requires careful—one might even say profound—thought. Many things have to be considered, structural advantages and defects, the position of the openings, the decorative opportunities of wall spaces, the symmetry of the apartment and the relation of each part of the house to the rest. In short, the style to be adopted must depend on the conditions; the conditions must not be forced to an acceptance of the style. Yet three parts of the furnishing of middle-class houses is carried out on the haphazard principle of selecting styles without considering their suitability to the proportions and features of the apartments. The result is frequently distressing.

The first points to be considered, therefore, in furnishing under limited pecuniary conditions are the size and structural arrangement of each room. These are the bases of all suggestion, the foundation of any practical, artistic scheme. Having ascertained them, select a style that will not do violence to the cubical dimensions. A compulsorily moderate outlay, if it does not compel simplicity of effect, at any rate should suggest simplicity of aim.

The question of proportion must be the keynote of everything. Having on this basis resolutely decided what styles must of necessity be discarded, you have next to consider structural conditions, the position of the fireplace, the windows, the door, the shape of the room, its height and its relation to the hall, landing or passages. The position of the fireplace is an important point, for this should be the central and dominating feature of the apartment. When it is remembered that a room consists for decorative purposes of floor, walls, ceiling and openings, and that the fireplace is the principal opening, its capacity of emphasis leaps into convincing prominence. It will be necessary however, to study the other openings as well, to consider how blank spaces can be most effectively dealt with, and how far any suggested style of treatment will be supported or ruined by structural breaks.

Having taken in the hints and admonitions which are the fruit of this preliminary survey, and decided upon a scheme of furnishing the next thing is the question of color. The best course is to begin with the carpet. It is much simpler and more logical to decorate from the carpet, than to the carpet from the decoration. In ordinary middle-class houses the carpet lasts out two or three wall coverings unless wood pannelling is very largely introduced; and no one having a regard for thrift would counsel the purchase of a new carpet in order to match new wallpaper. Begin, then, with your floor, and build up from it. The carpet once chosen, you can harmonize everything else in the way of color to its tone and requirements. The wall covering follows the carpet; the treatment of cornices and ceilings and the painting of woodwork follow the wall covering.

Grand effects being impossible, there should be no attempt to imitate them by cheap means. Taste is only another name for the pre-eminently suitable and the pre-eminently suitable is attained through the governing conditions of form and harmony. No amount of decoration in the world will make up for inherent defects of form; while if the form be good, if the outlines be fine and the proportions just, ornament need only be used in a sparing fashion. The best schemes are those which, while avoiding anything in the nature of severity are thoroughly subdued in their spirit of ornamentation. It is impossible to lay down laws on a point like this; every detail requires to be considered on its merits, and in relation to its part in the general decorative economy.

A NEW WAREHOUSE IN WINNIPEG

IN order to take better care of the trade in Western Canada, The Alaska Feather & Down Company, Limited, of Montreal, have undertaken to establish a factory and warehouse in Winnipeg, and have purchased the bedding business of Bromley & Company of that city, one of the largest bedding manufacturers in the West. The Alaska Feather & Down Company have shown considerable business enterprise in this venture, and The Dry Goods Review wishes them all success. It is understood to be their intention to equip this Western branch with the latest improvements in bedding machinery, including machinery upon which the Alaska Feather & Down Company hold Canadian patents, and thus will be in a position to turn out large quantities of goods and give satisfactory deliveries, something for which the trade in that territory has been suffering.

Mr. A. W. Johnson, the representative of the Alaska Feather & Down Company for Western Canada, and a practical bedding manufacturer, will be placed in charge of the Winnipeg office, and will represent the firm in Manitoba only, while the interests of the trade in Assiniboia, Northwest Territories and British Columbia will be cared for by Mr. J. A. Loudon, who is well known to the furniture trade in these provinces.

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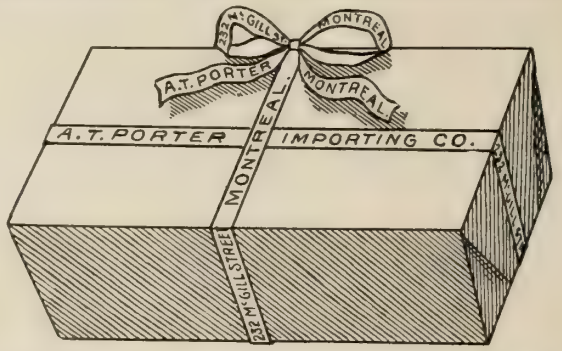
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WHO'S WHO

Concerning Men in the Public Eye

HON. DAVID WARK.

ON February 19th Senator Wark, the "Nestor" of the Canadian Parliament, celebrated his hundredth birthday. He was born near Londonderry, Ireland in 1804, emigrating to New Brunswick in 1825. Following a period of eight years teaching he went into mercantile life, and six years later offered himself for the New Brunswick Assembly. After two terms he was appointd to the Legislative Council where he remained until Confederation in 1867. He was then called to the Senate by Royal proclamation. Four years later he gave up his business in Kent at age of 67 and removed to the provincial capital. From 1858 to 1862 he was a member of the New Brunswick Government without office, becoming afterwards Recorder-General.



Hon. David Wark

Although at such an advanced age Senator Wark is bright and cheerful, attending the Senate each year with faithful regularity, and following closely the discussions of that body. His life is simple and his wants few. To explain his hearty old age he says that he has been accustomed to eat oatmeal porridge and milk from his childhood and it still forms the principal food of his breakfast, with a single cup of black tea and a slice of plain bread. Finding fat meat indigestible he has avoided it for some years, his determination being to eat nothing that does not agree with him, however palatable it may be. He has therefore for some years not eaten beef, mutton or pork in any form. Instead he takes a little fruit or fish with his cup of tea at midday for dinner, and at 6 o'clock a cup of tea and a slice of bread suffices. He eats no pie or pudding and drinks nothing stronger than tea. He goes to bed at or before ten o'clock and these dark mornings rises about half past seven.

SIR WILLIAM MULOCK.

WITH the avowed intention of enjoying a pleasure trip Sir William Mulock, Postmaster-General of Canada, set out from Canada late in January for Mexico and the West Indies. But more than pleasure is being considered and from reports a closer intercourse between Canada and Mexico will be the result of the visit of the distinguished Canadian. Entertained at dinner by the Canadians of Mexico city Sir William came out boldly with the statement that he felt sure both Governments would work for the establishment of better trade relations between Canada and Mexico, and promised his heartiest support of such work. "If Mexico" said the speaker, "will meet us half way, we shall have reduced postage."

A few days afterwards President Diaz gave a dinner in his honor and Sir William Mulock has had a couple of interviews with the Government on improved means of communication between the two countries.

WILLIAM C. WHITNEY.

AT the age of 63 has died one of America's most capable and wealthy financiers, a man who while yet a comparatively young man, retired from active life with the feeling that he had "made his career what he had aimed to do with it." Born at Conway, Mass., in 1841, of old Puritan stock, he graduated from Yale, and later in law at Harvard, entering law in New York city with little capital and no influence. His public career commenced when he organized the First Democratic club in 1871, and in 1875 he was appointed Corporation Counsel of New York. In 1885 he became Secretary of the Navy, but upon Bryan's nomination for the Presidency retired from political life. Then began his career as a railway financier and organizer, in which capacity the world best knows him. From a single horse car line in New York city he developed the great Metropolitian Street Railway which soon absorbed all the lines of New York. Philadelphia's railway was next purchased. Of late years his horses have occupied much of his time.

Every man has at times in his mind the ideal of what he should be but is not. This ideal may be high and complete, or it may be quite low and insufficient, yet, in all men that really seek to improve, it is better than the actual character. Theodore Parker

The W. R. Brock Company. (Limited)

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MONTREAL AND TORONTO, MARCH, 1904.

JUST MEASUREMENTS.

AN inch less than a yard sometimes drives a customer a mile away from the store. It is better to put an inch over than a inch under the stipulated measure. But the best for all concerned is a measurement that is neither under nor over the stipulated quantity.

* * *

Do not forget to caulk the leaks which stock-taking may reveal.

* *

THE RECIPROCITY QUESTION.

IT is not sound economically to contend that reciprocity in its proper sense with the United States would not be a good thing commercially.

Reciprocity with the United States is not a defunct issue because it is an undesirable international business arrangement. It is because the people of Canada are as fully persuaded as they are of their existence that reciprocity, as the compilers of dictionaries, economists and business men understand the term, is not so understood in the United States. And yet we were told 13 years ago by a writer in the North American Review that the word was first officially used in 1782 in the provisional treaty of peace between Great Britain and the United States.

"Mutual equality of rights and benefits" is the definition of reciprocity according to one of their own lexicographers. But the interpretation they put upon it is the very opposite of the root meaning of the word. No arrangement which does not allow at least 90 per cent. of the advantage to accrue to them is acceptable.

Our tariff is about 50 per cent. lower than that of the United States and as they already sell us about $66,000,000 worth more of merchandise than they buy from us, they should, as an evidence of their good intentions, approximate their tariff to ours. Both countries would be then on an equal footing and perhaps nearer than they now are to the starting point for an equitable reciprocal arrangement.

In the meantime the National Board of Trade, manufacturers' associations and other commercial bodies in the United States may pass many resolutions and scatter broadcast much printed matter. It may help them to appreciate Canada and perhaps incidentally to learn what reciprocity really means. But until they bring forth fruits meet for repentence there is not even a possibility of reciprocity with Canada being obtained.

* *

Injudicious buying like injudicious eating is the stuff from which nightmares are made.

* *

A LULL IN THE CHAMBERLAIN AGITATION.

A LULL has evidently taken place in the fiscal agitation in Great Britain. The absence of Mr. Chamberlain, the leader in the movement, has no doubt a great deal to do with this. The adverse bye-elections have also, of course, had their influence.

Scarcely a year has passed since Mr. Chamberlain enunciated his platform and resigned from the Government in order that he might stand upon it without embarrassing his colleagues by the radical character of its planks. And the surprise is not so much that the fiscal policy of Mr. Chamberlain has reached a point where it is compelled to mark time, but that it has made the progress it has.

The most enthusiastic supporters of Mr. Chamberlain's policy can scarcely, however, hope for victory at the next general election. Strong influences are arrayed against it. Even the Government, of which he was, until ten month ago, a member announced a couple of weeks ago through the Right Hon. Mr. Wyndham that "a duty of 10 per cent. on manufactures all round was not part of the Government policy, nor taxation for the purpose of fostering home industries, nor taxation of foreign manufactures, nor on food or raw material." And furthermore, "that the Cabinet was pledged to exclude colonial preference in the policy to be submitted at the general elections." All that the Government asked was that "they

should resume the freedom of negotiations for the purpose of obtaining the commercial advantages lost since 1862."

This may mean little or much. It is certainly not a clear cut policy, except perhaps in the one particular of the desire for a mandate from the people to retaliate against those nations that have adopted highly protective duties. In a word the policy of the British Cabinet today is that they are willing to be all things to all men in order that they may retain office, leaving Mr. Chamberlain to fight his battles alone, hoping that the benefit of whatever he gains may accrue to themselves.

Although Mr. Chamberlain may be marking time, and the policy of the Government is an indefinite quantity, it does not follow that nothing definite will be born of Mr. Chamberlain's policy. It must have had some force behind it or it would not have made such headway. Public opinion in Great Britain is undoubtedly becoming more and more possessed of the idea that the present fiscal conditions are unfair to the home manufacturer and it promises to ultimately become strong enough to secure some measure of protection. This is likely to precede any extensive measure of preferential trade, although some modest arrangement might be entered into which would ultimately develop into a more ambitious scheme.

Possibly, at any rate, evolution of the preferential trade idea would in the long run be more satisfactory than revolution. That which grows gradually is usually sturdier than that which is forced.

* * *

Politeness is the root of popularity in business.

* * *

WAR AND THE MONEY MARKET.

SOME people have an idea that war is a good thing for trade and commerce. A few individual firms who have the contracts for supplying different kinds of material may, no doubt, derive some benefit; but taking it as a whole trade and commerce suffers rather than gains from warfare, the only difference being one of kind.

Money used for the purposes of carrying on war is not money used for industrial enterprises. It is used in acts of destruction and is consequently non-productive. The result is that war destroys money as well as property, and what is destroyed is of course lost.

When the supply of money for commercial purposes is curtailed, what is left is naturally held at a higher figure; and here is where the commercial world feels the adverse effect of war.

We have at present an instance of this in Great Britain. The war with South Africa swallowed up some £250,000,000, with the result that ever since the money market there has been tight, and consequently unfavorable to the commercial interests of the country.

A month or so ago a well-known banker in London, England, in an article in the Monthly Review, pointed out that the trade and commerce of England need only feel alarmed when the rate of interest was higher in London than in Paris or Berlin. This state of affairs already exists. Mr. Chamberlain, shortly before his departure for his present holiday trip, pointed this out to a meeting of bankers in the Guild Hall in London, but he was quickly reminded by his audience that the South African war was the cause of this.

The business world can, therefore, scarcely look on the present war between Russia and Japan with equanimity. Not only is it to be hoped that the war will be short, but that Great Britain will not be involved. If Great Britain should become involved its effect upon the trade and commerce of the world would be nothing less than deplorable.

* * *

A window card must have point in order to possess merit.

* * *

A DISCRIMINATING TAX ON FOREIGN INVESTMENTS.

A WRITER in the Contemporary Review is out with a proposal to impose a special tax on investments made by British capitalists in foreign countries. As our readers are aware there is an income tax in Great Britain on different sources of income, of 11d. in the pound. The writer in the Contemporary Review proposes to retain the 11d. tax, but on incomes from foreign investments he would impose an additional 6d.

The Fiscal Enquiry Blue Book shows that the incomes derived in Great Britain from investments abroad amounts to nearly £60,000,000, of this it is estimated that £40,000,000 was invested in foreign countries and less than £20,000,000 in British colonies. The amount invested in British colonies, the writer referred to, would exempt from the special taxation.

The scheme he proposes is an alternative to that policy of protection and preferential trade which Mr. Chamberlain is advocating. He claims that as far as the colonies are concerned his scheme would give them the same preference as the one Mr. Chamberlain proposes. If the colonies, however, had their choice they would doubtless prefer Mr. Chamberlain's direct preferential trade scheme to the indirect financial one which the writer in the Contemporary Review suggests.

Although Mr. Chamberlain's proposal does not appear to find favor with the great majority of the people in Great Britain, it is likely to secure stronger support than the scheme to levy a special tax on foreign investments with a preference in favor of investments in the colonies. At the same time, however, the scheme of the writer in the Contemporary Review would tend to benefit the colonies, as capitalists in Great Britain would naturally prefer to invest their money where no discriminatory tax would be entailed.

The proposal recalls to mind the suggestions that have been made from time to time for putting some restraint

on the investment of funds in foreign countries by Canadian banks, thus lessening the supply at home and, consequently, causing, to some extent, a stiffening of rates of interest at home. Nearly all the money loaned by Canadian banks to foreign countries goes to the United States and the amount thus placed, according to the January bank report, is nearly $55,000,000. Possibly to employ some such scheme of taxation on Canadian investments abroad, as is proposed by the writer in Contemporary Review on British loans, would have the desired effect. Business men would scarcely object to such a proposal, as it would naturally tend to cheapen money in this country. But the banks would, on the other hand, scarcely look with favor on a proposal that would naturally tend to limit the field for their investments. A small tax, however, is worth considering.

* * *

Political talk is cheap, because it usually has little business value

* * *

WHY IS A COMMERCIAL AGENT NOT APPOINTED?

IT is to be regretted that the Dominion Government has not yet appointed a commercial agent in London. Lord Strathcona has undoubtedly done a great deal for the welfare of Canada since his appointment as High Commissioner, but his duties are such that he cannot possibly give proper attention to the commercial interests of the Dominion. He has too much to do in a general way to look after that which demands special attention. Information therefore that would be of value to business men in Canada or Great Britain the High Commissioner's office in London has seldom been able to give.

A couple of years ago the Dominion Government placed $25,000 in the estimates for the support of a commercial agency in London and the Ontario Government allotted $5,000 as a contribution for the same purpose, but in spite of this no appointment has as yet been made.

The Dry Goods Review has been informed on what it believes to be good authority, that Lord Strathcona is in favor of the appointment of a commercial agent in London. In Government official quarters it has been intimated, on the other hand, that the appointment has not been made because of the opposition of Lord Strathcona.

There must be a nigger in the fence somewhere and it is the duty of the Govrnment to state publicly why the appointment has not been made.

Up to within a year or two ago the Canadian Manufacturers' Association and some of the Boards of Trade were active in their advocacy of the appointment of a commercial agent in London, but nothing has been heard from them lately. They appear either to have fallen asleep or to have become discouraged. They cannot expect the Government to be active if they are passive. Governments as a rule do not lead. In most instances they only move as they are pushed. If the business men of Canada want a commercial agent appointed to look after their interests in London, they must push for it, and keep pushing.

* * *

Circular advertising is not advertising that circulates well

* * *

BRIBING THE BUYER.

THERE are in existence firms, the volume of whose business depends not a little on a systematic species of bribery. The popularity of these houses with a number of buyers throughout the country renders it imperative that other firms, who would prefer to do business on its merits, are forced to employ similar methods.

It is easy to maintain that quality brings business, but it is a decidedly different matter to obtain honestly the patronage of an unscrupulous buyer. Where the proprietor is the buyer, commission or "gifts" are of little value, but it is too often found a matter of no difficulty to approach the salaried buyer.

The head of the firm when he determines to fight the practice, discovers that it is veiled behind a cleverly arranged form of words that handicaps him, or is carried on so apparently distinct from his business that he feels himself unable to combat it. A "gift" of a box of good cigars, a suit of clothes, a case of wine, might be presented to the buyer as "a mark of respect," and the carefully chosen words in their outward innocence deprive an objection of most of its weight. The same presents sent as a Christmas box or as samples to the home of the buyer, are apparently outside of the domain of the proprietor's authority.

A bill introduced some time ago in the British House of Commons for the "better prevention of corruption" was aimed at this particular species of bribery. It merely stipulated, however, that no employe could accept a gift or consideration as an inducement to effect in any way a transaction carried out on behalf of his employer, and imposed a penalty of imprisonment with or without hard labor, or a fine not exceeding £500, or both. But this was, on the face of it, ill-adapted to meet requirements. Of course none of these "gifts" are given or accepted with any regard to a future business transaction. Certainly not! They are merely tokens of good fellowship, remembrances that make up the bright spots of life—for the buyer.

It is practically impossible to change the situation by legislation. The evil must be fought by the employer of the corrupt buyer, with the assistance of the supply houses. His only weapon is a decided prohibition of the acceptance by his buyers of all gifts from a house from which goods are bought. No lapse in this regulation should be allowed, and a further protection may be gained by notifying all these houses that such steps have been taken, and any willingness on their part to ignore these regulations will mean a rupture of business connections.

Any firm whose business is carried on upon its merits would readily acquiesce.

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Canada Life Building, - - - TORONTO.

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Will receive every care if kept at

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SAVINGS ACCOUNTS receive interest every six months.

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Open at all Branches. Accounts solicited.

FINANCE AND INSURANCE

AS a means of forcing American currency out of circulation, the banks of Edmonton, Alta., have decided to charge a substantial discount on all United States currency passing through their hands, says a western exchange. There is no question that the profit on the coinage in circulation in Western Canada should be made by the Canadian Government, and moreover that the coinage in circulation in Canada should be Canadian coinage. On the other hand it must be remembered that the prevalence of considerable quantities of United States currency in Western Canada at the present time is due to a particular cause, namely, the remarkable influx of settlers from the United States. The whole West has apparently every reason to extend the most cordial welcome to such desirable immigrants; the desire of the business community as a whole seems to be to give the newcomers the full value of their money. It is doubtful in view of the special circumstances whether a wiser course on the part of the Edmunton banks would not have been to invite the local merchants to turn in to them all United States currency coming into their hands. The banks could express it to the United States, and the total expense involved which the banks could charge against the merchants or bear themselves as they saw fit, would be inconsiderable.

THE annual statement of the Merchants' Bank of Prince Edward Island issued December 31, 1903, reveals the following satisfactory condition of affairs: Net profits for the year were $55,595.57, to which is added the amount brought forward from 1902, $1,187.59, making a total of $56,783.16. From this sum after the payment of two dividends and sundry appropriations the sum of $30,363.18 was transferred to rest account, together with the premium on new stock issued, $30,636.82, making that account now $266,000.00, or $77,781.51 in excess of paid-up capital.

* * *

IT is reported that the name of the company which will take over the assets and property of the Consolidated Lake Superior Company is the Canadian Improvement Company. It will be capitalized at about $40,000,000, which with bond issues of $13,000,000 will bring the total amount of securities of the new company up to $53,000,000. W. L. Bull and J. T. Terry, of New York, and R. Pitcairn, of Pittsburg, are among the leading interests which propose to rehabilitate the old company.

INSURING BANKS AGAINST LOSS.

THE majority of civilized people are already reasonably well posted on insurance, and if the number of insurance agents continues to increase in the same proportion as it has during the last ten years there is reason to believe every mother's son of us will have at least an opportunity of becoming a wiser and better man in this generation.

The latest insurance novelty reported is an association to insure United States national banks against loss, what is more, expert financiers have declared the application of principles of insurance to banking to be entirely practicable. The scheme is to levy an annual tax on the capital or deposits of every bank in the country, the amount of tax to be calculated according to the mortality among banks, and the percentage of probable loss. In this way, a reserve will soon be built up which will be sufficient to meet every loss incurred, pay in full the liabilities of every failing bank, and make good every impairment of capital. Statistics show that if a tax of 3-8 of one per cent. had been levied annually upon the outstanding circulation for the last 39 years it would have been sufficient to redeem the outstanding notes of every national bank that has failed during the same period wtihout having to fall back upon bonds held as security or other funds.

LOSSES AT BALTIMORE FIRE.

ONE of the chief topics in financial and business circles during the month of February has been the conflagration which raged in the city of Baltimore on the 7th and 8th of that month. It is estimated that the total losses of fire insurance companies in his disaster will be about $60,000,060, making it the second largest fire—as far as insurance los is concerned in the history of the world, the largest having been the great conflagration in Chicago in 1871. A number of insurance companies will lose from $400,000 to $1,000,000 each—among them being such well-known offices as:

London & Lancashire	$ 400 000
Munich	400 000
Queen of America	400 000
Ætna	500 000
German-American of New York	500 000
National of Hartford	500 000
Norwich Union	500 000
Phœnix of London	500 000
Sun of London	500 000
Hartford	750 000
Commercial Union	750,000
Home	750 000
Northern of London	750,000
Continental	1 000 000
Liverpool & London & Globe	1,000,000
North British & Mercantile	1,000,000
Royal	1 000 000

All the insurance companies having their head offices in Baltimore, with the exception of one, were wiped out of existence, though in most cases it is believed that there will be sufficient assets to meet the claims of policyholders. As their records were destroyed, no reliable estimate of their losses can as yet be made. A considerable number of other companies (in addition to Lorenon Lloyds) who were involved in this fire were not licensed to do business in Baltimore, and it goes without saying that such institutions as were operating subrosa will prefer

to "keep mum" as to the extent of their losses. It is believed, however, that they were heavily involved.

It is interesting to note how the only two Canadian companies authorized to do business in Maryland—the "Western" and "British America"—fared in this conflagration. Their losses are estimated at about $300,000 and $200,000 respectively. These amounts, while large, represent only about one month's income of each of the two companies, the total receipts of the "Western" for 1903 being $3,678,387 and of the "British America" for the same period $2,421,383. In view of the fact that they have been represented in the leading agency in the city of Baltimore for some thirty years, these losses may be considered as moderate. In this connection a Baltimore paper remarks that while the "Western" did about 1 1-2 per cent. of the total premiums (namely, $1,500,000) in that city during 1902—the figures for 1903 not yet having been published and the "British America" about 1 per cent. the former company's percentage of the total estimated insurance loss in the fire of February 7th is less than 1-2 per cent. and that of the "British America" about 1-4 per cent. This, surely, is evidence of a careful distribution of the risks carried by these companies in the ill-fated city.

The "Western" and "British America" Insurance Companies have been carrying on business throughout the United States for upwards of a quarter of a century—the American business of the former company at the present time aggregating about $2,600,000 as compared with $700,000 premiums received in Canada, while the income of the "British America" in the States is about $1,500,000 and in the home field $500,000.

WALL STREET AND THE COUNTRY.

Atlantic Monthly

OF the many lessons to be learned from recent experience, one of the most obvious is that the outsider should not enter the stock market in the gambling spirit, but only for investment, and then only when he has made a careful study of values of properties and their earning power, and of the conditions which affect the market ..... Other things being equal, two important elements operate upon the price paid for an investment—its safety and the net return paid in interest or dividends. A high degree of safety will contribute towards raising the price of an investment, but the rise in price will render it less attractive upon the other side by reducing the return upon it. For the owner of an investment security and especially for him who has it to sell, a scarcity of safe securities and a rise in their price are acceptable and desirable. For the owner of capital seeking investment, however, an excess of such capital in the market and a high price for securities are an injury, because they reduce the earning power of his capital in whatever securities he may invest it. To meet his needs new demands for capital must be found from time to time, equal to the amount of capital created.....The path followed during the past few years has been the conversion into large corporations of industrial enterprises aggregating about nine billions of dollars. When the earning power of a number of mills or factories could be capitalized into bonds and preferred stocks, a supply of securities could be created which would meet the demand for new forms of investment arising from among those who were rapidly making money under favorable commercial conditions..... This tendency to create securities has undoubtedly been overdone within the last few years. There followed the phenomenon of a mass of undigested securities which could no longer find the market of a few years before. The public victimized by such were themselves to blame quite as much as misguided or dishonest promoters. If they passed by conservative companies and safe investments to seize upon glittering offers of speculative stocks by mushroom companies who was to stay them or retrieve their errors, so long as those who deluded them kept barely within the line of indictable fraud.....Every new form of financial organization has to pass the test of fire. The ultimate capacity of the joint stock system of organization is still untested. During the past century it has been extended to nearly every form of manufacture and to the complicated problems of transportation by land and sea. It contains, however, other possibilities which have not yet been developed. Among those recently put into practice have been the consolidation of great industries, the leasing of one corporation's property to another, and the control of operating companies by companies holding their securities. Whether these new forms of joint stock enterprise will be successful must be determined by experience. The secret of success here as in the whole of finance, industry and competition in foreign markets is to obtain a given result by the greatest possible economy of capital and of effort.

INSURANCE IN EARLY LIFE.

THE average age at entry of proposers for life assurance is shown by the statistics of all offices, both British and foreign, to be 35. The reason of this is apparent, when it is taken into consideration that few men realise the importance of having the insurable interests in their lives covered, until the fact is pertinently brought home to them by reason of "the hostages of fortune" growing up about them.

When one begins to appreciate the inevitable results of impoverishment that are bound to overtake the family when robbed by death of the bread-winner, and unprovided for by the want of a substantial banking account or an inherited fortune, then the benefaction of a life assurance policy forces itself upon the mind.

It seems a pity, however, that the provisions that can be made, not only for one's prospective family, but also for his own old age by means of the provident protection thus afforded, is not earlier realised.

We have heretofore pointed out the combination of superior benefits that is afforded by long term endowments, and we would again accentuate this impression. In the first place, at a very small additional premium cost over whole life assurance, the policy holder is enabled to terminate his contract with the company, when by reason of advancing age he shall have outlived the calls that would be made upon him by wife and children, to the greatest advantage. Under the conditions of an ordinary life policy, if one wished to acquire its surrender value, he would find that he would do so at a comparative disadvantage as against an endowment.

If young men could only appreciate the thrift in saving by taking out a policy between the ages of 20 and 30 instead of later, they would not hesitate to embrace the opportunity.—The London Report.

WHOLESALE DRAPERY COMPANIES IN GREAT BRITAIN.

As the various reports of leading wholesale drapery companies have appeared, we have pointed out how adverse conditions were in 1903 for this class of enterprise. Following the Fore Street Warehouse Company's returns, many very unsatisfactory statements have been issued, one of the worst being that of Rylands & Son, one of the largest concerns of this class. It is evident from this company's figures that it was in the second half of the year that the depression was most severe, and probably this was a typical experience. The profits for the last six months of 1902 were £106,587, for the first half of 1903 £107,156, and for the second half of that year only £81,640. The usual 12 1-2 per cent. dividend is maintained, but only by cutting down the carry forward by nearly one-half. Foster, Porter & Co., Bradbury, Greatorex & Co., and John Howell & Co. all report smaller profits in 1903, the last-named having been on the downgrade for some years. Exceptions to the general rule are Stafford Northcote & Co., and Devas, Routledge & Co., which both announce comparatively good profits. Drapery companies, however, have powers of quick recuperation, but even if this group be ignored there are undoubtedly just now many opportunities for speculative investment in the industrial market.—The London Report.

BANKING AND INSURANCE NOTES.

The Traders' Bank of Canada is erecting a new bank building at Rockwood.

The Wolvin Syndicate have transferred their offices from Quebec to Montreal.

The Royal Bank has opened branches at Westmount, Montreal, and Amherst, N.B.

The Canadian Banks of Commerce is erecting a $20,000 building at Portage La Prairie.

Mr. McArthur, manager of the Sovereign Bank, Hensall, has resigned. He will be succeeded by H. Arnold, of Toronto.

G. M. Patterson, Stratford, has been promoted to the management of a branch of the Canadian Bank of Commerce, Winnipeg.

The Bank of Nova Scotia, has opened a branch at Truro, N.S. with R. A. Mingie as manager. A branch will also be established at Antigonish, N.S.

The Metropolitan Bank are erecting a building at the corner of Dundas and Arthur streets, Toronto to be occupied by the bank as soon as it is completed.

P. A. Curry, manager of the Union Bank, Middleton, N.S., has been promoted to a similar position at New Glasgow. He will be succeeded at Middleton by C. L. Jubien, formerly of Sherbrooke, Que.

It is reported that the General Accident Assurance Corporation, Perth, Scotland, will establish in Canada and that applications have already been invited for the posts of president, manager and assistant manager.

Clay, Sharp & Co., bankers, Dawson's Lade, have been succeeded by the Sovereign Bank of Canada. The Sovereign Bank has also opened a branch at Stanbridge East, Quebec., having purchased the private banking business of Colonel Gilmour.

R. H. Fulton, inspector of the Sovereign Bank, has been promoted to the position of superintendent of agencies. He will be succeeded as inspector by L. P. Snyder of the St. Catharines branch. The bank purposes to erect handsome new offices on St. James street, Montreal.

The Crown Bank has secured premises at 34 King street west, Toronto, which will be entirely remodelled and used both as the head office and office of the Toronto branch. The bank has also secured permanent offices in Ottawa, in the G.N.W. building at the corner of Sparks and Metcalfe streets.

On January 7, 1904, A. E. Ames & Co., Toronto, issued a circular letter to their unsecured creditors proposing the formation of a corporation to be known as the Securities Holding Company, Limited, which should take over the firm's assets and assume all its liabilities. Unsecured creditors were asked to consent to accept stock in the proposed Securities' Company to the full amount of their claims against the firm. Since then a great majority of the unsecured creditors have consented to the proposal and Ames & Co. have formed the Securities Holding Company and transferred thereto all their assets, each unsecured creditor having been mailed a certificate of stock in the Securities Holding Company, representing the full amount of his claim against Ames & Co.

THE BEST STOCK
TEES
DESKS!!!
THE LOWEST PRICES
TEES & CO.
300 St. James St., - - MONTREAL

WESTERN ASSURANCE COMPANY. Incorporated 1851
FIRE AND MARINE
Head Office Toronto, Ont.
Capital - $2,000,000.00
Assets, over - - 3,333,000.00
Annual Income - 3,536,000.00
HON. GEO. A. COX, President.
J. J. KENNY, Vice-President and Man. Director.
C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y
FIRE AND MARINE.
Incorporated 1833
CASH CAPITAL, $1,000,000.00
TOTAL ASSETS $1,864,730.13.
LOSSES PAID SINCE ORGANIZATION, $22,527,817.57
HEAD OFFICE, - BRITISH AMERICA BUILDING, Cor. Front and Scott Sts., Toronto.
GEO. A. COX, President. J. J. KENNY, Vice-President.
P. H. SIMS, Secretary.

Hitchcock, Williams & Co.

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**Millinery Materials, Fancy Lace Goods,
Prints, Silks, Velvets and
British and Foreign Dress Materials,
Chiffons, Ribbons and Trimmings,
Blouses, Fancy Costumes, Mantles and Furs.**

OUR CANADIAN REPRESENTATIVE, Mr. Cliffe, takes a full line of samples of these goods twice a year, and if you are not now on his calling list, drop him a line at Windsor Hotel, Montreal.

Requests for Samples sent direct to London will receive immediate attention.

Hitchcock, Williams & Co., St. Paul's Churchyard
LONDON, England

SIR G. WILLIAMS, F. G. WILLIAMS,
H. WILLIAMS, A. T. WILLIAMS.

PARIS FASHIONS

By A. E. DACAM, for "Dry Goods Review."

Mousseline de soie flowers the newest garniture for evening gowns. Ermine the correct trimming for Spring costumes. Sleeves are full at elbow. Lace much worn. Liberty blue a popular color. High crowns and trimmings a la mode in millinery.

ONE of the "haute nouveautes" are roses made up in mousseline de soie. This, as a trimming for une robe decolete, arranged with a fine entredeux, is very chic. I have just seen a model gown made up in fine pleated white mousseline de soie; the corsage has a stole effect forming the decolte. This stole was in fine English lace surmounted with the roses made as before mentioned. The skirt top is formed in points. The volant of skirt is entredeux and has roses to match trimming on the corsage.



Robe in Liberty Silk, lace trimmed

For early Spring costumes ermine is much used as a trimming; for instance a classic but well cut costume of peach velvet has Winter roses forming bouquets all round the volant of skirt. The petals being in ermine and the stems in ermine tails. The corsage has a stole effect to match skirt.

* * *

The new sleeve is very full at the elbow and not at the bottom of the sleeve as last season, and tucks "en masse" are gathered at intervals. Skirts are freely gathered and buttons forming a trimming are less used.

* * *

Lace is bien "en evidence." One can confidently say that there is not a first-class dressmaker who does not count upon big things in lace trimmings. A very handsome white cloth gown is showing with three volants of ermine trimmed with tails on skirt, with this is worn a very short sack coat to the same cloth with lace neckwear and "Jabot." There is a double row of black vel-



Evening Dress in Tobine Mousseline lace trimmed with "Sortie de bal" in Silk. Ermine trimmed.

vet bordering around the raquette with the same at the top and wrist band of the sleeves. A very handsome gown is in cloth "vert-d'eau" the skirt falls from the waistline to the knees quite plain and tight-fitting, at this point there is a melting of the same cloth with a pleated fall some 12 inches long, and from under this sprouts out an immense sweep of the same material forming the bottom of the skirt with an ample train. The sleeves are finely tucked at shoulders, very "bouffant" at elbows. Over

whence there are three volants of lace. The "collerette" is in lace trimmed and edged with sable tails. The waist belt is finely gathered and has a large square enamel buckle.

* * *

Quite a quantity of Liberty blue is noticed, especially for evening wear in waists. One very pretty model is in Liberty blue mousseline "encadree" with old Venetian lace. The decolte is brode d'argent. The sleeves are formed of small lace ruchings posed on edgings of tulle.

* * *

Another model is made in points falling from the decolte made entirely of embroidered lace; the waist belt is also made and covered with small embroidered pointed



Walking costume in peach velvet.

motifs of lace. The sleeves are elbow length, one mass of gathered lace. With this corsage is worn a necklace of pearls.

* * *

The Marquis is very fashionable in light felt and every call in this department seems to be for high trimmings. High-crown hats, velvet covered, with aigrettes and lace trimming are much seen, and in my next letter I shall be able to give the nourcante as millinery is very late.

* * *

Many seasons have passed since silks were absolutely a la mode. To-day, for very expensive and extravagant models, silk goods are unquestionable.

ORIGIN OF COTTON THREAD.

PRESIDING recently at a Unionist meeting in Paisley in support of Mr. Chamberlain's proposals for tariff reform, ex-Provost Clark incidentally related the following story of the origin of cotton sewing thread: "My father inaugurated 100 years ago the use of cotton sewing thread. Its inauguration came about in this wise: At the beginning of the nineteenth century Paisley was a prosperous weaving community, it required much silk for the manufacture of twine to make heddles, the supply of which silk came from Hamburg. In 1803 Napoleon conquered North Germany and occupied Hamburg. France was then at war with Britain. Napoleon, in order to cripple British industries, caused the stock of silk held in Hamburg to be burned, to the consternation of the Paisley weavers. My grandfather, James Clark, manufactured neddle twine and heddles in Cotton street, Paisley, as did also his brother, Peter, at the foot of Moss street. The supply of their raw material having been destroyed, they were driven to their wits' end as to what best to do, when the happy thought occurred to my grand uncle, Peter Clark, to substitute cotton warp yarn for silk, and twist it into thread in the manner that six-cord sewing thread is made at the present day. Fortunately, his experiment succeeded; heddles continued to be made and supplied, and the weaving industry went on uninterruptedly as before.

"My father, who at that distant period was my grandfather's assistant, also sold linen thread to ladies for sewing purposes, cotton thread not being then known to them, and as the linen appeared to my father to be rough and uneven he strongly recommended the smooth cotton thread to his lady customers as a substitute, and, once tried, it continued to be used. Originally it was sold in hanks or skeins. These the ladies had to wind into little balls, as they do a cut of wool at the present day. Wishing to convenience them, my father on selling a skein of thread would sit down at a pirn wheel and wind the thread on a bobbin, for which he charged a half-penny. The half-penny was refunded when the bobbin was returned. These bobbins cost 6s. per gross and were made by a wood turner called Robert Paul, whose shop was erected underneath the spot from which I now address you.

"That is the simple history of the birth of the cotton thread trade—interesting, and, I venture to say, a wonderful example of what great results may flow from so-called insignificant, trifling beginnings."—Glasgow Herald.

TOO CLEVER FOR THEM.

THREE men were discussing the sums of money which pawnbrokers will advance on articles of clothing.

"The rates are low," one of them said; "you can only get, as a rule, $2.50 on a $5.00 overcoat."

The second man nodded his head in assent, but the third said:

"Oh, you chaps don't know anything. If you know how to go about it, it is possible to get a good deal more than you are offered at first. I don't mind taking a bet on that I can get five dollars on the collar I'm wearing."

It was an ordinary turn down linen collar, but the speaker was known to be a practical joker, and his hearers hesitated about accepting the bet. Finally, they took it on these terms: $50 to $50 that Blank cannot get $5 on his collar.

Blank then took the collar off, unfolded it, called for pen and ink, and wrote on the linen: 'London, May 20th, 1902. The London and Suburban Bank. Pay to the order of John Smart, $5.00. Henry Blank."

With the addition of a penny stamp, the collar was now a cheque. It was taken to the bank, which duly cashed it. Thus Blank won his bet.

Department E.

Cashmere Hose.

Plain and ribbed, single and extra spliced knees and ankles, a big range to select from, and every line a seller. Also latest novelties in Plain and Lace Embroidered Hose. These are the correct goods for the coming season.

Cotton Hose.

Our stock comprises, plain and ribbed, and we are showing wonderfully cheap lines at the most popular prices. Also some pretty novelties in Fancy Embroideries, Lace Effects and Polka Dots, in Women's and Children's sizes.

Laces and Embroideries.

Our collection is most extensive, and comprises everything that is latest in all lines. Many very pretty novelties and effects are shown, and are being picked up very quickly. Very special values in cartoon lots at astonishing prices in Laces and Embroideries—are selling fast.

Veilings, Nets, etc.

Our assortment this season is most complete, showing plain, spotted and fancy effect veilings. We have a particularly good range of Mourning Veilings; these are generally hard to get—we have them now and every line is right. We also show Malines and Tulles, in white, black and colors; these are very much in demand. Also a large range of Chiffons, in white, black and colors at popular prices.

Send us Your Orders.

GREENSHIELDS LIMITED

MONTREAL.



YOUR CHOICE.

"THE NEW IDEA MEN"

Will reduce or sell entire stock by powerful plans strictly honorable. You control stock, prices and expenses; we draw the crowds and keep up the interest until sold.

Will conduct any kind of sale you wish, but earnestly advise one of our Powerful "New Idea Sales" (independent of auction), which will obtain results that will far exceed your highest expectations.

Highest references including this and all other leading Trade Journals.

Correspondence confidential.

Write main office for terms.

State size of stock.

G. E. STEVENS & CO.

SPECIAL SALESMEN

..New Idea Salesmen..

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AUCTIONEERS

Who have Elevated Sale Proposition to High Standard Desired by Merchants

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Phone, 2532 Brown Long Distance and Local

GOOD EVIDENCE THAT THE

BOWMAN GARMENT HANGERS

are proving satisfactory. Eighty per cent. of the business now done is on duplicate orders, with a steady increase in trade of 25 per cent. They keep garments in their natural shape. They add greatly to the appearance of a cloak department.

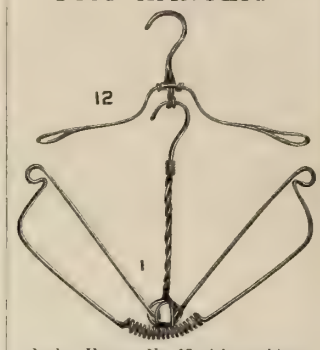
SKIRT HANGER.



[PATENTED.]

Made of bright tinned steel spring wire, No. 1. Price **$8.00 per 100.**

SUIT HANGER.



Jacket Hanger No. 12 with combination Suit Hook, used in combination with No.1 Skirt Hanger. Price of Jacket Hanger with Suit Hook **$4.00 per 100.**

AGENTS:

Marshall Field & Co., Chicago.
Meyer, Wise & Kaichen, Cincinnati.
S. L. Leszynsky & Co., San Franc'o.
Babbitt-Taylor-Lane Co., Detroit.
Tibbs, Hutchings & Co., St. Paul.
Belle-Hickey Mfg. Co., St. Louis.
Star Skirt Company, New York.
Perfection Mfg. Co., Cedar Rapids.
Landesman-Hirschheimer Co., Clev'l'd.
Wm. Marshall, Toronto.

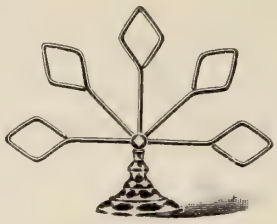
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The A. K. Bowman Mfg. Co.,

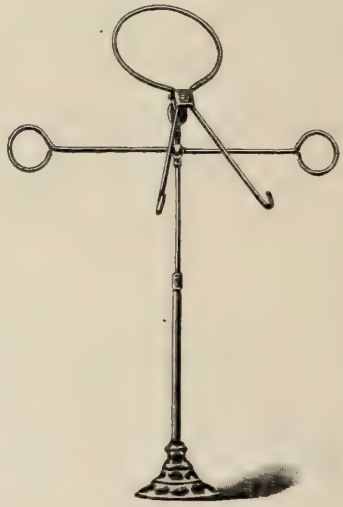
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MILLINERY FIXTURES.

Fixtures for the millinery department are imperative. Goods attractively and simply displayed sell quicker, and at full prices. Do not economize in fixtures. To do so is to pay in lost advantage the price of several fixtures. We make everything and our prices are just.

SEND FOR CATALOGUE FREE FOR THE ASKING

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LANSING, MICH.

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THE ART OF DISPLAY

WINDOW DRESSING

INTERIOR DECORATION

Easter Lore.

EASTER tide to many people is the annual recurrence of a festival to which they attach little importance. Yet among all races the custom is the same, though differing in religious beliefs make diffierent reasons for its celebration

The egg in early times was considered symbolical of the origin of all life; the earth itself, was believed to have grown from this source, and later the Jews believed that the egg symbolized the regeneration of their race from the life hidden in the ark. The early Saxons and our own forefathers entertained the belief that the virtue of life passed from the egg into humanity, and the earth, and from this belief survive many of the customs that prevail down to our own time.

* * *

Easter Rejoicing.

At Easter tide every one is inclined to rejoice and dress themselves in Spring attire, to vie with the greater decking out and re-awakening of nature. Surely this is but a survival of early Pagan and Christian customs. Instead of carrying wreaths and garlands in their hands, and upon their persons, the misses, maids, and matrons of to-day adorn with foilage their Easter hats, and surely we should not lay the beautifying of their persons and the continuation of these early customs and traditions to the vanity of the sex

It is also the merchants privilege to make more beautiful and impressive this season of rejoicing by adorning his place of business with the season's newness and brightness in new-born textiles of every possible description that suggests Easter

* * *

Young People as Advertisers.

The younger people of every community are eager for novelties, especially where holidays are not plentiful and novelties seldom displayed. The good will and good word of the young people is a factor not to be overlooked or despised. They are down town every day, are everywhere, and nothing escapes their bright eyes and quick perception. They see and talk to many people in a day and carry all of interest home at eventide to the shut-ins who are willing listeners to their daily gleaning of news

Talk about newspaper circulation! Did you ever stop to think of the circulation given to any event by a crowd of school children who have been thoroughly impressed? Why not let them advertise your Easter windows and interior store decorations? Impress them favorably and almost every home in your vicinity will know of your latest trim by nightfall.—verily a pleased public is a good advertisement

To sustain the public interest in your window exhibition is of the greatest importance If your shows preserve an air of sameness, rest assured the public will not honor them with its attention—you wouldn't honor them yourself were you on the outside

* *

Diversify Your Trims.

When you get hold of a good idea don't work it to death For instance there is one trimmer we know whose work could be recognized if you saw it in South Africa He has a certain drape which he has utilized for the past three years or more Another man we know can put in handsome backgrounds and beautiful designs, but he uses them for months, until they become as familiar as the store front, and cause all his work to look stale It is an old time saying, trite and true, that variety is the spice of life, and to nothing is this more applicable than to window work



Illustration No. 1.

It is permissable to use the same background say two or three times, but even then it should be with a distinctly different line of goods For instance, to take out a millinery show and put in something decidedly different, such as crockery, glassware, etc., is the proper way

One reason why the same backgrounds are so often used is that to make really good ones take lots of money and any of them as a rule is a [illegible] operation (there are exceptions) but when you take into consideration the fact that a stale background robs the trim of

much of its value to those who pass your front so often, the time is well spent in arranging a new one.

To make the people "sit up" and look is your mission, and sameness and lack of variety will never attain this end.

* * *

Where Backgrounds are Necessary.

It is in the window not provided with a natural back of presentable respectability and appearance that every display of goods must have built for its better showing a background that will both enhance the beauty of the goods and be a thing of some beauty in itself. These backgrounds, even to present constant and unceasing variety, need not always be expensive, in fact some effective rear arrangements we have seen have been simple and easy of construction.

Elaborate puffings, fret-saw work, and almost endless curlicues, are all right in their way, but the artist does not surfeit the public with this sort of diet.

* *

Simple and Striking.

Things daring in their simplicity and striking in color scheme often answer well and create more comment than

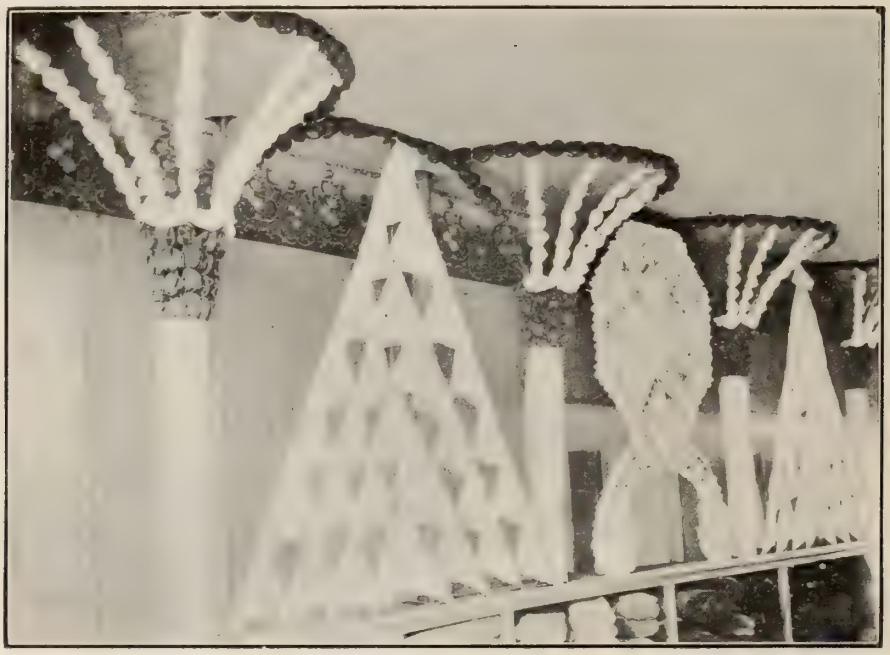


Illustration No. 2.

do the intricate evolutions of elaborate fret-saw work and a multitude of ingenious electric light effects. So we say strive to create diversified backgrounds. Elaborate when you have the time and can stand the expense, but even when necessity holds the lever of speed and pushes you forward, make the trim daring, striking, and worthy of your own best efforts.

———

Our Illustrations.

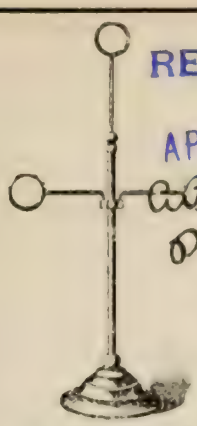
The Gates Ajar—Ceiling poles are run diagonally from front to rear of window, one foot apart, and trimmed with alternate rows of lace and ribbons in long loops of uniform length. The side window is built up by pinning to a pole at ceiling alternate dark and light shades of contrasting colors in silks; shirr full on pole and drape to window floor. The window back is made by tacking across top and down each side of window back, a wooden frame strong enough to be rigid (two inch round stuff is best). Cut a semi-circle out of an inch board and nail to window floor exactly in centre of frame; pass silks underneath the semi circular opening from the back and attach to frame around the window, pull tight and use contrasting shades to form the effect of a sunburst.

For the design silks may be rippled close to the glass on window floor and over the first step; upon the rippled silks strew sprays of flowers, upon the first step stand full boxes of flowers and lean back against another step sufficiently high for the purpose. Around the top step nail a fence made of lath spaced two inches apart and covered with white paper; cover each picket with flowers and tip the top of each with a bunch of violets. Make the gates taper up higher than the rest of the fence. Leading up to the gates make steps; cover with same material as that used for the window floor, upon which arrange flowers. Treat the gates in a similar manner to the fence, and swing them ajar to the front glass.

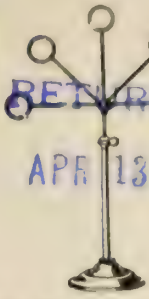
Illustration No. 2—This ledge trim requires but little description. The columns are formed on a lath foundation attached to circular disks and covered with marbled paper, from the top of which are bent thin wooden strips inclosed by a circular bent piece attached to ceiling. Arches are sprung between each pillar, and the color scheme of the whole is buttercup and white, the buttercup showing dark in the photo. The central panel is a wooden frame of ½-inch stuff with puffed edges, upon which is displayed handkerchiefs folded in fancy shapes. The pointed designs, one either side, are handkerchiefs hung upon lines which are attached at equal distances to an upright bamboo standard.

Illustration No. 3—Easter Window—Tack a square frame made of 2 in. 'round material from floor to ceiling and running from front left hand corner of window to back right hand corner or running diagonally. Wind the frame with No. 9 cardinal ribbon leaving the ribbon paper on. Upon a square pedestal a foot high erect a cross six feet high by four feet across, and ten inches square, and cover the same with white. Trim all the corners of cross with bunches of purple violets and fill the intervening spaces with assorted colored flowers, thus completing a xoral cross. Trim the floor with rippled sprig muslin and scatter sprays of flowers over the same. For a background take fancy millinery ribbons, attach one end of the ribbon around pole and stretch to the other horizontally, spacing each about twelve to fifteen inches apart. Repeat the same vertically, and where the ribbons cross each other attach a bunch of flowers. Behind all back up with fine lace curtains and you have a window that will stop anyone with an eye for color.

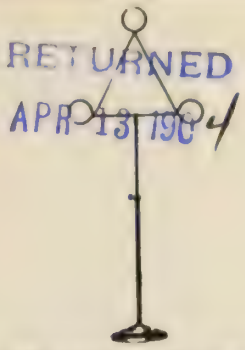
Illustration No. 4—Easter Millinery just hatched — To form the ceiling three Swiss lace curtains, hung by the edge, are shirred fine on lines placed at equal distances from each other and are caught up in the centre with colored ribbon. The walls are draped with two tiers of Swiss curtains shirred quite full and overlaping.



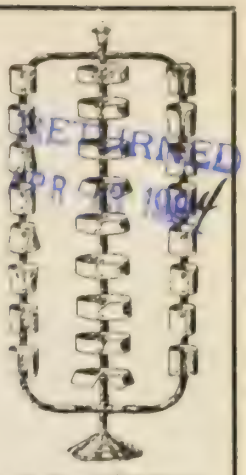
No. 165. Tie Stand.



No. 206. Tie and Glove Stand.



No. 209. Neckwear, Shirts, etc.



No. 251. Collar Stand.

Just think of what they sell—then the cost will not bother you.



No. 257. Quintet Paris Tie Stand.

All live storekeepers know that to do business today they must have well-trimmed windows and counters.

Send for Catalogue and let us help you Make Money.

The Toronto Brass Manufacturing Co.

98-100 Lombard St. 'Phone No. Main 811. **Toronto.**







Wax Figures.

Don't try "to get along" without Wax Figures. There was a time when the buying public didn't expect to see them. Nowadays it is different—the public spends its money with the merchant who is most progressive. Wax Figures are a mark of progressiveness.

We make Wax Figures the only makers in Canada. Our figures are better than the imported ones and cost less. They are specially prepared to stand the extremes of heat and cold in Canadian climate. We use a complete variety of figures, ranging from $12 to $17. If unable to visit us, send for [illegible] of prices, etc. Figures sent on approval. Pay [illegible]

MONTREAL,
40 Victoria Sq.
'Phone Main 4334.

A. S. RICHARDSON

TORONTO.
62 Hayter St
'Phone Main 3087.

The lambrequin is made from egg shells strung upon white twine at distances of 6 inches. A loop is made in the twine and an ordinary wooden shoe peg inserted to keep each shell in place. Hang each row of shells 5 inches apart and tip each strand with a cluster of 3 shells. On centre of window floor make a circular platform 18 inches high, trim the face of the platform all around with a full flouncing of buttercup silk, stand upon the platform an Easter egg 5 feet high with cracked edges round the top. Puff the egg with snow drop spot muslin allowing sufficient of the material to form large ripples to cover the top

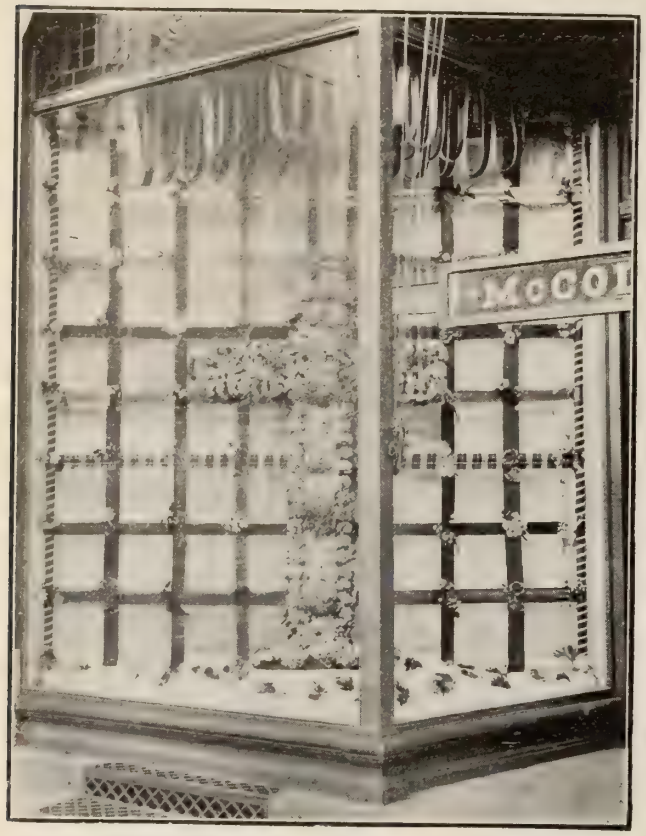


Illustration No. 3.

of platform. Upon or inside of the egg stand three hat stands (the centre one highest) upon which place Easter hats. Lean against the egg a nice card inscribed "Easter Millinery Just Hatched."

Make rustic crosses of cedar (with bark on) 10x15 inches, the ends cut bevelled and tacked to window floor 15 inches apart. Lay upon each cross a handsome bunch of flowers. With white spot muslin arrange the spaces between the crosses into nests, into which place as many kinds of birds and hen's eggs as you can collect. Finish window floor with rippled muslin and display hat stands draped with laces, upon which place Easter millinery and scatter flowers upon the white muslin floor dressing.

W. R. McCOLL.

CANADIAN SHOW CASE COMPANY.

THE Canadian Show Case Company, Toronto, are showing some new and exclusive designs in show cases which will undoubtedly prove popular with the millinery and dry goods trade. The up-to-date and canny milliner knows already how invaluable a show case is for the preservation of gauzy, elaborate chapeaux, so dear to the feminine heart. Neither does she need to be told the



Illustration No. 4.

worth of an attractive show case as an auxiliary to the display of ribbons, laces and trimmings. Every mother's daughter delights to see, handle and even taste, when the opportunity offers. The milliner and dry goods merchant desires her to feast her eyes until perchance certain responsive chords are touched; only she ought not to handle until there has been a mysterious exchange over the counter; it is at this crisis that the Dominion Show Case Co. desire to befriend both dry goods and millinery trades.

The Popular Ceilings For Practical People

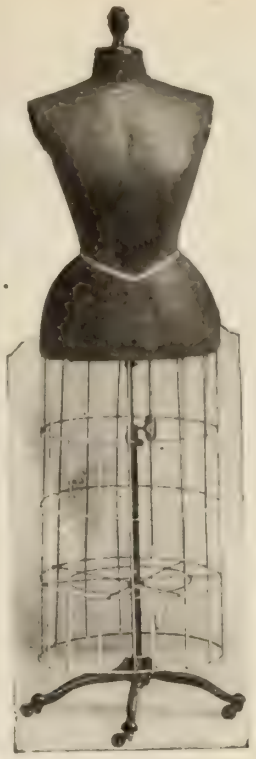
We claim that our Metallic Ceilings and Walls are the very best style interior finish made.

Sanitary—Artistic—Fireproof—exceedingly durable, and capable of an immense amount of variety in coloring and effect.

They satisfy all buyers—no imperfections—no stinting of quality—highest grade of materials and workmanship throughout. Certain to please you.

SUITED TO ALL CLASSES OF BUILDINGS.

THE . . .
METALLIC ROOFING Co.
Limited
TORONTO MONTREAL WINNIPEG



Cloak and Suit Model

YOU WILL PROMOTE YOUR OWN BUSINESS BY INSISTING UPON HAVING

THE
PALMENBERG FORM

For Manufacturers and Retailers

J. R. PALMENBERG'S SONS
710 BROADWAY, NEW YORK, U.S.A.
(ESTABLISHED OVER 20 YEARS)
Factory: 89 and 91 West Third Street.
Manufacturers of Papier Mache Forms, Wax Figures, Finest Metal Display Fixtures

1904 - 1904 - 1904

1904-1904

You want all the business you can get into 1904. To do this get in shape to take care of it.

Install LUXFER PRISMS

And make business easy

Store Front and Basement Lighting.

SEND FOR INFORMATION.

LUXFER PRISM CO.,
LIMITED.
TORONTO and MONTREAL.

IT IS THE
ENTERPRISING MERCHANT
WHO INSTALLS OUR GOODS

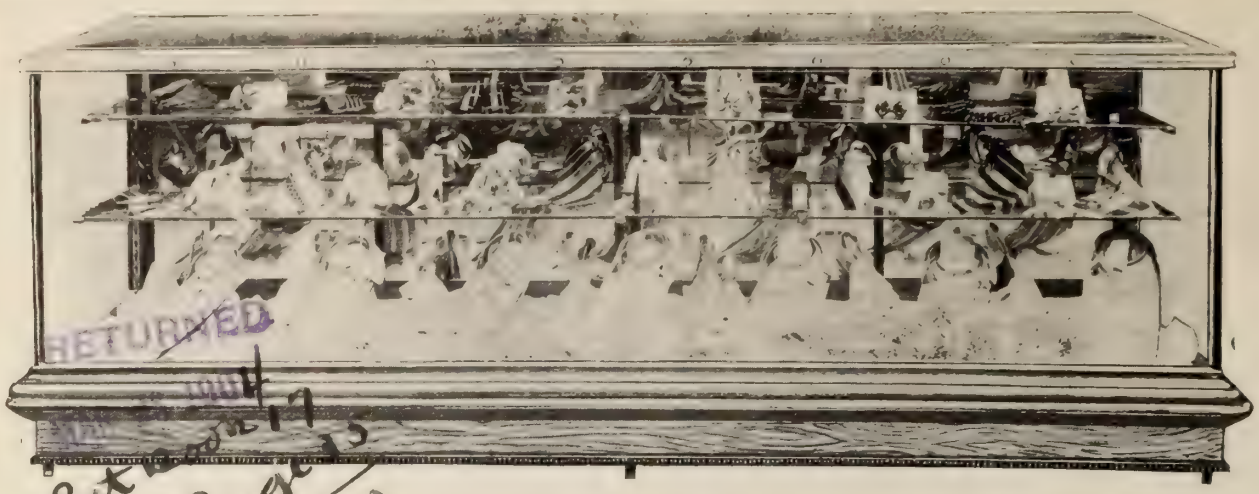
and Reaps the Benefit.

Others save their money and lose the business.

WHEN IN TORONTO SEE
JNO. D. IVEY & CO.
(New warehouse)
GEO. GOULDING & SON.

1904-1904

1904 - 1904 - 1904



THE PHENOMENAL SALE OF THIS CASE proves its usefulness. CLOTHIERS, MEN'S OUTFITTERS, AND DRY GOODS MEN generally with a keen eye in every case relating to their business saw at once the beauty, utility and cheapness of our No. 19 Floor Case.

It is made of quarter-sawed oak, or other wood desired; highly polished plate glass throughout; bevel plate glass top set on felt; double strength glass front, ends and doors; has two plate glass shelves, 12 and 14 inches, supported by Tom's adjustable brackets; doors run on steel track. Dimensions: Length as ordered; 28 in. wide; 42 to 46 in. high. The construction of the case is first-class in every particular.

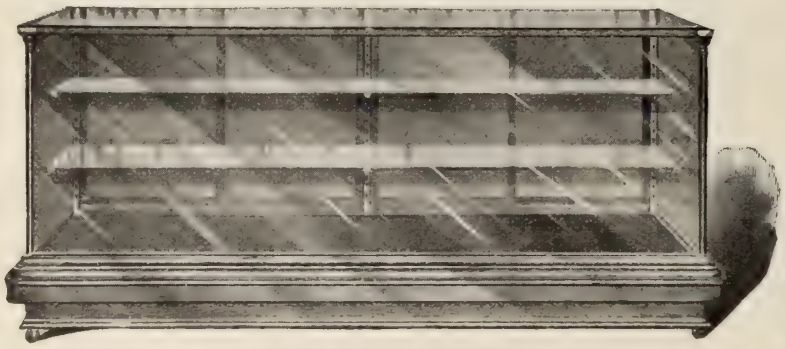
We also manufacture Wall Cases, Notion Cases, Ribbon, Sponge and Outside Cases.

Send for Catalogue and Price List.

CANADIAN SHOW CASE COMPANY, TORONTO

Office and Showroom: 92 ADELAIDE ST. W. Factory: CORNER ADELAIDE AND SHEPPARD.

NOTE The show cases illustrated on pages 73 and 74 of this issue, as well as any other style desired, are made by us.



"CORONATION" (Patented)

Has No Equal Anywhere.

In order to make your business investment pay a handsome dividend you must be up to, if not ahead, of the times by appropriating a certain amount of your profits for DISPLAY purposes, which is absolutely necessary to success in these days of keen rivalry and competition.

WIDE AWAKE merchants realize the great value of DISPLAYING their goods to the VERY BEST advantage, consequently are vieing with each other to accomplish one object, viz., attracting and securing the BEST CLASS of trade and the MOST of it, which, when gained, means the placing of the SUCCESSFUL merchant in a most comfortable position on EASY street sooner or later. Money spent in making an EXQUISITE AND ATTRACTIVE display of your wares IS THE VERY BEST investment you can make.

Now our business is to study your highest interest along the line of SUCCESSFUL display of your wares, and WE ARE LEADERS in Canada in the line of goods we make for this purpose, viz., ALL KINDS of Show Cases, Store Fittings, etc. Our Patent "CORONATION" Floor Case IS THE VERY FINEST on this continent. This assertion is NOT WIND, but FACT, F-A-C-T which we CAN EASILY substantiate. It will be to your best interests not to order until you consult us. Correspondence solicited. Estimates cheerfully furnished. Our trade name, "DOMINION," is well known ALL OVER this vast Dominion of Canada to stand for the HIGHEST STANDARD OF QUALITY in every respect. Our motto is THE VERY BEST materials, workmanship and finish at MODERATE figures, and this is the very thing that has kept our business swinging regularly, constantly and successfully like the pendulum of a good clock. You run NO RISK in ordering from us, as we ALWAYS give GOOD value to EVERYBODY.

Mirrors and Frames. **Dominion Show Case Co.,** Bent and Bevelled Glass, Etc.

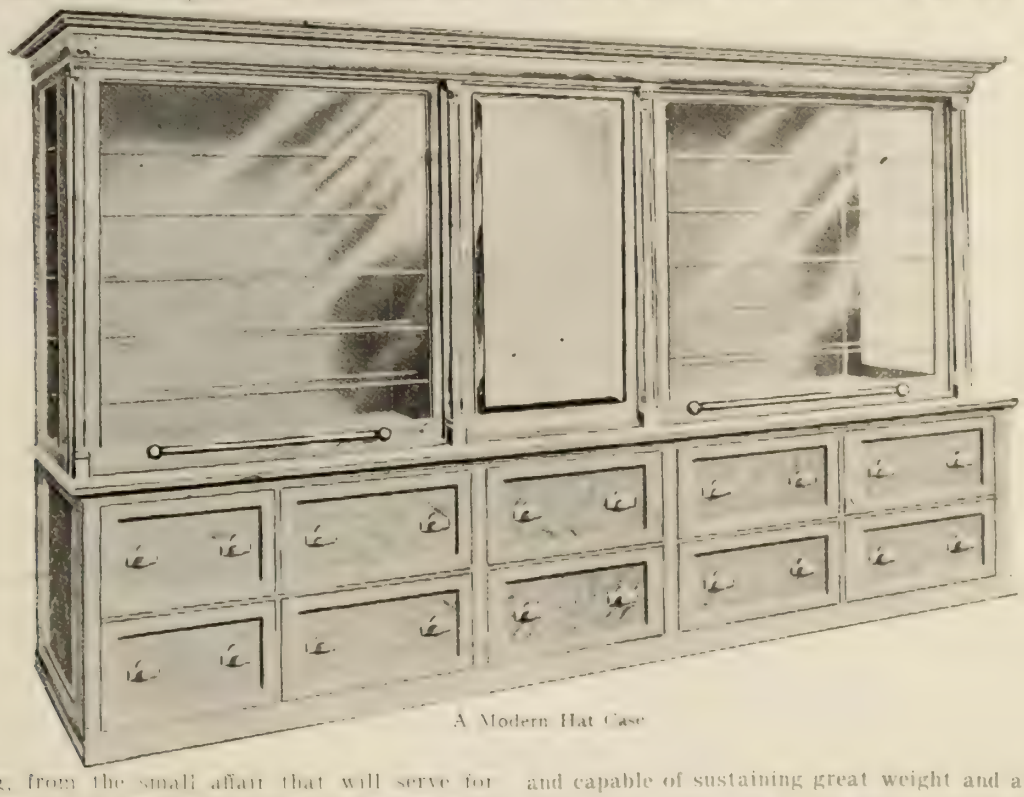
Store Fittings Phone Main 8611 N. R. Lindsay, Manager. Bank and Office Fittings.

Office and Factory, 53 Richmond St. East, - - TORONTO, CANADA.

THE SHOWCASE IN THE MODERN STORE

ALTHOUGH such a necessary part of modern retailing, the show case is a convenience of very recent days. Quite a number of years ago show cases of a certain kind were manufactured and from the first sold fairly rapidly, but the show case as seen in the store of to-day is an invention or improvement of the last half dozen years.

So important has become the show case that no up-to-date store can do without them, and no progressive merchant attempts it. The smallest village store has its show case, perhaps only a small affair placed on the regular counter, the oldest form made, but through this it shows its appreciation of the principle. The larger city store possesses a galaxy of cases that ranges from the tiny collar button case to the immense wall fixtures that run the length of the store and reach to the ceiling, from the small affair that will serve for any purpose and in any part of the store to the one built for a certain position and immovable. Hundreds of dollars as these may cost, the city business man is well aware that they soon pay for themselves. In the interior fitting of every newly built store the show case receives as much attention as all other features combined.



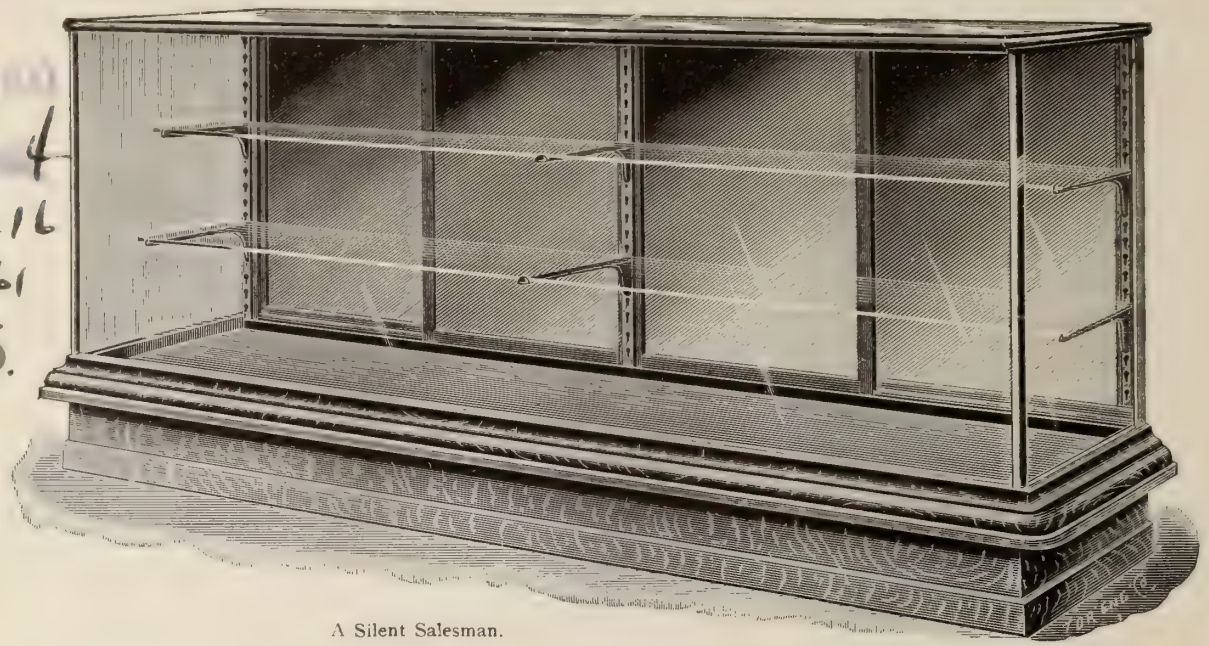
A Modern Hat Case

The advantages of this class of fixtures are so evident that it is a question of cost entirely that prevents their installation in all parts of every store. A thousand dollar expense may pay for itself in a very few years. Yet many merchants feel they cannot afford the outlay, but have nothing to say against the thing itself. So it is in show cases. The first payment made in return to the possessor is in the improvement they make in the appearance of the interior. A store well stocked with show cases is guaranteed against excessively untidy arrangements, both on account of the protection of a place for everything, and of the utilization of every available inch of space. The merchant saves many dollars every year from the preservation of his stock from dust and handling, and much time from the ease with which goods are found. In the old way of simply stacking the stock around the counters and floors, the customers could see little, and nothing to advantage, but where the lines are shown in a case he finds what he wants and examines it under the most favorable conditions.

There are show cases for everything, the modern tendency being to build a special case for each line of goods. In this way space, and thus expense are saved. There are two finishes, oak and cherry, the latter being made of birch and stained. The glass used is English plate averaging about five-sixteenths of an inch in thickness, and capable of sustaining great weight and a heavy shock. The larger cases are fitted with casters and the doors slide up, down or back on runners that act with perfect precision and ease.

The latest and most popular show case is what is popularly known as the silent salesman. This is a counter and show case combined, the whole being of glass, top, front, sides and often a mirror back. It can be bought with legs or with solid bases, the latter seeming to be the favorite as it conceals the floor behind. As a rule it is lit from the inside, small but long incandescent bulbs being concealed just beneath the two front corners and the light reflected into the interior by a trough reflector. This interior lighting is by far the most satisfactory, as no number of store lights will bring out sufficiently clearly what is inside the case, and the special lighting adds much to the appearance of the

goods. As denoted by the name the case takes the place of a clerk, for the customer can examine at close range what is inside without requiring the services of a salesman. For



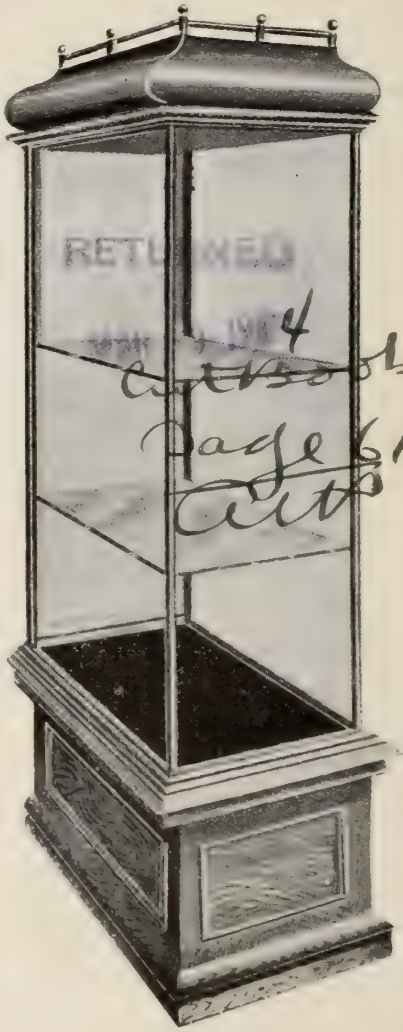
A Silent Salesman.

interior shelving sheets of plate glass on brass rods support the goods and do not conceal what is beneath. A form of this case has the top alone of glass, the front presenting the appearance of an ordinary counter. The glass on the top of a silent salesman will bear any ordinary weight, but care must be taken that with a heavy weight the case does not receive a jar.

The hat stock is one of the most susceptible to dust, both in men's and ladies' shapes. The cut shows a wall case that can be used for both kinds. As shown nickleplated rods are installed for men's hats, but these can be removed for the brass fixtures on which ladies' hats are usually displayed. Beneath are drawers for stock or trimmings. This case is the most approved form of fixture for the hat department, as it answers all purposes of display and care of stock. As with any other case, it can be obtained it all lengths and heights. The doors slide upwards on pulleys.

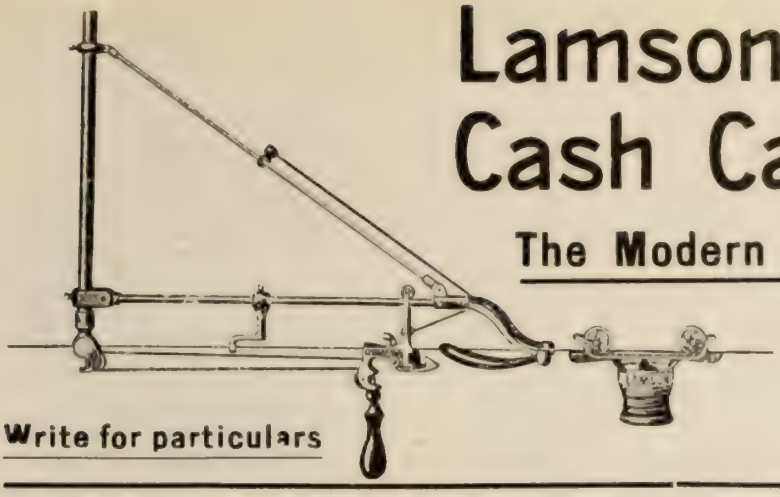
An outside case is often found an excellent advertisement for smaller special lines, such as shoes, jewellery, trimmings, hats, fancy goods, etc. The shelves are adjustable and can be removed. The make-up is artistic and an ornament to any front, the base being paneled and the top neatly finished off with a nickle or brass rail. This case, like the silent salesman, can be bought with no wood visible save what appears in the base. The corners of the sheets of glass are held together with rivets, and the edges finished off with a neat rounded rurface or beveled. The effect is lighter and brighter, and is preferred by very many merchants.

The old-time counter case, the shallower show case that is placed on top of the counter, has by no means lost all of its usefulness in the modern store. Although the silent salesman is rapidly taking the place of the solid wood counters, in most parts of the store, there are still and will always be many of the latter in use. The counter cases used for the display of smaller articles, and has the advantage of being higher up and thus more easily seen. More judgment is now used in the placing of them, as a merchant considers free counters useful in his selling. Goods cannot be satisfactorily shown over a counter case, so that it is being confined to the ends of counters, and to departments which require little space for selling. The counter cases of to-day are very different from what they were, being constructed more in accordance with the new silent salesman. Rounded glasses are not as common and less framework is used. Simplicity of line is the idea striven after, and this is carried out by straight sheets of glass, corners where the sheets are riveted together instead of being held by a frame work, and a general squareness. The front glass is not even sloping in many of them. As all cases are built to order there is a choice which will enable a merchant to fit any position in his store and to procure them in any shape, height, length and depth.



An Outside Case.

Everything comes to the man who goes after the things some other fellow is waiting for.



Lamson Rapid Spring Cash Carrier

The Modern Labor and Money Saver.

Write for particulars

FREDERICK C. CUTTING,

73 Adelaide Street West, TORONTO.

Our Curtain Salesman versus Yours



THE "UNEEDIT" RACK.

$20.00 $15.00 $10.00 per week

What do you pay your salesman ?

You can double his earning power by making a very modest investment in Curtain Display Fixtures.

You know quite as well as we do how troublesome and damaging it is to display curtains by hand.

The customer finds it hard to choose with full satisfaction and the dealer cannot do his stock justice.

The extended argument for the use of our fixtures is given in our descriptive catalogue—yours for the asking.

WRITE TO-DAY for Catalogue G.

THE "UNEEDIT" RACK

Heavily made and strong. No unfolding or refolding of stock. Invaluable for showing TAPESTRY, CHENILE and ROPE PORTIERES, RUGS, TABLE COVERS, BUGGY ROBES and PIECE GOODS of all kinds. Arms may be swung in any position to get the best light. Occupies 40 inches space when closed.

Price list for "Model" Fixture:

	Naked Rack Plain Finish	Complete Rack Plain Finish	Complete Rack Nickel Finish
No. 1—Holds 24 Curtains,	$ 8.00	$ 10.75	$ 12.50
No. 2—Holds 50 Curtains,	12.00	15.00	18.00
No. 3—Holds 74 Curtains,	18.50	22.50	26.00

Complete Rack includes Dust Curtains, Display Curtains (no Scallops), Display Rod, Overhead Board, etc.

Price list for "Uneedit" Fixture (same as for "Model").



"MODEL" DISPLAY RACK

Standard Mfg. Co., Xenia, Ohio

MARSHALL FIELD & CO., Chicago Agents.

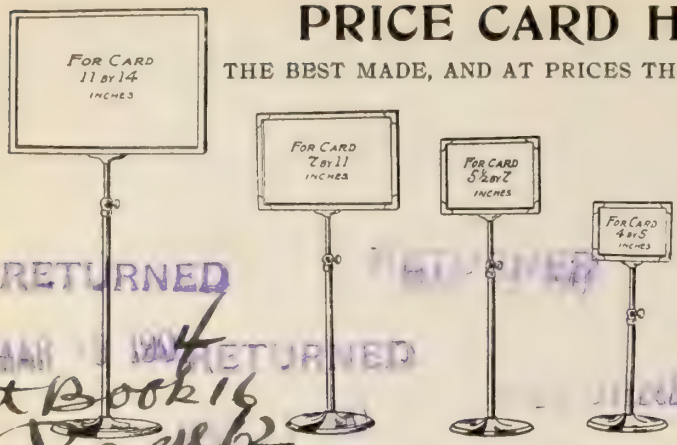
FRANKEL DISPLAY FIXTURE CO., New York Agents.

N B.—WILL SELL CANADIAN PATENTS ON THESE DEVICES.

RETURNED MAR - 5 1904 4

PRICE CARD HOLDERS

THE BEST MADE, AND AT PRICES THAT DEFY COMPETITION



THE POPULAR TELESCOPIC ARM SWING MIRROR TAKES THE PLACE OF THE COSTLY TRIPLICATE.



WE ARE READY FOR THE SPRING RUSH IN ALL LINES.

MILLINERY STANDS.

WAX FIGURES, FORMS, RIBBON CABINETS, ETC.

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Write for Catalogue. **CLATWORTHY & CO., 48 Richmond St. W., TORONTO, ONT.**

Bargain Items in Cheap

JEWELERY

This is the line upon which the Retail Dry Goods Merchant or the Gent's Furnisher can make big profits, at the same time displaying the goods at a price that astonishes the regular Wholesale man.

Scarf Pins, Rings, Cuff Buttons, Collar Buttons, Hat Pins, Blouse Sets, Brooches, Watch Chains, Fobs, etc.

You can start a Jewelery Department from $5.00 up.

G. A. WEESE & SON,

44 Yonge Street, - TORONTO.

"We like to answer letters."

TRUCKS

FOR WAREHOUSE AND FACTORY.



Save You Money.
Do Men's Work
Draw No Salary.

Our Trucks are guaranteed satisfactory. Turn in their own length.

MADE IN CANADA.

H. C. SLINGSBY FOR CANADA.

Factory, **Ontario Street.** Temple Building, **MONTREAL.**

GOODWIN'S

PERFECT FITTING

STANDS

ARE USED THROUGHOUT THE

EMPIRE

THEY ARE KNOWN IN THE **TRADE** AS THE

STANDARD SHAPES

AND ARE

SMART, FASHIONABLE, AND **NATURAL.**



1904 MODEL.

SHOWROOMS
119 CHARTERHOUSE ST.

FACTORY
HATTON WALL,
HATTON GARDEN,
LONDON,
ENG.

WRITE FOR LISTS

PRICE AS ILLUSTRATION, - - $4.00.
WITHOUT EPAULETTE SHOULDERS, $3.50.

GUARANTEED CORRECT FORM

THE AUER GAS LAMP

"Turns night-time into day-time"

NEW MODELS. LOWER PRICES.

We offer you the best made lamp on the market, built scientifically.

We offer you a lamp that will light your store for half the cost of kerosene.

We offer you a lamp that is safer than a coal oil one.

We offer you a lamp which you can sell at a good profit.



No. 25
100 Candle Power.

Do you want the Agency for it?

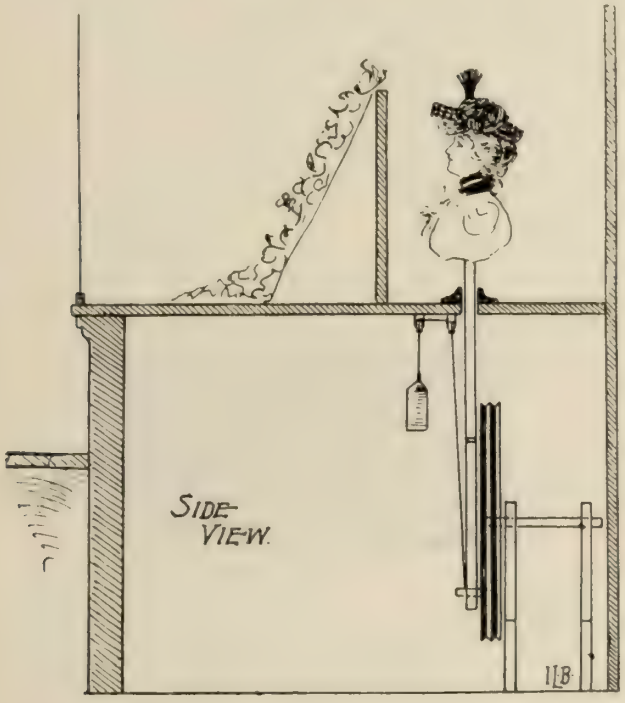
THEN WRITE FOR OUR CATALOGUE AND DISCOUNTS.

EVERY LAMP GUARANTEED.

AUER LIGHT CO., 1682 NOTRE DAME ST., MONTREAL.

MECHANICAL EFFECTS

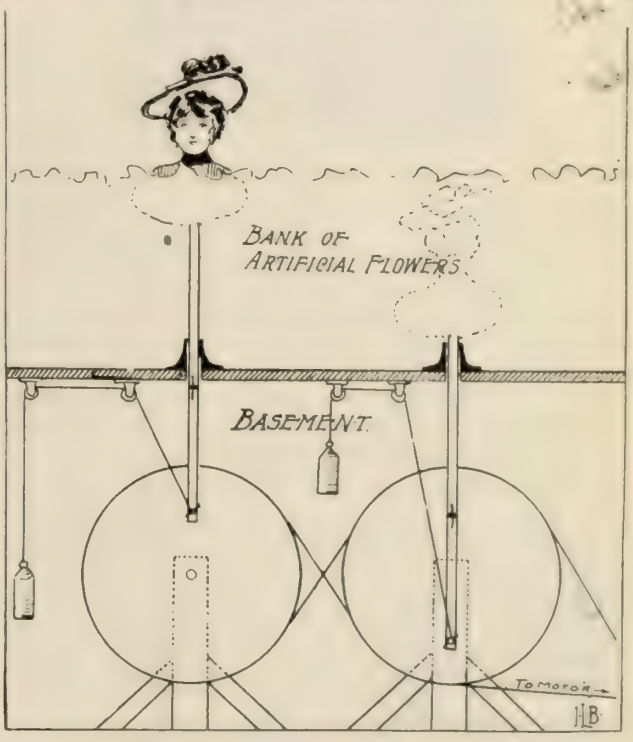
THE elaborate moving displays seen in some of the large department stores are beyond the means of the smaller merchants, but any town is worthy of the installation of a small motor— the power at the back of all modern mechanical window trims. The fact that a special piece of machinery is necessary, and that the movements sometimes seen are so wonderful, showy, and mysterious, has deterred many a window dresser from inquiring just how much such a display would cost. He looks and admires with the rest of the public, and wishes he had such facilities for effective displays at his disposal, and vaguely estimates the cost of such a window as dollars upon dollars. As a matter of fact, after the initial expense, there is nothing required save perhaps a few pulleys, a platform of desired shape, and other little things not worth mentioning.



A motor of one-eighth or one-quarter horse-power is sufficient for almost any mechanical effect, while a half horse-power will drive two or three windows of heavy weights. The cost of these motors depends upon the quality and upon the kind of current supplied by the local plant. The motor for direct current is about a quarter less expensive than that required for the alternating current, but as the latter is far more generally used the higher prices will be of greater interest. A motor of quarter horse-power for alternating current will cost about $80, 1-3 about $90, 1-2 about $105; for direct current the price would be about $60, $70 and $80. An eighth horse-power should come to about $55 and $35. These quotations are for motors of excellent quality, poorer grades coming much lower.

In the two illustrations given is shown the application of motor power to a millinery display, as given by the Merchants' Record of Chicago. Any number of heads can be so used, providing the motor is powerful enough. A bank of flowers is built up in the window and behind them are the heads, each attached to its own large pulley. The mechanism is distinct enough to require no explanation. It will be necessary to counter-balance the weight of the heads with iron weights as shown in the sketch, in order that an even movement may be obtained.

If more than two heads are used it will be better to have them so attached to their pulleys that they will ap-



pear irregularly, that is, number one first, then number four, followed by numbers three, five and two or some such way. This takes off the monotonous mechanical appearance of a regular order, and does not call attention to the fact that the same movement is repeated over and over again. If only one head can be used it can be surrounded with a bank of flowers. Leather hinges in the rods supporting the head allow for the turn of the pulley without disturbing the head. The figures should be about a foot and half or two feet apart.

With a good quality of hats, and an arrangement that does not appear and disappear too rapidly, such a display will attract more attention than any solid trim. The eye will tire of it far less rapidly and be much more often drawn to it. Sufficient variation can be provided by changing the hats from time to time.

FANCY GOODS

THE import orders in fancy goods are now almost filled in the wholesale houses, and samples are being put in the travellers' hands as quickly as possible. There is no line of novelties of particular importance, but an all-round newness is noticeable. Greater variety in mechanical toys than ever is being shown, and all lines show a similar advance in style and novel ideas. Travellers report a fair business,



Fig. 1.

although with everything else fancy goods buying has suffered a little from the effect of impassable roads on the retail business.

* * *

Particular attention is now being paid to the Spring and Summer lines. Easter novelties are in demand and this line of the fancy goods trade is gaining strength year by year. As a gift season it is much more general than ever before, and both wholesaler and retailer prepare for

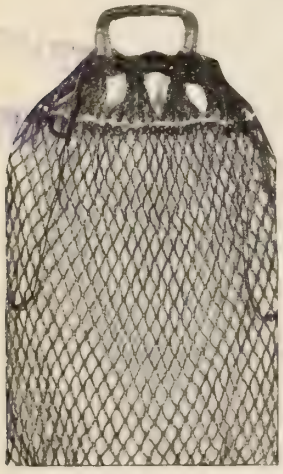


Fig. 2



Fig. 3.

it. Hammocks, Chinese lanterns and other essentials for the Summer season are being pushed by the wholesale houses, and retailers are filling in their stocks of outdoor games and requisities. The buying of souvenir goods will commence with a vim almost immediately, this line being more in request year after year. The tourist trade is constantly growing and to supply it, the souvenir stock is steadily drawn upon from June to September.

In spite of the predictions of a few croakers the wrist bag is receiving just as much attention as ever. New shapes are constantly coming out, showing that the manufacturer has lots of faith in the demand. The wholesale houses report that there appears to be no diminution in the sales, that retailers are buying as eagerly as ever, and assert that so useful and convenient has the woman found the wrist bag that it will take much time to lessen it in her favor sufficiently to induce her to go without it. The modern wrist bag is designed to suit every woman for every purpose. It comes in all skins, all finishes, all prices, all sizes, all shapes and with every style of fittings. A woman can purchase it in seal, walrus, sea bear, monkey, calf, lizard, crocodile, etc., and almost any of these can be had in any desired shade. The most popular leathers are undoubtedly the walrus and sea bear, their newness and odd appearance seeming to take with the trade. Seal is, and has always been, a first class seller on account of its neatness and durability.

* * *

The trimmings and shapes are shown in pleasing variety Some are silk lined to match the color of the leather, and some are leather lined. Some have a set of fittings in inside pockets that supply all a woman's emergency needs. They come in nickle, oxidized silver, gun metal and gold frames and have all sorts of knobs as fastenings. There are leather, chain and solid metal handles in every conceivable shape. Some are long and shallow, others deep;

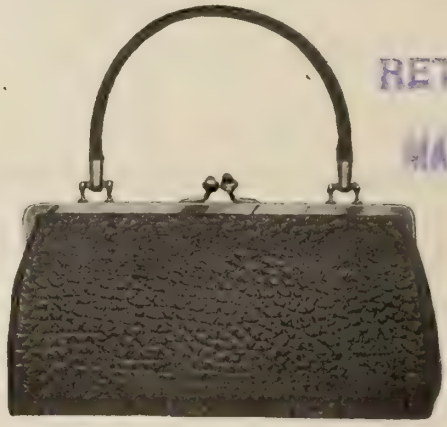


Fig. 4.

some have square ends, others loose leather ends that jut out; some have fancy shaped tops, others plain. A new wrist bag on the market is about nine inches long and five high, has a square frame with abrupt corners, large knob fastener, chain handle, and the frame is inlaid with a strip of leather of the same kind as is in the body. Inside are small pockets for purse and card case in the same leather, and another pocket for any desired article.

* * *

In the illustration figure 1 is a grip shaped wrist bag with a leather handle and acorn fastening, with body and inside pocket purse made of walrus. Figure 4 is another walrus bag with leather handle and large ball fastening. The grain of the leather runs along the bag instead of up and down as in Figure 1. Figure 3 shows another walrus grain with a fancy lining and a new style leather loop handle. In Figure 2 is shown a shopping bag chain stitch, diamond mesh, a popular bag for country trade as it holds a lot, and is convenient for carrying.

IMPORT LINES

NOW READY

BRIC-A-BRAC

Fancy Clocks
Inkstands
Paperweights
Bronze and
Alabaster Ornaments
Novelties
Letter Openers
Book Marks

ATOMIZERS

In cut and decorated glass and bisque china designs

PHOTO ALBUMS

Celluloid
Leather
Plush
Musical

PHOTO FRAMES

Celluloid
Embossed Paper
Bevel Glass
Solid Brass

ART PLAQUES

In religious and Art Subjects

By placing "Import" orders for lines in this list you not only secure better prices, but have choice from a much larger range than can possibly be offered from stock.

Import orders are booked during March and April for Fall delivery.

If one of our travellers does not call on you, write us that we may arrange to have you see samples.

TOILET BRUSHES

Hair Brushes
Military Brushes
Flesh Brushes
Cloth Brushes
Tooth and Nail Brushes
Hat Brushes
Bath Brushes

BRUSH SETS

On wall hangers and in fancy boxes

TOILET MIRRORS

Over 50 lines of Hand Mirrors, also easel back mirrors, triplicate and magnifying mirrors

LEATHER GOODS

Purses
Pocket Books
Wallets
Cigar Cases
Card Cases
Wrist Bags
Chatelaines
Pocket Companions
Pocket Manicures
Travelling Rolls
Portfolios

Nerlich & Co.,

146-148 Front Street West,
(OPPOSITE UNION STATION)
TORONTO, ONT.

MONTREAL SAMPLE ROOM: 301 ST. JAMES ST.
QUEBEC " " VICTORIA HOTEL.

Looking for Something Better?

Then write us.

The making of knitted underwear a little better than others is both our business and our ambition.

We specialize: Ladies' and Children's Underwear take up our entire time and thought.

Selling Agents:

TORONTO:	MONTREAL:	ST. JOHN:	WINNIPEG:
McCLUNG & BURNS	A. L. GILPIN	J. A. MURRAY	BRYCE & CO.

The Watson Manufacturing Co., Limited

PARIS, CANADA.

FOUR GENERATIONS OF MANUFACTURERS.

A NEW DEPARTURE IN

KNITTED UNDERWEAR.

TRY THE NEW ELLIS BRAND!



NOTHING EQUAL, in Canada or elsewhere, in all the range of KNITTED UNDERWEAR, to **THE ELLIS SPRING NEEDLE RIBBED KNITTED GOODS, in** COMBINATION SUITS and OTHERWISE, men's and ladies', being from the superior and peculiar construction of the fabric, of a specially ELASTIC and UNSHRINKABLE character, and combining all the qualities which go to make up perfectly-fitting and comfortable underwear.

Do not fail to ask for these goods, and do not consider any other lines on the plea that they are "just as good," which means that **THE ELLIS SPRING NEEDLE RIBBED UNDERWEAR** is a superior fabric to any other make.

The Ellis Company are the only makers in Canada of these beautiful goods, being the sole users in the Dominion of the necessarily fine and patented machinery.

THE ELLIS MANUFACTURING COMPANY,

FACTORY AT HAMILTON, ONT. Limited.

Selling Agents: Dignum & Monypenny, Toronto and Montreal

Ladies' Wear

KNITTED GOODS

Men's Wear

MANUFACTURERS of underwear report that sufficient orders have been received to keep them busy until next October. The rise in prices, which are quoted by all the mills, has been generally accepted by both wholesale houres and retailers with little grumbling, despite the fact that there is scarcely a single line that does not show an advance, and in the fleece-lined some have gone up a dollar. One and all know that the cutting which went on last year forced down these goods until they were away eblow the regular level, and quotations this year had not only to allow for this cut, but also to add on about forty cents on account of the price of cotton and the higher wages that manufacturers are forced to pay. There has been some grumbling, as is only natural, but buyers have kept fairly well in touch with market conditions in both cotton and wool. Wholesalers and retailers are well supplied for next year, so that a great part of the selling is already done.

Advances have been quoted on almost every line of underwear, but the greatest has taken place in the fleece-lined, which were so cheap for the past Winter. Outside these, the advance quoted is about 50c. a dozen on the cheaper cotton lines or those in which cotton is a large constituent. Wools are up from five to fifteen per cent., both on home manufactures and on imported goods. These prices have not interfered with the sales. Manufacturers are sold up to next October at the least, and if cotton retains anything like its present buoyancy, assorting orders will be filled at greatly advanced prices. The mills are still filling Spring orders and are very busy at that, to get them out in time. This Winter's supply was very late, and the Spring promises to be delayed in like manner.

Stocks in retail hands have been in great demand through this Winter, and some were unable to obtain supplies in time to keep their shelves full. The very cold season has stimulated this demand, and had retailers been prophets very many of them would have been a little more anxious as to the quantities they purchased. All lines sold well and a general clean up has resulted. Any merchant who has underwear on his hands will find it a profitable line to carry over for next year. A noticeable feature of the past season has been the increasing demand for good qualities of wool. A $4 to $7 suit was not very popular a few years ago, but this Winter these high-priced pure wool goods have been quite eagerly sought. Fleece lined have sold well through the country, but not so well in the cities, and the buying for next Winter shows that the same state of affairs is expected. This class is reported to be taking as well as ever outside the cities. A fleece-lined at 50 cents is the cheapest garment on the market, and less profit is made on it than on any other line. In fact manufacturers claim they make it at a loss.

Buying for next Winter has been extremely satisfactory to the wholesale houses, travellers reporting larger sales than ever; in spite of the fact that January and February being dull months to the retailer have seen less buying than usual for Spring and Summer. Retailers have accepted the new prices without much objection, and have been perfectly ready to stock up what they consider sufficient for entire season. They will have to advance the price to the consumer in most lines, but will no doubt bear the smaller advances themselves. Some intend to protect themselves by doing less grouping or averaging in the selling. That is, whereas now sizes 34 to 40 have been sold at the same price, 34 to 38 will be at one price, 40 to 42 at another, and 44 to 46 another. Their buying, save in the very cheapest lines, is all done on the basis of so much a size, and it may be that their selling will take the same form.

Spring underwear is being given great prominence by city retailers, in pinks, blues, reds, etc., fully a dozen shades in all going to make up the various windows. These showy shades are evidently going to be in good demand, particularly as they are usually made up only in the more expensive lines, that combine excellent material with the oddity of color. The colors are almost all of a light or delicate shade, and there is no bad taste exhibited such as appears sometimes in the cheaper grades of colored goods.

Special underwear lines, such as linen mesh garments, union suits and others, with a distinct characteristic of their own, that distinguishes them from the old time underclothing, have been well received. The advertising done by the makers of these has given them a prominence that has assisted materially in the sales, by making them familiar with the retail trade and the consumer. Linen mesh is steadily growing in popularity.

Fancy hosiery is being shown in every conceivable design and color. There is a better demand for blues, browns and grey mixtures. Some tans are out and if the tan shoe goes, these will sell well. Gunmetal backgrounds will be popular, and granite effects and Roman stripes will pushed, the latter among the younger men. There are loud effects in Scotch plaids, the design being on black with black top, heel and toe. Almost all hose have the top, heel and toe plain. A few solid colors are offered as well as self tones, a light blue on a dark blue background, and so on. Very startling colors are shown in cotton goods. The demand for fancy hosiery has been quite satisfactory all over, as the retailer knows how popu-

lar they have been, and that this popularity will continue for some time to come. A $2.25 half-hose in fancy designs is taking exceedingly well, a 25-cent line being a comparative novelty among the trade. The new designs are eagerly bought up as soon as they appear.

ORDER HOSIERY NOW.

THE Canadian cotton hosiery trade this year has been in rather a peculiar position, especially from the wholesaler's point of view. So many hosiery mills in the country have commenced selling to the retail trade, that there are now practically but two which sell to the wholesalers only. Meantime, notwithstanding that many retailers are supplied direct from the mills, the jobbers seem to have more than they can do to fill their customers' orders for Canadian cotton hosiery. There has been a good demand this year, and the wholesale houses have been in great need of repeats, but not only is it impossible to obtain the goods at former prices from the mills, but they cannot get them for some months at any price.

One jobber placed a large order over a year ago, the goods to be delivered in December last or January; but recently when writing to the manufacturer for the goods, the latter asked to be allowed another three months in which to deliver them, fifteen months from the date they were ordered. When they do arrive it will probably be too late for many of the jobber's customers, and many good sales will be lost to the wholesale house. And Spring underwear deliveries are no better. The buyer for another house stated that a short time ago when they found it necessary to repeat on many lines of cotton hosiery, the manufacturers in every case refused to accept the orders on the ground that they would not be able to effect a delivery of the goods before the next six months. Scarcity of labor was the chief reason given by the manufacturers, with scarcity of materials as a secondary drawback.

There are still some stocks of cotton hosiery in wholesale hands, and the merchant who is wise will seize the earliest opportunity to purchase what he can. Jobbers anticipate not a little trouble during the coming few month in securing fulfillment of their orders in these lines from Canadian mills.

THE UNION MADE GARMENT MANUFACTURERS.

MR. ROBT. C. WILKINS has recently returned from New York, where he had gone to attend the annual convention of the Union Made Garment Manufacturers of America. He was again elected to the board of directors, and was also made chairman of the banquet committee and of the election committee.

The banquet was held at the Fifth Avenue Hotel. Mr. Wilkins made a characteristic Canadian speech in his usual happy style, a summary of which we here give.

Mr. Wilkins on rising said in part: "The honor conferred upon me, by making me chairman and toastmaster of this banquet, is probably the first occasion on which a Britisher has led the American forces since the revolution. This hotel (the Fifth Avenue) has sheltered under its roof many notable personages, beginning with the Prince of Wales, now King of England, in 1860, gatherings and conventions, many of which now form part of the history of your country, but I venture to say that never before has it been the scene of a convention such as this one, where manufacturers of both the United States and Canada have met on the common ground of the elevation of the standard of 'union made' garments for working men and the highest scale of wages in our branch of industry.

"The clean, light and sanitary factory, instead of the foul disease dispensing sweat shops, where men, women and children are huddled together, toiling like slaves night and day to produce profit for the sweater, and cheap, trashy garments for the public.

"In our fair Dominion, as well as all over our Empire, we sing 'Britons never, never shall be slaves,' and this great republic re-echoes that sentiment—but does this apply to political emancipation only? I claim it should not. It should apply equally to industrial emancipation—and if it does have we not much to be proud of as manufacturers using the 'union label' on our production, with all that label implies, that we are doing our share in the emancipation of the working classes from industrial slavery throughout the United States and Canada.

"As the representative of Canada at this convention, I am proud to say that we are a young, prosperous and happy people, supremely contented with our political status, and we extend to you our nearest neighbor the right hand of friendship.

"In conclusion, I hope that the young and vigorous Stars and Stripes of the United States may march side by side with the glorious old Union Jack of Great Britain in friendly rivalry in the commercial markets of the world, and solidly hand in hand, shoulder to shoulder, for liberty and justice to the lowliest of God's creatures throughout the world."

The convention was productive of some important changes in the selling conditions observed by the manufacturers. The Union Made Garment Manufacturers of America Association is composed of manufacturers of working shirts and overalls from all over Canada and the United States, and every one who attended the convention from the States was in favor of not accepting any orders for future delivery. Goods will be sold for immediate delivery only, and at the day's value.

"Prices," continued Mr. Wilkins, "have been advanced from $1 to $1.50 per dozen, and hi[illegible]e overalls are being sold to-day in the United States for more money than they are selling at in Canada. The American cotton mills will give no quotations on future delivery, but will only fill orders from day to day.

"The conditions now prevailing in the United States cotton market are worse than they have been since the war.

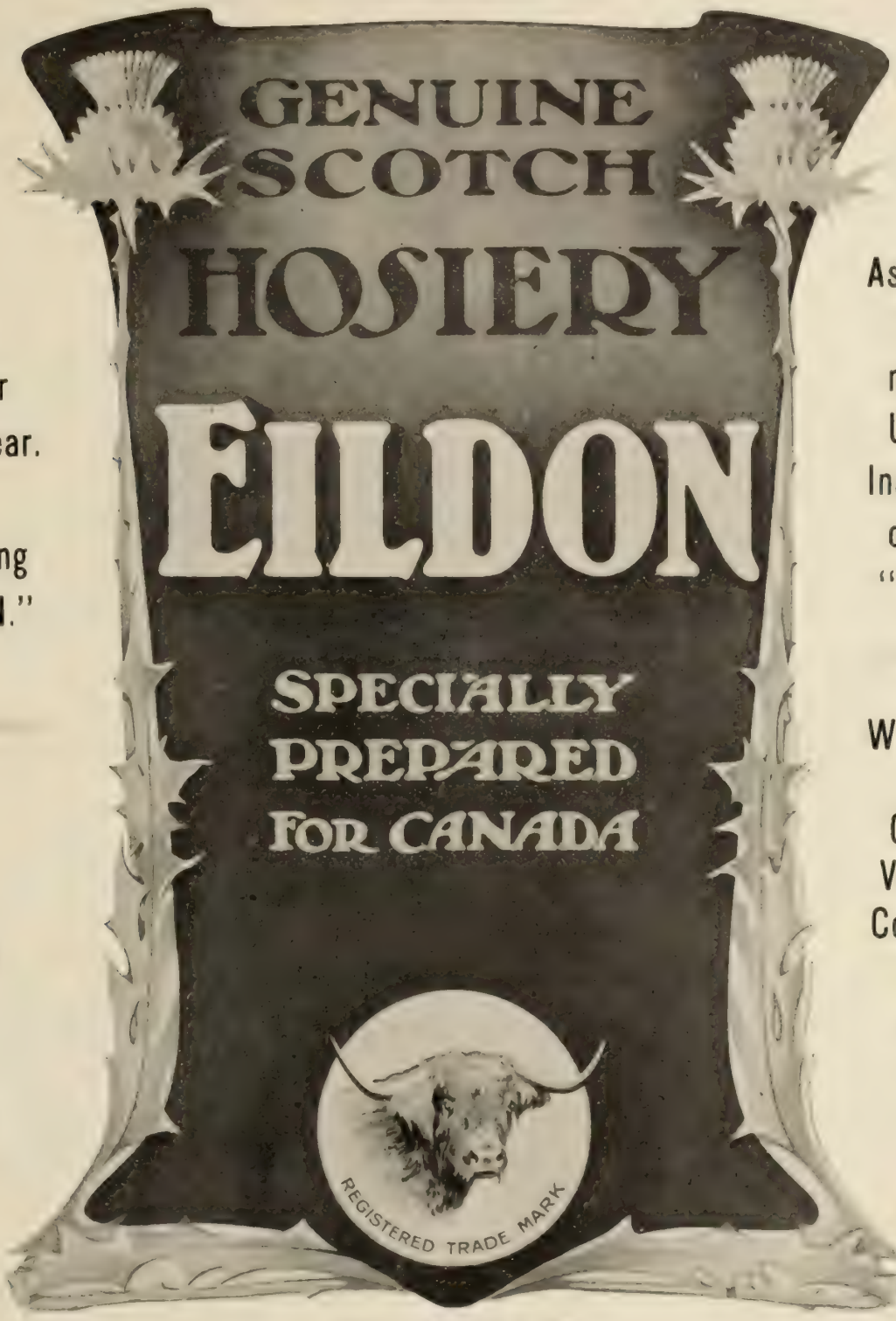
"You cannot impress it too strongly on your readers that they must look to higher prices, as it will be quite impossible for manufacturers of overalls and working shirts to continue selling goods at old prices, since there has been an advance of from 25 to 33 1-3 per cent. over last year's prices on piece goods.

"I also visited the Philadelphia market and found the same conditions prevailing there as in New York.

"The large overall manufacturers in the United States are advising the retailers to face the inevitable and put up their prices, as it simply means business suicide to continue selling at the old retail prices, which in many instances to-day are less than the new wholesale prices. The price of denims should go up 20 per cent. We are paying 20c. now for the same goods we purchased last year for 15½c.

"The point to be observed, however, is that retailers must raise their prices. There is no way out of it if they wish to hold the trade."

ABSOLUTELY RELIABLE UNDERWEAR.



Ask for no other Underwear. Insist on having "EILDON."

**

Men's Shirts, Pants and Knitted Pyjamas.

Ask for no other Underwear. Insist on having "EILDON."

**

Women's and Children's Vests. Combinations and Knitted Night Dresses.

OUR LEADING LINE

EILDON "Guaranteed Unshrinkable Pure Wool."

These compare favorably with any other make on the market, and we give an unqualified guarantee with every garment. These are labelled "GUARANTEED UNSHRINKABLE," in addition to Eildon tab.

SOLE AGENTS FOR CANADA AND THE UNITED STATES:

JOHN L. WOODS, 214 Coristine Building, MONTREAL

ANNOUNCEMENT

To the Retailers of Dry Goods and Men's Furnishings of Canada.

WE ARE PRODUCING A COMPLETE RANGE OF

Men's Knitted Golf Gloves
Women's " " "
Misses' " " "
Youths' " " "
Infants' Knitted Woollen Mitts
Children's " " "
Women's " " "
Men's " " "
Youths' " " "

FOR SEASON OF **AUTUMN 1904**

THE RICHARD L. BAKER COMPANY, our Selling Agents, will submit to you our unequalled values in due time to secure for you good deliveries.

The Stratford Knitting Co., Limited

STRATFORD, ONT.

Crescent Brand

Hosiery and Underwear

S. Lennard & Sons

DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.

28 Wellington St. West, TORONTO, ONT.

TO THE RETAIL TRADE, 1904:

Owing to steady increase in our Retail Business, we find it necessary, with the commencement of 1904, to devote our ***WHOLE*** attention to the ***RETAIL TRADE.***
We shall, therefore, be able to give ***this trade*** much better service than heretofore, and we are sure the change will be beneficial to our many customers.



Our **MAPLE LEAF BRAND**
Hosiery, Fine Mitts and Tocques
—AND—
Our **ALASKA BRAND**
Lumberman Socks and Mitts



ALASKA BRAND

will be consequently better values than previously, and can only be bought through agents for different territories as below, or direct from our office.

Retail Trade Only.

PROMPT DELIVERIES. SATISFACTION GUARANTEED. EVERY PAIR WARRANTED.

The Goderich Knitting Co., LIMITED, ...Goderich, Ont.

J. E. LEWITT, Manager. Established 1895.

SELLING AGENTS:

McCLUNG & BURNS, 58 Bay St., Toronto, Ont.
A. L. GILPIN, 469 Temple Bldg., Montreal, Quebec
J. H. PAYNE, Box 643, Winnipeg, Man., N.W.T., B.C.
FRED. S. WHITE, St. Stephen, N.B., For Maritime Provinces.

WITH THE TRAVELLERS

TREATMENT OF COMMERCIAL TRAVELLERS.

THE man who does not treat a travelling salesman who calls upon him with courtesy and respect, is a twin brother to the animal which Balaam rode, and is out of place as a buyer, remarks an exchange. He has missed his calling and some manure fork is pining away in lonesomeness without the unfriendly grasp of his withered hand. He is not a good man for the firm, he misrepresents as a buyer or proprietor; he is going through the world missing the honest, friendly grasp of hundreds of manly hands, he is losing the cream of the bargains that many travelling men have up their sleeves for "good people," he is advertised only as a sneak by the men who are unfortunate enough to call on him once, he is shunned by the boys on the road, who are always well posted on who are the decent men in the trade. They all lay for him, and do him if they can. He may think he is sharp, but all the boys think he is an idiotic loon, and they love to give him an unfriendly blast every chance they can get, and many of them will work overtime to say a mean and generally true thing of him. Many of the "very smart" buyers are upstarts who do not represent a dollar they have ever earned; who are excess baggage on the hands of the firms they try to buy for, who would be more in proper place as wrap holders for a second-class race horse, or as chambermaids in a country livery stable, than as buyers for reputable concerns. It is not necessary to buy of every traveller who calls upon you, but if you have got to be the least bit mean to any one, vent your spite on one of them to whom you have given an order. If you feel called upon to be wamble-cropped and ugly and such a fool that you can't hold it in, and too cowardly to try it on someone your own size, give a traveller a good order, and then he will grin and bear it. Tell him that if the goods don't come exactly as represented and plumb up to the sample, that you'll fire 'em back and kick him out the next time he comes. He will laugh at it and say to the boys, "the old man is a d——d crank, but you can sell him all right," and the other travellers will at least tolerate you. If you can't give a man an order, you can give him a good, pleasant word, and make him feel almost as well as though you had bought a bill from him. There are very few travelling men who are not gentlemen, and the equal in every way of the men they call on. It is their way of getting a living, and it is an honest way. The writer tried it for 25 years and knows all about it, and I say it without fear of successful contradiction, that you make the mistake of your life when you do not treat travelling men with courtesy. And then when life's fitful dream is o'er, if you are fortunate enough to appeal with us good people on the plains of Paradise, you'll find the travelling man in evidence, and you'll feel glad to meet him, for, if he has been there any length of time he will know the place, and will willingly show his friends around and introduce them to the best people. Speak gently to the travelling man. The larger the man the gentler speak, he is liable to be one of the proprietors in your next stopping place, when time shall be no more. Then

"Here's to the health of the travelling man
That merry, good hearted fellow
He is trying to do the best that he can
And nary a streak of yellow
Can be found in this grand purveyor of mirth
As he travels the world around;
And he circles the hemisphere with a girth
Of bargains and advice so sound.
May his time on earth be long and glad,
May he lay up wealth and never be sad;
May he sell lots of goods by car load and case
And then buy the firm out and run the old place
Then we'll drink to his health at the hour of eleven.
May his family keep well, and his home be in heaven.
Aye, here's to the brightest of heaven's great plan—
The red-hot, still heating, travelling man."

NOTES.

The death is recorded in his 55th year of Mr. Wm. T. H. Lowe, of Toronto, who was for years secretary of the Commercial Travellers' Mutual Benefit Society, and more recently agent for the Aetna Life Insurance Co.

The supreme court of Georgia has found in the case of Small vs. Travellers' Protective Association, that a traveller, even though a young man, cannot collect insurance for injuries received while trying to board a train going at the rate of eight or ten miles an hour.

Although the license department did not see fit to take away the licenses from the St. Mary's hotelkeepers who refused snow-bound travellers refreshments at 10.30 a. m., the complaints made have had their effect. The department has decided that in future all hotels must have their dining-rooms open all the time, and serve meals at all hours. Inspectors will see that this order is enforced.

William Fischer, Toronto, a traveller for the past thirty years, and one of the oldest active members of the Commercial Travellers' Association, has died. Deceased was born in Germany in 1828, coming to New York in 1846, and a few months later to Waterloo, Ont., where he conducted a general store and was a justice of the peace. He is survived by one son, Wm. G. Fischer, wholesale leather merchant, Toronto, and two daughters.

The United Commercial Travellers held a smoking concert recently in Winnipeg, and the gathering of about three hundred had a characteristically jolly time. Thirty-three new members were introduced and a round of witty speeches, musical and catchy songs, and clever recitations occupied the time so pleasantly that none was out a welcome thought. The chairman, Mr. A. G. Warly, supported by distinguished himself and the secretary-treasurer, Mr. Fred J. C. Cox, was in evidence all evening.

COTTON VELVETS UNDER THE SURTAX.

AN interesting decision has been communicated to the Manchester Chamber of Commerce by the Commissioner of Customs at Ottawa as to the fiscal status of cotton velvets imported into Canada, which are manufactured partly in England and partly in Germany, says the Drapers' Record. The crude or grey cloth is woven in Lancashire and is sent in the state which it comes from the loom to Germany. There it is cut, or raised, singed, dyed, and finished, and is then returned to this country. Here it is divided into suitable lengths, ticketed, put into boxes, and packed. In this condition the velvet is shipped to Canada, and the exporters claim that it should be received under the preferential customs provisions on the ground that the requisite proportion of the cost of production has been expended and the last process of manufacture conducted in the United Kingdom.



A unique postal card used by Mr. Joseph Youngheart, one of the oldest travellers on the road, representing The Montreal Waterproof Clothing Co.

The attention of the Manchester Chamber of Commerce having been drawn to this claim, a letter was addressed to the Customs Department at Ottawa setting forth the facts of the case and asking for an authoritative statement upon the question whether or not cotton velvet produced and exported to Canada in the manner described would be properly entitled to importation under the preferential reduction of customs duty. The answer is conveyed in the following extract from a letter dated Ottawa, December 1, addressed to the Manchester Chamber:

"You state that the crude, uncut velveteen is woven in Lancashire and exported to Germany in the state represented by the sample marked No. 1 which you enclosed; that in Germany such crude material is cut, the result being as per sample marked No. 2; that it is then singed, as per sample No. 3, and afterwards dyed and finished as per sample No. 4. You further state that the velveteen in its finished condition, as per sample No. 4, is imported into Great Britain, where it is divided into suitable lengths and packed in boxes for export to Canada.

"Upon the above presentation of facts, I have no hesitation whatever in saying to you that the finished article, as per sample No. 4, would be treated upon importation into Canada from Great Britain as a manufacture of Germany, and be subject to payment of the surtax imposed on German goods. The rate of duty would therefore be 30 per cent., plus 10 per cent., the former being the general rate and the latter the addition for the surtax. The work performed in Great Britain of dividing the finished article into suitable lengths and packing it in boxes for export to Canada is not considered to be a process of manufacture in Great Britain, and the British preferential tariff would not apply to the article."

A correspondent writes to the same paper that the reason Germany can manipulate cotton velvets made in England more cheaply than the manufacturer can, is that labor is much cheaper, and there are not as strict factory acts. Velvets in England are cut by a combine and dyed by another combine, and these combines do not assist the merchant to produce at a low cost. The German merchants give long terms and box goods in a manner which does not pay the Englishman. Germany has a larger demand as it has England and Germany for its markets and thus, the demand being larger, the cost of production is cheaper.

THE CELEBRATED



WOLF **BRAND**

Unshrinkable
PURE WOOL
Underwear,
The Very best in Make, Style and Wear,

For Men, Women and Children.

CAN BE HAD FROM THE LEADING WHOLESALE HOUSES

Robert Henderson & Co., Wholesale Agents, **Montreal**

UNDERWEAR



TIGER BRAND

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Samples of these well-known Goods are now being shown to the trade.

Elastic Rib, Unshrinkable,
Fine Worsted, Unshrinkable,
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Fleece Lined, Unshrinkable.

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THE GALT KNITTING CO., Limited.

GALT.

For Any Season

Perry's Unshrinkable Underwear

is the best on the market.

Therefore the best for the retailer.

Because the most easily sold, the most satisfactory when sold.

Perry's Unshrinkable Underwear never makes bad friends between retailer and customer; between retailer and makers.

Ask your jobber for it. Insist upon it.

The C. B. Perry Knitting Co.
HAMILTON.



MERCHANTS IN CANADA can do a large and very profitable business with

Ringheim's Ramie Fibre Underclothing

THE MOST IMPORTANT DISCOVERY IN HYGIENIC SCIENCE.

RAMIE FIBRE, beside its innumerable advantages not contained in any other fibre, has in itself combined all the good properties of wool, silk, linen and cotton, but none of their bad ones.

It preserves and restores health, receives the endorsement of physicians the world over and is persistently recommended by all who wear it.

Can be retailed in Canada with big profit for **$5** per suit, prices in the United States **$6.50** and **$7**, on account of higher duty.

Write for our booklet "About Ramie," samples, prices and other information.

We can deliver our goods to Canada from United States bonded warehouses or direct from our factory in Sweden.

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INVENTORS AND SOLE MANUFACTURERS OF ABOVE UNDERWEAR

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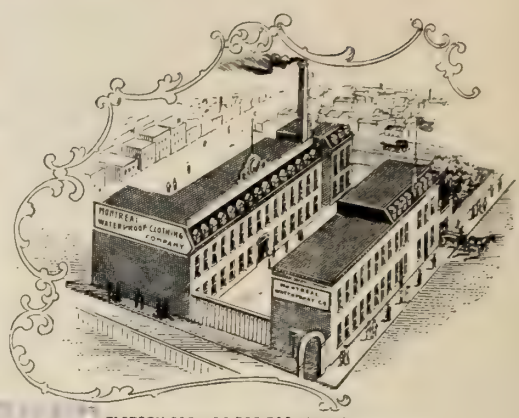


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Cut Book 16
Page 40
C.W.B.

Dear Sirs:—

We have much pleasure in advising you that our samples for FALL AND WINTER, 1904-5, are now ready, and our representatives are about leaving for their respective territories with one of the largest lines ever shown in Canada.

Our styles in the Rainproof and Waterproof Garments, both in ladies' and gentlemen's, are the newest patterns copied from the leading French, German and American designs.

Our representative will advise you personally of the exact date of his arrival in your town.

Thanking you very much for past patronage, and trusting that you will kindly reserve your order for us, we are,

Yours very truly,

THE MONTREAL WATERPROOF CLOTHING CO.

P.S.--We are also showing a complete line of Rainproofs and Waterproofs for immediate use.

CLOAKS, COSTUMES AND SKIRTS

EQUIPMENT OF A READY-TO-WEAR DEPARTMENT.

IN a cloak and suit department appearances count for a great deal. A pretty coat, or suit, shows to greater advantage in the proper surroundings, and this is one of the departments that well repays generous treatment in the matter of furnishing and fixtures. A great deal of the success of the department depends on the proper facilities for handling and caring for the goods. If you have not stands and cases, soiled and wrinkled garments are a sure result, and any salesman knows the difficulty of disposing of such.

Perhaps you do not want to go to the expense of cases, but if you can see your way to do so they are an immense advantage. Retailers are finding out the utility of display cases, and are making a larger use of them each season; goods under glass, although in sight, cannot be handled and dust cannot get at them.

Another use you could make of a display case for suits or coats, is to utilize it as a partition for a fitting room. The latter is almost a necessity, but its size need not be great, and you could screen off one corner by means of your case and draw curtains across the front. If your case is wholly of glass you could have curtains running on a brass rod, on the fitting room side; the suits would be within easy reach of the saleswoman from either side, while the curtains would screen the interior of the room.

The corset department should be so placed that easy access can be had to your fitting room, as many women require to be fitted when buying corsets now-a-days, and by placing this department in close proximity you can make the one room serve the two purposes.

To make the proper display in the ready-to-wear department calls for proper fixtures, as this is one of the departments that will never reap the full possibilities within its scope, without good show figures, forms, and fixtures. You may not wish to spend the money, but sooner or later you will see that in withholding the necessary equipment you are only working against your own interests, and there is no use in trying to handle cloaks, suits, skirts, and waists successfully without proper accessories.

Wax figures and forms are extensively used now-a-days in making a display of ready-made garments, as they make it easy for a customer to judge of the appearance of a coat, suit or skirt when worn, and they always form the central object of either a store or window display. The number of such figures used must be left to your individual judgment, but if you cannot afford more than one wax figure, it alone will add greatly to the attractiveness of your display, and you will find it will amply repay the outlay you have made on it, because for the showing of cloaks, suits, waists and skirts, nothing can come up to a life-like wax figure. Very close figuring of expenses is made by the most successful of modern retailers, but you will find the concerns that figure the closest are the ones who spend the most on wax figures, glass cases and other helps to modern retailing.

Wax figures have undergone a marked improvement in the past few years. They are more lifelike in color and in attitude, the materials used to make up are more durable and not so easily affected by heat and cold as they used to be. If, however, wax forms are not available figure forms may be utilized.

Many cloak racks are on the market, but for an all round display, the revolving rack is the most convenient. These racks are superior to a table as garments are not so liable to be crushed, and racks are much easier to cover completely at night. Skirt hangers are a small but important item, and there is considerable range of choice in these necessary articles. Another necessary item in the fitting of your department is mirrors. You will find it difficult to have too many, and every dollar you put into them is a good investment. A neat oak frame is as good as any other, but mind you get good quality glass, as it makes a wonderful difference in the appearance of a person trying your garments on whether the mirror is poor or good quality. It is said that a mirror cannot lie, but it can be, and is often, wonderfully unflattering.

Many departments are carpeted in some quiet pattern and shade; a green nearly neuteral is the color generally employed. Though a carpet greatly enhances the appearance of a department, it is not altogether indispensible, and an oiled floor can be substituted, but perfect order and perfect cleanliness must prevail in a ready-to-wear department. Not only is there a charm about a well ordered department, but the goods on display are perishable and are easily ruined in appearance by dust and dirt. If goods are to sell they must look new and fresh, and it is only in a department where cleanliness is a first consideration that they can be kept so.

NECESSITY FOR AN ALTERATION DEPARTMENT.

MANY merchants you talk with will say "I don't like to handle ladies' suits and skirts, there is so much bother about the fitting." In a sense they are justified, but there are ways and means of overcoming this objection. The first is always to buy from a reliable manufacturer who prides himself on the careful cut and fit of the garments he turns out. His garments are properly proportioned, and his grading is as nearly perfect as skill and care can make it. While there is a large percentage of women who can wear garments that are well cut and designed, without any alteration, there are very many more who could easily be fitted if only small alterations could be made; and the man who thinks of going into the cloak and suit trade seriously expecting to make a success of it, had better install an alteration department without delay. In many cases it is only a small matter to an expert to alter an ill fitting garment into one that gives perfect satisfaction. Perhaps it may have been too long in the waist, a fault that gives a badly wrinkled back, and that is easily remedied in many styles of ready-to-wear garments.

Many merchants will not make any arrangements for altering garments because, as they say, they do not

want to increase their selling expenses by engaging any more help than they possibly can avoid. While this theory may be correct as a rule it ought not to apply to "alterations," for why should the man who sells ladies' ready-to-wear garments make alterations free any more than the man who sells men's garments.

If men's garments have to be altered to fit, the alterations have to be paid for. It is the common sense way, the one that ought to be followed in women's ready-to-wear garments, and the one that will give best results in the end. Once establish a reputation for making alterations cheaply and effectively and your sales will increase, the finiky woman and the crank will think twice on the trade as the seasons come and go. Every merchant who considers the well-being of his business is bound to stock ready-made goods, and it will be the man who goes into it in the most thorough and up-to-date manner who will come out on top.

If your department is small, perhaps you could find a woman who could make alterations as well as sell, as a make-shift at first. Be sure, however, of her ability to do the work before you turn her loose in your department or she may do you more harm than good. You will find, however, if you go ahead with your arrangements for making "alterations" that many of the chief difficulties of runing a garment department disappear. In order to



Spring Costume, Grey Cloth, Trimmed Brocade Velvet.



Spring Costume, Light Brown Cloth, Brown Silk Braid, Dark Brown Velvet, Gold Buttons.

Two of London's Latest Styles.

before desiring unnecessary alterations directly they know they have to pay for them.

This policy may perhaps be impossible in a store that has made alterations free all along. If you are planning a new department, however, or extending your cloak department by adding suits, etc., begin and charge a reasonable sum for every alteration made. You positively cannot sell suits to advantage if you cannot alter them.

You must not think the garment trade is merely a fad, and that as soon as you get your department going some change in fashion will come along and disturb all your plans, for the ladies' garment trade is going to be a permanent feature, and one that will take a stronger grip

make things run smoothly and properly in your cloak and suit department some one should be responsible, and even if your business is not large enough for department heads and buyers, some one should be in charge,—some young man or woman who has shown adaptability.

They should be impressed with the fact that they will be held responsible personally for success or failure, and that their worth to the firm will be guaged by the progress made. Of course any one who held responsible in this manner must have a free hand in managing the department and a voice in the buying also.

The alteration department should also be under their management, and they should pass judgment finally upon

GOOD TASTE and PRACTICAL IDEAS

RENOWN  **BRAND.**

Every buyer is looking for novelties combined with practical ideas, and we have a splendid variety in our Spring Suits and Cloaks, which are correctly and neatly gotten up, embodying American and European stylish taste, and without extravagance. We are trying to please all and will spare no pains to obtain your patronage, taking excellent care to serve you promptly and correctly.

Renown Brand is the best advertisement for Ladies' Garments any dry goods merchant can have. It is a brand that means everything good in the garment line.

WALDMAN & SOMMER

513-515 St. Paul St., MONTREAL.

all charges made there, since as this department is to be used to supplement the ready-made department, and too high charges would only defeat this end. It is not profit that is to be aimed at in the alteration department, and if it only pays its way you should be amply satisfied. If profit were aimed at the tendancy would be to charge higher than was desirable for a small alteration which would defeat the object for which this department was established, viz., to help sales by fitting a larger number of women from the stock carried.

AN IDEAL GARMENT BUYER.

BUYING for a ladies' ready-to-wear trade is not simply going into the market, observing the styles, and then taking so many of each kind. Now-a-days, with the ready-to-wear trade increasing so rapidly in importance, with the large number of lines carried, and the infinite variety of styles, not to mention the many classes of society there are to cater for,—for madame in the drawing-room, and Susan in the kitchen, both buy ready-to-wear garments, with prices varying almost as much as styles,—in these days the buyer for a large ready-to-wear department must be of exceptional ability. He must prove himself an absolute judge of values, a cool, level-headed, discriminating critic, and a good general in directing the affairs of his department. He must be a man of system, well posted in the buying of popular and medium grade goods, and he must have the knack of showing attractively and disposing quickly and advantageously of the same.

His personality must permeate every corner of his department, and should be an ever present force making for success.

He must be thoroughly in touch with the clientele of the store he is buying for, as styles which are trade winners with one community will not sell at all with another.

A buyer to be a success must have confidence in himself, in his goods, and he must have the confidence of his trade. They may not even know his name, but they must be sure that what he shows is right.

This class of buyer soon finds out which firms make the garments best suited to his trade, but though he places a large proportion of his orders with them he does not wholly confine himself to the productions of a few firms, but is always feeling his trade with something new. By the use of these feelers, and by buying cautiously, and not heavily at any time, he is able to tell just what his trade will ask for and buy.



Light Fawn Coat, Russian Embroidery Stole, Fawn Tassels.



Dark Blue Coat, White Facings.

Two of London's Latest Styles.

THE TARIFF ON CLOAKS.

B. C. A. C.

RE your article in The Dry Goods Review of February touching the duty on cloaks and mantles, would like to say: Should the Government readjust the tariff in all or any of the materials used in the manufacture of cloaks the simplest change would affect the cloak maker just to the extent or amount of the change made. For instance, should an additional duty be put on woollens, which to many seems quite probable, this would necessitate a change in the cloak duty of a sufficient amount to balance the increased cost of the cloths used in making cloaks. This no doubt would be done by the Government, but even then, the present inequality would not be in any way removed.

Among the cloak makers, as your article states, there is a decided opinion that a specific duty should be added [illegible] method to overcome the very low wages paid by German makers of cloaks for the pauper and child labor by which most if not all the low priced and low grade cloaks are made.

Our Government here does not permit child labor. Our people are as a rule too prosperous to permit themselves to convert their dwellings into workshops, where the whole family,, from the mother to the baby, spend every available minute in making cloaks for next tonothing. Instead of conditions such as these we have in Canada for cloak making purposes, regulations probably more strict and stringent than in any country on earth. In addition the help, both male and female, engaged in the making of cloaks, is paid more money per hour than in any similar occupation in the Dominion.

The question of using domestic or foreign materials makes no difference in the cost of cloaks, as when domestic materials are used, the price of such goods are based, not altogether on cost of production, but on the marketable value as compared to foreign made goods of the same or similar quality, and is governed by the amount of duty or protection on the article, so that an advance in duty on any one article used in the making of cloaks would mean a corresponding advance in the cost of the Canadian made cloak.

As the tariff now stands the Canadian cloak maker has the short end of the stick as regards tariff or protection, the rate being 35 per cent on cloth materials, but 25 per cent on cloaks. So far as materials alone go the duty is about even, but in Germany, where most of the imported cloaks are made the cost of the labor in making is so widely different that a duty of 100 per cent. would not even it up.

In Canada, it costs for labor say $2 to make a certain cloak; factory expenses (which in Germany costs nothing as they are farmed out, i.e., made in the houses of the work people), say 50c., total $2.50.

In Germany the labor would cost not more than $1; factory expenses, nothing, total $1. Now add the 35 per cent. to the German labor, and the cost of the German garment is increased over and above the material composing it $1.35, as against the Canadian made garment $2.50, a clear handicap on a low priced garment of $1.15; or allowing for carriage, etc., a clear $1.

Notwithstanding all this the "people" expect Canadian cloak makers to find highly remunerative employment for a large number of their daughters who otherwise would either go to the United States for similar employment or to some other line of work where less than half the money could be earned or stay at home and be supported by the male members of their families.

The cloak industry in Canada pays out in wages a very large sum of money per [illegible] men and women, who earn good wages and spend freely [illegible] community at large, is unwilling to allow the cloak maker who provides the funds, to place himself on an equally fair and competitive footing, with manufacturers in other lines.

The people of Canada are naturally well adapted for making good cloaks, her business men as a rule are quite capable of conducting profitable manufacturing businesses; but when they undertake cloak making they have tackled a proposition which has, unless very special conditions govern their business—in nearly every case resulted at best in a very scant livelihood.

The cloak manufacturers of Canada do not want the government to arrange matters to give them any special favors in the manufacture of their goods, but ask as fair treatment that the tariff on imported goods be so adjusted as to place them on an equal footing with manufacturers of other lines.

Conditions governing the cloak trade have so changed since the last readjustment of the tariff that a thorough investigation might reasonably be asked for which would undoubtedly result in the present disadvantages being removed.

THE DELIVERY OF READY-TO-WEAR SUITS.

EDITOR Dry Goods Review, Toronto.—Your article, "The Right Way to Handle the Suit Trade" that appears in the February number of the Dry Goods Review, is correct, every word of it, but it is next to impossible to put it into practice. As a rule the merchant, when he launches out in the suit trade, commences with six or eight costumes, and as you have pointed out this is where he falls down. He can seldom fit his first customer.

Now, what I wish to draw to your attention is this. Let any merchant in a small town who wishes to open out generously, buy, say twenty-five to thirty-five suits. He commences telling his prospective customers the nice assortment of suits he will have in for Spring; mind you he has the promise these costumes, every one of them, will be in in January or very early in February, and is so full of it, decides to make it a feature and give "an opening," with the result that some time in February eight or ten of these suits come in, followed by a second shipment three weeks later. It will be late April before the whole order is complete.

You can readily imagine the idea of an opening is abandoned; the customers are disappointed, so is the merchant, and he looses prestige besides. This applies to most of the best manufacturers of ladies' costumes and jackets in Canada. They seldom if ever fill their orders complete. I will venture to say that if you make a tour of the different factories making ladies' costumes in Toronto, that at this date not one placing order for Spring has been completed.

There is nothing in the retail business more exasperating than to have the placing order for ready-to-wear garments coming in in threes, fours, and half dozens, until the season is almost over; and have your prospective customer tell you, "Oh! I could not wait; I have got one, I sent to Eaton's for it." You will see under these conditions that all the disappointment in the costume business is not chargeable to the retailers' want of foresight, but must in a large measure be attributed to the manufacturers failure to complete orders at the commencement of the season.

W. J. THOMPSON.

Sault Ste Marie, Ont., Feb. 21, 1904.

CHILDREN'S WASHING DRESSES FOR SPRING.

IN looking through the samples of children's wash dresses for the coming Spring, one cannot help being struck by the common sense lines on which they are planned. Though the primary object of the designer is to fit as many children as possible from the same model, and at the same time to make a pretty and becoming dress, in attaining this object he has created a supremely practical and comfortable style of dress—one that is ele-

gant and easily put on, a most important point about children's clothes, and one that at the same time ensures looseness and comfort when it is on, and gives perfect freedom to active little limbs.

The designers of children's ready-to-wear clothes may claim not only that they have introduced common sense ideas into the way in which they are made, but also as to the material of which they are made, and manufacturers realizing this are now designing materials and laces, etc., that are specially adapted for children's wear.

The fact that such dainty and becoming dresses can be bought at a reasonable price is a boon that mothers are beginning to appreciate, and the department for children's wear is increasing in importance each season.

There is nothing that quite equals white for a small child's dress, and that this is the opinion of most mothers is proved by the large demand made for it. China silk, mull, nainsook, lawn, etc., are all fashioned into lovely little washing frocks for children's wear. Fine meshed valenciennes lace and dainty patterns in embroidery edges and insertions are used as trimmings, in conjunction with a multiplicity of fine tuckings.



No. 1 No. 2 No. 3

No. 1 Child's dress of nainsook with 1830 collar of tucked nainsook and Valenciennes and insertion. No 2 Russian dress of novelty suiting with tab yoke of lace and leather belt. No. 3 Girl's dress of novelty cotton material, embroidery trimmed.

The picturesque 1830 modes, in a modified form of course, are quite as popular for the small folk as for their elders, and the pointed cape or yoke that gives the long shoulder line, like the one shown in figure 1, is a style that is frequently seen. Another favored fashion is to edge the deep yoke with a beading, through which is run a ribbon that is tied in a bow on each shoulder. Made from the cotton suitings, heavy linens and mercerized fabrics so much in evidence this Spring, are the little dresses in the Russian fashion, with skirt and body in one, and with either a sailor or a tabbed collar, and with a leather belt to define the waist. This is a style of dress that is equally suited for a small boy or girl, and besides the wash materials it comes in the ever useful serge, in navy, red and blue. Figure 2 shows this style of dress in novelty suiting with a tab collar of lace. Another variation of this style for larger girls is a costume consisting of a tucked Russian blouse or tunic in three-quarter length, and with a circular skirt.

A pretty dress in sizes for a girl from 7 to 14 years is made in one of the novelty cotton materials, and has a blouse waist with tucked yoke, outlined by a deep band of one of the new open embroideries, which is continued down the left front of the blouse. The joining of the pleated skirt with the waist is concealed by a belt of the material. This dress is shown in figure 3.

Sailor suits of serge in navy, red, cadet, etc., are always wanted, and they are showing for Spring with various novel developments. There are some smart little coats in the reefer style, with both sailor and shawl collars, and closed with gilt buttons. These come in navy, red and white serge, and also in white linen and pique, with collars of all-over embroidery.

Sicilian is a new material for children's coats, but a coat of this fabric in white has many novel features. It is box at the back and bloused in front, with a circular skirt, the join coming under the belt. The neck is finished by a small collar of lace, and a cape, pointed back and front and on the shoulders, of the material. Of course the buttons were gilt. Besides the little dresses made of the novelty materials is a large variety of styles made of the useful ginghams, percales, galeteas and ducks.

SILK MARKETS OF EUROPE.

A RECENT number of L'Economiste Francais contains some interesting information concerning the relative importance of the various silk markets of Europe. Up to 1899 Lyons maintained the first place; but in the last year of the old century its rank was taken by Milan, in whose magazines were stored in 1900 no less than 7,223,525 kilograms (15,924,988 pounds) of silk, or 1,211,762 kilograms (2,671,455 pounds) more than in Lyons, whose total receipts were only 6,011,763 kilograms (13,253,533 pounds). The year 1901 increased the disparity between these rival markets. The receipts of Lyons rose, but only to 6,874,649 kilograms (15,155,971 pounds), while those of Milan reached 8,697,490 kilograms (19,175,702 pounds). In 1902 the receipts of Milan leaped to 9,849,350 kilograms (21,714, 096 pounds) and were 37 1-2 per cent. larger than those of Lyons, which aggregated only 7,165,118 kilograms (15,796,423 pounds).

The permanent preminence of the metropolis of Lombardy as a silk market now seems assured. It should be borne in mind, however, that Milan's gain is largely due to the fact that a considerable number of the leading silk firms of other countries have established branch houses there. The claim is made by the Lyons Board of Trade that a very large portion of Milan's silk business is transacted by French firms, and that of the total silk business of the world, which amounts to about 18,000,000 kilograms (39,683,200 pounds), Lyons firms do fully one-half.

As compared with the two cities mentioned, the other European silk centres are of minor importance. Zurich holds the third place, with 1,571,301 kilograms (3,464,103 pounds); St. Etienne the fourth, with 1,200,242 kilograms (2,645,525 pounds); and Turin the fifth, with 645, 427 kilograms (2,363,355 pounds).

Suspense is detrimental and often unnecessary. Because of the dependence of one thing on another, a wait or a doubt on one point, even if it seems unimportant, often impedes plans and actions all along the line. When it is your move, move, and do not delay the great procession of events.

MANTLE MFG. CO.

Highe Class Manufacturers of

Ladies' Cloaks, Mantles, Costumes

Our Spring Lines include the very latest styles such as are worn in New York, Paris and Berlin. We do not solicit the trade six months earlier than the styles are established, hence the trade can DEPEND ON THE VERY LATEST

CALL WHEN IN CITY

Our Garments are Leaders in FIT, STYLE, DURABILITY

Star Mantle Mfg. Co.

35 Lemoine St., MONTREAL

Special Line of MILITARY GARMENTS for LADIES

LONDON RUBBER Co.

SOLE MANUFACTURERS OF

TOWER BRAND



WATERPROOFS

WATERPROOF and RAINPROOF Clothing

FOR MEN, WOMEN AND CHILDREN.

591 CRAIG ST.,

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Whitfield, Mayall & Co.

Manufacturers' Agents and Importers of

Hosiery, Underwear, Laces, Embroideries, Novelties, Etc., Ladies' Belts, Blouses, Etc.

Also manufacturers of special lines of TOILET POWDERS.

OFFICE AND SHOWROOMS:

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P. O. BOX 1166. TELEPHONE: MAIN 1637

$8.50 —FOR— $6.90



We got a turn on enough material to make 150 dozen Underskirts as cut. They would be rattling good value at $8.50, but to get you acquainted with the way we make skirts we offer them at $6.90 dozen. This in the face of advancing and advanced cottons. Terms net 30 days April 1st. No order accepted for less than 2 doz. Return at our expense if not up to your expectations.

Black Mercerized Sateen —Seams felled and double stitched. Three two-inch frills, each frill strapped at top. Width 68 inches at top of flounce. In every way "Perfect in Make, Fit and Finish

The Pugh Mfg. Co.

33 Church St., TORONTO.

NATIONAL RUBBER CO. OF CANADA SNOW SHOE BRAND EXTRA FINE TAILOR MADE WARRANTED SHOWER PROOF MONTREAL

This brand is a guarantee of Excellence in

WATER AND RAINPROOF CLOTHING

—FOR—

MEN, WOMEN and CHILDREN.

Our Garments are warranted to stand any climate.

OUR TRAVELLERS ARE NOW OUT with full range of samples, embodying all the

LATEST STYLES and DESIGNS in CLOTHS, CUTS and FINISH.

Wait for them, or write us direct, and we will arrange to show you samples.

National Rubber Co.

OF CANADA.

524 Craig St., - MONTREAL.

DRESS ACCESSORIES

NOT much in novelty lines will be shown until the selling season opens with the retail trade. The severe weather, and deep snow has undeniably interfered to a great extent with the course of trade, as it is only with the greatest difficulty that travellers have been able to make their rounds, and that goods have been shipped when they have been sold. Shipment by freight has been uncertain, and it is only by express that goods have had any chance of reaching their destination within a reasonable time. This has made showings of Spring goods small so far, but with an improvement in the weather a change in this respect will soon be seen.

TRIMMINGS.

BRAIDS are the first line to receive a showing at the hands of the retail trade since they will be required as trimming for Spring tweeds and cloths. They are handsomer than ever. At present the narrow varieties in black or colored silk, and mixed colors are making the most popular. Mexican lace stitch braids are very much in favor as a variety can be given to them by a band of contrasting color beneath. Many of these new braids show the liking for gold which is the strongest novel feature of the Spring season, and threads of gold brighten almost all the new passementeries and braids.

The new braids are soft and pliable and under skilful fingers are made to take on fanciful trimming forms required by modern taste. The vogue of gold seems pretty well assured, as it does not come to us as previously in heavy and over-poweringly glittering cords and braids, etc., but just a touch here and there brightens up the new materials and trimmings. It is pale gold that is most favored and as this is not so easily imitated in cheap lines as the more ruddy colorings it is not likely to become common.

RIBBONS.

AS the season opens up the prospect for ribbons brightens. Impossible as it might seem Dame Fashion is finding new uses for them. The very latest trimming is ruchings of narrow ribbon which are not only applied to veilings but also to cloth and silks. This is a trimming that both in its make up and application is copied closely from the modes of the thirties and sixties.

Ribbons are also used largely in the make up of girdles and belts. A few ribbons are made into Fifth Avenue bows and considerable yardage is sold in this way, but there is no sign of a return to the time so profitable to a department when every woman was wearing from one-half yard upwards of ribbon around her neck. There is, however, quite a demand for narrow ribbon velvets in many colors for fancy neckwear. The return to favor of the bowed ribbon hair ornament is another factor in favor of ribbon selling.

Ribbon sales for this Spring have been largely confined to the plain varieties such as taffetas, satin taffetas, Duchess, Louisine, etc., principally in light shades. The tendency of the trade, however, is strongly in favor of taffeta; Duchesse is selling extremely well, but taffeta ribbons are decidedly in the lead for Spring. Black taffetas and peaus are in great demand and white is selling ahead of cream. Canvas ribbons and ribbons with gold figures introduced are showing but very few warp prints are selling and these only to the high-class trades.

Ombres are again talked of, but the same effect is gained in millinery by using three or more shades of the same color. One is pretty safe in saying that ombres will not be extensively stocked.

LACES.

AS Spring modes come to hand they all emphasize the vogue of lace. Laces trim the shirt waist suit of which the popularity will continue unwaned this Summer, whether it be made of silk, wool, cotton or linen. Lace forms perhaps the most prominent feature in hat trimmings, and when a coat is designed for dressy wear it is generally lace trimmed. Almost every gown shows a yoke of lace, either of all-over or of insertions and narrow bands of the material used, to many of these yokes is added a bertha or cape effect that is lace inserted and trimmed; in fact the lace ornamented gown is more the vogue than ever.

Both fine and heavy laces are used, but the newer laces are in the finer and filmier makes, such as Mechlin, Chantilly, and the new Lierre laces. Fine Valenciennes laces are coming into high favor and rows upon rows will be used to trim the sheerer wash fabrics. Deep flounces of this lace will be much used for the sleeve frills that finish almost all the new Spring gowns from which not even tailor-mades are exempt. Bands of fine lawn with insertions and edge of this lace are also used for this purpose. Net top laces are shown in great variety, and bousse and repousse laces are again shown.

"It seems strange to me," said one importer when showing a range of beautiful patterns in these effective laces, "that they do not take better with the trade, as they are not expensive."

"I believe the very fact that they are novel is against them, as the trade, particularly that in Ontario is slow to take novelties up; many, they will not touch until the vogue for them is half over and when they wake up to the fact that they are scarce they want them."

For trimming white linen gowns, Cluny is in great request, not however the cotton Cluny, but the hand-made linen variety. The cotton Clunys are having quite a run

NORTHWAY GARMENTS.

RETURNED
MAR - 1904
Cut Book 1C
Page 55
A.W.B.

YOU BUY THE BEST WHEN YOU BUY NORTHWAY CARMENTS



YOU SELL THE BEST WHEN YOU SELL NORTHWAY CARMENTS

FOR THE NEW SEASON

We print here a page from our Spring and Summer 1904 Style Book, enough designs in it to show you the trend of styles, and a strong argument for the exclusiveness we claim for **NORTHWAY GARMENTS** generally. The ready-to-wear idea calls for no apologies from you when you can select for your trade from lines we're showing for the new season. Ultra fashionable—excellent quality—supreme in novelty—perfect fitting faultless workmanship—exceptional values. See for yourself—we'll trust your judgment.

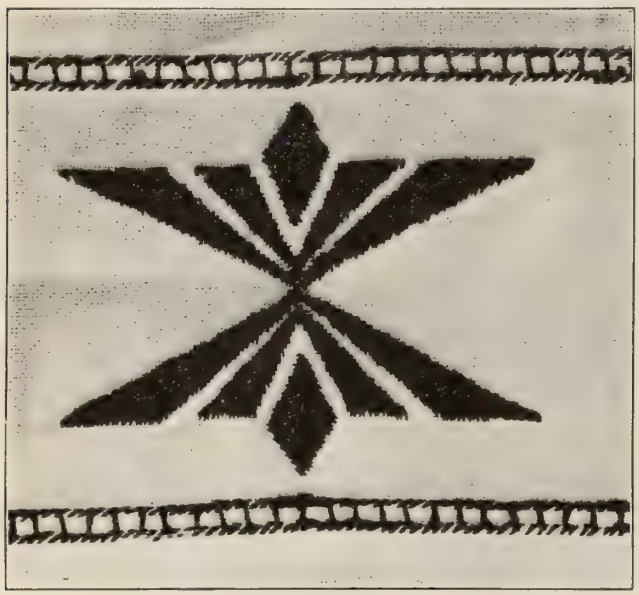
JOHN NORTHWAY & SON, LIMITED,
91-93 Wellington Street West, - Toronto.

for trimming white wear at present. Novelties in silk Clunys are in mixture laces, such as silk and linen, silk and tinsel, etc.

Bands, galoons, and motifs of silk fiber Cluny are still holding the favor of the trade and some of the smartest blouses this season will be made of bands of this lace and cloth, the lace matching the color of the cloth. Tinted and dyed laces are still much en evidence. Two-toned laces such as blue and champagne, brown and champagne, etc., are seen.

The all-over lace blouse will be quite a feature this Spring, worn over a thin silk slip. Valenciennes with Teneriffe insets is one of the newest laces shown, and there are also many effective drawn-work patterns of the wheel kind. The Plauen, Venise, Irish laces, and machine made silk laces are also to be used for this purpose. There is a growing feeling for nets, and net dresses, and blouses are among the possibilities.

Fine and coarse linens promise to be popular for the Summer trade, and when one fabric is so much worn there will always be a search made for novelties in the way of trimming. Handwork trimmings are all the rage. This ought to point to the popularity of Teneriffe insertions, as they are ideal trimmings for the finer makes of linen.



Button Effect on Linen, for trimming shirt-waist suits and waists.

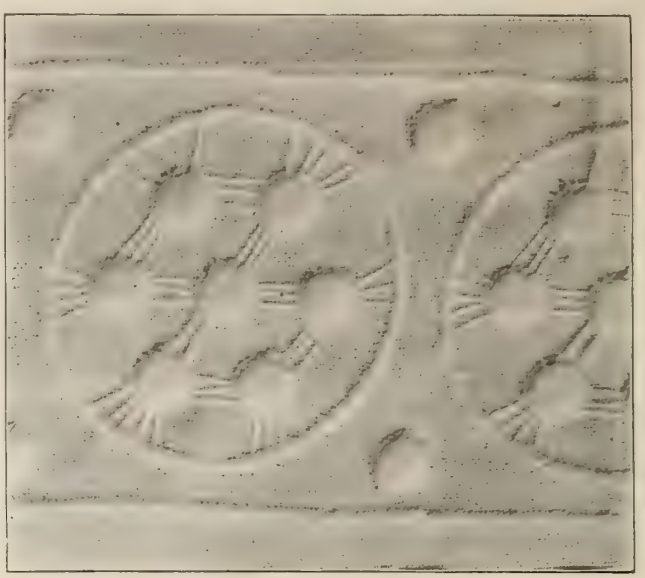
The designs are numerous and individual, and just what the exclusive woman would like for trimming a linen waist or gown.

VEILINGS.

THE veiling salesman is having an easy time of it this Spring, as it is not a difficult matter to interest the trade in veilings. Dame Fashion has not for many a day favored the use of a veil as she is doing at the present time.

The floating veil gives the requisite finishing touch to the 1830 costume revival, besides it has its useful end to serve as well.

The latest novelty in veils is the curtain veil of coarse tuxedo mesh with heavy chenille spots. This is just fastened around the hat and hangs free. It is brought out in novelty effects but the sellers are blue, brown and black. These are the selling colors in all lines of veilings, but brown may be taken as including fawns, tans and castors. Shaded effects are shown in some extreme lines, but will not be the popular sellers that plain colors are. In chiffon veils the automobile is the one that is most



Button Effect on Linen, for trimming shirt-waist suits and waists.

prominent. Thought originally designed for auto-wear, this will be the outing veil of the season. This veil is a large drapery veil, fulled onto a ring of ribbon wire, and envelopes the whole head loosely. The ends cross gracefully at the back and tie in a bow in front.

Many bordered veils are showing, the newest of which has a woven ribbon double border with a narrow edge of gold on each side of the ribbon. This is wonderfully fetching veiling, and as it is not high in price, should take with the



Button Effect on Linen, for trimming shirt-waist suits and waists.

trade. Graduated borders of white on a colored ground, are among the novelties that are likely to take. Among extreme novelties are curtain veils in black with a running pattern tampoured in scroll design in cream. These are more startling than beautiful, and seem rather of too exaggerated a style to suit Canadian taste.

HINE, PARKER & CO.
LIMITED.

LONDON, ENG.

MAN'F'RS. HOSIERY AND UNDERWEAR

Our new samples will be in the hands of our representatives in a few weeks.

SPECIAL VALUES IN

Women's, Children's and Men's Hose and Half-Hose.

Men's and Women's Underwear.

See our values before placing orders for Fall 1904.

SOLE REPRESENTATIVES FOR CANADA AND UNITED STATES

E. A. CUFFE & CO.

67 YONGE ST. - TORONTO

Staples

Our stock was completely destroyed by fire in June last. You can therefore rely on our stock being all new and up-to-date in every particular. Our orders for Spring Stock were placed before recent advances in cotton. Our advantage is yours. Place your orders early.

McMahen, Granger & Co., 333 Richmond Street, London, Canada

Our travellers will call on you soon with full lines in Staples and Smallwares. Their arguments are

Right Goods at Right Prices.

Spring stock is now complete. A letter order from you will receive prompt and careful attention.

McMahen, Granger & Co.

Wholesale Dry Goods,

333 RICHMOND ST., - LONDON, Canada.



We are the people who carry the stock.

Not necessary to order three months ahead. Deliveries made within twenty-four hours. Everything new and up-to-date in Veilings, (including newest designs in Automobile and Spring Veils); Laces, Dress Trimmings, Fancy Collars, Gold Novelty Trimmings, Embroideries, etc.

Canada Veiling Co.

50 Bay Street, - TORONTO, CAN.

Cartwright & Warners'

Celebrated All-Wool

UNSHRINKABLE UNDERWEAR.

CARTWRIGHT & WARNERS' name on a garment carries with it the value of a hundred years' successful experience in the manufacture of the best Knit Underwear in the world, and stamps it with the character of superiority that places it above and beyond all other in a class by itself.

PREMIER FINISH TRADE MARK NON-SHRINKABLE PURE WOOL.

R. FLAWS & SON, Agents, Melinda St., Toronto

WE ARE SELLING AGENTS IN CANADA FOR

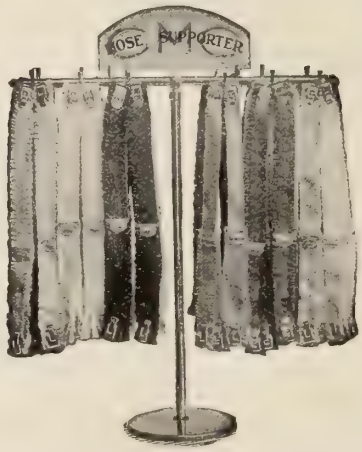
CMC

HOSE SUPPORTERS

THEY CAN'T TEAR THE STOCKING

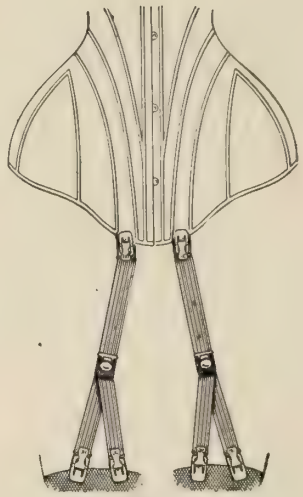


Clasps the Corset same as the stocking.



A handsome nickel-finished Display Stand is furnished every store carrying our full line of HOSE SUPPORTERS.

C M C Display Stand supplied gratis.



Never tear,
Never rip,
Fasten tight,
Never slip.

Adapted to the straight-front Corset. No pins, no buttons, no hooks, no belts, no pads, no sewing.

Just a simple patent clasp that fastens to anything---but will not tear the finest fabric.

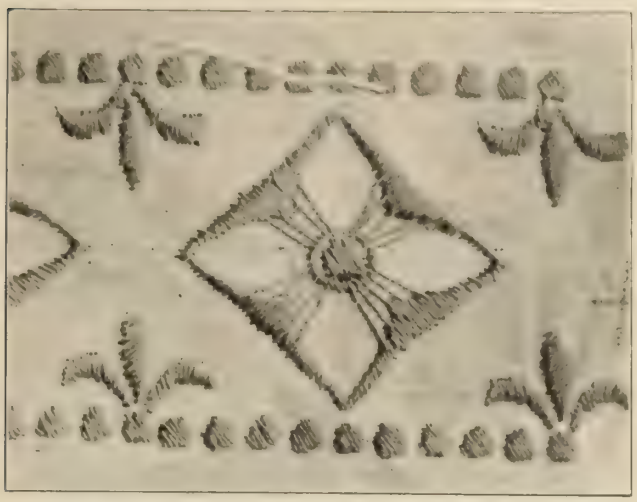
Made in all up-to-date patterns and colors.

Send for sample order. One retail house in Eastern Canada imported $500 worth last year.

C. H. WESTWOOD & CO., Limited

Westwood Building. - 72 & 74 Bay St., TORONTO

Face veils will be largely worn with the smaller turbans and toques; fine Mechlin nets are first in favor. Cluster patterns in small neat patterns are newest, but



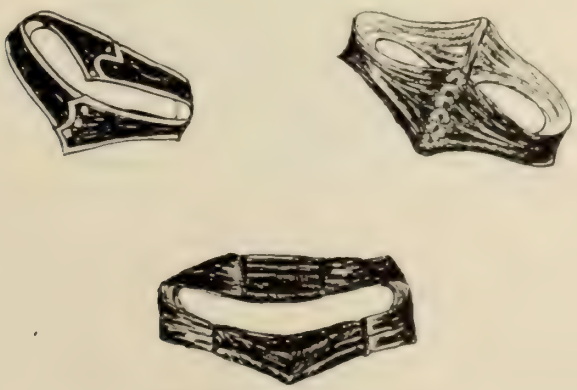
Button Effects on Linen, champagne and white for trimming waists and shirt-waist suits.

some large designs in attractive styles have sold well. Tuxedo and complexions are also well represented in Spring lines.

Paris veils are veritable flounces, fulled around the hat crown, and allowed to fall almost to the shoulders. Some of them are of real lace and are so arranged that an end may be brought round and fastened with broach or pin on the shoulder. Malines has had a great sale and the maline bow has nowise diminished in favor. These are generally sold made up into bows at the neckwear counter.

BELTS.

RETAILERS are displaying more interest in belt lines; styles are more settled, and as the new Spring suit almost invariably has the short Eton or Bolero coat, belts will be very much en evidence this Spring. A short time back hardly anything but black was seen in belt lines, but they are gayer now, and red, pale blue and white are selling as well as black. Of course when it comes to numbers sold black leads but brighter colors are also well shown.

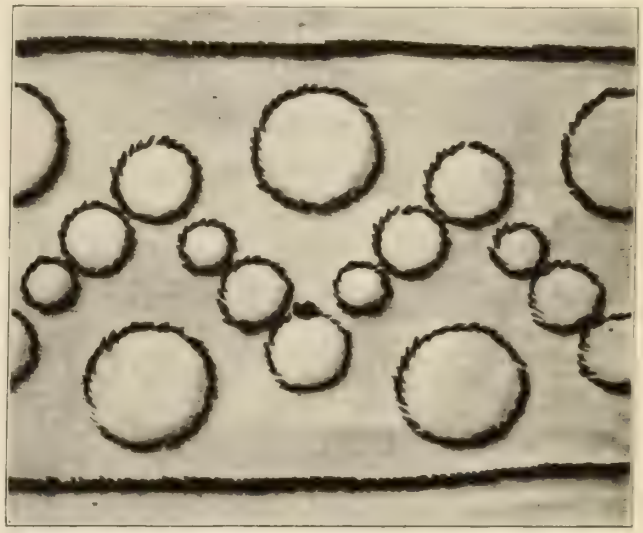


New Deep Girdle Belts.

For the moment the crush leather belt is the thing, but the fabric belt will come to its own when the warmer weather comes.

Gilt effects, as is to be expected, are strongly featured in the new samples, though it must be confessed some of the new gilt buckles and trimmings have a cheap and tawdry look, and it will be better to order as wanted, rather than stock largely, as gold effects always take a sudden drop. The harness buckle is an exception, and some pretty lined belts in soft silk are made up in the crush style, with the gilt harness buckle, that look like sellers. High buckles in gilt have half inch gold braid threaded through them and narrow down at the sides. Belts of gold braid with gold trimmings are also prominent. Silk belts in white and red have a narrow gold braid down the centre. In elastic, the studded belt, with cut steel and coral, and cut steel and opals, with buckles to match, are shown, but of course it is only the better trades that stock these, as they are an expensive belt. The high girdle belt is, however, the style that Fashion favors at present and is shown with the point below the waist (see illustrations 1 and 2) and with the point both above and below (see 3).

The stores are showing this class of belt and all the Fashion books are advocating them, but in spite of this both narrow belts and cord girdles are sold. We are all



Button Effect in Blue and White on Linen, for trimming shirt-waist suits and waists

familiar with collar forms, but belt forms made in the same manner are something new and should the high girdle belt make a hit they are likely to sell as well as the collar forms do.

LINGERIE WAISTS.

MANUFACTURERS are busy about their mid-season novelties in washing waists and lines will soon be ready to show to the trade. Every indication points to a record-breaking season in this class of waist, as not only will the business woman who has been faithful to the blouse when Dame Fashion condemned it, wear it, but the ultra-fashionable matron and maid will make it the mainstay of her Summer wardrobe also.

Generally speaking, the lingerie blouse follows pretty much the same lines as last year. Faggotting, tucks, side rings, hand embroidered designs, lace and Mexican drawn work and the newest of all heavy button effect embroideries on the finest of muslin, or on heavy linen, vie with

each other as trimmings for the many charming wash waists.

The backs are tucked in groups and the fronts are tucked over the shoulders to give the fullness necessary for the blouse in front. The blouse is of a more or less decided fullness, which is further modified by the new high girdle belts.

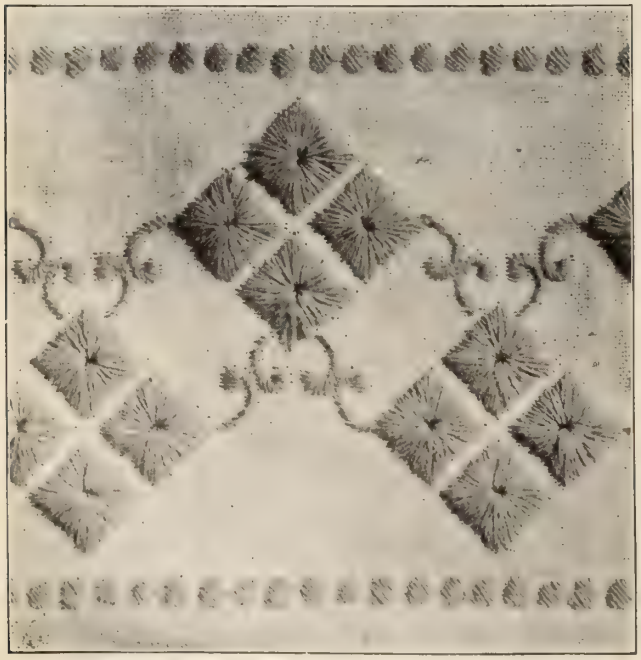


No 1. No 2.

No. 1—White Linen Blouse, with button-effect embroidery on linen.
No 2—Organdie Blouse, with drop yoke of Valenciennes, with drawn-work and medallions to match.

The sleeves fit closely at the top of the arm, and flare out into voluminous fullness from the elbow down and is gathered in a straight narrow cuff.

Many attempts have been made in wash waists to run the high fitted cuff, but almost without exception the



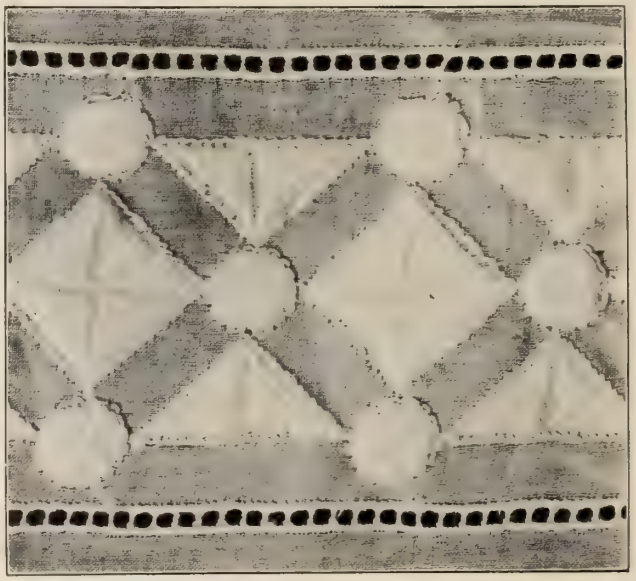
Button Effect on Linen, white and gray, for trimming waists and shirt-waist suits.

sleeve with this style of cuff has had to be modified by a return to a straight band. The other kind is not practical enough for a waist that has to be constantly washed.

Organdy, muslin, and fine lawn are the materials that are made up into these new waists. These sheer materials have, however, a strong rival this Spring in white linen in both fine and coarse weaves. Linen has many points of excellence to recommend it for Summer wear: it wears well, and improves with washing, and is both cool and comfortable.

On these new waists the long shoulder line is very marked, and one of the most seen modes of obtaining it is shown in illustration No. 1, where a band of the insertion that is used as a trimming is continued from the neck over the top of the sleeve.

Illustration No. 2 shows another good method of obtaining the long shoulder effect. The sleeve is tucked for a short distance from the top, and the round yoke is continued loose over the tucked part. This is a much more comfortable method, and one in which it is much easier to obtain a good fit, than when the regulation drop yoke is used.



Button Effect on Fine Muslin.

To trim the linen shirt waists, some lovely embroidered linen bands, in button effect, and in drawn stitches are shown. The grape pattern is familiar, but it is so pretty and graceful that we are never tired of it, and despite the fact that it is not a novelty, waists trimmed with it are sure to sell.

These bands are two-toned as well as all white, and come in white with champagne pattern, and in white ground with blue.

Two widths of insertion are often used on the same blouse, and often also medallions as well.

EMBROIDERIES.

THE embroidery trade is pretty much sought after in Canada just now, and that so many are covering the ground will account for the fact that with none of them the volume of trade is very large. Prices, it is said, are a little easier than they were last year. Patterns and designs are fully up to the high standard of last season, and there is a very large range of novelties. Colored embroideries are amongst these, but with the exception of the bold button and drawn-work patterns on linen bands for trimming linen waists and gowns, are not

FANCY PARASOLS

SPRING 1904.

LADIES'
MISSES'
CHILDS'
} at all prices.

Samples now on the road.

THE
Irving Umbrella Company
MANUFACTURERS

20 Front St. West, - TORONTO

PEWNY'S KID GLOVES

For your Easter Trade put in an assortment of these gloves.

EVERY PAIR IS GUARANTEED.

Pewny's Gloves are GOOD GLOVES.

GREENSHIELDS LIMITED
MONTREAL
AGENTS FOR CANADA



This cut shows one of our latest creations in Long Hip, Straight-F ont effects, which we carry in stock -all prices. Ask for sample and price list.

THE CELEBRATED

P.D.

CORSETS

ARE THE RECOGNIZED STANDARD OF ALL

High-Class **CORSETS**

They have undoubtedly the largest sale in all countries. This has been reached solely through the merit and high qualities of the goods.

KONIG & STUFFMANN,

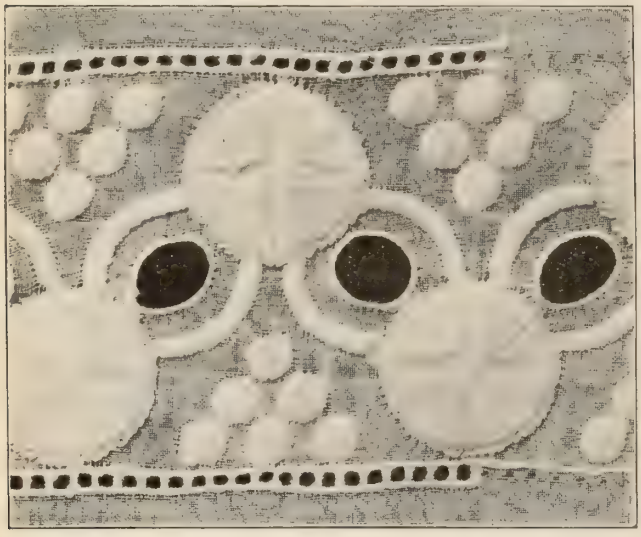
SOLE AGENTS FOR CANADA.

11 Victoria Square, MONTREAL.

likely to make much impression. These bands have a very handsome appearance, and are shown in white on white, and in white grounds with champagne, blue and other colored figures.

Heavy button work designs on sheer muslin are one of the first novelties in embroidery lines, and there is often provision made for running a ribbon through as in one of the cuts shown. This button effect enters largely into the make up of almost all the new patterns, and is combined most effectively with open work broderie Anglaise motifs, which is the other prominent novelty of the season. Broderie Anglaise is a modern adaptation of the old-fashioned Maderia work of the sixties.

Though blind embroideries are not so much in evidence, they are by no means out of fashion, and some pretty



Button Effect on Fine Muslin.

patterns are shown in this kind of work. There is a punched effect, where the holes are partly filled in diamond, or half-moon fashion that forms the central idea for many pretty patterns in the new lines, and both insertions and edges are made up of diamonds, vandykes, and coils of these punched holes. These patterns are very effective, and should be strong sellers.

Very wide flouncings are showing and there is also the godet, or shaped flounce that is used for Berthas, as well as for skirt trimmings.

All-overs are spoken of as being popular for separate waists, and a number of these waists have been prepared for wear at the Southern Spring resorts. The open work broderie Anglaise effects are best liked for this purpose, and many are worn with a thin silk slip underneath.

In buying embroideries the fact that they form the most desirable trimming for children's underwear, should not be lost sight of, and patterns suitable for this purpose should be stocked in a good assortment, as there is always a considerable outlet for embroideries of this class.

ELECTION OF OFFICERS

THE annual meeting of the Paton Manufacturing Co., manufacturers of woollens, Sherbrooke, Que., was held on Wednesday, February 24, in the Montreal office of the company, Board of Trade Building. The report and statements were presented and adopted, as satisfactory. The following were elected as directors : Lord Strathcona, Hon. Robert Mackay, Messrs D. Forbes Angus, Robert Brodie, Jonathan Hodgson, Geo. Hyde, Geo. M. Loy, M. P., Robert Reford, and John Turnbull.

Mr. John Turnbull was elected president and managing director at another meeting, with Hon. Robert Mackay as vice-president.

BIG SHOE STORE BURNED.

ON Wednesday, February 24, a fire which broke out in the basement of Messrs. French & Smith's boot and shoe store, corner St. Catherine and Metcalfe streets, Montreal, spread through their premises to the top of the building, causing a damage of some $10,000. The boot and shoe stock was covered by insurance in the Phoenix Co. In the same building were two or three small concerns, which were also damaged to some extent.

Next door to the shoe store is the Fit-Reform Wardrobe, the stock in which was damaged by smoke.

A NOTTINGHAM LACE FIRM IN CANADA.

A firm which has built up a good trade in Canada of late is John Truman & Co., manufacturers of laces, &c., Nottingham, England. Nottingham is well known as the centre of the lace trade in Great Britain, and Messrs. Truman are noted for their patterns and designs.

They are represented in Canada by Paquette Bros., Montreal, who have done much to increase their business here. This firm sell only to the wholesale trade and prompt delivery of goods has always been a feature with them.

THE "REVIEW" IN ENGLAND.

Writing under date of February 2, Mr. T. Ward Clarke, of Ward Clarke's Bon Marche, East street, Bristol, says : "I have not yet received the January number of The Dry Goods Review. I don't know what part of the month it is issued; I am very pleased with those I have received; I found them interesting and useful, and have lent them to a friend in Cardiff, who is also interested. I look out for the monthly issues as time goes by."

DRY GOODS AND MILLINERY HOCKEY.

CONTRARY to expections the Millinery and Dry Goods Hockey League, of Montreal, were not able to complete their series for the cup last month, owing to three draw games having been played. H. H. Wolff & Co. now stand at the head, with four games won, none lost and two draws ; while Caverhill & Kissock, who kept the lead for some time have now taken second place with Brophy, Cains & Co. Kyle, Cheesbrough & Co. have been very unfortunate this season, and still remain lowest in the series. The teams, with all the scheduled games finished, now stand as follows :

	Won.	Lost.	Drawn.
H. H. Wolff & Co.	4	0	2
Caverhill & Kissock	3	2	1
Brophy, Cains & Co	3	2	1
Kyle, Cheesbrough & Co.	0	6	0

The next game will likely be played during the second week in March. Should H. H. Wolff & Co. win from either Caverhill & Kissock, or Brophy, Cains & Co., they will have won the series. On the other hand, should they be defeated by both these teams, which, however, is not expected, then the final game between Caverhill & Kissock, and Brophy, Cains & Co. will come off still later.

NISBET & AULD

TORONTO

VOILES

	Per Yard
42 inch **Plain Voile**, two shades only, at.....	.25
42 inch **Plain Voile**, range of shades, at	.37 ½
42 inch **Plain Voile**, range of shades, at	.50
43-44 in **Plain Voile**, range of shades, at	.55
47 inch **Plain Voile**, range of shades, at	.75
43-44 in **Plain Voile**, range of shades, at	.75
43 inch **Fancy Nopped Voile**, all leading shades	.75
47 inch **Fancy Nopped Voile**, all leading shades	.90
43 inch **Fancy Nopped Voile**, all leading shades	1.00
43 inch **Fancy Nopped Voile**, all leading shades	1.25
43 inch **Fancy Lace-striped Voile**, all leading shades	1.10
43 inch **Black Voile** (silk embroidered at.....	
90c., $1.00, $1.25, $1.35, $1.50	

SOLID COLORS.

Extract from DRY GOODS ECONOMIST,
New York, Feb. 20.

"Voiles stand first and foremost in popularity for the coming season.

The trend of fashion is towards solid colors. Even here there will be variety seeing that the sheerest of plain Voiles will vie with Noppe weaves and a jours."

NISBET & AULD

TORONTO

NISBET & AULD

TORONTO

CREAM DAMASKS

	Per Yard
58 inch **Union Damask**—Limited quantity	.20
54 inch **Union Damask**—Good patterns	.22 ½
56 inch **Union Damask**—Good patterns	.25
60 inch **Union Damask**—Open Border patterns..	.29
70 inch **Union Damask**—Open Border patterns..	.32 ½
64 inch **Union Damask**—Jacquared Border	.34
60 inch **Heavy All-Linen Cream Damask** at....	.35
64 inch **Heavy All-Linen Cream Damask** at....	.37 ½
64 inch **Heavy All-Linen Cream Damask** at....	.42 ½
66 inch **Heavy All-Linen Cream Damask** at....	.49
70 inch **Heavy All-Linen Cream Damask** at....	.52 ½
72 inch **Heavy All-Linen Cream Damask** at....	70
72 inch **Heavy All-Linen Double Damask**	.82 ½
54 inch **Union Damask, Square**	.28 ½
60 inch **Union Damask, Square**	.31 ½
56 inch **Linen Damask, Broken design**	.27 ½
60 inch **Linen Damask, Square and broken design**	.34

These quotations are from 10% to 20% under the market value, with prices still advancing and old stocks exhausted. Present conditions in raw material and its manufacture indicate high prices for some time.

NISBET & AULD

TORONTO

RETURNED OCT 7 1904

FEATURES IN STAPLES

LININGS.

IN sympathy with the strong position of cotton, prices of linings have advanced materially, though for the present some houses have been so fortunately situated as to be able to quote old prices on all excepting a few special lines, and in these the advance has been but slight. A little later, however, there may be decidedly higher prices for these goods. The demand from dressmakers is now commencing heavily, and they are asking for such lines, as we have before pointed out, would lead for the season fine black sateens, percalines, spun glass, taffeta linings, and other such light materials

NEW LIST OF PRICES ON COTTONS.

The Dominion Cotton Mills Co has issued the new Fall list for the Magog prints and in almost every case an advance is noticed. In the following table present prices are compared with those of six months ago :

	Six months ago.	Present figures.
D 9 suiting	5¾	6¼
Velour, Salisbury, Reversible N F	6¼	9¼
Reversible N N C	10	12
Kimona	10	12
Queen's twill	9	10¼
Swansdown	15	17½
Coat lining	10½	12¼
Princess skirting	10	12½
Moreen skirting	10	11
Heavy twill	11	13½
Durban drill	10	11½
A duck	8	10
A A duck, indigo and aniline	10	12
Magog tweed	9	11
" " aniline	9	12
Ladas tweed	10	12½
" " aniline	9	12
Heavy mole	14	18¼
Extra heavy mole	16	22¾
Twill cretonne	7½	9½
Ottoman	9	12
Oatmeal	10	13½
Sateen	12	12½
XXX Navy	9	10
GC indigo	12	12½

Prices for immediate delivery are the same. The other productions of this company are not listed at present. The manufacturers claim prices are based on 12½ cent cotton, and as raw cotton is on Feb. 27, 14.75, and this price is merely speculative, it will be seen that higher figures may soon appear. A spot market of 11.75 does not mean that decent cotton can be got at that, but if our mills went into the market they would be forced to Some are of the opinion that the highest has not yet been reached in the raw market.

WOOL.

IN its annual review of the wool situation the Observer of Bradford, Eng., has many bullish remarks to make.

It says that the supply has been decreasing for the past five or six years, the largest stock having been seen in 1895. " But since then the drouth in Australia, which lasted seven years and which culminated in 1902, caused losses of sheep that were unparalleled. Alongside of this great shrinkage in the Australian clip there has been a reduced clip from the Cape of Good Hope, also the effect of drouth. Likewise a heavily reduced South American production is mentioned with loss of at least forty thousand bales (40,000,000 pounds), so there is according to this authority no possibility of wool supplies for the next 12 months materially exceeding those of the past year. They say that it would be obvious that bear movements to depress prices are predestined to be utterly futile. Moreover, it would be clear that whatever stocks exist, in whosesoever hands they may be, are very good value at to-day's rates. Although many prophets have been disappointed as to the effect of shortage upon prices, the fact of the shortage is still a dominant factor in the wool situation.

" On the highest authority we have it that the shortage in the United States will not be less than 40,000,000 pounds. Adding together the more conservative estimates of the various shortages in the world's wool supply, we shall not err on the side of extravagance if we put it at from 130,000,000 to 150,000,000 pounds (the world over) less than the supply of the previous year.

" Another outstanding factor which must have an important influence upon prices is that on the whole wool consumption has not yet been reduced to the same extent as the reduction in the supply of wool. That this is so is shown by the universal testimony that stocks are lighter the world over than they have been known to be at this time of the year for 20 years."

SILKS.

A LARGE English silk firm has issued a report of the silk trade of 1903 containing the following: " The past year has been very unsatisfactory to almost all engaged in the silk trade in this country. The generality of the branches such as broad goods, ribbons, etc., have certainly done very badly, while the few who profess to be satisfied are those employed in the comparatively smaller trades, to which we forebear to refer to more pointedly, or some enterprising German would forthwith 'dump' sufficient goods to effectually cause their speedy closure.

" Business has been very difficult throughout the year. Manufacturers have been compelled to pay higher prices, not from demand, but from scarcity of supply, and even then the market is not able to sustain itself. Two bad seasons in China, one in India, and an indifferent crop in Europe, have caused it to be feared that there would not be sufficient silk, but the sales of goods have been so slow, both on the Continent and here, that prices are very weak, though supplies will practically cease for many months. The very unpleasant weather we have experienced of late has, of course, been very detrimental to the silk trade. There has been so little trade that there has hardly been an established price current, but each vendor has made such terms as he could. Gold kilings commenced the year at 12s. 6d. per lb. A gradual creeping up ensued till 13s was the price, and now we suppose 12s. 3d. 'weak' is about the quotation.

"Anyone looking at our Board of Trade returns might think there was a large export trade done in silk. There is still a trifling trade so done, but the bulk of the comparatively large figures does not redound to our credit. They arise in two ways. Certain speculative gentlemen abroad sell 'bears,' and when the time comes to 'cover,' London is found to be the weakest market, and purchases are frequently made here. During the month of December last about 100 bales were so dealt with. The other causes of export is that our dyers are not equal to the occasion; they cannot or will not dye as required, and most of our manufacturers have to pay the cost of carriage to and from Crefeld or Lyons to get their silk dyed as they require it. Under these circumstances, it is useles trying to estimate export, but those actively engaged in the trade will agree it is almost extinct."

THE RAW FUR MARKET.

AMONG those who from business considerations approve of the building of the Grand Trunk Pacific Railway are the fur manufacturers and dealers of Montreal and other points along the St. Lawrence. Said Mr. Hiram Johnson, one of the principal buyers and exporters of raw furs in Montreal, to the Dry Goods Review: "A railway covering the territory which it is proposed the Grand Trunk Pacific should go through would be a splendid thing for us, bringing furs from the North direct to us. At present they are taken North to the Hudson Bay and Arctic ports, and from there shipped to England, but with a railroad such as this going some three or four hundred miles into the fur country there would be better facilities for shipping from Montreal. Dealers here, too, would reap the benefit of a much larger assortment of furs, with which to make up garments. At present many go to England which we would like to have the chance of but being sent from the Northern ports we never see them."

Mr. Johnson thought that the outlook in furs was for lower prices, judging from the fur sales of January. This is owing in some measure to the depressed state of business throughout Europe. At the sales in London there was a decline of 40 per cent. in black bear skins, which are now very low, though not as low as they have been before. Otter skins are rather an exception to the general rule, and are quite firm under a good demand. They remained at about the same price at the last sales. Low grade skunks went down 15 to 20 per cent., and these are in the majority on the market. Beaver declined 12½ per cent., red fox 10 per cent., lynx 15 per cent., martin 20 per cent., and white fox 15 per cent.

Fall muskrat went up 5 per cent., but Spring and Winter skins were 12½ per cent. lower. This was somewhat unexpected. A fad has sprung up for mole skins, and many muskrat skins were sheared and sold in imitation of mole. Thinking that this fad might last, American dealers paid high prices for muskrat and there was a good demand for them. Naturally it was thought that prices would advance at the sales. Mole skins, however, are selling at low prices, and as the shearing fad will not likely last, prices of muskrat are lower. It is predicted in some quarters that they will decline still further.

Mink is also comparatively low, having declined 10 per cent. in January in the medium and low grades, which are in large supply at present. It is otherwise with the finer grades and early caught mink. These have been in good demand, and it is reported, are pretty well bought up, with the exception of those which are still held in the country.

In racoon skins the price at the London sales declined 25 per cent. on the high price of January last, but the decline was mostly in rough skins, which have been used as an imitation of skunk for trimming ladies' garments. The medium and poorer skins, used for coats, were about stationery. At present holders of racoon skins are not anxious to shade prices, expecting to realize about the ruling price of last season.

Among the furs which have advanced are ermine and Australian wambat and wallaby. In ermine the advance was 30 per cent. The continued advance in ermine has been remarked on by fur dealers, one of whom computed that this fur is now 250 per cent. higher than it was two years ago.

A skin that promises to become extinct before very long is the sea otter. During the whole of 1903 Sampson's, the big London fur house, are said to have received only 460 skins. They are now worth from $375 to $1,000 each, whereas a quarter of a century ago when they were plentiful, the price ranged from $15 to $75. Their numbers are rapidly diminishing considering the fewness of the animal, and should it continue, there is little doubt but that they will soon be extinct.

HOW A FEW RECOGNIZE ADVANCES.

It must be said that some of the merchants throughout the country are rather inconsiderate in their treatment of the wholesale houses with regard to the slight advances which are asked of them on goods into which cotton enters. They strongly object to paying the smallest fraction more for their goods than was asked a year ago in spite of the fact that raw cotton has been just 100 per cent. higher and the manufactured goods never more than 50 and averaging only about 25. This is the average advance asked of the wholesaler, by the mills, but as yet not nearly as much has been asked from the retailer, as wholesale houses are selling goods bought before the latest advances. A good idea of the way some retailers talk can be gathered from two examples. A retailer who has been in business for 25 years or more objected in strong language to paying 10 1-3 cents for the cloth he received a year ago for 10 cents. He said the mills and the wholesalers were making this profit, and it seemed of little avail to point to the present price of raw cotton. The fact was that that piece of cloth was being sold to him at less than the mill prices existing at that time, but having been bought earlier, he was reaping the benefit. A traveller was urging on a customer to buy his prints and avoid the coming higher prices. After a clear demonstration of the market conditions, the merchant placed his hand on his shoulder and said: "My dear man, I have been in business for 20 years and I've heard this cry almost every year, but I haven't yet had to pay more for my prints." All of which may be true, but in connection therewith the prices of raw material were not considered. The mills and wholesale houses may have passed through a season of higher prices each year as predicted, but the stocks on hand may have enabled the retailer to postpone his buying long enough to re-buy at old prices. This market has, however, been going up for eight months and is just now at its highest, so that it is safe to say that no substantial drop will be felt in the fabric market until long after this year's buying is over. It is well to remember that no house can sell a 10 cent article for what a 7 1-2 cent article brought.



WESTERN UNION CODE.
CABLE ADDRESS "WOODS," OTTAWA.

Ottawa, Canada, 25-2m-04.

TO THE TRADE.

We have much pleasure in notifing the trade that we have secured the services of Mr. George C. Murray, for twenty-three years with Jas. Johnston & Co. and the W. R. Brock Co., Limited, of Montreal.

He will take charge of the Montreal, Quebec, Upper Ottawa and Georgian Bay districts, and will call on the trade shortly with a full line of Underwear, Blankets, Duck Clothing, Overalls, Top Shirts, Tents, etc.

We trust that his and our numerous friends will, before placing their orders, wait until they get our prices, as we are in a position to offer them goods direct from the manufacturer and thus save them wholesalers' profit.

WOODS, LIMITED.

Debenham, Caldecott & Co.

SILKS

EXCLUSIVE NOVELTIES.

SILKS, Colored—Taffetas, Louisines, Paillettes and Japanese, etc. A large range of colors, including the newest shades for Spring.

BLACK SILKS—Peau de Soie, Bonnet and other makes, Paillettes, Louisines, Taffetas and Japanese.

RIBBONS—Taffetas, Duchesse Satin, also Satin and Velvet. All widths kept in stock.

LININGS—Large assortment shades in Taffetine and Roman Satins.

DRESS FABRICS—A collection of exclusive novelties.

DEBENHAM, CALDECOTT & CO. TORONTO, Cor. BAY and WELLINGTON

Debenham & Company,

LONDON
MELBOURNE
CAPE TOWN
NEW YORK
YOKOHAMA
MOSCOW
PARIS
BERLIN
CARDIFF

CANADA
TORONTO
MONTREAL
QUEBEC

The Japanese House

Japan Taffeta,
China Silk,
Corded Wash Silk,
Japan and China Matting.
Black Peau de Soie,
Black and Colored Taffeta,

For Spring 1904

K. Ishikawa & Co.

Toronto

DRESS GOODS

FEATURES OF THE TRADE

IT is very seldom that the trade keeps so closely to the materials that were selected as leaders when Spring goods were first talked about. All the materials indicated are in the ring now that selling has commenced at the retail end. The snow blockade has during the present month proved a great hinderance to business. Travellers find it almost impossible to reach their customers, and goods that are a necessity must be shipped by express, as no one knows how long they will be on the road if sent by freight.

VEILINGS.

THERE has been a large advance selling of all veiling fabrics. Voiles have sold well, and in blacks the rough voiles both in plain and fancy effects have had quite a run. There is a feeling, however, in favor of brighter goods and eoliennes, chene de chene, etc., are feeling the benefit of this tendancy.

Voiles will be prominent in dressy costumes, and to some extent will be used for street wear also. In the early showings made by up-town stores, a kind of drawn-work voile in flecked white and color effects is very well shown. Embroidered voiles are much en evidence, and a small spot in white with a tiny black ring encircling it, forms a very pretty design. A plain voile with self spot in graduated sizes from one selvedge to the other was another novelty. Plain voiles are shown in every imaginable shades, and so are eoliennes, crepe de Paris, and other goods of the same class.

SHOWING WASH LINES.

OWING to the snow blockade, merchants, even in the large centres, are unable to make early showings of Spring goods. Wash materials are generally amongst the first to be displayed, but this year the early showings have been few and far between, and it must be confessed that those made have not been encouraging, as merchants and decorators do not seem as yet to have grasped the possibilities that lie in the new wash lines. This season's wash goods are quite novel in character, and will not lend themselves to the old established manner of showing these goods.

Your wash fabrics this year are mostly in voiles, veilings and crepes, etc., in more or less transparent effects, and are as close a copy as may be of their wool prototypes. Like the wool fabrics, they are dull in finish and low in tone, to form a background for the glittering accessories that are to be worn with them. Most of these fabrics will be made over a lining of mercerized sateen, so that they should, to be attractive, be shown as they are designed to be worn.

Much of the success of these materials will depend on the first impression made on the public, and they should be draped and folded, and treated in much the same fashion as the woollen goods they imitate. The new ribbons and laces should be utilized to produce the proper effect, as the new wash fabrics are in lower, duller tones, and they must have a bright backing and accessories to bring out their beauties. Fashion never does things by halves, and these dull-surfaced fabrics are just what is required to show up and give tone to the gilt and tinsel trimmings that are going to be worn. Accordingly when you show your cotton voiles, etc., either in window or on counter, drape them over a lining and show with them some of your bright finished new ribbons, and some of your new belts of gilt, or with gold buckles and trimmings, and see what a difference it will make.

Cotton suitings, crashes, heavy linens and like fabrics are another largely shown class of wash fabrics, and they, too, will require management to display effectively. This class of wash fabrics is splendidly adapted for children's wear, as they are hard to tear and easy to wash, and do not require to be starched. Children's dresses this Spring have been specially designed with a view to being made up in these fabrics. In the large stores the value and force of an object lesson is fully realized, and where one can be given it is sure to be utilized. In the ready to wear department in this number are shown two cuts, Nos. 2 and 3, of children's dresses made of this class of fabrics. Now a couple of little dresses made like these, or on similar lines, and shown on a stand, or better still on a figure, would serve capitally to draw attention to the goods in your department.

Cotton fabrics are so much of a novelty this Spring that they call for considerable educational work as to the manner in which they are made up, and perhaps the fact that the retailer is late in receiving them is a blessing in disguise. He can spend some profitable time in the meanwhile thinking out ways of attractively displaying his new wash goods while he is waiting for the snow blockade to lift.

SILKS.

SOFT silks such as Peau de Soie, Palliette, tamoline, louisine and taffetas are what are selling on this market at present. Japanese silks, and shantungs are also in great demand, and just at present Japs are scarce on this market. This is not caused by the war, however, but was a condition that obtained before it broke out. There has been no advance in Japan silks as yet on the Canadian market, and in London they are selling at their old prices. In fact advices from London, England, to a Toronto silk house says that prices on Japan silks are easier. Should the war be unduly prolonged, however, there will probably be a rise in price.

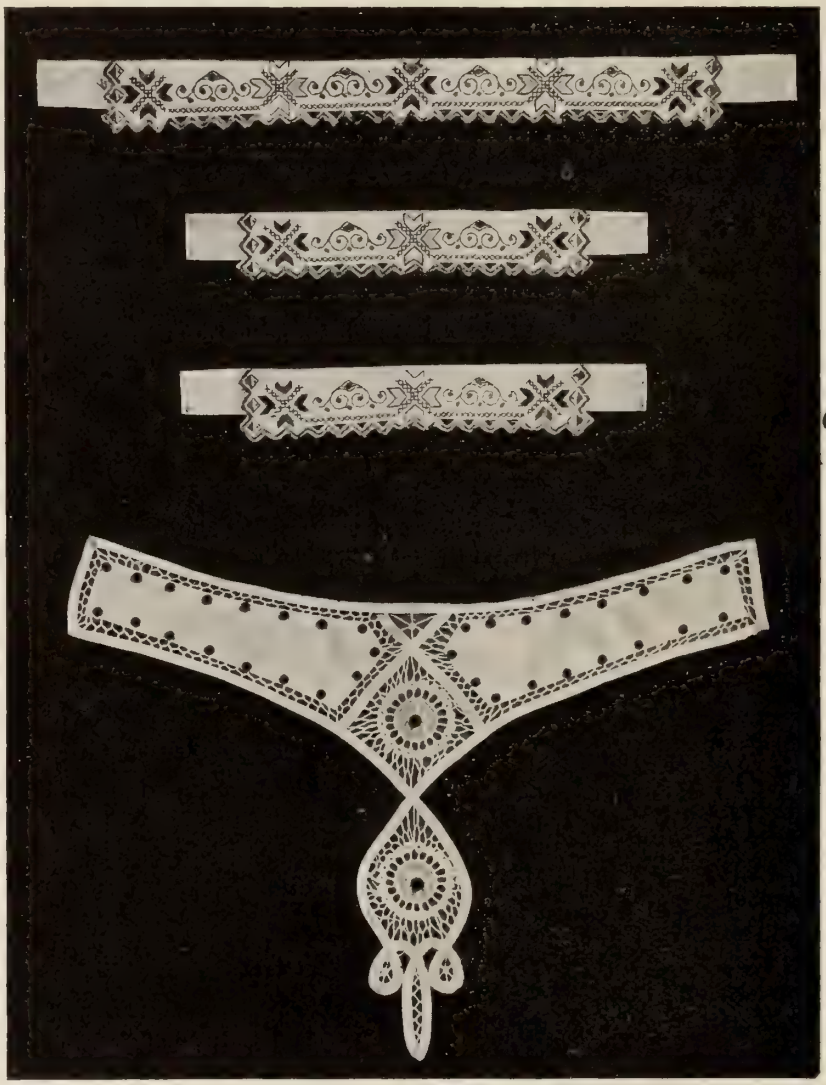
Trade conditions are peculiar in Japan, as the whole family work at the loom and women and children can carry on the manufacture, but it is transportation, however, that it is said will be the trouble, as railways will be otherwise engaged. If the war only lasts a few months there will likely be no change in price.

There is not much call for fancy silks. Black and white checks are selling for shirt waist suits. There is some talk about foulards, but the trade had no pleasant experience with foulards a couple of seasons ago and are very conservative in their attitude towards them.

Ladies' Neckwear

Take time to go through our samples.

You will find the very latest Butcher Linen, Lawn and Crash, embroidered in silk, Bulgarian and Slavonic colorings in great profusion. Distinct novelties in sets of collarsa nd cuffs.



RETURNED
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ads.

Ladies' Shirt Waists

Japanese silks are in the greatest demand. We have sufficient material on hand to supply your wants

Inspect the line through our travellers, or write for sample order.

PRICE--$2.50, $2.75, $3.00, AND UPWARDS.

TOOKE BROS,. Limited, MONTREAL

LADIES' NECKWEAR

THERE is a steady and satisfactory demand for ladies' neckwear, a demand that keeps the manufacturer comfortably busy without being unduly rushed. Neckwear manufacturers have the trade better in hand at the present time than a year ago. One reason is that they are much better equipped to meet the growing trade, as most of them have greatly extended their manufacturing plants. The expansion of trade over the same period last year is very marked, and is a matter of congratulation to both manufacturer and retailer alike, and shows the high state of perfection to which the Canadian maker has attained; indeed "Madame" buys many a piece of "imported" neckwear so called that is produced right here in our own factories.

* * *

Last year at this time many retailers were rather shy of buying largely of ladies' neckwear. They were doubtful of its standing and inclined to class it as a fad that would soon pass, rather than a profitable and accepted line of merchandise. The large outlet of this class of goods during the past year has, however, convinced these timid ones that ladies' neckwear, like the blouse, has come to stay, and that it is a profitable and attractive line to handle. The fact that companies have been formed with the object of devoting all their time and energies to the production of ladies' neckwear speaks volumes for the faith that they have in the stability of the trade.

* * *

Neckwear manufacturers are beginning to feel the effects of the long continued snow blockade pretty severely, as it is impossible to get shipments of new materials and trimmings either by freight or express promptly. Where novelty and style enter so largely and count for so much, as in ladies' neckwear, these delays are specially felt

* * *

Retailers who have not yet placed their orders for Easter assortments should not delay in doing so. The weather may be far from Spring like, but Easter is only a month away, and belated orders can not possibly receive proper attention, even if they can be filled at all.

EASTER NOVELTIES.

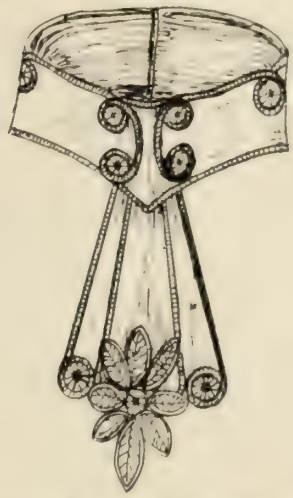
TRANSPARENT effects are still to the fore though the trimmed chiffon stock, and the ribbon and jabot affairs that sold so well around the Christmas season, have now a rather passe look, yet neck pieces are made as thin as possible, and a great deal of open work stitchery and lace shows the liking for transparent effect in neck dressings.

Transparent collars are of purely American origin, and though remarkably becoming to the wearer, are never seen on French gowns. The Parisiennes and their sisters over the channel have their collars all stiffly lined with silk, and when they get too warm for comfort they leave them off, and wear the collarless gown.

Decolette effects have never been so popular with the women on this side of the ocean as with their English and Parisian sisters. The 'Peek-a-boo' style that covers and does not conceal is more to their taste, hence the wearing of transparent collars rather than the collarless waist.

A new device is to be tried, however, this Summer, and thin neckpieces are to have a small cape added, that will go inside the gown and either be basted firm or pinned there with fancy pins. The latter, however, will be the smarter way.

Gilt, as a trimming for neckwear, has been well and effectively handled, just enough has been used to give the fashionable effect, and not sufficient to vulgarize. Gilt trimmed neckwear is going to be prominently featured in Easter lines. Though gilt combines well with most colors, it never looks quite so well as when used with white. Some very smart white and gold collars are showing. A good deal of soutache and narrow gold braid is used, and particularly good was a collar with lace motifs thickly sewn with gilt beads. On some of the cheaper lines a particularly good effect was gained by the use of gold colored silk braid in the place of tinsel. Tiny gilt and silver buttons are much used, and spun silk buttons with a few relieving strands of gold are also much in evidence.



Hand-made Stock of Silk, Lace Stitches and Silk Braid.

There is an effort to popularize neck ruchings, and many of the new stocks have two or three folds of chiffon around the neck. This is some times repeated around the tab also.

For the better class of trade hand-made effects are always best liked, as there is an individuality about hand work that can not be copied, in even the best and neatest of machine-made goods. Many new effects are shown in silk, silk braid, and lace stitches, and these are likely to be one of the most popular sellers in higher priced lines. Dresden and Persian colorings are much used in these goods, and if the silk is in white or plain colors the braid will be flecked in pale colors, but if, on the other hand, one of the many Persian patterned silks is used, the braid will be white. White silk with black braid and stitches, form an immensely fetching combination.

Quite a few collars of the shape illustrated in our January number in braid and silk are on the market, and there are some pretty variations of this style. In one noticed the stole ends crossed in quite a new fashion when worn.

WASH LINES.

MANUFACTURERS are beginning to prepare for the Summer trade in wash lines, and advance samples are showing. Simplicity in outline and a decided tendancy to appeal to the trade by the fact that they are specially designed with a view to standing successfully the ordeal of washing, seems to characterize the samples shown.

One pretty style in white tucked lawn had a bow that, on unpicking a few stitches, would lie flat, and a few pleats and stitches would restore it again, after washing, to the same pretty bow styles as before. Fancy faggoting and embroidery motifs are largely used in these new wash stocks.

Another wash stock had a scarf of mercerized cotton tied in a Fifth Avenue bow, and by an ingenious button and loop arrangement this could be opened out flat to wash; indeed, almost all lines are wash-proof and lose none of their finish or beauty by a visit to the wash tub.

Another of these useful stocks has a little tab attached to the stock by two small pearl buttons, and through this tab the ends of the tie pass, and form a kind of four-in-hand effect without any tieing whatever. These simple little wash effects are going to find favor with the trade, as they are so easily managed and so practical as well. Stocks of Plauen lace and of embroidered batiste and lace in a large variety of both styles and prices are among the strongest sellers in wash lines, and as for the turn-over collar protectors, why, we could not get on without them as most women have a large supply of these useful and dainty little articles, and to this she is constantly adding. The new turn-overs are a little larger than those shown for Fall, but the shapes and materials are just about the same.

R. McKAY & CO.'S ANNEX.

AN entertainment that is unique in the annals of the trade was given by R. McKay & Co., Hamilton, to celebrate the completion of their annex.

Besides inviting their large staff, they also extended their hospitality to the representatives of the many wholesale firms with which they do business, and about 150 in all were present. It was a happy idea to give the man who buys the goods, and the man who sells them, a common ground on which to get better acquainted, and that the kindness of the firm was appreciated was shown by the number who journeyed to Hamilton for the occasion. The affair was most enjoyable, as every possible provision was made for the entertainment of the firm's guests,—a card room was arranged for those who did not care to dance, and Mr. Burns, of McClung & Burns, gave some capital songs in character, while Messrs. C. Williams, W. N. Shaver, Bernard, and Barker, also added to the success of the evening by their singing. The selections by a Kazoo band will not be soon forgotten.

The tasteful menu cards formed a fitting souvenir, as they were beautifully printed and gotten up. The cover was a pretty one, and on the first page were photogravures of the heads of the firm—R. McKay, Sr., A. A. McKay, and R. L. Smith, manager.

After "Our King," and "Our Country" had been responded to by singing the National Anthem, "Our Guests" was next given by A. A. McKay, and happy little speeches were made in response by Messrs. Buckley, R. G. Baker, R. H. Cosbie, F. Hayward and D. Gibson. "The Firm" came next, given by Mr. Benjamin of Gault Bros., and was replied to by both Mr. Robert and A. A. McKay. "The Staff" was then given and was responded to by R. L. Smith, the manager.

A point made by most speakers was that this firm owed its prosperity to its energy and progressiveness, and also to the fact that it understands the secret of getting out of their employes the best that is in them.

R. McKay & Co. have often before given good times to their staff, but this is the first time that they, or indeed any firm in the Dominion, has extended its hospitality to the travelling branch of the trade; but when at an early hour in the morning the party broke up, this was voted unanimously to be the most successful affair that the firm has ever given.

"Quite a novel and pleasant experience," said one of the guests, "for it is something new for a man to receive a request to visit a firm. One to get out is sometimes more in order."

CHAMBERLAIN'S TARIFF QUESTIONS.

Following are the questions which the Chamberlain tariff commission sent out to the manufacturers in Great Britain. As they will doubtless interest business men in Canada they are herewith reproduced :

1. State the nature of your trade or trades, and whether your sales are for the (a) home, (b) foreign, or, (c) the colonial markets.
2. What was the weekly average number of persons employed by you during 1903, distinguishing, if possible, men from women and children?
3. What are the principal articles that you manufacture for the home trade in respect to which you experience foreign competition?
4. Are any articles similar to those manufactured by you imported into this country below your cost price? If so, please state particulars as far as you can.
5. Have you any information leading you to conclude that such imported articles are placed upon the British market at or below the normal cost of production in the country of origin? If so please state particu ars as far as you can.
6. Is your trade subject to adverse competition from foreign countries in conseque ce of any difference in the rates of wages, in the hours of labor, or in other respects? If so, please give such particulars as you can.
7. Has your export trade suffered in recent years by the operations of the tariff of any country? If so, please state your experience.
8. What amount of the reduction of the tariff of any country would enable you to compete successfully within that country with commodities made therein similar to those you manufacture?
9. What is your experience in respect of foreign competition in the colonies in your trade?
10. Do you suffer any disadvantages from operations of the patent laws or registration laws in other countries? If so, please state particulars.
11. Please state whether you would be willing to furnish to the commission any further detailed information; and, if so, on what subjects.

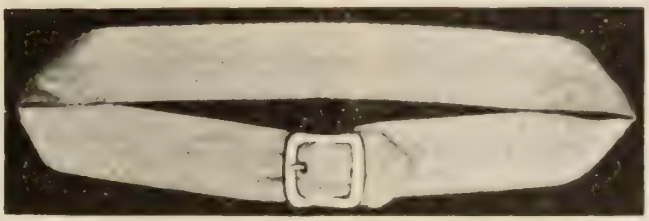
The address of the secretary of the commission is 7 Victoria street, London, S.W.

FOR A

WASH BELT SALE

To Sell at 10 Cents.

No. 3077.



RETURNED
MAR 1. 1904
Cut Book 16
Page 36
ATIS.

Made of White Figured Pique, Lined.

Price { **$9.75 the gross.**
$5.50 the half-gross.

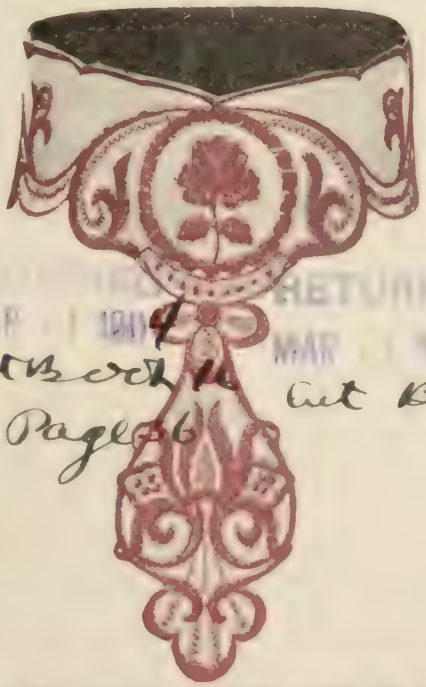
No order accepted for less than half a gross.

A NEW AND ATTRACTIVE COLLAR FOR EASTER TRADE.

No. 20.

Silk Embroidered, Lined.

Each Collar mounted on a display card.



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MAR 1 1904
Cut Book 16
Page 36
Cut Book 16
Page 36

Price { **$50.00 the gross.**
$ 4.50 the dozen.

Made in 15 color combinations on White Taffeta Silk.

TERMS 2 PER CENT.—10 DAYS DATE OF INVOICE.

The S. H. & M. Co.

Makers of Fashionable Ladies' Belts and Neckwear.

24 West Front St., TORONTO.

Also: London, Eng., Boston, St. Louis, New York, Chicago, San Francisco.

Easter Novelties

SILK
SILK
SILK
SILK



Waists
Jackets
Skirts
Underskirts

Our Trade Mark

We are showing a range of fancy Silk Dress Waists in a very special weight of Peau de Soie.

THE AMERICAN SILK WAIST CO.
30 St. George St., MONTREAL.



The Appeal to Reason.

There is no chance taken by the retailer who will stock

THE SHIELD BRAND GARMENTS

These garments have won the favor of the public by their worthiness. In fit, finish and comfort, in style, quality and wear, they excel any other make offered. Waists, Jackets, Skirts, Lustre Suits and Kimonas This is the range we make, and make them better than others do.

The New York Silk Waist Mnfg. Co.,
40 ST. ANTOINE ST., MONTREAL.

Cotton Waists

JAP

Men's Shirts

SILK WAISTS ARE

STRONG

We are showing a large range at interesting figures.
Better buy now if you want to meet your requirements.

Salem Company LIMITED

323 St. James Street,

Pyjamas

MONTREAL.

. . Vests . .

WAISTS

SHIRT WAIST SUITS OF WASH MATERIALS.

SHIRT waist suits are the logical outcome of the effort to combine the costume idea with the comfort of a shirt waist, and already indications point to the fact that they are to be the fad for the coming season.

A vast number of the wash materials this season seem to have been prodded with a view to their adaptability for this particular style of dress. Crashes and the new cotton suitings make up into stunning waist suits and so do the many flecked, closely woven linen and cotton fabrics that are new this season.

Although white linen is to lead the procession, there will be many suits made of colored linen, particularly in champagne, many shades of blue, green, and quite a few in red. For the high class trade violet and brown are also selling.

The latest idea for the linen suit, however, is what is termed the three-piece suit, when in addition to the waist and skirt, a wrap that is almost like a cape, or one that is in many cases a cape, is added.

Cluny lace is one of the favored trimmings for this class of suit, but this is closely run in popularity by the bands of embroidered linen in button and drawn work effects that closely imitate the Hardanger hand-worked embroideries. A note of color is often used in the trimming of these white linen suits, and besides the all white embroideries are those worked with a color on white as champagne on white, blue on white, etc. Illustrations of these handsome embroideries are shown in this issue. They will be used on the linen shirt waists as well as on the suits.

A FIXTURE FACTORY.

THE Toronto Brass Manufacturing Co. recently accorded The Dry Goods Review the favor of showing one of its representatives through their new building at 98 and 100 Lombard street, Toronto.

The trade scarcely requires an introduction to the Toronto Brass Manufacturing Co., manufacturers of builders' hardware, store fixtures, brass and bronze signs and columns for store fronts, grill work, hearse rails, coffin pedestals, church trucks, candelabra, rails etc. The extent of the business carried on by them, however, cannot be fully realized until one has seen their plant in full operation.

The new building is 196x54 and is five stories high, including basement. Power for heating and lighting is supplied on the premises by a 110 horse-power boiler, a 50 kilowatt generator, and a 75 horse-power high speed engine. Each floor and department is provided with separate circuits for lighting and power, operated from a central switchboard. Power from the city lines is also run to the switchboard and thus facilities are provided for lighting and power in case of the temporary disabling of the local plant, or for departmental night work when the latter is not in operation. The heating system employed is one of the most interesting the writer has yet seen. Exhaust steam from the engines is piped into seven tons of boxed steam coil placed in close proximity to a large fan which sweeps fresh air past the pipes where it is heated, and passes it thence into a central duct and ultimately into branch ducts distributed over the ceiling area of the different departments. Cold and impure air are drawn from the different floors in a similar manner, and a system of ventilation and heating obtained which is most successful in large factories.

The ground floor is occupied by show rooms for mirrors, standards, and store fixtures. Business offices and stock rooms are also located on this floor. The first floor is given over to polishing rooms, plating and general finishing departments. A feature of the polishing department is its dust cleaning apparatus which gathers every particle of dust into flues and conveys it outside. The various processes of nickle, bronze, brass, copper and oxidyzed plating are in full operation in the plating department. They also make a specialty of their lacquer work. The writer noticed a large number of cast-iron barber chair standards stored on the first floor and was told that they were about to have a japanned finish applied.

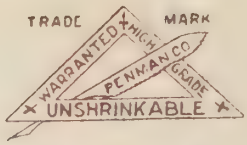
The foundry located in the basement, is perhaps the most interesting feature of all to an outsider. A complete system of furnaces is to be seen in operation as well as the process of making castings from molten bronze, copper and brass. In the basement also castings are ground and cut. The remaining space is occupied by the extensive power, lighting and heating plants belonging to the firm. Every piece of machinery in use in the building is the most modern and complete obtainable. At the present time the capacity of the Toronto Brass Manufacturing Co. is taxed to its utmost to supply the demands of Canadian trade. They employ 40 hands and are gradually reaching out with a keen eye fixed on the future possibilities of the brass trade in Canada.

FAILURES DURING 1903.

The business failures in Canada and Newfoundland for the year 1903 and the classification of causes are summarized by Bradstreet's as follows: Failures due to incompetence, 118; inexperience, 20; lack of capital, 666; unwise credits, 5; failures of others, 7; extravagance, 3; neglect, 26; competition, 1; specific conditions, 11; speculation, 9; fraud, 62.

A CLEVER IDEA.

A RATHER up-to-date idea is being carried out by the makers of the Eildon Unshrinkable Underwear (represented in this country by Mr. John L. Woods, of 214 Coristine Building). It takes the form of a small book of fabrics with neat cover to same, and price list inside, to be given to dealers free. For any numbers of the Eildon underwear a dealer may take up, facsimile books of fabrics of these numbers are provided, neatly got up, as explained above. The dealer then fills in the price in the price-list inside the cover, and distributes them to his customers, and by that means he can better cater for those at a distance, and so increase his mail order business. This method should appeal to a great many of our large stores, as the consumer can see exactly what he is buying, instead of relying upon good height through reading a flowery worded advertisement.



PENMAN'S



RETURNED
MAR 24 1905
To Owner
Your Book 31
Page 93

IT requires no argument to prove that Pen-Angle Brand of

Unshrinkable Underwear

is the best on the market.

FP GRANT 04

Men's Furnisher and Clothier

Devoted to the Canadian Dealer in Men's Goods

CLOTHING
NECKWEAR
UNDERWEAR
HOSIERY

SHIRTS
COLLARS
GLOVES
NICK-NACKS

FLOWING ENDS OF TALK.

ALMOST everyone has heard of Vesta Tilley, the English actress, whose claim to fame rests entirely upon her assumption of man's attire. But not satisfied with her present exalted position she has for some time had the presumption to set herself up as a maker of men's fashions and an authoratative dictator of what should and what should not be worn by the man who wishes to be correctly dressed. So energetic has been her press agent, and so willing has she been to appear in print, that English fashion journals are forced to answer many questions as to the correctness of her opinions and statements. Even on this side of the water there is a following of young men who swear by Vesta and her follies. No one can blame Vesta, for her living is made in that way, but how any man can allow himself to be influenced as to what he shall wear by a female imitation, is more than can be grasped by him who, being born to manly garb, considers himself as having more authority than a very few years' experience would give any woman. Let some man come forth as a model for female attire and he will soon experience the indifference of a more sensible sex.

Manly Vesta Tilly.

A DANBURY, Mass., clothier has installed in his store a nickel-in-the-slot machine that saves him much time and makes many sales for him. Instead of gum, music or salted peanuts pouring forth when the money is dropped in, a collar button drops into the hand. Several styles are kept in the machine and after the manner of the gum distributor, any required style can be obtained. Provided the mechanism does not easily get out of order it means a revolution in the collar button business. It would be a profitable investment for any men's furnisher to place them in the homes of nine-tenths of the men of his town. One a day is a conservative estimate of the collar buttons lost by the man who rises at eight to reach his office at nine. At any rate a few machines to drop buttons, where now are those giving out salted peanuts, would reap a far greater profit to the owner, and be a greater boon to mankind.

A Nickel-in-the-slot Machine.

THE barbers threaten to capture some of the trade formerly done by the men's furnishers and refitters. In one of the best appointed hairdresser's shops recently a busy man sat down to have his hair cut. While he was being operated upon, his silk hat was being ironed, his coat brushed and cleaned, his boots blackened and a messenger was in haste to a furnishers to purchase a clean collar. The man himself was smoking a cigar, reading an illustrated weekly, and discussing the latest Japanese victory with the barber. In 20 minutes he rose from the chair and appeared on the street a new man. The tendency of modern business is to crowd everything into a few minutes, so as to leave time for—more crowding.

Saving Time

FOR some time since the beginning of the year New York shoppers have had to use the Metropolitan Street Railway, and club men have retired to their homes at an earlier hour than usual, all because the "cabbies" feel the injustice of the expense of two or three different livery suits, and of being forced to wear high hats in all kinds of weather, and to cut their beards to a stipulated shape. In this country the cabmen are far more fortunate in the views held of what is proper for them to wear. The "independents" don almost any garb in coat and hat, as long as the coat is brass buttoned and the hat distinctive; and the life of the private coachman is rendered bearable by a due regard to his pocket and health. It is only in the warmer weather that the wearing of silk hats is enforced, the long haired fur cap and cape keeping him warm and comforable during freezing weather. The independent cabmen have a peculiar straw hat for Summer which has been [illegible] for a couple of years. It is a fedora-shaped affair, similar to what was so much worn two or three years ago, but the material is a split braid and the color a yellowy shade. A few private coachmen wear during every fine weather a straw much resembling this.

Cabless New York.

FADS AND FASHIONS.

WHEN the thermometer ranges all day long for days at a time, from zero to ten below, the ordinary winter apparel of man is insufficient to protect all parts of his body. This winter has been so unusually severe that there has been an article of men's wear seen on the streets quite frequently, which during former winters was almost unheard of. It is the ear muff. I understand it is not at all an unusual sight in many cities in the United States, even though the temperature seldom reached the depths that are encountered in the cities of Southern Canada. We Canadians are a healthy, full-blooded class of people, who scorn, save when absolute necessity demands, such unsightly adjuncts to winter clothing as the ear muff. New York and Cleveland sell quite a number of these but Montreal and Toronto, with the temperature several degrees colder in mid-Winter, have seldom felt the necessity of them. But this Winter, particularly since the cold snap of the middle of January, I have seen as many as six or eight a day. Really they are hideous affairs, especially when worn with a derby hat. As a rule they consist of pads covered with black velvet and held securely over the ears by means of a steel band, which runs around the back of the head, concealed or unconcealed according to the neatness of the wearer. Frozen ears have demanded some such protection, but appearance can well do without a harness of that kind.

A New York and Chicago fad, the corset waistcoat, as pictured by the New York Haberdasher, is shown. Such a shape is a natural consequent upon the recent senseless agitation for corsets for men, which has been started by a few freakish men, who defend themselves by asserting that corsets are absolutely necessary as a support, and commendable as a beautifier of shape for the loose stout man. It is scarcely necessary to say that neither the corset nor the corset waistcoat will be worn by the sensible man. To some men a band may be necessary, but a change of living would be much more sensible and manly. At any rate, however comforting and improving the corset might be, nothing on earth would justify a man in appearing the shape the corset waistcoat would give him. A good pair of shoulders is in common sense accompanied by a masculine waist, and the imitation of a man who would attempt to bring himself to a shape to fit this waistcoat, would soon be set in his proper place by the men who, believing that Providence had something to do with our natural figure, scorn to "improve" on it in such a radical manner.



The Corset Waistcoat.

* * *

It is a proof of a gratifying condition in styles for men's wear, that this Spring witnesses the introduction of so little that is novel, so little that is a conspicuous change from previously existing fashions. The man of this Spring can dress as he did last Fall, or even last Spring, from his hat to his shoes, without drawing upon himself the exclamatory tid-bits of the street urchin, the scornful glances of "society," or the pitying comments of the observer of fashion. Time was when the man who wore a wide brim to his hat when narrow brims were "in," who donned a low collar when high ones were in style, was ostracized by those who prided themselves on being "correct." But the common sense of mankind has, after a struggle, acquired supremacy, temporary though it may be. At present a man wears just what he thinks suits him, and his friends have comments to make only on his taste, not on his stylishness.

* * *

There is a new attached cuff that is receiving some attention across the border, and in England. It is called the fold cuff, on account of its resemblance to the fold collar. This will explain its shape as a cuff folded back in precisely the same manner as the popular collar. There is no conceivable advantage in it, nor do its promoters attempt to show any, save that it is new, and as a novelty will sell to the classes who are ever after such things. But this has "caught on" among high class trade in these countries. In fact no one but he who can afford to change his shirt every day would dare adopt the new cuff. It soils quickly, is no improvement in appearance at any angle, and is rather unsightly in that it shows a ridge under the coat cuff. Its principal use is with the neglige shirt, but it has been quite often seen with evening dress. With the latter it is decidedly out of place. In Canada it has scarcely been heard of, and it is safe to say that if a few of our more exclusive furnishers do decide to handle it, the sales will be very moderate. The chances are that it will never acquire sufficient prominence in England or the United States to advertise it in Canada.

AN ODD CIRCUMSTANCE.

MANUFACTURERS of working shirts are in something of a quandary to know what material to use in their popular-priced lines. Retailers may be puzzled to account for not receiving certain staple lines which they have known for years to sell at the same price. The manufacturer, however, has a harder task before him than they have

The experience of one manufacturer can be taken as the average. "We don't know what cloth to use in our black working shirts to retail at 50c.," he told a Review reporter. "The trade must have a 50c. shirt, but it is impossible to supply them with the same materials we have been using for years, on account of the advance in price. What formerly sold at $4.50 can not now be sold less than $6.50, so that material is of no use. We have been selling one or two lines at $4.50 merely to oblige customers, but there isn't a cent of profit in it for us, so we are cudgelling our brains to find some other cloth."

Everything may be coming to the man who waits, but it's seldom that anything arrives.

Another Lot Ties to Clear—QUICK

Light and Dark Silk Butterfly Bows Black Black Satin		For 125 100
Small Bows Light and Dark Colored Silk Black Silk Black Satin		For 110 75
Novelty Smull Knots, two long ends, on shield, one on a card		225 150
Dark Fancy Colors, Black Satin lined		300 180

All above with Wire Fasteners for Turndown Collars

Colored Silk Derby, as last season	225 175	Black Silk and Satin	225 175
Black Satin Knots, Straps	225 175	Black Silk Knots	100 300
Corded Silk String Tie, also Wire	225 150	Colored Strap Bows	225 75

All New Spring Styles in One Dozen Boxes

$25 LOTS SENT ON APPROVAL

Return Card with quantities marked as required TERMS Net 30 days

F. F. KELLY, Temple Building, MONTREAL

Your Customers Hang Trousers On 'Em!

TRADE BERLIN MARK. "We fear nae foe."

The BERLIN SUSPENDER.

Made IN ALL Grades.
Protect Home Industry!

The Berlin Suspender and Button Co.

C. K. HAGEDORN, Manager.

BERLIN, ONT., - - CANADA.

Wreyford & Co.

Romain Building, TORONTO

Wholesale Men's Furnishers.

UNDERWEAR SPECIALISTS.

For **Spring 1904** we stock 2 lines of Natural Wool Underwear that cannot be beaten

1170 AT $6.50. - 1230 AT $8.00

both guaranteed Unshrinkable. All sizes 34 to 44

DOMINION AGENTS FOR

"Aertex," Cellular Underwear, Etc.

Headquarters for

Jerseys, Sweaters and Golf Blouses

Also Dominion Agents for following manufacturers

Young & Rochester,

LONDON ENGLAND

SHIRT, COLLAR and NECKWEAR Manufacturers

Our **WASHING VEST** orders are largest on record. If you have not yet placed your orders we will mail you set of patterns

New Neckwear for Easter Trade.

Y. & R.'s DRESS SHIRTS, at $9.00 and $12.00
and D. B. DRESS VESTS at $15.00.

Stocked in Toronto.

Tress & Co.

High-class Hat Manufacturers, LONDON

LATEST IN SILK and FELT HATS.

GOLF and MOTOR CAPS

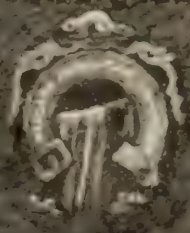
CORRECT SHAPES

If you want to put on a reliable, Tress Hat up-to-date shapes, an English hat to compare with Dunlaps in value at 25 per cent less price stock the Tress Hat

---

DOMINION SUSPENDER CO.
NIAGARA FALLS
MAKERS OF
Trade D Mark
SUSPENDERS
GUARANTEED

NIAGARA NECKWEAR Co. LIMITED
NIAGARA FALLS



MAKERS OF
AMERICAN STYLES
OF NECKWEAR

THE STAR SHIRT

Spring and Summer, 1904



Our New Lines are now being submitted by our Representatives.

E. Van Allen & Co.

HAMILTON, ONT.

SHIRTS AND COLLARS

SEVERAL of the city furnishers were furnished with "advance copies" of the Spring shirts to show their customers, and window displays of "new Spring styles" were the result. During the extremely cold wea there these displays were a little incongruous, but dealers told us that in spite of that they had several inquiries for the most taking patterns.

* * *

The leading haberdashers seem to place great faith in the white grounds with neat patterns in dark colors. There are many of these. In practically all of them the vertical stripe effect is carried out, whether it be in a plain solid stripe or produced by rows of small figures. In the latter are several showing small, neat figures in black, placed at quite wide intervals, but, nevertheless forming a stripe, or stripe effect. Spots, broken lines, and small groups are also used in this way. White grounds are very prominent, though importers repeatedly tell us that the great run in the new shirts will be on dark grounds. There has been so little expression of opinion outside of the cities that it is not possible to say how the new lines are looked upon by furnishers throughout the country.

* * *

There are, however, some handsome dark effects, prominent among which are dark greys and tans. In the latter a rather novel pattern has been evolved by the use of a tan ground, with brown stripes. The two shades of brown looked quite well together. Black stripes are frequently shown on these grounds, though it is true that this combination produces rather a too sombre effect. Still it is well liked. Red stripes are also shown with the grey. The continued popularity of blues and blacks is a feature of the demand not to be overlooked. Blue or black patterns on white grounds stand about as good chance of leading in the sales of negligés for Summer as anything else, new or old, that is offered. A neat design is seen in one of these, black lines, thin and thick alternately on white ground.

* * *

Madras and Oxford cloths figure very largely among the Spring and Summer shirtings. These materials seem to be as suitable as any that can be produced for fancy shirtings. Flannels are also said to be in good request.

Pleated shirts are numerous. A variation of the first pleated shirts, with pleats from 1 inch to 1½ inches wide is looked upon as good property for Summer. In some of these there are no more than five pleats on the bosom, including the centre one.

An agreement has been reached by a few of the manufacturers of shirts whereby a regular discount is to be charged. Heretofore there was a pronounced lack of uniformity in prices and discounts, though working out perhaps to almost the same thing in the end. By this agreement the trade has been informed that the mills concerned will allow a specified discount (which is one per cent. less than heretofore), and by this means the retailer will be enabled to tell in a moment the comparative prices of any lines. Another fault remedied is said to be the offering to merchants of top lines before their Spring trade has opened up. These special prices are to be postponed until August, when the retailer will be in a position to take advantage of them. This early jobbing has long been a rather absurd business method by some of the mills.

* * *

Prices for shirts have advanced with all other linen or cotton fabrics. Many lines are up 50 cents a dozen, and this appears to be about the average amount. A few varieties, including some dress shirts, are shown by the retailers at an advance of 25 cents a piece over the quotations ruling last year.

* * *

Sales of collars have been quite satisfactory. In fact the Winter among furnishers has been a thoroughly good season as far as collar sales are concerned, and though in some cases the usual January "20 per cent. discount" sales included collars of the best and latest styles, there was no need of them to do a brisk trade through that month and February.

* * *

Prices of linen collars, in sympathy with the price of linen, are very firm, the short crop of flax in Ireland, and in Russia, from which Ireland draws a large part of her supplies, having stiffened the market greatly. An advance in linens resulted, which will have its effect on the collar industry, though how much of an advance, if any, the retailer will be asked to pay, is not known.

* * *

The leading city furnishers continue to sell wings in large quantities, and all agree that the Fall and Winter seasons of 1904-5 will see even more of this style of collar worn, some saying that fold collars will retire to the most unimportant position of all styles. There is some talk of the fold collar going out, having had its day, but this is hardly likely for some time yet. Manufacturers have prepared the usual large array of mediums and low widths for Summer, and there is little doubt but that the higher collars will naturally be taken again for the following cold season. In this connection it is said that some manufacturers intend to push the old style turndown collar again to the front. It will be a big undertaking while the fold collar is still in the stage.

* * *

There has crept in among a very few of our manufacturers a practice that is not, to say the least, commendable. It is a very common occurrence in the cities and larger towns for a furnisher to be approached by a manufacturers' agent or traveller, who when he cannot obtain a straight order, offers to duplicate the production of any other mill especially in collars), using the same name and in one case, even the trade mark of a United States manufacturer. A slightly better price is given and the shape promised the same but after many trials and many surprises at the apparent difference in the same make of collars, it has been found that seldom is the imitation a good one. Fortunately the mills doing business in this way are few, the larger ones depending upon the virtues in their own goods to sell them.

HATS AND GLOVES.

WITH some of the manufacturers' shapes on the market and the others promised within a few days or already shown at the time of publication, the estimate of The Dry Goods Review of Spring shapes in last month's issue, is proven to have been correct. Not one of the prominent manufacturers has departed from the conservatism which appeared in last Fall's shapes. There is a difference between the various makes shown but it is of such slight importance, that an effort is discernable to confine them to what is inconspicuous. There is an evident desire to suit any man's requirements, rather than an attempt to set a style. Youman's shapes shown herewith show some slight alteration from the Young hats illustrated last month. The silk hat is a trifle higher, as also is the derby, the latter showing, too, a wider brim. The Youman silk hat is 5 7-8 inches deep and has a 1 7-8-inch brim and d'Orsay curl. Their derby, which is from 5 1-4 to 5 3-4 in height is an odder shape than any of the others shown as yet. There is recently noticeable just as strong a leaning towards the rather flat brim as towards the rounder, higher set shape, each maker having his own specialty without fear of being out of the running.

* * *

Brown derbys are to be pushed in the United States, according to reports, and it is altogether likely the same



attempt will be made here by some retailers, and from the appearances some quite prominent as high class shops. The brown hat has had a couple of seasons trial, but it cannot be argued conclusively that because it has failed to succeed that there is no chance for it this Spring. A policy adopted by one of the Yankee manufacturers has been to turn out 20 shades of brown derbys in the better grades of $4 and $5, by this means impressing the public with their confidence in the coming sales, and also advertising the color by the number of shades.

Without exception hatters express great satisfaction in the increased demand for higher priced hats. Although a hat is worn only one season, the well-dressed man insists upon its being glossy and new looking all the time, and this can be guaranteed only in a first-class hat. The $2.50 hat has been for some years the most popular, but there is as great a sale for the $3 hat, now, and the average hatter has received greater encouragement to handle the qualities that bring $4, $5 and even $6. Some of the manufacturers are branching out into more expensive lines, Youmans having added a $6 as well as a $4 line to his regular $5 style in the United States. This tendancy means not only more profit to the retailer but better saisfaction to the consumer, and is accordingly a good advertisement to a business.

The position of the Panama hat for the coming Summer is not yet definitely settled. That it will be worn is certain, but to what extent no one can tell. From last year's observations one would conclude that there would be little demand for it during the coming Summer, but its lightness its durability, and it must be said, its cost, will retain for it some of its old time popularity. On the streets of a city is out of place, and last Summer saw this opinion plainly expressed in the few that were worn, as well as in the class who did wear them, but for country wear it is above everything else. Splits and sennits will sell well, with a probable favoritism shown the former, unless the price is prohibitive. The cost of split straw has advanced very rapidly and the continuation of the Japanese-Russian war will further effect prices for next season, as much of the split straw braid comes from Japan.

* * *

There is a new hat factory proposed for Cornwall, Ont. The town has closed a deal with several Yankee capitalitss known as the Walthausen Hat Manufacturing Co. for the erection of a factory there for the manufacture of hats. The company agrees to subscribe $100,000 paid-up stock, build and equip a three-storey brick factory 150 by 150 feet, and employ at least 150 hands, with a minimum pay roll of $100,000 per annum. In consideration of this they ask for a free site and a bonus of $20,000. The council have authorized the Mayor and clerk to sign the agreement.

* * *

The knit glove this Winter has only a moderate sale among men. Two years ago this glove in white wool had a phenomenal sale, every other man in the town wearing them, but the demand rather dropped off and this Winter it was not seen on many. The white was not nearly so popular as the slate or dark blue grey. Those who have worn them, declare them a very comfortable, warm covering for the hands. The change in color was rather sensible, as the white became very unsightly in a short time.

* * *

The glovers' strike at Gloversville and Johnstown, N.Y. is still on, and is seriously affecting business both in retail circles and in and around the central towns. It has continued since December 21st, and has affected only the manufacturers of men's and women's fine goods. The unions are making strong fight to control the situation, but are discovering that a more determined and combined opposition is being opposed to them, than they expected. It is feared that the entire glove trade of Fulton County will be tied up. The strike concerns the International Table Cutters' Union, a guild confined solely to finer goods, and was caused by the clause in the agreement of the Manufacturers' Association that: It is mutually agreed between the Glove Manufacturers' Association and the individual cutters that there will be no discrimination as between union and non-union labor, and that the principle of the "open shop" shall be recognized during the term of this agreement. Two women's unions are out in sympathetic strike.

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Cuts



Break Away!

For years you've been handling chrome tanned cowhide mitts and gloves as your high grades. You've been selling splits and sheepskins and any old thing till your customers know the look of the goods and the values as well as you do. And because of that your prices have been cut, shaved and splintered till there is no more profit on them than there is in sugar.

Query? Now, why don't you get out of the rut and handle something real good, that gives satisfaction to your customers and a decent profit to you? Stock up for next Fall with

"PINTO" SHELL CORDOVAN.

Made and sold only by

Hudson Bay Knitting Co.,

Montreal ❧ Winnipeg

CURRENT STYLES IN NEW YORK.

A FAIRLY good idea can be obtained at this time of the styles for Spring. There is nothing of sufficient novelty to make it stand out distinctly as a change, but of course there are new things which may or may not be worn to any extent. When a man is determined to wear pretty well what he pleases, it doesn't do for the style makers to suddenly throw at us some radical change, and so what newness there is, is simply shaded off from what has been worn last year or during the Winter.

Shirtings for Spring.

During the season now so nearly approaching, one of man's chief concerns is to find out what is the latest in shirt materials and designs, and what will be worn the most. Shirts for the Spring season are already being made much of in the windows of the furnishers of men, and all any man who wishes to be well dressed requires to do, to become acquained with the most acceptable



novelties or styles, is to take a walk down Fifth avenue and examine the windows of the "swell" retailers whose stores he will pass. This method of keeping familiar with what is correct to wear is almost infalliable to a New Yorker, and when supplemented by a short talk with the proprietors of one or two, he can depend upon the information he receives as being given with a full knowledge of what was being discussed.

In materials for Spring and Summer there is a great choice, including oxford, madras, zephyr and flannel, with the first two the general favorites, and a greater assortment offered in them on this account than in any of the other materials. The shapes are the same as ever. All kinds are going to be worn, neglige, stiff front, and pleated, the latter style showing up quite strongly in the new lines, and coming in all sorts of designs as well as in plain white. The pleats are in all widths and shapes; some have box pleats of various widths, others have single pleats a quarter to an inch and a half in width. In most of these the width of the plea' suits the pattern in such a way that even effects appear on each pleat. In some a couple of materials have been combined to give odd effects, the one being attached to the edge of the pleat. Plain black and white are the principal colors used in this way to edge another color or pattern.

There is no decided prominence given one style of pattern over another, save that grays, gun metals and tans are extensively used. Irregular, slender, broken lines on a white background, are perhaps shown the most, often with another pattern and color over this. In the illustration is shown a cluster of designs that represent fairly well the popular things. Among these there are two greys, with workings in grey and black, a blue and white, a white and red, a lavender and a tan. From this can be gathered that brighter colors will be worn by many this year than appeared last season. The tendancy is towards colors in everything, probably a natural reaction from the tones and shades of last year.

The Fold Cuff.

Rather a novelty as a feature of men's wear is the fold cuff, being simply a fold collar worn on the wrist, or rather the fold principle adapted to the shirt sleeve. There is nothing in its favor, save perhaps on a flannel shirt where it provides the extra stiffness or substances so necessary to the holding of a coatsleeve in shape. It is new, and as a novelty has acquired a certain following that may or may not be constant for more than a few months. It certainly has grown in favor, however, since it first came out. It is essentially a wealthy gentleman of leisure's cuff, for it becomes soiled long before the rest of the shirt, but being attached means a change of shirt at least every day. It's proper place (if it has any) is on the neglige shirt, and no where else, but a few men have dared to have it made on their dress shirts. This is too foolish a custom to attain to any popularity as it holds the sleeve more or less awkwardly and the idea in evening dress is to have everything smooth, simple and plain, the attached single cuff being used solely for this purpose.

The Fancy Waistcoat.

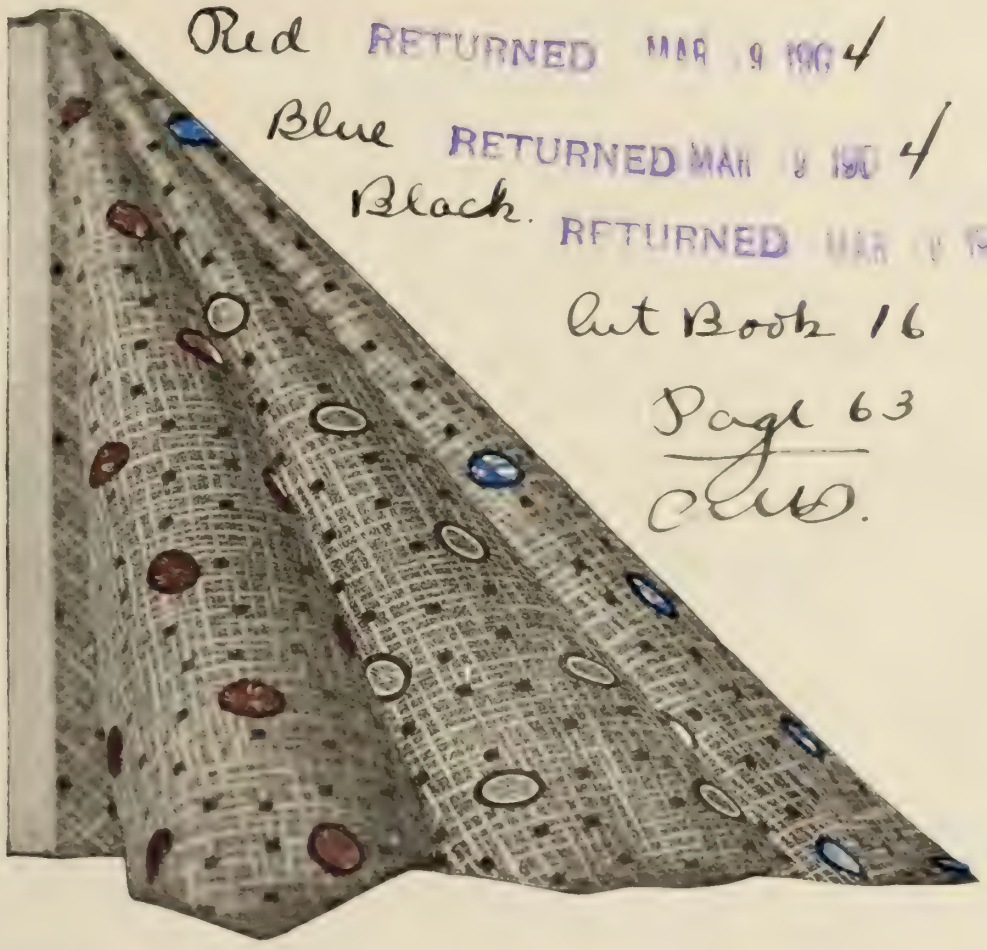
Every men's furnisher is giving a prominent location in his window to fancy waistcoats, in the firm belief that this year's sales will even exceed those of last year. That they will be extremely popular cannot be denied by anyone. Everyone wore them last year, and fancy goods of some kind have been worn by the majority of men all through the Winter. Almost all of them have collars, whether the cut is single or double breasted. The single breasted style will be far more seen than the heavier, "flashier" looking double breasted variety, but a few of the latter are shown. Browns, greys, gun metals and all combinations of black and white are the favorite colors, with patterns more in striped effects, although there are quite a number of spot designs.

Neckwear

Every silkmaker of repute contribute their choicest creations.

We labor for weeks in the foreign markets examining vast collections of silks.

Comparing Judging and Selecting



Red RETURNED MAR 9 1904
Blue RETURNED MAR 9 1904
Black. RETURNED MAR 9 1904
Cut Book 16
Page 63

The furnisher who puts in a good assortment is bound to make money.

No other collection of Neckwear in this country can compare with ours for the latest designs in fabrics and shapes.

TOOKE BROS., Limited,

MONTREAL.

Dr. Deimel Underwear
(LINEN-MESH)

Is quite generally recognized by people of discrimination as the very highest standard of excellence thus far attained in Underwear making.

Now is the time to place orders for Spring and Summer Weights.

DR. DEIMEL'S LINEN-MESH UNDERWEAR Registered

The mark that's always on the genuine. Look for it.

FOR BOOKLET, TERMS AND FURTHER INFORMATION, ADDRESS

The Deimel Linen-Mesh Co.

(ORIGINATORS OF "LINEN-MESH").

2202 St. Catherine St., Montreal, Canada.

LONDON, E. C., ENG., 10-11-12 Bread St.



19 CARS Stanfield's Unshrinkable Underwear JULY 1ST 1903.

S.S. TRURO.

STOBART SONS & CO., Limited,

Distributors for Manitoba and North-West.

C. O. DOUGLAS, . . . Sole Agent.

Over 200,000 garments consisting of Fall orders addressed to nearly 500 of the leading merchants of the North-West. **LOOK INTO IT.** You will find **STANDFIELD'S** all it is cracked up to be. Our travellers are on their way to you.

Truro Knitting Mills Co., Limited, Truro, Nova Scotia

AS SEEN ON LONDON STREETS.

IT is quite probable that Canadian and Yankee papers have clutched at the articles which have appeared in a few of our dailies, weeklies and monthlies, on the decadence of the popularity of the silk hat. I have seen it mentioned in a few of them, and it is certain that such information is a tid-bit to the average daily that gets an idea and publishes an enlargement of it, that is the production of a reporter's dreams. One of our papers first drew attention to what it confidently asserted was a serious falling off both in manufacture and sale, and it was not long before every other journal in the country had added a few details discovered in the seculsion of the editorial rooms, that show very clearly that in a very few months the silk hat would be a novelty with a place only in the British Museum.

It is difficult to ascertain just where the idea originated, or what was considered sufficient cause for the lengthy articles on the subject. It may have had its origin in such a trivial event as the statement of a hatter to a judge in a bankruptcy case, that he was now selling only one silk hat where he had formerly sold three. At any rate when this appeared in the papers, a city daily hustled out a reporter to find out the worst that could be said of it. The result of this sally for news proved rather the opposite to what was expected, however, as hatters one and all said that the silk hat was meeting with ever increasing demand. They did not deny that the last two years had witnessed some decline in the sales, but this was readily accounted for by the fact that these two seasons had been so unusually wet that the average man, rather than risk the ruining of an expensive "silk," preferred to alter his habit, and appear in an old bowler or alpine. A talk with the men who have worn "the topper" will bring one to the conclusion that it has lost none of its popularity. It is certain that very many are wearing it now who did not two or three years ago. Why, even the working man, who makes more than enough to keep his family well fed and clothed, dons the silk hat on special occasions.

Manufacturers, at least, do not appear very despondent over the situation, but are, as cheerfully as ever, showing their new shapes for 1904. There is evident in these a less bell shape than was usual last year. A few are retaining the shapes of 1903 with very little alteration, but some of the larger manufacturers are making the crown much straighter, and this shape is almost certain, from present indications, to meet with a large measure of success.

Another Newspaper Scare.

That colored evening dress excitement, which I mentioned in this letter last month, has progressed no further, but no one knows what the next two years will bring forth. I have by me now a sample of goods which, although not in the colored clothes line, is nevertheless a departure from the orthodox black that has been arbitrary for our dress suit material. It is a grey cloth of undoubted pleasing appearance in a frock suit, but to my mind rather out of place in an old-fashioned in a dress suit. It is acknowledged, however, by the tailor from whom I procured it that he has made very few suits of it. A few well known men have been seen in it, and this has caused the demand—small as it is—which is being heard by West End tailors. As usual however the newspapers have made much of it, and a few readers are firmly convinced it is the proper thing.

Suitings and Suits.

The material used in the lounge coat is taking on a brightness and vividness of color that distinguishes it sharply from what was worn last Spring. Colors are playing a very prominent part, and colors that are really a trifle too conspicuous to be the best of taste. Certainly a man is not forced to buy what shocks his ideas, but if there is a strong leaning to a certain style or coloring that would be considered imperfect taste, there will be noticeable a slight tendency on his part to yield to the popular.

One of the effects of these new materials is the care that will have to be exercised by the carefully dressed man that his fancy waistcoat, his cravat, his hosiery, do not combine to make a circus poster. In all these there is a great demand for colors, save in the waistcoats, which appears to be suffering a little from the natural hesitation of a man to risk a clash of colors or an overdose. They are still worn in great numbers, but the new suitings are less seen with them than the old styles.

The new waistcoat for evening wear illustrated in the last Dry Goods Review has come over here, as far as I can learn, from the United States. I have seen it, but it is too new to comment much upon as to how it will take.

There are several cuts in the lounge coat seen on the streets and shown by the tailors. The favorite style has round corners, and is of good length. Some have long rolls, but more have a shorter roll to admit of buttoning closer to the throat. There are seen a great number of double breasted cuts, shorter in length and having a deep collar and lapel. Some square cornered coats are made single breasted and with a yoke, but it is doubtful if there will be more than a slight sale for these. The yoke has come into the Chesterfield overcoat, but here, too, will meet with small success. It has a whole piece back, and a short yoke. The coat drops just below the knee and is made with a velvet collar, and of fairly light material.

Colors in Cravats.

Cravat material shows decidedly more coloring than usual, and as this coloring extends into almost everything, it is likely to be carried to excess. One good feature about it is that the tie is not large, but that is a knot, that does not show too much of the material. Spitalfield is the favorite material, in the cravats with broad ends especially. Hose are following the styles, even the kind worn with evening clothes often having a pattern in colors.

WOOLLENS CLOTHING TRIMMINGS

THE MERCHANT TAILOR

STYLES AT HOME AND ABROAD.

A CLOSER examination of the materials for Spring reveal with distinctness the fact that greater taste than ever has been shown both by manufacturer and buyer. Dozens of the neatest designs that have ever been offered, and excelling by far the average of other years, are being shown by the wholesale trade with a just pride in what has been selected to please their customers. Cheviot or mill-finished worsteds and tweeds hold first place, with the former showing the newest effects and the latter selling the most freely. In reality there is no definite line of distinction between these two fabrics, the one grading off into the other, the mixture of yarns being most general, and either name being applicable. There is by no means the difference, and fine line drawn, between these materials, that is supposed to exist by the average man. Not only do tailors run the two cloths in together, being well aware of the similarity, but customers are often shown for tweed what has really more worsted yarn in it, and vice versa. The term cheviot-finished is also ungramatical, as it represents a different finish in Scotland to what is generally accepted, the former being quite rough, and the latter very smooth and neat appearing.

* * *

Dark colors are leading by a long way, fully four-fifths of the stocks carried consisting of a black ground with almost invisible pattern in colors. A favorite design is a vari-colored "pepper-and-salt" effect that has no apparent regularity. Some show quite pronounced stripes of white or black. But the bulk of the goods have two patterns, one a neatly distinct dot of minute proportions and thickly scattered, and over this a colored stripe or check almost invisible, but giving life to the general effect. There is a noticeable lack of greys in stocks, which denotes a radical change from a couple of years ago, when this more serviceable but less dressy shade was much worn. The colors used, when any are worked in, are mostly reds and yellows in the dots, and red, green, and dark blue in the lines or checks.

* * *

Fancy worsted trouserings have been improved fully as much as the suitings. In addition to what might be called the staple trouserings there is this year a very special style for wear with the frock coat, that for appearance excells any that has appeared before. There is really not a great deal of variety in this class of goods, the difference being only a matter of small detail, that gives some choice, but maintains a high degree of excellence for all. This special afternoon dress trousering has a dark ground with threads of light color running down the cloth all distances apart. In fact this is almost the only variety offered. These threads come from a quarter of an inch to an inch apart. Between them sometimes appear wider but very indistinct stripes of light color. These materials will be the proper thing for day dress, and are fully deserving of this position. As in suitings, the general effect is darker and much neater. The thread while very narrow is quite distinct, giving a character to the made up trousers.

A feature of the Spring trade is the tendency shown to be developing of importing special suit lengths of a material that is distinctive and uncommon. This is of course only for the very best trade, the material being of the highest quality, and the price corresponding. Retail importers have long done this to a limited extent, but it is comparatively new for the wholesale houses, and shows a desire on their part to elevate the tone of their business, and to cater to the highest class of trade as well as to the cheaper. A man who purchases one of these suit lengths is morally certain that he will have something none of his friends will appear in, and can experience a satisfactory feeling of exclusiveness. Some of these suit lengths examined were of a herringbone weave with or without a plentiful over-sprinkling of the finest dots of light color. The general shade was quite blue, and very odd. The widths of the herringbone stripes varied from a quarter to half an inch. The material was exceptionally good, and the weave and finish very smooth and even. There will undoubtedly be only a small demand for these, as Canadian trade does not as yet eagerly grasp at novelties.

* * *

There promises to be quite a remodeling of Spring fashions in overcoats and overcoatings. Last Spring the Chesterfield was in the front, with the covert or short box overcoat considerably in evidence. The styles for this Spring point strongly to almost a monopoly for the covert made of covert cloth. All the wholesale houses are well prepared for a brisk run in this material, and confidently expect its sales to far exceed all others. This light material does not make up quits as "dressy" as the darker tones, but a reaction is due, and will no doubt take place. The shades run from a fairly dark gray-green to a very light fawn. It will be a Spring of styles in close imitation of the whip cords of ten years ago, a material that has outworn any on the market, and was practically wear-proof. Although coverts will be "the thing," there will be many men who will cling to a short Chesterfield made of a fancy worsted in light or dark tones. This coat is never out of style, and men with conservative tastes can cling to it in Spring or Winter lengths, and feel sure that they are correctly dressed. The short coat has, of course, no silk facing and has small horizontal pockets. The stitching has usually been quite heavy and wide to make some difference between the overcoat and the undercoat, and it is quite likely this style will continue.

* * *

There is just as strong faith in the fancy vest situation as ever, nothing having transpired to change the minds of wholesalers or retailers. More windows are showing them as the weeks go by, and although little really novel has been produced for the past month, there is sufficient variety in the stock already shown to maintain the interest. It was predicted by many last year that the fancy vest had seen its largest season, and events towards the end of the Summer rather supported their prophecy, but so steady has been the demand for it through the Fall and Winter, and so prominent a position

The Fashionable Tailor

will find our stock of

WOOLENS

—AND—

TRIMMINGS

fully suitable for his requirements. See our SAMPLES and be convinced.

OUR TRAVELLERS will be out with FULL LINE OF FALL SAMPLES about the first week in MARCH.

Our Spring 1904 lines include some choice selections of

TWEEDS, SERGES, SUITINGS, OVERCOATINGS, ETC., CANVASES, ITALIANS, ASSORTED SILKS, HAIR CLOTHS, SLEEVE LININGS, HOLLAND POCKETINGS, ETC.



Free Samples on Application.

A. McDougall & Co.,

196 McGill Street,

MONTREAL.

Sole proprietors of the celebrated "TYKE" and "BLENHEIM" Serges, also of Salt's "YOTSMAN" Serges, the best goods in the trade. Send for samples of them.

JOHN FISHER

SON & CO'Y,

WOOLLENS

—AND—

Tailors' Trimmings

WAREHOUSES:

Victoria Square, Montreal,

and

Dalhousie Street, Quebec.

SAMPLE ROOM: 160 Bay St., TORONTO.

HOUSEKEEPING LINENS

For Spring 1904

We have now on hand a large assortment of

Messrs. Jas. & Thos. Alexander's

MANUFACTURES AT LOW PRICES.

Place your orders early. These goods cannot be repeated at present prices.

GREENSHIELDS LIMITED

MONTREAL, WINNIPEG and VANCOUVER, B.C.

has it taken for dress wear, that everyone fully expects an unprecedented sale during the coming months. The best style has a collar, the colors are mostly light, and the weaves are of a coarse nature.

* * *

The movement in clothes for Spring trade has been rather slow on account of the dullness in retail circles since the New Year. The state of the roads and weather has prevented any free travelling in the country, and the retailers business has suffered. The result is that he is backward in buying new goods of any kind for Spring delivery. Confidence is felt in wholesale circles, however, that when the trade does open up there will be a volume that will atone for the disappointing sales of the past few months.

LATE WINTER SALES.

THE months of January, February and March are among the slowest in the tailors' business. With the cold weather still on, and Spring only coming in sight, there is a general waiting of the public for more open weather before purchasing the garments which they will wear during the bright Spring and Summer months. This means that the tailor has so little work on hand, as a rule, that he cannot keep his hands busy, and must either retain them at a straight loss, or let them go and run the risk of being unable to get workmen when the rush season comes on during April and May. Very few merchant tailors will allow their hands to leave, as a single experience of being short of hands during the Spring season is sufficient to make them desirous of avoiding a repetition at any cost. The change of hands, too, is more or less of an experiment, and customers are apt to notice very quickly an irregularity in the work done.

To retain his workmen, and yet not be at a total loss for their wages during the dull months, the tailor of the city or large town usually keeps his business going by offering special inducements to buyers. A $25 suit sold for $18 to $20 is no loss, and answers the purpose. Of course a limited number only are on sale, just enough to keep the workmen occupied. Even though little money is made out of each suit, it is an excellent way of disposing of last year's stock. Some offer bargains only in trousers, knowing that it will not interfere with their Spring suit sales.

Ready-made clothing, overcoats and suits must also be disposed of before their value depreciates too much. Preventing a loss is the same as making a profit. Every day nearer that Spring comes means a loss on the old stock, for it seldom pays to mix much old with the new lines. In fact these lines should have been almost cleared out before March.

SHODDY IN WOOLLENS.

A WRITER to the Daily Telegraph, St. John, N. B., in discussing the woollen situation, quotes from the report of the National Sheep Breeders' Association of Great Britain, as follows :

"It is estimated that in 1900, the United States used 71,000,000 pounds of shoddy, displacing 220,000,000 pounds of wool, or equal to 72 per cent. of all the wool in the country that year.

"In what is known as the heavy woollen district of Yorkshire, there are according to a wool expert, dozens of manufacturers who never buy a single bale of raw wool, and yet are known as influential manufacturers of woollen goods."

According to the National Live Stock Association of the United States : "The best shoddy is made from the remnants from tailor shops and the contents of rag bags; the worst, which constitutes the greater part used in the United States, comes from rags imported from Europe which are very undesirable in character."

In the course of his article the writer states that a man cannot get a piece of cloth made of Canadian wool in some tailor shops to-day, and as a proof says that he tried to get some Canadian cloth at a leading shop in his city but could not and had to send to the mill for it. In answer to this Manchester, Robertson, Allison, Limited, of St. John, assert that they do not think there is a dealer handling woollens in St. John who does not keep the best of the Canadian productions together with their imported lines. They themselves deal largely in Canadian cloths, and therefore sending to the mills was unnecessary.

NEWSPAPER REPORTS DENIED.

ON account of the frequent newspaper reports that the garment workers of Montreal were being ill used and forced to work on Sunday, the following letter to the Montreal Gazette will be of interest as effectually dispelling the impression that was gaining ground :

I have read a number of articles in your valuable paper during the course of the last few weeks purporting to convey the idea that the Jewish garment workers of Montreal are discontented because of the oppression and persecution which they are compelled to undergo. I beg, therefore, that you will have the kindness to publish the following resolution passed at a meeting of the Garment Workers' Assembly, 2377 Knights of Labor, on the 25th instant :

"Whereas, articles have appeared in the local press purporting to convey to the public that the garment workers of Montreal are being exploited and oppressed, and that they are being underpaid and compelled to work seven days a week, in shops that are unsanitary and dangerous to health; and

"Whereas, on January 17th last a public meeting was held in the Palace Theatre, Montreal, under the auspices of the Operators' and Basters' Union, at which it was stated that the Jewish garment workers were compelled to desecrate the Sabbath because of the adverse conditions under which they were being employed; and

"Whereas, such statements are entirely untrue and contrary to the present state of affairs existing among the garment workers in Montreal ;

"Be it resolved, that this meeting protests most emphatically against the statement published by the local press regarding the conditions under which the garment workers of Montreal are being employed, as well as against the statements made at the public meeting of the Operators' and Basters' Union held on the 17th instant, that the members of the Garment Workers' Assembly, No. 2377, K. of L., hereby record that they are entirely satisfied and contented with the conditions under which they are working at present, and they desire no change from their present week's work of 5½ days with a Saturday Sabbath (which they as Jews are permitted to observe), that they will most emphatically oppose with all the power at their command, any change from the present Saturday Sabbath to a Sunday Sabbath, which they as Jews cannot observe; that, moreover, they are prefectly contented with the sanitary condition of the shops and warehoures in which they are working as well as with the courteous and humane treatment and consideration they are receiving at the hands of the clothing manufacturers of Montreal;

"That copies of this resolution be sent to the local papers, to Alderman Laporte, and the other public men who attended the meeting of the 17th instant.

"Trusting you will be kind enought to publish this letter, and thanking you in anticipation for your courtesy,

"SECRETARY GARMENT WORKERS' ASSEMBLY, 2377, K. OF L."

A CUSTOMS SEIZURE.

THE customs' officers in Winnipeg have seized a large quantity of cloth, clothing, etc., which is being held until a decision has been given by the customs' authorities. The grounds upon which the seizure was made was a suspicion that importations were being undervalued. The goods in question came to Winnipeg from England addressed to a man who had formerly lived in Glasgow, but who is at present doing business in Manitoba. His present premises are on Barrington street, and it was here the seizure was made. Travellers are maintained for the firm all through Manitoba, and it was through the offer of one of these travellers of a fur coat to a number of shops that suspicions were aroused. A large business has been done during the past few months by the firm.

MONTREAL TAILORS DON'T COMPLAIN.

A TORONTO paper recently gave prominence to an alleged grievance of Montreal merchant tailors to the effect that they were losing a good deal of trade to English concerns whose representatives visit the Canadian market and take orders for clothing, and that Montreal citizens of wealth did not patronize them to the same extent that they should. In an interview on the subject a leading Toronto tailor said that this competition was hardly felt at all in that city, the only persons who ordered goods from London firms being those who could never be persuaded that "right" goods could be got in Canada. The tailor further stated that he did not understand how Montreal tailors could suffer from English competition when they in his city did not.

As a matter of fact, however, the leading merchant tailors in Montreal are not complaining of such competition at all, though they admit it is true that much more trade goes to England from their city than from Toronto. The reason for this they give in a few words, namely, that, speaking generally, Montreal follows English styles in men's clothing while Toronto follows American styles.

The tailoring trade in the two cities differs in various characteristics. The representative of an English house, who has had some years' experience in the Canadian trade, says that the great majority of journeymen tailors who come here from the Old Country, of whom there is a large number, pass Montreal and go to Toronto or other Western cities. They are paid higher and can live cheaper. Among others are many Swedes, who are considered the best sewers in the world. However, he does not consider that Toronto journeymen tailors as a class are ahead of their Montreal brethren in the sartorial art. They have a high class of workmen in the best Montreal tailoring establishments, but with so many Englishmen living in Montreal there is some trade goes to the Old Country. Many of those who come to Canada do not break their connection with their London tailors (who have their measurements) and merely order from them when purchasing clothes.

One of Montreal's most fashionable merchant tailors said to the Dry Goods Review that there were fewer first-class tailoring establishments in Montreal than in Toronto, for what reason he could not say. "Most of the Toronto trade," he continued, "is in the American styles which we do not touch at all. All our customers require the latest London fashions, and naturally English houses who have agents here put up a stronger competition here than in Toronto. Still I cannot say that we object, as it is not because we do not make the garments as correctly or satisfactorily as English tailors, but because these people will buy their clothing in London wherever they may be living. Of course it seems unfair that a man who makes his money here should be unwilling to spend it here when he can get perfect service.

"But it is the same all over. Wealthy New Yorkers come here to get woollen suits. We frequently receive orders from younger members of the Vanderbilt and other big families in New York, and the other day when Mr. J. Pierpont Morgan was in Montreal he ordered a suit of clothes from us. They can get English cloths so much cheaper here than there. The duty in the United States is 65 per cent. and 10c. per lb., while here it is only 23 1-3 per cent. They wear the suits when returning to the States. They get these suits here in spite of the fact that some of the world's finest tailors can be found in New York. On account of the high duties on English woollen cloths, however, tailors there do not offer such a large assortment of cloths as we do here. I do not know how our American trade compares with Toronto's, but it is quite large.

"Prices in the States for the finest suits also tend to drive some trade here. We would pay for instance $65 for a dress suit, where in New York the same suit would cost $125. That, of course, would be the very best cloth and workmanship to be had.

"It is a fact that Toronto pays higher prices to get best journeymen tailors than we do. We would pay, say $10 for making up a dress suit, and they would pay $12. In New York, by the way, they pay as high as $25 for the work. We have, though, as good tailors in Montreal as can be found on this continent and they are satisfied. One man in our place has been with us thirty years. The number of really first-class tailoring establishments in Montreal are remarkably few. You can count them on the fingers of one hand.

"As to Montreal tailors complaining about losing a great deal of trade to London houses, I do not think you will find one of the best establishments here doing so."

Nor did we.

READY-MADE CLOTHING IN AUSTRALIA.

THE following is from a recent letter of the British Trade Journal's Australian correspondent: "Then, again, continued legislative interference in New South Wales with the clothing and other local manufacturers is causing employers to talk of removing their establishments to Victoria or Queensland. Ready-made clothing can now be imported into the parent state and sold, with the duties of 25 and 30 per cent. added, at prices lower than those charged by local manufacturers. The difficulty is that too many exporters are not familiar with Australian requirements. It is here where the Americans have an advantage. Some of the English-made clothing arrives at the wrong season. Several of the large retail houses have agencies in London which buy considerable quantities of unsold Summer goods, which are shipped in time for the Australian Summer season; Winter goods being treated in a similar fashion. All kinds of soft goods are best dealt with by Australian houses having branches. Delegates in the United Kingdom, the principals in

the Commonwealth being in touch with the whole of the Australian wholesale and retail trade. It is probable that when the federal elections have decided the fate of the tariff, no matter in what direction, so that importers have some basis on which to frame their business operations, orders for all kinds of soft goods, especially millinery and dress materials, will become largely increased. Of woollens and woollen goods it is not easy to speak. Germany and France are sending quantities of low-priced woollen cloths into the market for the purpose of enabling Australian clothing manufacturers to keep prices at a moderate level, but where the means of customers permit English-made tweeds, diagonals, and other kinds are preferred, even at a higher rate. The general effect of the tariff has been, however, to occasion a considerably increased consumption of shoddy material."

MONTREAL MERCHANT TAILORS' ASSOCIATION.

AT the annual meeting of the Merchant Tailors' Association of Montreal last month, the following officers were elected: President, Lachlan Gibb, of Gibb & Co., re-elected; Vice-President, R. Charlebois, re-elected; Secretary-Treasurer, F. W. Richards, of Richards & Sons, re-elected.

It was decided to compile a new, up-to-date list of delinquent debtors and issue copies to the members. Four new firms were admitted to membership in the association, Messrs. Tuddenham & Anderson, 344 St. James street; Thos. Darling, 121 St. Francis Xavier street; Chas. J. Dresser, 1729 Notre Dame street, and R. J. Inglis, 2383 St. Catherine street.

There were present at the meeting: Messrs. Gibb, Darling, Dresser, Desjardines, Inglis, McArthur, Ross, Richards, St. Pierre and Tuddenham. Messrs. Charlebois, Roffey, Seath, Smith and Young sent letters of regret at being unable to be present.

NOTES OF THE FURNISHERS.

W. Cadieux, men's furnisher, etc., has been burned out.

Goldberg & Polisuk, clothiers, Montreal, have registered.

The Double Use Mitten Co., Dundas, have obtained a charter.

The Montreal Waterproof Clothing Co., Montreal, have registered.

O. Labelle, merchant tailor, London, Ont., has opened up a new store.

The assets of E. Berzansky, clothier, etc., Montreal, have been sold.

S. Freedman, Son & Co., clothiers, Lachine, have gone out of business.

The Dominion Clothing Manufacturing Co., Quebec, have registered.

The assets of M. Morrison, clothier Ottawa, are advertised to be sold.

W. Dunlop & Son, clothiers, Kingston, Ont., have sold out to J. Johnstone.

Terinebaum & Legal, wholesale clothiers, etc., Montreal, have registered.

The assets of Mrs. A. H. Latour, men's furnisher, Montreal, have been sold.

The stock of Ida Weisman, men's furnisher, clothier, etc., is for sale by tender.

Heasley & Co., Men's furnishers, Winnipeg, are selling off their stock by auction.

Kellnor & Hays, manufacturers of hat blocks, Montreal, have dissolved partnership.

The premises of A. E. Mattheson, clothier, Prince Albert, have been damaged by fire.

W. Robertson, clothier, boot and shoe merchant, Calgary, is closing out his shoe business.

E. S. Sales, men's furnisher, Calgary, has assigned to the Canadian Investment Corporation, Calgary.

Hurley Bros., men's furnishers, Ottawa, have sold their stock to J. A. Brouse, at 64 3-4c. on the dollar.

The stock of the Fit Reform Clothing Co., Montreal, has been partially damaged by smoke, loss covered by insurance.

Graham Bros., men's furnishers, London, Ont., who were recently burned out, have given the contract for a new building.

Wheadon, Germann & Co., Guelph, Ont., are making an addition to their premises for the men's furnishing department.

The store of J. O. Trotter, men's furnisher, Woodstock, Ont., has been gutted by fire. Loss $20,000, insurance, $7,000.

A. P. McDonald, dealer in clothing and men's furnishings, Rainy River, has been succeeded in business by A. P. McDonald & Co.

The stock of G. Routhiar men's furnisher and dry goods merchant, Quebec, has been damaged by smoke and water, loss partly covered by insurance.

The stock in the St. James street store of R. J. Tooke, men's furnisher, Montreal, has been damaged by smoke and water, loss partly covered by insurance.

J. Rothschild, clothier and boot and shoe merchant, Sault Ste. Marie, has assigned to J. McD. Haws, Jr., Ottawa. A meeting of creditors has been held and his assets have been sold.

Gillespie, Ansley & Co., wholesale furriers and hatters, Toronto, have dissolved partnership. A. Ansley continues in the wholesale hat business under the firm name of A. Ansley & Co.

J. Murphy & Co., men's furnishers, dry goods merchants, etc., Montreal, have dissolved partnership. D. McKay retires and business is continued by the remaining partners under the old firm name.

W. E. Southgate & Co., manufacturers of clothing, Berlin, Ont., have admitted M. H. Cook to partnership.

The assets of R. Nodou, men's furnisher and boot and shoe merchant, Montreal, have been sold.

Th Emerson-Hague Mfg. Co., clothiers, etc., Winnipeg, have been succeeded by Hague, Armington & Co.

Hoover & Town, clothiers and men's furnishers, Winnipeg, have sold out to Knott & Matheson.

James Kendry, M.P., has resigned the management of the Canada Woollen Mills Company, and returned to the management of the Auburn Woollen Mills, Peterboro'. He is succeeded by Charles Moore, late manager of the Excelsior Mills, Montreal.

The election of officers of the Merchant Tailors' Association, Montreal, resulted as follows: President, Lachlan Gibb, of Gibb & Co., re-elected; Vice-President, R. Charlebois, re-elected; Secretary-Treasurer, F. W. Richards, of Richards & Sons, re-elected.

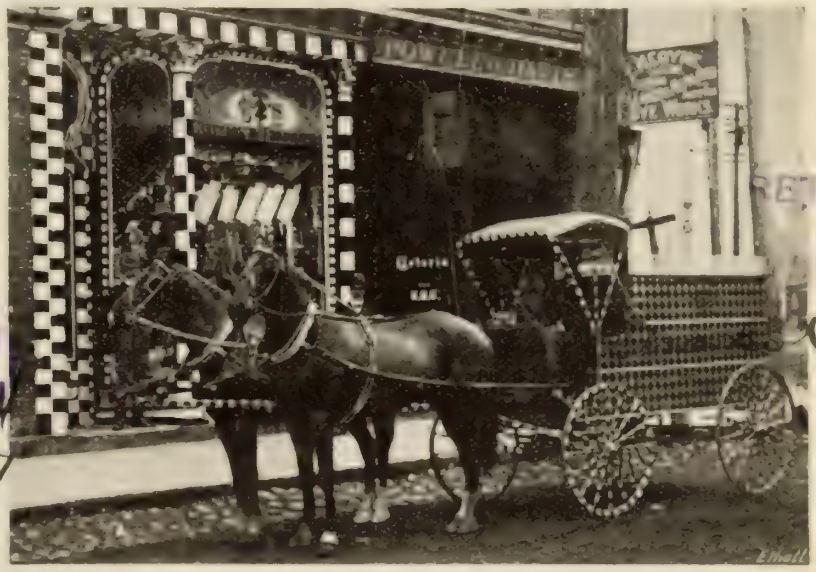
BUSINESS MEN AND THEIR STORES

CHATHAM, ONT., has a progressive firm of men's furnishers, known as "The Two T's" and composed of A. C. Trudell and L. R. Tobey. On February 15th, 1896 this firm commenced business on a very small scale and one year at the most was given them before their doors would close. Instead of a fulfillment of such gloomy predictions, however, the illustrations show how the business has progressed.

During the first year the stock carried was very small consisting of furnishings and hats only. Two years later men's overcoats were added and a year afterwards they went into men's suits, overcoats, etc., in the finer grades alone, a specialty being made of the following prices: $7.50, $10, $12.50, $15, $17.50 and $18.50. This idea they found to be very good, as they could keep stock lower, and carry on the business on a smaller outlay with the additional advantage of being able to provide greater variety in those prices. In 1902 Slater shoes for men were added and the side line gave good returns, both directly and as an aid to other lines. By these careful, conservative and yet not backward methods the public have come to feel that the buying done at "The Two T's" is satisfactorily looked after, and good goods are assured.



The two T's, 1896.



The two T's, 1900.

The interior of the store is fitted up in a way to greatly assist in the advancement of their trade. The very best and latest fixtures are used to display the stock, and it is said that in this store the silent salesman was first seen in Chatham. For years they were the only ones to make use of mirror boxed windows. Careful attention is paid to the window decorations and great faith is placed in the benefits of attractive displays.

Both Mr. Trudell and Mr. Tobey are Chatham men, having been connected at one time with the firm of Ridley & Co. Mr. Tobey for eleven years, and Mr. Trudell for five years. After that time the latter was employed by Johnston, Kerfoot & Co., Vancouver, B. C., for five years, and then came east, entering into partnership with Mr. Tobey. This extended experience has soundly prepared them for the management of their present business.

"The Two T's" are great believers in advertising and attribute their success in a great measure to printers' ink. The first year in business they spent considerable money in this way and have followed this plan ever since. In 1898 they went to the expense of putting on the road through the country an advertising outfit consisting of the best team of horses, harness, and wagon that money could buy, and arrived at the conclusion that the outlay soon paid for itself.

A specialty is made of Yankee neckwear, hats, suspenders, etc., agencies being held for Hawes hats Cheney Peabody & Co.'s collars and Monarch shirts. English neckwear and underwear and German hosiery are also prominent in their stock. Mr. Trudell makes regular buying trips to New York to pick up the novelties in men's furnishings. The motto of the firm is "Fair and Square."

DIVIDING THE TERRITORY.

Debenham, Caldecott & Co., Bay and Wellington streets, Toronto, are adding another traveller to their staff in Western Ontario. The ground covered by A. E. Pentecost in the interests of this firm will be divided and Mr. W. Caldecott will take the main line from Toronto to Sarnia, and all the northern branches, with the exception of the Godrich branch.

BRITISH COLUMBIA TRADE GOSSIP

ONE of the most interesting cargoes which ever arrived in this port was that brought by the R.M.S. Empress of China, which arrived in port on February 3. It was also the most valuable, and from quantity it was also the largest silk cargo ever brought across the Pacific Ocean. The cargo of silk, which was the principal portion of the ship's cargo, was 960 measured tons. The value was nearly $2,000,000 or to be accurate, $1,932,000.

* * *

This cargo was as is the custom in handling the silk, hurried from the hold of the steamer as soon as possible after its arrival in port. Then it was rapidly loaded on cars and two special trains made up to rush it across the continent. These trains are always despatched at express speed. Ever since the C.P.R. has begun the Oriental steamship service the rivalry with other Pacific steamship lines and with railways in the United States has been keen for the traffic in carrying this silk which is a very paying class of freight. Keeping the traffic is entirely dependent on the speed with which the goods are delivered to the silk mills in Weehawken, N.J., where it is manufactured. So far the Canadian road has had no trouble in demonstrating that it is the quickest route by one or two days, across the continent and by fully that across the Pacific.

* * *

The silk which comes from China, is in various forms as indicated by the items taken from the ship's manifest: Raw silk, 3,273 packages, wild silk 55 packages, silk goods 268 packages, pongees, 4 packages.

As the trains hurry across the line from the Pacific to the Atlantic the precious cargo is not guarded in any special way, the chances of loss from robbery being very limited, as the trains never stop more than ten minutes at any terminal. The bulky nature of the packages and the fact that valuable as it is, nearly the whole is raw silk, makes it less likely to be the object of lightfingered tramps.

* * *

The last time a "record" cargo of silk was landed here by a C.P.R. steamer was on October 4, 1902, when the ss. Tartar arrived from the Orient with 539 tons of silk valued at $1,500,000. The value of the ordinary cargo arriving by the Empress line from China is a million dollars or under.

* * *

The dry goods firm of A. E. Law & Co., Vancouver, has been changed by the admission of Mr. J. W. Taylor, the style now being Law & Taylor. Mr. Taylor has been in charge of the dress goods department of the firm for the past year. His experience in dry goods covers a number of years, and he was formerly with W. A. Murray & Co., of Toronto, and other eastern firms. Mr. Taylor remains in active charge of the dress goods department, Mr. Law taking the general management

* * *

New Westminster is to have a branch of the big English shoe manufacturing house of the Allen Shoe Company. Mr. Allen Stevenson has arrived from England to take charge of the proposed operations, and in a short time definite plans of the new factory will be given out. A site on Royal avenue for the building has been secured and all preliminaries are going ahead nicely. The announcement that the decision to manufacture in Canada had been determined on was first made in November last. The intention is to manufacture here all the boots and shoes required for the firm's Canadian trade.

G. S. B. P.

Vancouver, Feb. 22.



The two T's, 1903.

RETURNED
MAR 26 1904
Cut Book 17
Page 32
Ans.



A CHILD CAN OPERATE IT

Make Your Own Buttons

WITH THE

NEW DEFIANCE BUTTON MACHINE

Makes all kinds of covered buttons, rim, half ball or flat, complete to make three sizes of buttons

$7.50

Call or send for samples of our work.

Defiance Button Machine Co.,
266 Greene St., Cor. 8th St.,
NEW YORK, U.S.A.



The
LIGHTNING TAPERED NEEDLE
is
Needle Perfection.
Sews
with half the effort of other needles.

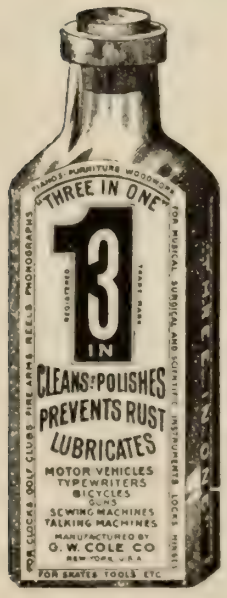
A Favorite With all needle workers.

Sold By

Sig. Blumenthal,
591 Broadway, - NEW YORK CITY.

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3 in One



A good line for your notion counter. Easy to sell and makes friends wherever it goes. Splendid for furniture and the best lubricant in the world. Sold by all leading jobbers. Write for samples and advertising.

G. W. COLE CO.

143 Broadway, - - New York.

John Truman & Co.

Lace Manufacturers,

32 St. Mary's Gate,

NOTTINGHAM.

PAQUETTE BROS.

Sole Agents for Wholesale Trade only.

527 Board of Trade Bldg., - MONTREAL.

REGISTERED

THE SAJONIC SECURE

TRADE MARK

HAT PIN.

ESTABLISHED 1830



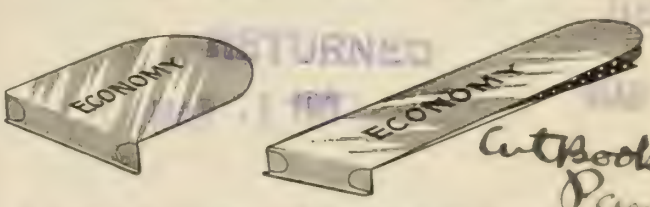
THE PIN THAT WON'T FALL OUT.

Made by the original safety pin firm

J. NICKLIN & CO., Birmingham, England.

Agent -F. P. ROGER, Carlaw Building, TORONTO.

FOUND AT LAST



A New Way of Sampling and Tagging Dress Goods

GOOD REASONS

WHY every Merchant **SHOULD USE OUR** 20th Century System in Marking and Sampling Dress Goods— The "Economy" Dry Goods and Sample Holder Tags.

Because the Economy Tag is all right and a great saving to the goods.

Because they will pay for themselves in goods saved

Because they are a great economy in sample cutting besides making a very neat appearance.

Because you have no more ragged edges or dirty string tags.

Because a woman will buy quicker where goods look neat and new

Because goods are marked at all times, which is a great saving on a person's temper, etc.

Because you can sell goods quicker by our system.

Let us send you our circular at once

Western Office, J. V. FAREWELL, CHICAGO, ILL.
Home Office, 301 SUPERIOR AVE., TOMAH, WIS.
20th CENTURY FIXTURE CO., GALENA, ILL.
Sole Selling Agents in Canada, G. A. WEESE & SON, TORONTO.
Eastern Office, 192½-200 GREENE ST., NEW YORK, N.Y.

FEATURES IN FURS.

SAMPLES of the cheaper lines in neckwear are beginning to be made, but as for the more fashionable trade there can be no possible forecast for some time yet as to what fashions will be. It is not expected, however, that there will be any decided departures from those of this year. Flat effects are likely to be again shown and elaborate trimmings, though many furriers are opposed to them, are likely to be seen.

The present feeling for grey furs is likely to continue. The fact that leaders of the smart set both here and in Europe, when they go South, are not laying aside their furs, but are wearing them with the airy and Summerlike costumes they are affecting now, will be good news to the fur trade. Ermine and sable stoles are in particular favor.

* * *

Furs form a feature of the 1830 styles and 1830 styles are at their height now. Cloaks & Furs hazards the announcement that the dolman may make its appearance in the near future, and says that the dolman idea, perhaps, most correctly illustrates the trend and broad trimming effects may sound the keynote for garment and fancy furs. The transfer from prevailing styles to the loose dolman and visite effects is by no means as radical as would appear upon first thought. In that case the much-neglected beaver and its substitutes would be afforded a chance to again draw the public's attention.

JANUARY SALES IN LONDON.

THE fact that there was a decline in the prices paid for furs in London at the January sales was not quite unexpected, as there has been a feeling throughout the trade that prices were becoming prohibitive for the popular trade. The retults of the sales were as follows: Beaver, 12½ per cent. lower than last January. Muskrat, Spring, 12½ per cent. lower than last January. Muskrat, Winter, 5 per cent. lower than last January. Muskrat, Fall, 5 per cent. higher than last January. Muskrat, black, same as last January. Raccoon, 25 per cent. lower than last March. Skunk, 20 per cent. lower than last March. Cat, civet, same as last March. Opossum, same as last March. Mink, 10 per cent. lower than last March. Marten, 20 per cent. lower than last March. Sable, Russian 20 per cent. lower than last March. Fox, red, 10 per cent. lower than last March. Fox, grey, 35 per cent. lower than last March. Fox, white, 15 per cent. lower than last March. Bear, black, 10 per cent. lower than last March. Bear, brown, 30 per cent. lower than last March. Bear, grizzly, 30 per cent. lower than last March. Bear, grizzly, Russian, 30 per cent. lower than last March. Bear, white, same as last March. Lynx, 15 per cent. lower than last March. Otter, same as last March. Wolf, same as last March. Wolverine, 10 per cent. lower than last March. Cat, wild, same as last March. Cat, house, same as last March. Badger, 25 per cent. lower than last March. Grebe, 20 per cent. lower than last March. Hair seal, dry, same as last March. Chinchilla, real, same as last October. Chinchilla, bastard, same as last October. Opossum, Australian, 7½ per cent. higher than last October. Wallaby, 10 per cent. higher than last October. Wombat, 50 per cent. higher than last October. Kangaroo, same as last October. Salted fur seal, N. W. Coast, 10 per cent. lower than last December.

The special significance of these sales lies in the fact that the Leipsic and other fur dealers made extensive purchases of raw furs in order to have them dressed before the arrival of American furriers for the March sales.

RAISING SEALS ON THE APOSTLE ISLANDS.

WE have heard at various times more or less authentic accounts of fox and skunk farms—but the latest project in this direction is a proposition to plant a seal-rookery on the Apostle Islands in Lake Superior. The common seal seems to get along well enough in captivity where it only has access to fresh water, so possibly there might be some chance for the success of the experiment. It certainly would be a profitable venture, but on the other hand they might form another international subject for dispute.

A CURIOSITY IN SILK.

A UNIQUE exhibit has been brought to Montreal by Mr. F. X. DeGrandpre, European buyer for Debenham, Caldecott & Co., is attracting much attention by visitors to their warehouse. Mr. Grandpre was loaned it by the firm's London house, Debenham & Co. It is the production of Italian workmen, showing the evolution of silk from the tiny seed or egg to the woven thread. It is perhaps the only thing of its kind on this continent; indeed, it is quite probable that it is the only one in existence.

Mr. DeGrandpre has some very interesting remarks to make in regard to this. Most of us are familiar with the process of silk making by the silk worms, but there are some features of it which are not generally known.

"The seeds, or eggs," said Mr. DeGrandpre, "must be hatched at a certain season of the year, in March, when the mulberries are in bloom, on which the worms feed. The eggs, however, are very susceptible to change in temperature; so in order to save them, the Italian women carry them about on their bosoms for about three weeks. They are hatched there and then placed on the mulberry leaves—on the under side. This seed, by the way, is worth about $5 an ounce.

"The worm eats through the leaf, and then commences making its cocoon. It spins the thread round and round from one end of the cocoon to the other, until a solid mass of silk is formed around it. This thread seldom measures less than 5,000 yards in length. But it is very fine, and four strands must be used to produce the finest thread. When taken from the cocoon and doubled up twice, it is given a bath in soap and hot water to take away the gum. It is then dyed, but has lost all its brightness. To give this back to it, the thread is beaten with sticks or clubs.

"Much of the 'ungumming' process depends upon the kind of silk to be made. If, say, it is to be peau de soie all the gum is taken from the thread. If it is to be taffeta, however, only a certain amount of the gum is removed, leaving some to give the rustling effect of that silk."

FURS FOR FALL

OUR TRAVELLERS WILL SHORTLY BE OUT WITH A FULL RANGE OF SAMPLES IN

Hats, Caps, Furs and Robes

FOR THE FALL SEASON.

Stock complete in every line. Many new and attractive styles.

SPRING GOODS FOR PROMPT SHIPMENT. THE RELIABLE FUR HOUSE.

EDGAR, CORISTINE & CO., - - MONTREAL.



PREPARING FOR ANOTHER SEASON.

The season of 1903-4 is now over, and already we are preparing for the season of 1904-5.

The Retail Merchant well knows that there is nothing in which one can be so easily deceived as **FURS** hence the importance of buying from a reliable house.

Our business has been built up on the strictly **first-class quality of our goods**, and you will find us always willing to serve you with the **best**.

We will shortly be soliciting your orders for Fall, and we ask you to kindly wait until you see our samples before buying. We can please you.

A. J. ALEXANDOR

WHOLESALE FURRIER,

504-6 St. Paul St., MONTREAL.

COMPLETE NEW STOCK SINCE FIRE.

Our temporary warehouse at 16 St. Helen St., occupied since the fire, is now stocked with a complete line of

HATS, CAPS and STRAW GOODS and all the LATEST NOVELTIES.

Everything is **ENTIRELY NEW** and the latest on the market.

We have some special values to offer, and will be glad to see all customers and friends, or to hear from them through the mail. Our travellers will very shortly be on the road with a full line of Fall and Winter goods.

SWIFT, COPLAND & CO.,

Remember our address till May 1st is 16 St. Helen St., MONTREAL.

Hermann H. Wolff & Co.

170 McGill Street, - - MONTREAL.

SOLE DISTRIBUTORS OF THE

HEALTH

Health Brand Underwear

Made in Ladies', Misses', Children's and Men's.

Wholesale Millinery

In Full Swing

Spring business is already in full swing. Buyers more numerous than ever have been with us during the past few weeks. With every confidence in continued prosperity in Canada there is no curtailment in the purchasing.

WE HAVE ANTICIPATED BIG BUSINESS, AND HAVE BEEN FOUND PREPARED IN EVERY DEPARTMENT.

Large Stock. Correct Styles. Best Value.

THE D. McCALL CO., Limited

DEBENHAM, CALDECOTT & CO.

MILLINERY.

Our stock is now complete in all lines of

Millinery and Fancy Dry Goods

Ask for our well-known lines in **Silks and Ribbons.**

Our travellers will call on the trade about **March 10th** with a full range of Import Lines, comprising **Mantles, Woollens, Children's Coats, Velvets, Velveteens, Plushes,** etc.

70½ St. Joseph St., QUEBEC.

18 St. Helen St., MONTREAL

The Canadian Millinery Review

Styles for Spring

THE formal opening of the Spring season of 1904 took place on the 29th of February in Toronto, and on the 1st day of March in Montreal. These openings, notwithstanding adverse weather conditions, were largely attended by buyers from all parts of the Dominion. Millinery buyers have been in the different warehouses since early in the month. Most houses have been in shape to receive them since the 15th of February and from that date on the large staffs of the millinery and fancy dry goods houses have been kept busy, as buying has been brisk, and on all hands an exceedingly good millinery season is expected.

MODES IN MILLINERY.

MILLINERS last Fall made an attempt that was not a success to push the styles of headwear, modelled on those of the early thirties. The headwear of that time was too extreme and eccentric, even when much modified for modern use. The roomy poke, with its upstanding plumes; the towering crowns, the broad tie strings, and the veil that hung as a curtain all around the brim, did not appeal to the tastes of the present day woman, and long before the end of the season military styles and turbans, and low crowned picture hats were to the fore.

For the coming Spring these styles have been altered, and adapted, and it is rather to the hat styles of the time of Louis XIII. than to those of the thirties that we are now looking to for inspiration when preparing for the millinery to be worn this Spring, though there are also quaint little far away echoes of the days of 1830.

The severe close fitting lines of the turbans, and Continental shapes have expanded in a most becoming fashion. In picture shapes the flaring brim is in almost any shape but a plain round, and as taken unto itself cunning and bewitching with unexpected angles that are most becoming. Crowns also follow the fashion of the brims, and are of many and various shapes. All hats this season have a crown, and though decided, these crowns are not obtrusive as far as height is concerned, as they do not run higher than 3 or 4 inches at the very most. Whatever eccentricities crowns are convicted of, are confined to the shapes, and these are many. There are crowns that seem to be set the wrong way of the hat, crows that follow the angles of the brim, crowns that are square, torpedo, diamond and other fancy shapes. These turbans and contenentals are just as popular for dress hats as for the plainer straws for useful wear, and as well as these there are hats in picture lines, such as moderate crowned Gainsboroughs, low-crowned shepherdesses and lastly the new tub, or baby hat.

Always around millinery openings there are a number of outre styles shown, that are sure to be somewhat modified when they get down to everyday wear. In New York they are showing some shapes that have an immense scoop in front, and, not contented with this feature, they are loaded with vegetables fruits or garden borders, and as well have immense veils that fall all over the brim.

Three-cornered turbans are also shown with heavy brims, round which crushed flowers are massed. Feathers are well worn and many hats are trimmed with great big plumes that droop from the hat to the shoulder. An



Model from The D. McCall Co., Limited

other novelty is the lace "Quaker." One of these made of creamy silk lace had a lining of soft rose pink. A baby hat just like the old Dolly Varden in shape was of white pongee ruffles edged with narrow black velvet, with a wreath of rose-buds around the crown. One of the extreme novelties was a square hat, set on a high bandeau and falling from the brim were two flounces of Valenciennes lace. The low flat crown was covered with small roses, and at the four corners of the brim, were rosettes.

Some very small tight rolled turbans are shown that are to be worn well over the face. This is a Pa[illegible] idea

and is not likely to take so well here, as though a very pretty hat in the hand, it is a shape that is not generally becoming to the Canadian type of face.

COLORS.

THE white hat is confidently favored for the whole of the season, though it will often be relieved by a color. White and gold is also claimed as a leader. Next to white in favor undoubtedly comes champagne; then pale blue, and pistache and reseda. Brown is decidedly fashionable and so are many shades of blue and there are any number of hats in castor and tans. Silver and pale greys are good with some trades, and there will be also quite a few red hats worn.



Model from The D. McCall Co., Limited.

STREET HATS.

STREET or ready to wear hats, are strongly featured, and the latest shown are almost severe in their simplicity. These hats are made from fancy straw braids and are shown in a great variety of shapes. There is the many turban forms, the contenentals and hats of the cavalier shape.

In some of these hats the brim at the left side is rolled over into the middle of the crown, and is secured there by a button of gold. A fancy gold braid is set about half an inch in, around the brim to give a finish. There is a touch of gold on nearly all the new models, either in the form of buttons, gold lace, tassels or cockades.

Quite a few rolled brim sailors are seen in these lines, but they are all trimmed with ribbon, silk, buckles and wings. Quills are en evidence on many of these hats, and there are even a few stray birds. Quills and trimmings made of straw are used, and there are cords both of silk and straw. Many of these hats are in two contrasting colored straws, and champagne is generally one of them. Black and white is also shown, but has not taken so well as in other years, as the trade is rather tired of black and white effects. Champagne, brown and black are at the present time the wanted colors. Some very smart hats have straps of leather with brass buckles as a trimming.

A thick ruch of frayed out silk trims many of the ready to wear hats.

FEATHERS AND PLUMES.

FOR the early trade and for trimming dress hats right through the season ostrich feathers will be much used; in fact ostrich is much stronger this Spring than usual.

So fashionable is ostrich in spite of the high price of feathers that it forms in some cases almost the whole hat. A pretty hat had the entire crown of ostrich in black, while the brim was of creamy silk lace. For the early trade coque plumes, quills and pom-poms will be used.

FLOWERS AND FRUIT.

MILLINERS' stores will be turned into veritable flower and fruit gardens this Spring, for flowers will run riot on the Spring and Summer hats.

The fancy is for small flowers and bunched effects just as though one had plucked a posy out of a garden and surrounded it with leaves. This is the latest and most popular effect. Small nobby roses, are very much liked, and so are clusters of tiny buds. Hanging from these clusters are fringes and tassels of long stemmed flowers. These hang down gracefully over the hair at the back of the hat. Flower fringes are also used on hats. Flower buckles are very much en evidence this Spring and there are any number of trailing wreaths that are used around crowns and brims. Lattice works of small flowers and leaves are inset, much as lace has been used round brims. Quantities of small Spring flowers are being used and forget-me-nots, lilies of the valley, daisys, butter cups, apple, plum, and cherry blossoms and many other Spring beauties are very appropriately used. Novelties in flower lines, such as beautifully imitated thisties, dandelions in seed, orchids, etc., are showing.



Model from The D. McCall Co., Limited.

Fruit is just as much shown as last Spring and berries, and grapes are in high favor. They come in all possible and impossible shades and with foliage to match. Bunches and clusters are strong, and a few models in gold are

Caverhill & Kissock

Millinery Sorting

We have anticipated a heavy sorting season and are prepared for all demands.

Those who were unable to attend the openings will find our stock now renewed and including some Novelties just arrived.

Ready-to-wear Hats, Flowers, New Gold Cord, Tassels, Busbies, Pleated Chiffons and Millinery Trimmings

MAIL US YOUR LETTER ORDERS

Caverhill & Kissock

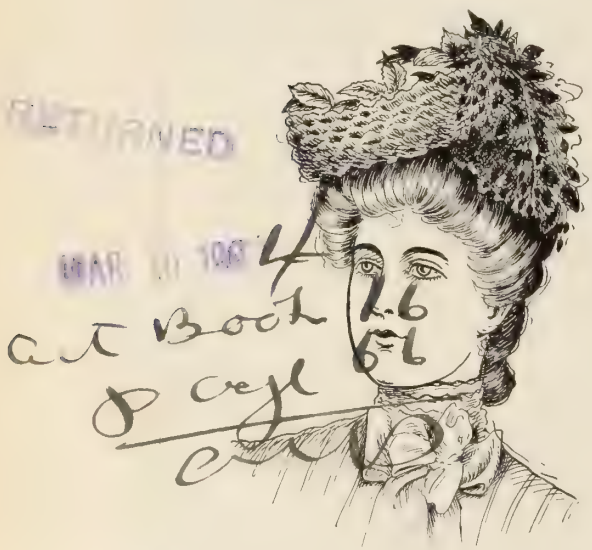
MONTREAL.

shown, but these are looked upon as more or less risky ventures. "Will not last longer than the openings," was one of the opinions expressed. But all the same, they are very effective and pretty. All kinds of fruits are shown, and there are branches and clusters of minature apples, pears, etc., as well as gooseberries, currants, black, white and red; berries of all colors and in small and medium sizes. There are all of the waxy, hairy variety, as also are the grapes. Cherries are popular, and some of the prettiest of the new hats are trimmed with trails and bunches of them.

BRAIDS.

THE new braids are charming and are a delight to work with, both because of their soft, silky, lacelike beauty and because of their pliability, and the fact that they can be so easily manipulated and treated. They are so bright in finish that they resemble delicate silks and come in both plain braids and in all manner of mixtures. Braids are made from wood fibre—peroxalines—and from horse hair, hemp; also Swiss, Yedda, Neopolitan, Jap and many others.

Besides the natural straw colors there are champagne,



Model from The D. McCall Co., Limited.

black, white, and all the new colors as well as a large assortment of plaids both Scotch and fancy in the new braids.

MATERIALS.

NEVER was there a season when there was such a call for chiffon, and maline and materials of that order. This explains the character of the millinery prepared for the Spring. Everything is light and airy, and soft shirrings, pleatings and puffings are much used. Many large hats will be of accordion pleated chiffon or mousseline. Broderie Anglaise is another fashionable material. Silk Clunys are well thought of and many of them are patterned in gold.

All the lighter laces are in vogue and Valenciennes in both wide and narrow widths will be extremely fashionable. The lace hat will be a prominent feature in the new millinery, and transparent hats will be covered with lace or they will be pleated and shirred. Lace is to be indispensible for trimming the new millinery. Hat shapes are made so as to receive the cachepeigne, and this trimming of lace and flowers drops bewitchingly over the hair at the back. Many of the new hats, as well as the rolled sailors have bandeaux of ribbon lace and flowers at the back.

CAVERHILL & KISSOCK.

CAVERHILL & KISSOCK have a successful opening this Spring. The assortment of millinery, trimmings and novelties brought to them by their European and American buyers was unsurpassed anywhere for beauty or taste.

Particularly were their flowers and foliage admired. The range of leaves, in pastel shades, became a feature of the Montreal openings. These, with the flowers and fruits, are among the choicest things shown on the Canadian market. In addition to the natural colors, in small roses and other flowers, there are many gold effects shown which the trade have received most favorably. They also show several small flowers in two tones, beautifully blended, which are among the handsomest trimmings of the season.

Metal ornaments are also a feature here. Large steel ornaments, glass, gold, celluloid and silk, are shown in large variety. The gold effects are also shown in connection with the pastel leaves, and the combination is very attractive.

Caverhill & Kissock include in their lines some special dress and millinery novelties in silks, chiffons, etc., which are very well thought of by the trade. "Batavia" cloth, one of the most fashionable, is one of these. It has a sort of cheese cloth effect which is novel and striking. This has been selling rapidly. The old-fashioned Arafine crepe, which is again in style for Spring, is shown here in all shades.

Visitors should not miss a sight of the pleated and honeycomb chiffons shown in the house. These are most effective trimmings for fancy hats, and sell on sight.

All sorts of laces are to been seen here, among them a fine lot of yak laces, which cannot be excelled in the Dominion.

Caverhill & Kissock's ribbon department contains a complete range of the most fashionable novelties to be had, in addition to all staple styles. They find that plain ribbons, louisines, duchess, etc., in soft effects, are preferred, though in fancies they have also had to supply heavy demands.

DEBENHAM, CALDECOTT & CO.

IT is safe to say that nowhere in Canada were visiting milliners more pleased than at the Spring opening of Debenham, Caldecott & Co., Montreal. This firm's purchasing facilities allowed them to exhibit an assortment of hats, trimmings and millinery accessories, which for value could not be surpassed anywhere.

Among the latest novelties which featured in their Spring opening was a new chiffon velours, in all the best light shades. These goods are confined to the company. They show the silk ways all through, and for millinery purposes and dress trimmings cannot be excelled. It

S. F. McKinnon & Co.
Limited

Toronto *Montreal*
Quebec *London, Eng.*

Wholesale Millinery,
Millinery Novelties,
Laces.

Manufacturers of
Cloaks and Skirts.

Our Line of Millinery for the assorting season is complete in every particular.

We are the recognized Lace House of Canada.

Specialties for this season:
1. Ball Effects.
2. Macramés.
3. D'Alencons.
4. Wood Fibres.

The Range of Spring Cloaks and Skirts we are showing is of interest to all close buyers.

S. F. McKinnon & Co.
Limited

Toronto *Montreal*
Quebec *London, Eng.*

goes without saying that their beautiful assortment of French roses was heavily drawn upon. Millinery buyers from the East to the West declared that never had the Canadian trade been offered so splendid a line as this. Straw braids, bandeaux, etc., in black, champagne with gilt mixtures, blue with gilt mixtures and resedas, all went very well.

Their assortment of yak lace trimmings were also much admired. Insertions in widths of 2 to 3 inches, with gilt mixtures, were among the most popular. They were shown in black, champagne and cream.

In feathers, Debenham, Caldecott & Co. had a matchless assortment of shaded tips, white blending into reseda, maize, lilac and pivoine, which were a great attraction to all visitors. A large variety of natural flats were also shown. Ospreys, both in brush and paradise effects, were very good in black and white.

"Specials" are not lacking in this house. Among them are a lot of tulles at 18c. The same goods quoted everywhere else at 24c. and over. Another is a chiffon, in black, white and cream, (No. 98) 48 inches wide, at 35c. This can be easily retailed at 75c.

A leader in ribbons is D C 3, a special all silk taffeta, in all millinery widths, at 17½c. This can't be beaten on the market.

With their ready-to-wears this firm are having immense success. The office has been removed from the ground floor and the ready-to-wear hats are now given considerably more room. The range of straw goods includes some very pretty shapes and shades. Visitors, however, should not miss a sight of the chiffon hats, in all shapes from the "Continental" to the large brimmed hat.

STYLES OF HAIR AND SPRING GOODS.

MILLINERS each season pay more attention to the artistic side of their business, and are less and less content to just merely sell a hat; but pride themselves on bringing out the good points in the faces of their customers. They study the back view and also the



Low coil at the back and loose Pompadour. The correct manner of dressing the hair to wear with the Spring hats.

tout ensemble en profile. Milliners of this class realize how much difference the proper method of dressing the hair makes in the appearance of a hat. In fact, the difference between becomingness and unbecomingness often lies in the way the hair is dressed.

To milliners, therefore, the cut we show will be of interest, as it gives the latest style of dressing the hair, and the one that is to prevail in Spring. It shows the low coil of hair at the back which is so appropriate to the lines of so many of the new hat shapes. This is the proper way to dress the hair so that the hat can be comfortably worn, as this low coil supports the hat firmly and properly on the head. The front hair is still to be dressed in the pompadour fashion, though the one large roll will not be so much in evidence as the pompadour will be varied in many ways. Often there will be a parting at the side, and in some cases there will be a softening line of loosely curled hair around the forehead. For those to whom it is becoming the hair will be parted in the middle, and dressed in loose, soft, fluffy waves on each side and caught under the twist at the back. This style will be specially becoming to those hats that droop down in the front. Those who can wear the hair in this manner will also find this style of hat becoming.

The low coil of hair at the back continues the line formed by the slanting backs of the toques and turbans that are showing for Spring in the most becoming manner. It also sets off the cachepergie that is again a favored mode of trimming the hat at the back. Tortoise shell combs and pins and other ornaments will be well worn in the hair this Spring, and for dress and formal occasions wreaths of foliage, flowers and fruit are to be worn, as well as ornaments of spangled tulle, and aigrettes of ostrich.

Milliners often feel that it is a delicate matter to give advice about the style in which the hair should be done, and certainly it requires the exercise of a certain amount of tact; but if the proper style is indicated and the advantage of dressing the hair in conformity with hat lines pointed out, the majority of women will be only too glad to receive what they feel to be expert advice. As for the cranks, well, they must go their own way. "The Review" is indebted for the illustration and foregoing hints to W. T. Pember, artistic hair dresser, 127 and 129 Yonge street, Toronto.

JOHN D. IVEY & CO.'S NEW WAREHOUSE.

THE February issue of Dry Goods Review contained a description of the new warehouse recently erected by the John D. Ivey Co., wholesale milliners and importers at 71 Wellington street, West, Toronto. One or two interesting details were inadvertently omitted.

The new building has a frontage of 50 feet, a depth of 140 feet and is 5 stories high. The front is of cream colored brick with cut stone trimmings, and is decidedly an acquisition to the business section of the city now being built up with elaborate, modern buildings, approximating to the sky-scraper order.

The interior is still more pleasing. Main entrance and vestibule are of white marble with short flight of marble steps leading to the business offices and general show rooms on the main floor, the former of which are finished in quarter-cut oak and provided with the newest style of office furnishings.

What strikes one most of all, however, is the light, airy appearance of the interior, the windows being so arranged that every part of the building is well lighted. Walls and ceilings throughout are lightly tinted, those on the ground floor being covered with elaborate plating. The first floor will be devoted largely to ribbons, silks, laces, etc., the second to hats, a very important department of the firm's business, the third to flowers and feathers, the fourth to trimmed millinery and work rooms, and the fifth to store and work rooms.

This firm carry millinery exclusively, and claim for their warehouse that it is the largest of the kind in

Canada. With all the modern improvements and facilities which they possess the new quarters of the J. D. Ivey Co., will undoubtedly prove a great attraction to buyers visiting the Toronto market.

S. F. MCKINNON & COMPANY, LIMITED, MILLINERY OPENING.

ONE of the chief centres of attraction during millinery opening days in Toronto is the large establishment of S. F. McKinnon & Co., Limited, and this Spring season was no exception; notwithstanding the inclement weather that prevailed on Monday, February 29th.

The large number of buyers to be seen fully maintained the reputation of this house as the leading distributor of millinery and millinery novelties in Canada and many were the praises that were heard, complimentary to the goods shown in the different departments.

Mr. Wm. Guthrie, who for the past 18 years was manager of the millinery branch of this business, but who during the last three seasons has been European buyer, has shown that he is fully aware of the needs of the Canadian trade and gives promise of being one of the best millinery buyers that crosses the Atlantic.

On the first floor of this establishment was to be found a most comprehensive collection of hats, and straw braids, under the supervision of Mr. John Braiser. Many pretty and exclusive shapes were shown, a number of these being Mr. Braisier's original idea carried into effect by some of the principal Canadian and American manufacturers.

On the second floor, the variety and beauty of the materials suitable for hat garniture was really exquisite, being of a quality highly prized by the best millinery artists. These novelties were extremely chic and at the same time not overly expensive or too elaborate, but of a character readily adapted to a high-class Canadian trade.

On this floor is also shown black and colored silks of every description, also ribbons, chiffons, nets and veilings in endless profusion. A feature of the season exhibited on this floor was a somewhat peculiar but popular ornament known as the "straw buds."

The flowers and feathers which S. F. McKinnon & Co. exhibit on the third floor is the outcome of years of experience and good judgment. The values that are shown in feathers proves conclusively that this firm has reached the best sources of production. The exquisite novelties in French flowers surpasses anything they have previously shown and will go far in further establishing their already enviable reputation. From a glance through this department it seems quite probable that small effects in flowers will predominate.

During opening days the centre of attraction was the exhibition of French patterns and trimmed millinery which were shown on the fourth floor, and it is doubtful if a more beautiful display could be found in the realms of "millinerydom." One noticeable creation was a large Black hat made entirely of circles of lace, caught in the centre with small straw buttons and with trimmings of small roses and handsome black satin ends. A very pretty hat of tuscan and white straw braid, with draping of Brussels point lace, having ribbon of a delicate green shade, caught with handsome gold buckle and foliage at back.

Another beautiful creation was made of fine kau braid outlining handsome lace medallions. Two wreaths of tiny roses and bunch of same in front gave a very pleasing effect. Miss Suehnig looks specially after the trimmed millinery and has produced some really beautiful creations.

S. F. McKinnon & Co., Limited, have the distinction of being the only Canadian house who sends an ordinary lace buyer to the European markets.

Mr. Alfred Reece, who is well known as a lace expert, looks after this department and the novelties shown in ball effects, Mactames, D'Alencons and good fibres are certainly effects wonderful from the looms of the lace manufacturers.

Lace will be greatly used for both millinery and dressmaking purposes, and a magnificent collection is to be found in Mr. Reece's department.

D. McCALL & CO.

THE large warehouse of D. McCall & Co., Wellington street east, Toronto, was thronged with the visiting milliners when The Review representative called round to view the new Spring hats, and judging from the expressions of approval and the interested and admiring looks the hats shown were very much to the general taste. This firm made a large display of lovely picture hats as well as small dressy turbans, and some beautiful continentals were also shown. A very striking hat was a large picture with transparent brim of the interlaced stalks of blue and green small blossoms, and the brim close edged with fine foliage, and bunches of pale pink roses on each side of the high bandeau. The crown and outer brim was covered with jetted ecru lace and the hat was draped with a long scarf of black chantilly. Another charming picture hat was in white and green—colors which are always suggestive of Spring. The wide flounce of lace that is so much in vogue at present. The crown was of unmounted white roses and the brim was trimmed in a very novel manner with large medallion-like whirls of folded duchesse ribbon centred with gold braid. The whirls were connected with folds of ribbon which was caught down at intervals with buttons of pale gold cord, and the underbrim was a mass of delicate green foliage and berries.

J. D. IVEY & CO.

BESIDES viewing the display of Spring hats visitors had also to inspect the handsome new warehouse that has just been erected by J. D. Ivey & Co., Wellington street west and the general verdict must have been that it was a beautiful house for beautiful goods. The building is thoroughly modern in every respect, and artistic effect has been as thoroughly studied as special adaptability for the millinery trade.

One thing all visitors could not fail to notice and that was the perfect quality of the light. Lighting is always an anxious problem in a trade where colors play such an important part, and J. D. Ivey & Co. are to be congratulated upon the successful manner in which they have solved it, for though the day was dull and snow was falling heavily the most exacting buyer could not fail to be satisfied with the clear white light in all parts of the building.

The first floor is devoted to laces, silks, velvets, ribbons, etc., and on the floors above are the departments for straws, flowers feathers, etc., while the showrooms and trimming rooms occupy the whole of the top flat. A sep-

Quick-Selling Easter Novelties

Waist Sets,

including Military, Mother-of-Pearl, Fancy Stone and Fancy Metal, at all prices.

Belt Sets, Stock and Collar Pins, Military Hat Pins, Crushed Fabric and Leather Belts, etc.

RETURNED MAR 1904 Cut Book 16 Page 37

Hundreds of beautiful patterns to select from.

Our line of up-to-date Novelties is to-day what it has always been—**"the best on the market."**

We will send you an **assortment of the most popular selling numbers** on approval. After inspecting, if you are not satisfied return anything you do not want at our expense.



Japanese Military Waist Set.

ORDER AN ASSORTMENT TO-DAY. Get your Notion Department in line.

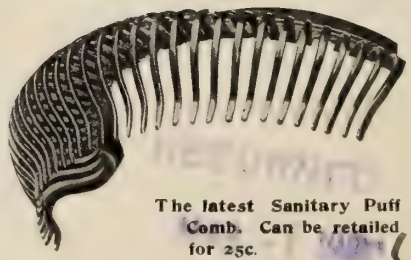
WE WILL SHIP YOUR ORDER PROMPTLY.

We have all the things worth having in Shell Combs, Hair Pins, etc.

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Flag Pins with town or club name. To retail for a quarter.



The latest Sanitary Puff Comb. Can be retailed for 25c.

PHILLIPS & WRINCH LIMITED.

8 Wellington St. West, TORONTO.

"The Men Who Lead in "Smallwares."

Ask for **Free Samples** of the **"Capsheaf" Coilless Safety Pin.** The only Safety Pin that does not catch in the fabric.

sible innovation that is sure to be popular with buyers, is the fitting up of a number of small sales-rooms in which millinery can be inspected and purchases made in privacy and comfort. Selections made in this way are sure to be more judicious and satisfactory than when buying has to be done in the crowd.

Though the new home of this firm is fully 50 per cent. larger than the old one, it was taxed to its capacity by the throng of visitors on Monday, and because of the crowd a tour of inspection was no easy matter.

Though the shown-room bore marks of hurried fitting it is a handsome room and well worthy of the beautiful creations of the milliners' art for it is an art nowadays that were collected there.

G. GOULDING & SONS.

THE han some show-rooms of G. Goulding & Sons, Bay street, Toronto, was the Mecca of a large number of the visiting milliners on Monday, February 29th, and in spite of the stormy weather they were crowded all the day. The openings both from an artistic and a financial point were a great success with this firm. Their show-room was crowded with pattern models showing both Paris and New York ideas, among which were many lovely models direct from Paris; but it is only fair to say that the creations made by the firm's own staff of designers and milliners did not suffer by the comparison with the hats from that world famous centre of fashion.

Goulding & Sons always show a number of handsome sets. This opening is no exception and though all were much admired the palm of beauty must be awarded to the charming one in black and pink. The picture hat was of shamrock shaped medallions of embroidered mousseline de soie, edged with ruchings of the same. The low wide crown was encircled with one of the new close wreath effects in tiny Banksia roses of pale pink, just the right shade to combine with black, and the deep bandeaux was encircled with small tight bunches of the same. The hat came down flat over the hair at the back and a little to the left was placed a large pink velvet crush bow. The scarf or stole matched the hat being made up of the same shaped medallions and ruches, with relieving touches of the roses and velvet.

SPRING MILLINERY OPENINGS IN TORONTO.

"OH, what a morning," must have been a very common exclamation in Toronto, when the visiting milliners took a preliminery peep at the outer world on the morning of February 29th, the date fixed for the Spring millinery openings in that city. It would have been hard indeed to imagine a day less suited to awaken thoughts of Spring attire than the one chosen. Indeed it seemed as though the weather man was jealous of the interest taken in the Spring hat, and that he was determined that it should not be the sole absorbing topic, as he at all costs was still going to command the same amount of interest on all hands, that he has been exacting for some time past in this record breaking Winter.

In this he partly succeeded, at least when the snow and wind had to be faced. When once the doors of the millinery houses had swung behind all interest was quickly centred on the new Spring hats and the materials for use in its manufacture.

In spite of the weather the devotees at the shrine of St. Millinery turned out in full force, and the importing houses were crowded all day.

TOOKE BROS., MONTREAL.

The printers made a sad mess of the item in last month's issue in regard to Tooke Bros. Parts of it no one could understand. For that reason the item is reproduced. It read: Tooke Bros., Montreal, are showing a couple of clever novelties in embroidered neckwear. One is a four-in-hand tie, silk embroidered and representing a tie pin. Different designs represent different styles of stones and shapes of pins. They are made in black peau de soie and can be reversed to a plain black tie if desired. Another string is called the "Midget" with ends nicely embroidered in neat patterns. They are also showing beautiful lines of Easter neckwear, putting out a few hundred new designs in a number of pretty shapes. In the waist department China silk waists are having a run at present, the firm showing some very charming styles. One popular line is trimmed with Mexican drawn stitch. In Summer wear lawn waists seem to have the preference yet. Messrs. Tooke Bros. are always adding new designs to their already large range.


COMBINATION FOUR IN HAND

PERSONAL MENTION.

Mr. W. R. Brock has gone to South Carolina for his health.

Mr. H. G. Cook manager of the woollen department of the W. R. Brock Co., Toronto has returned from a buying trip abroad.

On February 10, 1904 Mr. W. G. Anderson, of the Toronto Brass Manufacturing Company, Toronto, was married to Miss Williams, a native of Moline, Ill., U.S.A.

Debenham Caldecott & Co., have been forced by an increase in business to add another traveller to their staff. Mr. A. E. Pentecost who has been covering the whole of Western Ontario will divide up with Mr. Walter Caldecott, who takes the main line as far as Stratford and all the northern towns.

Mr. S. A. Jacobs, manager of the New York Silk Waist Co., Montreal, is spending a few weeks at Old Point Comfort, Va., recuperating from a severe cold. Mr. Jacobs had gone to New York on his regular "inspection" trip, when he suffered a relapse, and under physician's orders was compelled to go south for his health. It is expected that he will be back in a couple of weeks.

Mr. Sam Mishken has recently returned from Western Canada, representing the American Silk Waist Company. Mr. Mishken found the trade in the West in splendid condition considering the very severe weather, and reports that his lines of waists, coats and skirts were very well received.

Mr. A. W. Arnott, of Geo. Ridout & Co., Toronto, was a recent caller at our London offices. Mr. Arnott is in the Old Country getting in close personal touch with the houses his firm represents, and is visiting the trade centres of Great Britain and the Continent. News of new agencies of interest to the trade will be announced on

OUR LONDON FASHION LETTER

London Tailor-Made Styles — Straps and Buttons — Colors in Tailor-Made Suits — Exclusive and Picturesque Styles — In the Shop Window.

London Tailor-Made Styles.

THE trend of the tailor-made trade now is such that materials of which coats and skirts are built are no longer confined to Melton cloths, vicunas, and similar stuffs, but embrace a range of thin voiles, cottons and fabrics that were one time deemed unsuitable for tailor styles. Throughout the Winter great things have been done with fancy and plain velvets by high-class tailors, and this has been quite a new departure among tailor-mades.

Although in the Spring we have little to do with velvets, it would be possible to tell the tale of one or two very smart costumes in fancy velvet that are fresh from the tailor's hands.

The more usual coat-and-skirt costume of the moment is, however, or Irish tweed, smooth cloth, zibeline of a lightweight quality suitable to the milder months, serge, vicuna cloth, hopsack, or homespun. Irish tweeds are likely to be much in use, owing to the coming visit of the King and Queen to Ireland, and their influence in popularising Irish industries.

Simplicity is the keynote of tailor-made fashions for the Spring. Nothing could be more charming in their severe simplicity than some of the new models emanating from renowned ateliers. There is a prevailing quietness of style about them that far outshines the more gaudy models of the inferior dressmaker.

A leading point about the new skirts is the very full fluted effect that occurs round the foot, that has been brought about by the tendency to revive the crinoline effect. By a clever method of cut these fashionable skirts, while being immensely wide, fall in deeply between each flute, and graduate therefore in a becoming manner from waist to hem, and appear to be not at all exaggerated in width. Some of the new skirts are gathered to the waistband, without darts; others are arranged in short, downward tucks all round the waist or exhibit a small untucked panel in the immediate front. Then again, accordion pleating is making its way into many of the Spring tailor-mades.

Stitching is, as usual, employed as a trimming, but not so profusely as of yore, a single line or a couple of lines being preferred to the all-over stitching (on collar and cuffs for instance) that we have been wearing.

Frog buttons of braid, and gun-metal buttons are in good taste just now, and on the smarter tailor-mades buttons of embroiderery are effectively used.

Straps and Buttons.

Round pastilles of cloth on the trimming of a cloth dress is one of the most fascinating of the new decorations. On a wide collar of lace worked with gold thread the little rounds of cloth in different sizes almost covered the lace, whilst others were attached as a sort of fringe to the flounces and tucks of the skirt. Straps of lace edged with a mere piping of cloth are used on pelerines, capes, boleros, etc., as connecting links, where they are slashed. Generally, however, the straps come from under one side, fastening on the top of the other side with a button either large or small. Similar buttons, dotted here and there over a wide waistbelt of satin is considered quite chic.

Coats With a Slight Droop at the Waist.

Coats have lost their waist-droop for the most part, though it would be too sweeping an assertion to say that the pouches are absolutely defunct. In fact, one well-known tailor, whose word is law, confided to me that the coat with a slight droop at the waist, or that falls sacque fashion in front, will remain among approved fashions for months to come, notwithstanding the vogue of the tight-fitting coat. "For," he said, "the loose-fitting modes, and low cut corsets that have been worn for the past several years, have ruined women's figures, and there are very few who can now wear the tight coat."

Tight-Fitting Coats.

For this reason, possibly, the coat that fits the figure at the back, but falls away from the waist, sacque-fashion in front, is far more popular than the Newmarket and other coats that are close-fitting in front as well as at the back.

One of the smartest little coats that tailors are recommending is built on the lines of an Eton or officer's coat —something of a compromise between the two. It meets at the throat, and falls in straight, simple fashion to the waist, and is either hooked all the way down, or for a few inches only from the throat downward, the fronts parting slightly as they near the waist.

A Long Tailor-Made Coat.

Another tailor-made coat is long, almost to the knees, with a plain front—plastron trimmed with buttons, set in groups; the sides of the coat are arranged in stitched pleats, and with this model a waistband that passes beneath the front panel of the coat is added, while the turn-down collar, with mitred ends, is buttoned to the fronts, and the shoulder lines are emphasized by slender epaulets finished to match the collar.

Small Strappings.

Small strappings are successfully used on various of the new coats and skirts, a decorative little coat in ivory-colored cloth expressing the fancy in a very pretty way. It is provided with a cape, cut out at the lower part in tabs, and the tabs are united one to the other with a series of graduated straps of the cloth, about half-an-inch wide, these straps being fixed at the tips with small gold buttons.

Colors in Tailor-Made Suits.

Pastel blue cloth, in a lovely, delicate shade, and reseda green, are colors we are likely to meet frequently among Spring tailor-mades; while white, in its various shades, will play an important part in the modistic scheme.

Ornamented Full Sleeves.

With the severest tailor-made the sleeves are full and much ornamented. For instance, one costume of deep brown cloth that has been seen had a skirt absolutely plain, and a three-quarter coat that boasted nothing in the shape of a collar and only the smallest turned-back revers of deep cerise velvet glistening with steel beads. But the sleeves were not only full at the wrist, showing ornamented velvet and a profusion of lace, but was slashed almost to the elbow to allow a full flounce of filmy lace to escape. Some other walking gowns of cloth have been noticed slashed right up to the shoulder, from which the lace droops like a fringe.

Strappings of silk and fine narrow plaitings of silk appear on the wool frocks, the plaitings being used to edge capes, cuffs, etc. Lace dyed to match the material, velvet, or silk cording, heavy embroidery on cloth, silk on heavy linen, are all called into the service of the wool frocks, but the lingerie sleeve frills have fallen from grace in Paris.

Exclusive and Picturesque Styles.

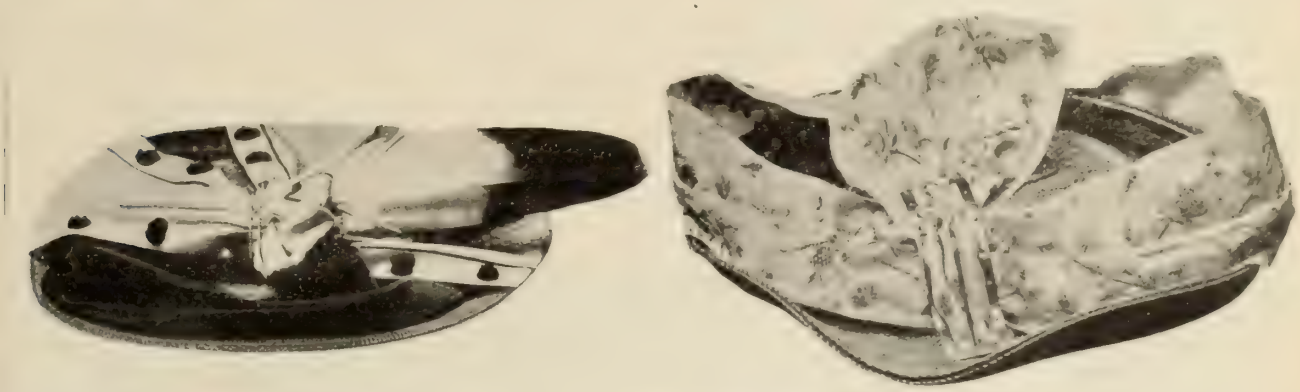
For several years past the tendency in the most exclusive modes has been towards the picturesque types of various interesting periods. Our leading beauties have adopted what are now spoken of as picture frocks and hats, and it is certain their natural charms were never better framed than when wearing these becoming modes. It appears that the Parisian beauties realise these becoming and graceful qualities also, and the exhibitions and photographic salons are ample testimony of this fact.

A clever chronicler of the French fashions, impressed with the importance of this tendency, has gathered the views of the fashionable portrait painters in Paris as to artistic dress. She writes: "It is interesting to know the personal tastes of the great artists as regards feminine beauty and fashions, for they have, without doubt, a considerable influence on fashion, an influence which is perhaps indirect, but which is nevertheless real. It often happens that painters themselves go to the dressmakers to give their views concerning the choice of a toilette to be worn by their future models. M. Ferdinand Humber, for example, is always very careful in his choice, preferring soft and delicate tones of color, and insists that in having one's portrait painted one should always be careful to adopt, as far as possible, the colors and forms which are most adapted to one's style, without paying too much attention to the fashion of the hour, which will be survived by the work of art.

"In fact, it is best to dress nearly always according to one's dress for having one's portrait painted, without too great an attention to the capricious fancies which make fashion degenerate into a uniform. This is, in a measure, the opinion of the great painter, M. Albert Margean, who kindly consented to give an interview on the subject.

"'My ideal,' he said, 'in this matter is to find something in a woman's toilette which is personal. I do not like stiff and tight robes, which have no play. I like soft, folding stuffs, which drape of themselves naturally without study, and which retain the impressions of the slightest movement or gesture.' As he said this, the artist showed me some of the glass cases in his atelier, full of artistic models and statuettes, representing delicate feminine silhouettes draped in stuffs which have every appearance of lightness and delicacy, and which evoke the Spanish and Gipsy figures enveloped in their shawls and crepe.

"'This is naturally an ideal,' said M. Margean, 'and society has certain exigencies which must be complied with. But what a woman should seek, without hesitation, what others wear or do not wear is what she should herself wear. By this I mean whatever may bring out nature's harmony and give it its full value.'



Two of London's Latest Styles.

"When I asked the painter if the present fashion pleased him, he said: 'It does, on condition that the straight corset, which is the basis of the feminine silhouette, is not exaggerated. Sometimes by trying to bring out the natural lines, they are distorted. The corset should accentuate and adopt itself to the form of the body, but should not modify it by changing the proportions. It is true that the exaggeration of the straight line would, in this case, become a convex line contrary to nature's harmony.

"'I do not like exaggeration in details of the toilette either, such as, for example, excessively wide sleeves and big collars. In fine, I like to see women dressed in such a way that their toilette appears the complement of their personality without having my eyes distorted by dissonant details.'"

In The Shop Windows.

I have just taken a walk down Oxford street, and Regent street, and taken notes of the principal shows of early Spring styles.

The annual white sales are just over, and the window dressers are making very attractive, though by no means full displays of new goods. In one such set out window I

noted several figures, completely dressed with costume and hat to match.

This is quite the day of the two material gown, or rather the two silk gown, for these "mixed" dresses are usually of silk, this latter being curiously intermingled. The skirt if composed of three tiers of flounces, will be of the check, stripe, or plaid silk, and each flounce have a very deep hem of plain silk. The bodice part folded, gathered, pleated, or what not, would be of the fancy silk, though perhaps the very full sleeves with epaulets or a shoulder piece going up to the collar would be of plain silk. Then, more likely than not, these full sleeves would have large slashes to show full under-sleeves of the fancy silk. The effect of the mixtures is invariably extremely dainty, as the colorings of the silks are delicate and subdued, and the plain silk corresponds exactly with the foundation color of the fancy material.

Here are the rough notes of the window shows as an indication of what is being put forward by the drapery houses apart from the ladies' tailors.

Dark blue cloth costume, silver buttons down front. Vest, cuffs and belt trimmed applique of same cloth edged black braid over pale blue cloth. Pleated skirt. Hat of burnt straw with plume.

Elaborate costume of transparent voile (black) or canvas, with black silk underneath, very shiny effect. Top of skirt and sleeves honeycombed. Bodice trimmed with stitched black silk. Fronts of white cloth with several rows of narrow gold braid, upon which are (in sets of three) white silk buttons with black braid. A pretty ruffle of cream lace at cuffs and high black silk guaged waist belt. Hat of black chip with large ostrich plume.

A dress of cream India muslin, the skirt arranged with four alternate rows of lace and gatherings. The bodice has a fichu trimming of lace and the sleeves are frilled. Some touches of pale blue and waistband of this soft hue correspond in tone with a picture hat where pink roses contend with an assertive veil.

A lovely costume of brown muslin, with bindings, bows, and waistband of satin a shade brighter and mounted over a slip of shot green and brown silk. The bodice has a small guimp and cuffs of transparent lace, the sleeves are puffed and tied above the elbow. In effect, this dress, as are all the others, is distinctly Victorian.

Many flower hats, amongst them a toque of primulas, of the velvety soft colors of that flower from pink to purple and white, adorned with a band of rich rose pink velvet knotted out one side and on the other finished with short dangling ends, each one tipped with blossoms.

There are any number of plaid materials for morning wear, and to match them are hats of plaid straw, that is, the plaiting of the bands of straw, some of which are three-parts of an inch wide, forms the plaid. Varieties of the Breton sailor are the principal hats made up in this way, the ordinary three-cornered hats having lost their one-time popularity. The only one of this order left to tell the tale is a very stylish afternoon creation of tulle or chenille with a wide velvet band at the edge and the front point—the "nose," as it is called—pinched together so closely that the brim on either side curves right on to the crown.

Narrow velvet ribbons ornamented with steel bead work is used to make up collars.

Some of the velvets are cleverly plaited or take insertions of lace, both being seen on dinner blouses.

Bobs or tassels of steel beads finish off the ends of black velvet ribbons that appear somewhere on the afternoon blouse.

V-shaped fronts of accordion-pleated lawn, or muslin edged with lace, are fastened up at the throat, the points being fixed into the waistbelt.

The lace for sleeve ruffles not only hangs downwards towards the hands, but other flounces of the same lace turn backwards.

A ribbon of silk to match the gown ties around the wrist part of the sleeve hiding the meeting place of the various frills of lace is a feature of some of the Paris gowns.

A. MEEHAN.



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HINTS TO BUYERS

From information supplied by Sellers but for which the Editors of THE REVIEW do not necessarily hold themselves responsible

The W. R. Brock Co., Toronto.

This firm report that lustres and sicilians seem to have the lead for blouses and shirt waist suits. They are now opening up some new effects in Panama sicilians, and in fancy striped lustres for blouses. Etamines are next to these fabrics in popular favor, and the desired colors are browns, blues, tans, resedas and pearls, which are shown to retail at 50c. They have also novelty lines in this material with fancy knops, sabran and snow flake effects. Another great seller has been their all white silk grenadines in floral effects and shadowed spots. Flaked Panamas in pearls, light champagne, robin's egg blue, tan and reseda are among our best selling lines. Their all wool cashmeres to retail at 25c. are among the best values of the season, and worth to-day 30 per cent. more. This cloth is in full range of shades. For March they are showing an entirely new range of suitings. Among other good lines confined to the W. R. Brock Co. is a pebble cheviot with small white flake in green, brown, navy and black; this is sure to be one of the most popular materials for Spring or Summer suits and retails at a popular price. One of the snaps this firm is showing is an all-wool printed delaine for children's wear and for blouses. They are offering the best values in the history of the department in black and colored taffetas to retail from 50c. up to $1.25 in a complete range of shades in all lines. They have just received a shipment of Bonnet's peau de soie the old cloth at the old prices through the balance of the season.

In the ladies' ready-to-wear department the W. R. Brock Co. are showing several new styles in skirts in Viennas, flake goods and freizes. These are made from goods bought far below present market values, are the very latest cut. They wish to draw special attention to their line of Spring and Summer waists. These goods are now all in stock and ready for immediate shipment, comprising over 200 styles in all fabrics. In black sateen waists they are showing values away below the present quotations, their G129 at $9 which they stock in sizes 32 to 48, is selling very freely and is at least $3 below regular market value. In white and colored waists they have just added several new styles to their range. They report that their sales of whitewear have this season been much larger than in any former season, the principal increase being in the better grade of goods. These are all in stock and include over 300 styles made in all fabrics, all sizes and great variety of designs. The W. R. Brock Co. wish to announce to the trade that for Fall delivery they will sell black sateen underskirts at old quotations. They made contracts for sateens before prices advanced and will show excellent values. They will shortly be showing a complete range of new designs made from sateens and Italians at old prices and expect to repeat their success of former seasons in these goods.

The woollen department is showing a freshly arrived range of ladies' suitings, in the very latest novelties, fancy effects, spots and stripes. Scotch tweeds appear in good catchy colorings and patterns. A recent shipment of black and blue serges and viennas specially stamped, were bought at low contract prices. The popular thing for Spring overcoating will be a short light covert cloth coat. These can be had in all colors and prices.

The carpet department has a good range of tapestry and art squares that are just what is wanted. Lace curtains at all prices and in all patterns are carried.

The men's furnishing department has been successful in securing a line of men's stiff front shirts made of corded cloth in new Spring patterns to retail at 50 or 60c., regular 75c to $1. Their working shirts F197, F198 in checked shirting, are made very wide and large. "Braceon" is a black sateen shirt with braces attached, retail $1. Overalls are being sold below manufacturers' prices to-day. 1525 is a blue denim, bibbed, gold back, heavy weight, retail 75c.; 1260 is a blue denim, no bib retail 75c.; 1800 has a gold back, double front, retail $1. all worth 25 per cent more; 19F is a special colored cambric stiff short front shirt, detached cuffs, new patterns, light grounds, retail 75c.; this is a regular $1 article. Shamrock and Reliance are two fine lines in men's cashmere socks, silk splice heel and toe, "made in Canada," sizes 9 1-2 to 11, retail 25c. This firm has a practice of waiting until the very latest things are out in neckwear, and expect very soon to receive a large shipment of the very best in these lines.

Nazareth waists are stocked in four new lines, white have a tube in a tab just large enough for a safety pin. They can supply practical ribbon cabinets, and store fixtures, such as notion cases, revolving counter fixtures, kid glove cabinets, umbrella cabinets and blocks, hosiery racks, etc. Send for illustrated price catalogue. The Nottahook is high in public estimation. Everyone who has used it, likes it. The "Empress" ribbon is a special quality satin neck ribbon, to retail 20 to 25c. 065, 066, 259 are white mercerized mattings, retail 18 to 25c. "Pansy" is a new cabinet of safety pins, 4 gross of assorted sizes, choice box. The New York, and other markets have supplied the best in ladies' belts, black, red, royal blue, crushed leather, which has a fabric effect; also a narrow red patent leather. Some special lines of hosiery are "Tickler," "Ironclad," KK6, HH3, HH5, etc., in cotton ribbed; "Just So," "Whopper," D97, "Haslam" in plain; "New Cairo," D. & R., Brookshest n cashmere with reinforced knees and heels, to retail 25c. The cabinets of linen spools at special prices are still for sale, retail 5c.

The wash goods department reports a large sale of linen suitings of which they have a large stock. P33 is a 28-inch Scotch knicker retail 12 1-2c.; LB1 is an Irish knicker, retail 12 1-2c.; 15 is a heavy striped Canadian knicker, retail 12 1-2c.; P35 is a tambour lace stripe, retail 12 1-2c., linen shade only; P18 is an Irish knicker with narrow white stripes 1 inch apart, retail 12 1-2c.; P17 is a Scotch knicker, retail 15c.; P34 is a heavy weight Scotch knicker, retail 20c.; LB2 is an Irish knicker with black flakes, retail 20c.; B107 is a 36-inch linen suiting, retail 20c.; FM14 is a raised cord with dash, retail 25c.; MG2 is a linen voile, retail 35c.; MG1 linen voile with snow flakes, retail 35c. All of these come in lines, green, blue, ox-blood, grey and navy. MG4 is a linen voile with knicker tear drops in stripes and checks, plain white grounds with self colored, blue, red or green tears.

Greenshields, Limited.

Greenshields, Limited, have found themselves obliged to repeat many lines of Canadian cotton hosiery, but in every instance the manufacturers have declined the order, as they would be unable to fill it for the next six months. They have still a supply left, and merchants requiring the goods should order immediately, as from now on there will be considerable trouble in getting the goods from the factories. Greenshields placed their orders over a year ago, and still the manufacturers are asking for an extension of three months in which to deliver the goods. They are showing some specials in popular priced goods which are unequalled in value. Lace embroidered cotton hosiery is shown in a range from $1.20 to $1.75 per dozen, and there is quite a run on all grades shown. Their lines of cashmere hosiery are taking very well with the trade.

The ready-to-wear department of Greenshields, Limited, contains some special cheviot skirts to retail at $3.50 which should be seen by the trade. They are in black, grey and navy, trimmed with strappings and buttons. The black skirts are made in waist measurements from 23 to 31 inches, and the lengths from 38 to 44 inches. The line is numbered "T9." There is also a special black Vicuna skirt, trimmed with satin, at $3, and special "T28" corded Vicuna at $3, each in 23 to 31 inch waist measurements.

In sympathy with the advancing cotton prices, linings have gone up in value, and a marked advance has been made in the mills; but Greenshields' lining department contains many of the best lines at old prices. They have advanced prices on a few linings, but even in these the advance has been but a slight one. They have had great success with this department this season, their sales being ahead of any previous year. A large assortment of percalines, taffetas, fine black sateens, etc., is in stock.

Greenshields purchased over 600 dozen flannelette gowns for Fall, 1904, before any advance in cotton, and



Engraved by Legg Bros. Engraving Co., 5 Jordan St., Toronto.

are selling them now at less than mill prices. They are going very rapidly, and not many are left. Buy now.

The laces and embroideries shown in Greenshields' big warehouse comprise the very latest and most fashionable novelties from European and British centres. Nos. EB, RC and GP in their heavy laces and insertions are among the handsomest and best liked designs shown, and in trimmings their escurials from No. A100 up are being much used on both heavy and light materials. Fine Valenciennes and Orientals are in good demand for use on white and light colored fabrics.

A fine assortment of embroideries, including Mexican and button effects, is shown. Their range of fine goods Nos. WH, NB, and HH are especially noteworthy. The demand for their laces and embroideries has been very heavy, and this season will see a volume of business in this line considerably larger than they have ever done before. A larger assortment and better values cannot be found on the market.

For a long time this house has made a specialty of handkerchiefs of all sorts, and this department is always an active one. Splendid values can always be found here, and the range is the largest in Canada. Specials in plain and hemstitched lawn handkerchiefs and linens, lace and embroidered edges, etc., are shown in large assortment and all the popular priced lines can always be seen.

Ladies' and children's underwear is shown in larger assortment than ever, in cotton, lisle, silk, wool and silk and all wool.

Another special department in Greenshields' which is quickly assuming large proportions is that devoted to children's headwear, muslin and silk bonnests, tams, etc. In these lines, too, some splendid values are offered, and the firm are leaving nothing undone to make the department a most important one. Among the lines shown here are some controlled in Canada by the firm.

Fabric gloves in lisle, taffeta silk and lace are shown largely. Specials with dome fasteners are shown in white, black, slate and fawn, and they are selling rapidly. Lace gloves and mitts are also to be had here, the best values being offered.

Greenshields' ribbons have been well received by the trade this season. There are taffetas, failles, moires, duchess, countess, satins, plain velvets satin back velvets, and colored baby ribbon in velvet with satin back. Samples and quotations can be had on application. In spite of the heavy demands for these ribbons the firm have been doing their best to keep the assortment complete.

John Macdonald & Co.

Specialties in their staple department: 300 pieces Loch Lomond shirting flannelettes 10c.; at the old price, a 30-inch striped flannelette 6c.; Saxony twill flannelettes, plain colors, at 8 5-8c.; the regular price of these goods to-day is 9 1-4c. They are clearing up their orders for Crums prints and those who want to sort up at once can do so at 10c.

In their carpet department they are busy opening up new goods in fall season specials; 6 patterns in 3rd quality inlaid linoleum; 6 patterns in 2nd quality inlaid linoleums, floral and block designs; a full range of new patterns in Wilton Axminster, Brussels, tapestry, wool and union carpets; a large range of squares in assorted sizes in Axminster, Wilton, velvet, Brussels and tapestry; An entire new range of satin quilts, beautiful new designs; a full stock of table covers in tapestry and chenille; 1,000 rolls of China matting to retail from 12 1-2 to 30c. per yard; a stock of 30,000 pairs of lace curtains bought on a basis of cotton in 1901 which was about one-third the price of cotton to-day.

Their increased facilities in their ready-to-wear department have enabled them to ship many lines earlier than last year, and they are now in a position to show many new lines which have as yet not been shown by their travellers; these include novelties in American waists, in lawns, muslins and chambrays. They are also showing a full range of white cotton underwear. Merchants know the present state of the cotton markets. Repeat orders after their present stock is exhausted will have to be at an advanced price.

They are showing a large range of men's fancy cotton half hose, which can be retailed from 20 to 50c. a pair. Also a line of embroidered cashmere to retail 50c. a pair. They report their stock of smallwares complete at present, including many novelties in ladies' belts, back combs, puff combs, etc. They have just received a large shipment of men's cashmere half hose (seconds) which can be retailed at 20c. per pair with a good profit to the retailer. In men's Summer vests John Macdonald & Co. are showing a large range, including white pique, tans and fancy white materials in both single and double breast.

They are showing in their woollen department special values in Scotch tweed suitings and trouserings, all the latest designs and colorings, also a large range of fancy worsted suitings; all the latest materials for Spring overcoatings. In Belwarps the stock is now complete in all the different makes. Every yard should be stamped with

the trade mark "The Lion and Bell" and guaranteed sunproof and seaproof. In tailors' trimmings they show black and colored Italians, mohairs, silks and all the latest designs in fancy silesias. Two special clearing lots: 1,000 yards 6-4 tweed suitings at 75c. per yard; 1,500 yards 6-4 fancy worsted suitings at $1.50; ladies' 6-4 fancy and plain costume suitings, large variety of styles and qualities.

They are showing in their dress goods department ladies' cloths in pirle finish, all popular shades, including black at 80c. and $1; fancy Donegal tweeds at $1 and $1.25, in a very effective range of colors; B909 is a plain voile in cream, black, sky and grey at 30c., special value; a line of two tone effect costume tweeds flaked in brown, mid-grey and light grey; exceptional value in navy lustres at 30, 37 1-2 and 50c., for which there is a good steady demand; B956 striped mohair, fancy shaded at 90c.; navy and black voiles at 50, 65, 70, 75c. In silks there are AX special lines of black peau de soie at 65c.; B special black peau de soie at 70c.; navy and black check tameline silk, 37 1-2c. per yard; special line guaranteed black taffeta at 75c.; extra special value. In laces there is a large and assorted range of Valenciennes laces and insertions, heavy cottons, Cluny in silk and cotton, torchons in all widths. A large range of plain and ribbed cotton hose from 70c. to $4.25 is shown in children's and ladies' sizes.

The W. R. Brock Co., Montreal.

The house furnishing department of the W. R. Brock Co. deals in ranges of carpets that best suit the requirements of their customers. In tapestry will be found nice catchy designs, just what the trade is looking for.

They have an 11-4 honeycomb quilt to retail at $1. It is a snap and as the quantity is limited won't last very long. The Brock Co. are showing a magnificent line of art muslins in all the newest designs, openwork edges, plain and printed to retail at from 5 to 25 cents. In oilcloths both table and floor they have everything that is new in design.

Black and white and fancy stripe muslins are liable to be advanced almost any day now and it would be a wise move on any merchant's part to place his order now. Brock Co. of Montreal, has a large stock of these goods to retail from 7 cents up. Their lines are well worth seeing.

They are showing an embroidered corset cover set which is worthy of any merchant's attention.

Brock's lace department as usual is to the front with all that is new in laces. Guipures, Valenciennes, Torchons, Yaks, in fact laces of all descriptions are constantly on hand and new designs are continually arriving and being passed into stock.

A line of communion veils to be retailed from 75 cents to $2.50 is on view at Brock's Montreal warehouse.

There is a great demand this season for crushed leather belts. Brock's have a stock which is second to none in variety and price. In silk and other belts of course nothing need by said regarding this firm's stock which is as usual up-to-date in every particular.

In Brock's curtain department they only ask a comparison of their lines with others, when they are sure orders will come their way, and judging from their stock, the surmise is correct. The range they are showing this year is far ahead of anything shown in past seasons and fully justifies their pride in it.

Brock's smallware department is still in the field with "Leader" brush binding. This, as its name implies, is a leader, and at the price should be in every merchant's stock. In this department they are showing a novelty in the shape of a comb to give the "French dip" effect. This comb can be retailed at 25 cents and at this price should be a heavy seller. In hose supporters of all kinds, dress shields, key chains, cuff holders, collar buttons, hair pins, combs, in fact smallwares of all descriptions, their range is most comprehensive and will take a lot of beating, while their prices are "right."

Eolennes, in blacks and colors are quite the proper thing for Spring. The leading shades are cream, champagne, grey and reseda. Visitors notice a very nice collection of these goods in the Brock warehouse. This company is reported to have one of the most complete ranges of black voiles, London twines and creps de chine in the market. Customers are sure to be able to find just what they want. Brock's, Montreal, have as usual all numbers in their famous "Ravenswing" Italian linings. Judging from the fresh look of the papers, these goods must be moving in a satisfactory way. They are showing a very interesting range of fancy Donegal tweeds such as will tempt buyers to secure a generous quantity of same.

The recent break in the weather suggests that the season has arrived for Cravenettes and other showerproof goods. The Brock Co. are as usual among the leaders in this class of stuff. The trade generally report a decided demand for plain materials such as box cloths, Venetians and sabron mouchette. The Brock Co., St. Helen street, are showing their usual comprehensive range. Spun glass and organdies are a feature in the Brock Co.'s large lining business this year. The Brock Co. have a percaline in all shades which can be sold with a profit at 10 cents, if bought from them in large enough lots.

The Brock Company knew what they were doing when they bought their well known 103 print to retail with a good profit at 10 cents. They have an interesting assortment of all patterns in this cloth on hand. They are getting more than the "crumbs" of the print business with their English range. The range of towels offered by the Brock Co. are a good purchase at their present prices.

Montreal Waterproof Clothing Co.

Elsewhere in this issue is the above company's advertisement, advising the trade that their samples for Fall, 1904-5 are now ready. All who see these goods say that they have never come across handsomer lines, especially in the ladies' goods.

The Montreal Waterproof Clothing Co. employ over 300 hands in their new factory on Papineau avenue, Montreal.

Their buyers state that their collection of cloths this year surpasses anything they have shown previously. The company have now a resident buyer in London who is constantly on the lookout for novelties for them, and sends out the latest things as soon as they appear on the European market.

The Rooster Brand.

Mr. R. C. Wilkins said to The Dry Goods Review: "Tell our customers that we have protected ourselves in some of our lines against higher prices, so we will be able to supply them with a good many of our staple lines in shirts and some in overalls at old figures. As long as these stocks last we will do our best to help our customers out."

Mr. Wilkins expects to have his men on the road this month with their Fall and Winter lines, in which they are making a special effort in Winter smocks. They will also show a nice range of sheepskin lined smocks and buffalo cloth smocks, as well as ducks, mackinaws, etc. A much larger range of pants will be carried than ever before, ranging from the cheap working pant to the highest class moulded trouser.

"We anticipate," said Mr. Wilkins, "with these new and enlarged lines, to do a greatly increased trade. During the past month we have found that many customers from all parts of the country, who have written to us for quotations on overalls, placed their orders with us the same as ever, in spite of the fact that we have to quote higher prices. This, I think, shows that the retailers are alive to the fact that cotton goods cannot now be purchased at old figures. On some colored piece goods we have to pay an advance of 33 1-3 per cent., though the manufactured article is only 10 to 20 per cent. higher. Goods which, last year we purchased for 9c. now cost us 12 1-2c., the 12c. lines of last year are now held at

11 1-2c., and for goods which cost us 15c. a year ago we have now to pay 20c. As I said, we have some stock which we are able to sell to customers at old prices, but repeats must cost more."

Mr. Wilkins showed The Dry Goods Review representative an order from a large railway corporation with which he does business, which accepted an advance of from $1.25 to $2.25 per dozen on some goods. The railway people paid the advance, having found it impossible to obtain the goods elsewhere at lower prices. Another order was shown for over $5,000 worth of goods for one of the largest railway companies. This was filled, and later Mr. Wilkins was forced to refuse a supplementary order for $2,000 worth of some of the same goods at the previous price.

Advertising Whys.

Most merchants nowadays appreciate the value of advertising. That they do not all succeed is, in many instances, not because they do not advertise, but because they are poor advertisers.

The elements of good advertising are many, and it requires skill to so compound them that the advertising will be good.

Advertising should be enthusiastic about the goods and store methods. If a merchant is not enthusiastic about his business and does not infuse that enthusiasm into his advertising, should his customers be expected to be very enthusiastic about his business?

Advertising should be attractive to the eye, and have that power of persuasiveness which convinces.

Advertising should tell of the quality and reliability of the goods and the prices. It should convey the impression that while the goods are of high quality, the prices for them are moderate.

Now if your advertising is a tax upon you, if it isn't bringing the results it should, if you are fighting any special competition, and would like advertising prepared to meet it, if you want to increase your business, have your advertising prepared by experts.

Messrs. Child & Fall, of Wakefield, Mass., whose ad. (No. 3) on page 21 of The Review you could scarcely miss, make a study of the trade conditions confronting every one of their customers, and prepare for them the sort of advertising that brings maximum results for least expense. Why not write to them?

John M. Garland, Son & Co.

John M. Garland, Son & Co.'s ladies' department is radiant with new and popular ready-to-wear garments. Their smartly cut skirts are in unusually large assortment for the coming season in lines to retail at $2.50, $2.75, $3, $3.50 and $4. In this department you will find the new semi-military cut rain coats for ladies, finished with the regulation size of brass buttons and a length that will comply with the new Spring costume.

Garland's linen department is out with nine special numbers in roller towelling all extra good value and profitably sold at 10c. In this section will be found a very special huck towel 18x34 to retail at 10c.; also special 20x40 huck towel to retail at 15c. each. G77 is a pure bleached 68-inch table linen, extra value to retail at 50c. A department leader is a fine black skirt to retail at $1.

The dress good department of the above firm offers three special numbers in plain black lustre, F36 a bright cloth, 38-inches, to retail at 25c; F39, a bright cloth, 38 inches, to retail at 35c.; F47, a brighter and better, 40 inches, to retail at 50c. In Parisian lines they are showing an all-wool crepoline in pirle, champagne, black, cream, reseda, and new navy, to retail at 50c. F1071 is a black Rovona knop, a material of fine stock and specially adapted for skirts. Velour de Granit, all black, is a good thing for a dressy skirt, to retail at 50c. Pirle finish canvas cloths are carried in cream, blue, navara brown, champagne, black, navy, reseda, to retail at 50c.

The notion department is showing a range of quick selling shell and horn hair pins, to retail at 5, 10 and 15c.; embroidered turn over collars in some very tasty styles and prices to retail at 10, 15, 20 and 25c. In belts, buckles, gilt, oxidized and sterling, a large assortment will retail at 10, 15, 20, 25 and 35c.

The shirt man offers a 56 black sateen shirt that can be retailed at 50c.; A57, black sateen at 75c.; A60 black sateen at $1.

The buyer of lace curtains can stock up from the following numbers: 27X, 2 1-2 yards, to retail at 30c; 30X, to retail at 50c.; 33X, to retail at 75c.; 50X, to retail at $1; 54X to retail at $1.25. The stock of cretonnes shown by the Garland people is still complete in twills, oatmeals, art, reversible; prices as little changed as the market will permit.

This firm wish to intimate to the trade that an important deal in knots and derbys came their way at a price that will enable the retailer to make a handsome profit, to retail at 25c. The range of German made half hose shown by this house includes the fancy points that make many lines sell themselves; all sizes, to retail at 10 to 50c. 761 and J200 pure cashmere are half hose that were purchased long before any definite change was suggested in the way of price and while they last will be sold so the retailer can sell them at 25c.

John M. Garland, Son & Co. direct the attention of buyers to their colored cotton and staple department. Their assortment is very large in shirtings, apron ginghams, flannelettes, wrapperettes, white and grey cottons, sheetings and pillow cottons.

Wyld-Darling Co., Limited.

This firm show in their smallwares department novelties in New York belts; crushed leather-in grey, brown, black and cardinal, retail at 50 and 75c.; sequin belts with gilt or steel combination, sell at 75c.; patent leather, retail at 15, 25, and 50c.; blouse sets, pearl, composition and gilt military; celluloid hairpins; Vassar and pompadour combs; new belt buckle sets; a large variety of hose supporters, "The Crown," "The Darling," "Velvet Grip," "Lindsay's," "The Hookon" and Foster belt. They have dress shileds, in Stockinette, Featherweight, etc.; all colorings in "gloria" taffeta ribbons, widths 5, 9, 16, 30, 40 and 60, to sell from 5 to 25c. per yard; 2000 is a washing taffeta baby ribbon. In their hosiery department they offer special values in ladies' cashmere hose, to retail at 25c. "The Winner," a plain line and "job" assorted ribs.

This house have just opened up a very large range of fancy and workmen's shirts in starched front or neglige, with cuff attached or separate. They have a very special line J401J, retail 75c., regular $1 and $1.25 goods all this season; newest patterns. In working men's shirts they are showing a larger range than ever in "The Workmen" range, in black and white, double front and back, drab, dark blue stripes; also heavy blue denim to retail at 50c.; extra heavy duck cloth, double front and back and corded fronts to retail 75c.; full big sizes and double stitched all over besides several novelties in "The Werkmen's" range. This house is showing an extra special value in half hose to retail at 25c.; their XXX also a little heavier line H61.

The dress goods department of the Wyld-Darling Co. is well assorted with all the season's best sellers. They have several lines of Donegal tweeds to retail at 75c., $1 and $1.25 that are among the favorites with buyers. Another handsome line shown by this firm is a Panama cloth with velvet polka dots to retail at 75c. per yard in navys, brown, black, reseda, cream, white, etc. Mohairs are much in demand this season and this firm has an extensive and attractive range embracing noppes, knickers, fancies and plain in all colors to retail from 40 to 50c. A special number is a white polka dot on black, navy and cardinal grounds that retails at 50c. This company also

shows a range of vestings in cobwebs, voiles, cords de chine, crepes de chine, etc. They also have a complete range of curtains in Nottingham and Swiss manufacture to retail from 20c. to $1 in all new designs.

Debenham, Caldecott & Co.

Debenham, Caldecott & Co., corner Bay and Wellington streets, Toronto, report that they are having splendid success with Paillette silks in both black and colors. In colors they have a full range of shades. This is sure to be a popular silk as it is soft and rich, and has the draping qualities that are so fashionable at the present time. Tamoline are another good selling line with this firm, as it is much used in the place of taffeta for drop skirts when a softer silk is preferred. This firm are showing full ranges of colors in various priced lines of taffeta. They would draw your attention to a beautiful line of Persian spot cotton voiles, in champagne, sky, navy and grey. They are showing some beautiful goods in high grade mercerized vestings in white, and black and white to retail from 75c. up. These high class vestings are very popular with the exclusive trade. This firm carry a large stock of ribbons, and have all the wanted shades in the new taffeta ribbons as well as in Duchesse and moire de soie.

A Three-in-One Lubricant.

This utilitarian age will undoubtedly welcome the suggestion of a universal panacaea for the ills of the housekeeper, sportsman, mechanic, or artisan. Woodwork becomes marred, tools rust and get dull, and sewing machines need occasional lubricating if they are not to clog up. Men needs must tinker up the old until it simulates the new. What better means is conceivable of refurbishing, or renewing the lost virtue of a thousand and one accessories than "Three-in-One" lubricating, cleaning and polishing oil, manufactured by G. W. Cole & Company, New York. Its uses are legion and its excellent features mentioned elsewhere in this issue of The Dry Goods Review are sufficient to recommend "Three-in-One"



Have Added Two New Flats.

A. J. Alexander, wholesale and manufacturing furrier, 504-506 St. Paul street, Montreal, has recently added two large flats, thereby considerably increasing the capacity of his factory. The step was necessitated by the increasing business which this firm has built up.

The fur season of 1903-04 is now at an end, and Mr. Alexander is making active preparations for the next season. He has always enjoyed a reputation for first-class quality of goods, a very important item in buying furs, in which the word of a reliable dealer has to be taken, to a large extent.

The "Auto" Necktie.

One of the nicest ties introduced this season is now being shown by the Niagara Neckwear Co. "The Auto." It is woven from pure Italian silk in tubular form, 30 inches in length 6-8 inches in width, in steel and terrier greys. Worn by young men on high turn down collars, they present a chic, smart appearance. Nothing like them have ever been shown before, either in the United States or Canada. They are exclusive Niagara production.

Ball Bearing Suspenders.

The Dominion Suspender Co. have scored a marked success with their "Cycle Ball-bearing Suspenders." Their advertising in the daily papers and magazines has created a great demand for them in the shops.

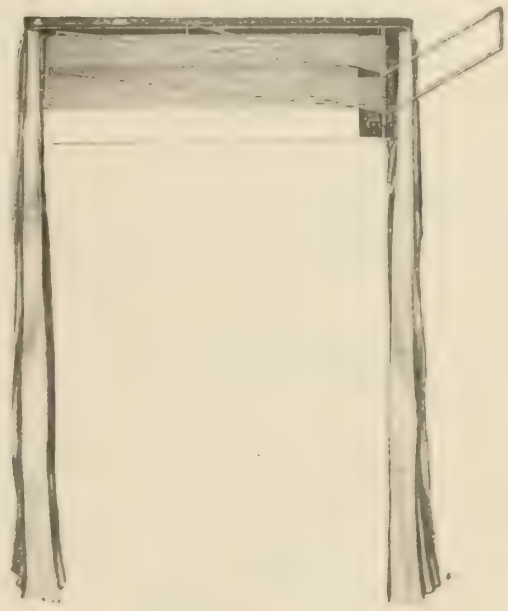
Hypothecated Neckwear

F. F. Kelly, Temple Building, Montreal, is offering the trade a big assortment of hypothecated neckwear this month, lots selling at less than value. About a year ago he sold six thousand dozen in the same way.

Uneedit

The name of a fixture for displaying portieres and rugs manufactured by the Standard Mfg. Co., Xenia, Ohio, is "Uneedit," and the name is quite descriptive. It is excellent for showing the portieres, table covers, bed spreads and rugs and saves folding and unfolding, all the year round, most of the time. The arms will not sag and throw the rug out of "true," and they can be swung in any direction to get the best light. The price is very low considering the time and expense saved.

Another invaluable display rack is the model for curtains



The Model Display Rack

ing and preserving lace curtains. On this rack the curtains are ready to show at any time, and are seen to the best advantage, just as they appear on the windows. When not in use the curtains can be covered from dust and dirt, and in a second can be exposed to view. Both racks takes the place of many square feet of space, and this fact alone should give them a high value.

Miniature Paddle Brooch

The accompanying illustration shows a neat little article in the shape of a miniature paddle-brooch, enamelled



ed. This can be had with any town or club name for retail at 25c. Phillips & Wrinch, Toronto, are the wholesale dealers.

A. S. Richardson

A. S. Richardson, of Toronto and Montreal, maker of wax figures and other display fixtures, learned the art of wax figure making years ago, when he was employed in preparing "wax works" for the museums. These wax works exhibitions have of late years lost their novelty and no longer are so profitable as in days gone by. Hence Mr.

like Mr. Richardson had to seek a market for their talents in another direction. The adaptation of the art to the millinery, costumers' and clothiers' needs was an easy step. For 15 years Mr. Richardson has been in Canada engaged in the manufacture of wax figures and is said to be the only man in this country so engaged.

Catalogues, Booklets, Etc.

Trudell and Tobey, men's furnishers, Chatham, Ont., have issued a neat calendar for 1904. On a background of dark grey are three illustrations of the business of this firm during its three stages since its beginning in 1896. The firm state that they are sole agents for Slater shoes, Hawes hats and New Method clothing. The line at the top of the calendar is "Eight Years of Progress."

Herbert & Co., Limited, 51 Bermondsey street, London, S.E., have issued their house journal, dealing with leather travelling bags and trunks, saddlery and harness and leather goods generally. It is a 20-page booklet containing in addition to illustrated advertising pages, a gossipy review of the markets, trade conditions, and leather notes. Trade statistics are given quite freely. The print is large and distinct and the paper of good quality.

* * *

The Goderich Knitting Co. has issued a small pamphlet explaining why they are confining themselves to the retail trade. "Maple Leaf" brand of hosiery, overhose, mitts, etc., and "Alaska" brand of lumbermen's socks and mitts will now be sold direct to the trade.

* * *

The illustrated price list of the productions of M. Hohner, manufacturer of "Hohner" harmonicas, accordeons and ocarinas has been received.

Nerlich & Co. are out with a Spring and Summer catalogue of fancy goods. As usual it is profusely illustrated and is designed to fill all the merchants' requirements in these lines.

* * *

A well illustrated booklet has been received from the waterproof department of Spreckley, White & Lewis, 13 and 15 Carmon street, London, E.C. The cover is an odd brown shade with gilt lettering. The inside is of fine paper on which the seven-inch cuts of different styles show up well.

THE TRADITIONAL WHITE SATIN GOWN.

A ROYAL wedding generally has quite an influence on current fashions, and the fact that Princess Alice of Albany chose the traditional white satin for her marriage gown may be set a fashion. White satin has been rather out of it lately for bridal wear, as brides latterly have been choosing crepes, silk mull, gauzes and other airy fabrics.

Princess Alice's bridesmaids wore dresses of pale blue crepe de chine, and this is expected to do something towards restoring this fabric to a first place in veiling ranks.

CHICAGO'S BIG HATS.

"There are more large-sized hats sold in Chicago than in any two other cities," says W. H. Dumble, manager for a big concern. "Here we sell perhaps a dozen No. 8 sizes in a year, while in any other city a hatter considers it unnecessary to carry any of that size in stock. Perhaps the average size of hat worn in Chicago is as small as that in any other city, but there are more of the large sizes worn.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word first insertion, 1c. a word each subsequent insertion.

Contractions count as one word, but five figures (as $1.000) are allowed as one word.

Cash remittance to cover cost must accompany all advertisements In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

AGENT WANTED.

A LONDON, Eng. firm dealing in ladies' cloths for mantle and costume purposes is open for an agent to carry their samples through Canada. Apply, Box 109, DRY GOODS REVIEW, Toronto. (3)

BUSINESS CHANCE.

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salaried people, retail merchants, teamsters, boarding houses. Easy payments. Largest business in 50 principal cities. TOLMAN, 517 New York Life Building, Place d'Armes, Montreal.

Increase Your Business by subscribing to **Bookseller and Stationer.**

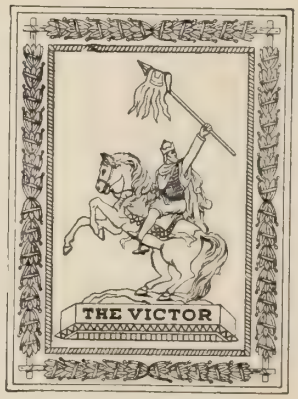
Be informed on the Book, Stationery and Fancy Goods Trades what to buy, where to buy Monthly; One Dollar Per Year

MacLEAN PUBLISHING CO., Limited, Montreal, Toronto, Winnipeg.

ESTABLISHED 1826. INCORPORATED 1897.

ANDREW McLEAN CO.

460 Broome Street, - New York.



Trade Mark.

Manufacturers of

CRINOLINE LININGS AND CANVASES

in great variety under The Victor trade mark.

Victor { Sheer Linings, Silk-Finished Linings, Buckrams and Special Canvases for Stock Collars and Cuffs, Checks, Etc.

AND **MOSQUITO NETTINGS** in all Grades and Colors.

MILLS: PASSAIC, N.J.

CLASSIFIED LIST OF ADVERTISEMENTS.

Accountants and Auditors.
Barber, Henry, & Co., Toronto.
Fahey, Wm., Toronto.
Hoskins, David, Toronto.
Jenkins and Hardy, Montreal, Toronto, New York.
Kidd, F. H., Toronto
Merson, Geo. O., Toronto.
Williamson, F. G., Toronto.

Advertisement Writers.
Child & Fall, Wakefield, Mass

Barristers, Solicitors, etc.
Atwater, Duc os & Chauvin, Montreal.
Beatty, Blackstock, Fasken and Riddell, Toronto.
Burritt, Jas. H., Pembroke
Cameron, D. O., Toronto and Oakville
Hamilton, J. C., Toronto
Tupper, Phippen & Tupper, Winnipeg.
Vidal, T. L. O., Quebec and Montmagny.

Belts.
German Artistic Weaving Co., New York.
Phillips & Wrinch, Toronto.
Stewart, Howe, & May Co., Toronto
Whitfield, Mayall & Co., Montreal.

Blankets, Quilts, Travelling Rugs, etc
Alaska Feather & Down Co., Montreal and Winnipeg
Hassberger, E. S., Montreal.
Rylands & Sons, Manchester, Eng.
Toronto Feather & Down Co., Toronto.
Woods, Limited, Ottawa.

Boot and Shoe Laces.
"Paton's"—Ross, Geo. D., & Co., Montreal and Toronto.

Boots, Shoes and Rubbers.
McLaren & Dallas, Toronto.
Ryan, Thos. & Co., Winnipeg

Button Machines, etc.
Defiance Button Machine Co., New York.

Carpets, Curtains, Rugs. etc.
Burrows, A. R., & Co., Guelph.
Dominion Oil Cloth Co., Montreal.
Garneau, Fils & Cie, Quebec.
Greenshields Limited, Montreal.
Guelph Carpet Mills Co., Guelph.
Hamilton Cotton Co., Hamilton.
Hassberger, E. S., Montreal.
Hees, Geo. H., Son & Co., Montreal and Toronto.
Macdonald, John & Co., Toronto.
Rylands & Sons, Manchester, Eng.
Wyld-Darling Co., Toronto

Cash Registers, Carriers, etc.
Cutting, F. C., Toronto.
Hallwood Cash Register Co., Toronto.

Cloaks, Costumes, Skirts, Shirt Waists, etc.
American Silk Waist Co., Montreal
Greenshields, Limited, Montreal.
Hassberger, E. S., Montreal.
Hitchcocks, Williams & Co., London, Eng.
Macdonald, John & Co., Toronto.
McKinnon & Co., Montreal, Quebec and Toronto.
New York Silk Waist Mfg. Co., Montreal.
Northway, John & Son, Toronto.
Pugh Mfg. Co., 33 Church St., Toronto.
Rylands & Sons, Manchester, Eng.
Salem Co., Montreal.
Star Mantle Mfg. Co., Montreal.
Tooke Bros, Montreal.
Whitfield, Mayall & Co., Montreal.
Waldman & Sommer, Montreal.

Corsets
Konig & Stuffman, Montreal.

Cottons, Prints, Shirtings, etc.
Canadian Colored Cotton Mills Co.
Brock, W. R. Co., Montreal and Toronto.
Brophy, Cains & Co., Montreal.
Garneau, P., Fils & Cie., Quebec.
Greenshields Limited, Montreal.
Horrockses, Crewdson & Co., Manchester and London, Eng.
MacDonald, John, & Co., Toronto.
McMahen, Granger & Co., London.
Rylands & Sons, Manchester, Eng.

Cotton Batting.
Dominion Wadding Co., Montreal.

Cushions, Pillows, Etc.
Alaska Feather and Down Co., Montreal and Winnipeg.
Hees, Geo. H., Son & Co
Toronto Feather & Down Co., Toronto.

Dress Goods, Silks, etc.
Brock, W. R., Co., Montreal and Toronto.
Brophy, Cains & Co., Montreal.
Canadian Colored Cotton Mills Co., Montreal and Toronto.
Debenham, Caldecott & Co., Montreal, Quebec and Toronto.
Garland, John M. Son & Co., Ottawa.
Garneau, P., Fils & Cie Quebec
Greenshields Limited, Montreal.
Hassberger, E. S., Montreal.
Hitchcock, Williams & Co., London, Eng.
Ishikawa, K., & Co., Toronto.
Kyle, Cheesbrough & Co., Montreal
Leigh Mills, London, Eng., and Bradford.
Macdonald, John & Co,, Toronto.
Nisbet & Auld, Toronto
Priestley's—Greenshields Limited, Montreal.
Rylands & Sons, Manchester, Eng.
Wyld-Darling Co., Toronto.

Dyers, Cleaners, etc.
British American Dyeing Co., Montreal, Toronto, Ottawa and Quebec.
Parker, R., & Co., Toronto.

Educational.
Belleville Business College, Belleville, Ont.
Canadian Correspondence College, Toronto.
St. Margaret's College, Toronto.
Western Business College, Toronto.
Willis Business College, Ottawa.

Engravers.
Grip, Limited, Toronto.
Legg Bros. Engraving Co., Toronto.
Smith, Geo. J., New York.
Toronto Engraving Co., Toronto.

Fancy Goods, Novelties, etc.
Ingersoll, Robt. H., & Bros., New York
Nerlich and Co., Toronto.
Weese, G. A., & Son, Toronto.

Finance. Insurance, etc.
Bank of Toronto, Toronto.
British America Assurance Co., Toronto.
Canada Permanent Mortgage Corporation, Toronto.
Canadian Bank of Commerce, Toronto.
Confederation Life Association, Toronto.
London Guarantee & Accident Co., Toronto.
Merchants Mercantile Co., Montreal.
Metropolitan Bank, Toronto.
Western Assurance Co., Toronto.

Flannels, Flannelettes, etc.
Canadian Colored Cotton Mills Co.
Greenshields Limited, Montreal.
Horrockses, Crewdson & Co., Manchester and London, Eng.
Leigh Mills Co ,London,Eng., and Bradford.
Rylands & Sons, Manchester, Eng.

Furs.
Alexandor, A. J., Montreal.
Edgar, Coristine & Co., Montreal.
Hitchcock, Williams & Co., London, Eng.
Peck, John W., & Co., Montreal, Winnipeg and Vancouver.

Garment Hangers
Bowman, A. K. Co., Greensburg, U. S. A.

General Dry Goods.
Brock W R., Co., Montreal and Toronto.
Garland, John M., Son & Co., Ottawa.
Garneau, P., Fils & Cie, Quebec.
Greenshields Limited, Montreal.
Hitchcock, Williams & Co., London, Eng.
Leigh Mills Co., London, Eng., and Bradford.
Macdonald, John, & Co., Toronto.
McMahen, Granger & Co., London
Rylands & Sons, Manchester, Eng.
Wyld-Darling Co., Toronto

Gloves, Mittens, etc.
Goderich Knitting Co., Gode ich.
Hudson Bay Knitting Co., Montreal and Winnipeg.
Pewny's—Greenshields Limited, Montreal.
Rylands & Sons, Manchester, Eng.
Stratford Knitting Co., Stratford.

Handkerchiefs.
Rylands & Sons, Manchester, Eng.
"Excelda" brand

Hats, Caps, Etc.
Edgar, Coristine Co., Montreal
Peck, John W., & Co., Montreal, Winnipeg, and Vancouver.
Swift, Copland & Co., Montreal
Wreyford & Co., Toronto.

Ladies' Neckwear.
Stewart, Howe & May Co., Toronto
Tooke Bros., Montreal.

Linens.
Brophy, Cains & Co., Montreal.
Greenshields, Limited, Montreal.
Wyld - Darling Co., Toronto.
Liddell, Wm., & Co., Belfast, Ireland.
Macdonald, John & Co., Toronto
Nisbet & Auld, Toronto.
Old Bleach Linen Co., Randalstown, Ireland.
Rylands & Sons, Manchester, Eng

Linen, Silk Cotton and Woollen Threads, Yarns Etc.
Baldwin, J. & J. & Partners Halifax, Eng
Canadian Cotton Mills Co., Montreal and Toronto
Frank & Bryce, Montreal, Quebec, Toronto.

Linings and Canvases.
Debenham, Caldecott & Co., Toronto.
Kirk, Samuel & Sons, London, Eng., and Manchester
McLean Andrew & Co., New York.
Rylands & Sons, Manchester Eng

Matting.
Garland, John M. Son & Co., Ottawa.
Ishikawa, K., & Co., Toronto

Men's and Boys' Ready-Made Clothing (Overalls, Rain-coats, Sweaters, etc.).
"Eiddon" brand—Woods, John L., Montreal
Garneau, P., Fils & Cie, Quebec.
Goderich Knitting Co., Goderich.
Knox, Morgan & Co., Hamilton.
Peck John W. & Co., Montreal Winnipeg and Vancouver.
Rylands & Sons, Manchester, Eng.
Wilkins, Robert C., Montreal.
Woods, Limited, Ottawa.

Metallic Roofing.
Metallic Roofing Co., Montreal, Toronto and Winnipeg.

Millinery, Ribbons, etc.
Canada Veiling Co., Toronto.
Caverhill & Kissock, Montreal, Quebec and Ottawa
Debenham, Caldecott & Co., Montreal, Quebec and Toronto.
Greenshields, Limited, Montreal.
Hitchcock, Williams & Co., London, Eng.
Kyle, Cheesbrough & Co., Montreal.
"Ladies' Wear, Toronto.
McCall, D., & Co., Toronto.
McKinnon, S. F., & Co., Montreal, Quebec and Toronto.
MacDonald, John, & Co., Toronto.
Paquette Bros., Montreal.
Whitfield, Mayall & Co.

Mosquito Nettings.
McLean, Andrew, Co., New York

Needles, Pins, etc.
Blumenthal Sig, New York
Phillips & Wrinch, Toronto.
Tees & Co., Montreal.

Novelties
Phillips & Wrinch, Montreal.
Ridout, G., & Co., Montreal and Toronto.
Stephens, G. E., & Co., Chicago.
Whitfield, Mayall & Co., Montreal.

Office Systems, Supplies, etc.
Briggs Ledger System Co., Toronto

Oil Cloths and Linoleums.
Garneau, P., Fils & Cie, Quebec.
Rylands & Sons Manchester, Eng.

Outing Supplies, Tents, etc
Woods, Limited, Ottawa.

Papier Mache Forms, Wax Figures, etc.
Clatworthy & Co., Toronto.
Goodwin, J., London, Eng.
Lyons, Hugh & Co., Lansing, Mich.
Palmenberg's, J. R., Sons, New York.
Richardson, A. S., Montreal and Toronto.
Standard Mfg. Co. Xenia, U. S. A
Toronto Brass Mfg. Co., Toronto.

Patterns, Fashion Plates, etc.
The New Idea Pattern Co., New York and Toronto.

Safes, etc.
Ford & Featherstone, Hamilton
Taylors, Toronto.

Shirts, Collars, Ties, etc.
Garland, John M., & Co., Ottawa
Garneau, P., Fils & Cie, Quebec.
Greenshields, Limited, Montreal.
Kelly, F. F., Montreal.
Macdonald, John, & Co., Toronto.
Niagara Neckwear Co., Niagara Falls.
Peck, John W., & Co., Montreal, Winnipeg and Vancouver.
Rylands & Sons, Manchester, Eng.
Salem Co., Montreal.
Tooke Bros., Montreal.
Van Allen, E., & Co. Hamilton
Wilkins, R. C., Montreal.
Williams, Greene & Rome Co., Berlin.
Wreyford & Co., Toronto.
Wyld-Darling Co., Toronto.

Show Cases.
Canadian Show Case Co., Toronto.
Dominion Show Case Co., Toronto.

Skirt and Hose Supporters
Greeff-Bredt & Co., Montreal and Toronto.

Kleinert, I. B., Rubber Co., Toronto.
Westwood, C. H., & Co., Toronto.

Smallwares.
Garneau, P., Fils & Cie., Quebec.
German Artistic Weaving Co., New York and Toronto.
Greenshields Limited, Montreal.
Macdonald, John. & Co., Toronto.
McMahen, Granger & Co., London.
Nicklin, J., & Co., Birmingham, Eng.
Porter, A. T. Importing Co., Montreal.
Rylands & Sons, Manchester, Eng.
Wyld-Darling Co., Toronto.

Sporting Goods.
"Victor" brand—Fancy Goods Co., Toronto

Store Lighting.
Auer Light Co., Montreal.
Luxfer Prism Co., Montreal and Toronto.

Suspenders, Buttons, etc.
Berlin Suspender & Button Co., Berlin.
Dominion Suspender Co., Niagara Falls.
Macdonald, John & Co., Toronto.

Telephones.
Bell Telephone Co.

Trucks.
Slingsby, H. C., Montreal and Toronto.

Tweeds, Serges and Tailors' Trimmings.
Fisher, John, Son & Co., Montreal and Quebec.
Garneau, P., Fils & Cie, Quebec.
Greenshields Limited, Montreal.
Kirk, Samuel, & Sons, London, Eng., and Manchester.
Leigh Mill Co., Bradford and London, Eng.
McDougall, A., & Co., Montreal.
Macdonald, John & Co., Toronto.
Wyld-Darling Co., Toronto.

Umbrellas, Parasols, etc.
Irving Umbrella Co., Toronto.
Macdonald, John & Co., Toronto.
Rylands & Sons, Manchester, Eng.

Underwear, Hosiery, etc.
Brock, W. R., Co., Montreal and Toronto.
Cartwright & Warner, Loughborough, Eng.
"Ceetee" brand—Turnbull, C., Co., Galt.
"Crescent" brand—Leonard, S., & Sons., Dundas.
Deimel Linen-Mesh Co., Montreal.
"Eildon" brand—Woods, John L., Montreal.
Ellis Mfg. Co., Hamilton.
Galt Knitting Co., Galt.
Garneau, P., Fils & Cie, Quebec.
Goderich Knitting Co., Goderich.
Greenshields Limited, Montreal.
"Health" brand—Wolff, Hermann H., & Co., Montreal.
Hine, Parker & Co., London, Eng.
Knox, Morgan & Co., Hamilton.
Macdonald, John & Co., Toronto.
Penman Co., Paris, Ont.
Perry, G. B., Knitting Co., Hamilton.
Ringheim-Schlichten Ramie Mfg. Co., New York.
Rylands & Sons, Manchester, Eng.
Truro Knitting Mills Co., Truro, N.S.
Waller, John L., & Co., Winnipeg.
Watson Mfg. Co., Paris.
Whitfield, Mayall & Co., Montreal.
Woods, Limited, Ottawa.
"Wolf" brand—Henderson, Robert, & Co., Montreal.
"Wolsey" brand Underwear.
Wreyford & Co., Toronto.
Wyld-Darling Co., Toronto.

Upholsterers' Supplies.
Dominion Oil Cloth Co,, Montreal.
Hees, Geo. H., Son & Co., Ltd., Toronto.

Wall Paper.
Cole, G. W. & Co., New York.
Stauntons Limited, Toronto.
Watson-Foster Co., Limited, Montreal.

Waterproof and Rubber Goods.
Law, Russell & Co., Bradford and London, Eng.
London Rubber Co., Montreal.
Macdonald, John & Co., Toronto.
Montreal Waterproof Clothing Co., Montreal.
National Rubber Co., Montreal.
Ryan, T., & Co., Winnipeg.
Wyld-Darling Co., Toronto.

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THE DRY GOODS REVIEW



APRIL 1904

THE MACLEAN PUBLISHING CO.

Montreal *Toronto* *Winnipeg*

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Priestley's specialties for Spring are

Eoliennes and Mohair Sicilliennes

We will send you samples, or have our traveller in your district show them to you if you say so.

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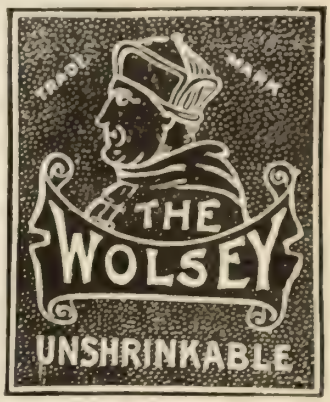
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UNDERWEAR

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Spring 1904

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Dyed Linings
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Boys' Blouses and Sailor Suits
Umbrellas, Gloves

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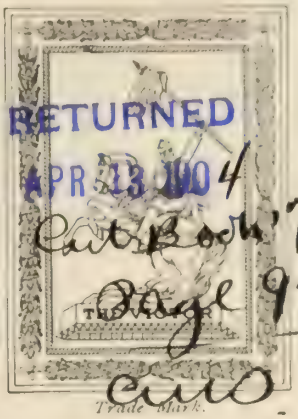
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"Special"	Fawn and Grey,	"	5.00

Men's Waterproof Coats.

"Gilbert"	Grey Rubber-proofed	to retail at	3.00
"Wire-in"	" "	"	5.00
"Clifford"	" "	"	10.00
"Burton"	Grey Covert half-lined	"	9.50

Ladies' Umbrellas.

RB and D2		to retail at	.75
RC " D5		"	1.00
D8 " D9		"	1.50

Men's Umbrellas.

Flexus and D18		to retail at	.75
Butterscotch,	Patent runner, horn handle	"	1.00
Havelock,	" " Congo Tipped	"	1.00
Shoofly,	Self-opener	"	1.00
Gohome,	"	"	1.50

COMPLETE STOCK OF HOSIERY, GLOVES AND UNDERWEAR.
PRICES RIGHT. SEND SORTING ORDERS.

THE CANADIAN
DRY GOODS REVIEW

VOL. XIV. MONTREAL AND TORONTO, APRIL, 1904. No. 4.

THE DRYGOODSMAN'S WARES.

Their Origin and Characteristics.

A GIRDLE is properly a strip or band of various materials used around the waist to gather in the loose and often flowing robes, or to fasten and support other garments. At one time it was in universal use and varied in richness according to the position of the wearer. The Romans used it to confine the tunic and no one of good repute would be seen without it. Greek and Roman soldiers were never without it while in service, and when they laid it aside it denoted retirement from public life. The making of girdles became a distinct craft, and some were most wonderfully made and covered with jewelry and precious stones. At various periods it was customary to carry the purse, dagger, rosary, pen and ink horn, keys and even books suspended from it. From the common custom of carrying the purse at the girdle came the term cut purse. The open surrender of the girdle became by customary legal transfer of effects of a bankrupt to his creditor, and widows renounced certain rights by placing the girdle on the husband's grave. From the 12th to the 16th century it was adorned with gold and costly gems and fastened with a buckle of precious metal inlaid with gems. Edward III. prohibited the wearing of gold and silver girdles, save by persons of knightly rank, or those with £200 a year.

GIRDLE.

* * *

THE glove is distinguished from the mitt by the provision of a sheath for each finger. It does not appear to have been worn by either sex before the 11th century, and their manufacture in England is first mentioned in 1163, when an act was passed forbidding their importation. Again in 1564 a similar act came into force, and the restriction was continued until 1825, when the duty was placed at 20 to 40 per cent. Gloves are made of silk, wool, linen, cotton, fur, and various kinds of leather. The skins used in the leather gloves, which branch is by far the largest, are sheep, deer, elk, horse, cow, calf, hog, kid and a little (very little) mule and dog. Almost the largest part of the work of the manufacture of cheap gloves is the preparation of cheap skins to look like a higher class quality. Sheep skin is not only the lowest quality, but it admits of all kinds of manipulation, and can be made up to look like almost any other variety, the so-called dog, buck, doe and deer skin are often only sheep skin, and kid is as often lamb. Worchester is the chief glove centre of England, and Fulton County, containing the towns of Gloversville and Johnstown, of the United States.

GLOVES.

* * *

GUNNY is a coarse canvas made from jute and is of Indian manufacture. Much of the produce of India is shipped in gunny bags, manufactured chiefly in Bengal. The cotton of America is often shipped in gunny bags, which are imported from India. In 1850 the manufacture of these bags gave employment to nearly all the men, women and children in Lower Bengal. All fill up their spare time with it, the most of it being made in factories. Few articles of commerce are so widely diffused over the globe as gunny in its best known form—the gunny bag or sack.

GUNNY.

* * *

SCARCELY anything in wearing apparel has assumed so many shapes and characters as the hat. It is only a variety of the still more ancient cap and bonnet, and was first made of velvet, silk or other rich materials. It is now mostly made of felt, although cloth and silk are much used. Hats were first made in England about 1510, and we hear of them superseding caps or softer headgear in the reign of Elizabeth. The felting of hats is said to date from an anterior period, the Crusaders being reported as wearing them. Wool was at first employed, but when American trade developed beaver was used because it was firmer and softer. Hence the term beaver has long been synonymous with hat. About 1810 the scarcity of beaver fur introduced silk cloth stretched over pasteboard, but the silk hat was not successful until 1830. Political and religious differences have been marked by the shape of the hat. The Puritan of the reign of Charles I. wore a steeple hat, high and narrow with broad brim and no ornament. The Cavalier wore a lower and broader crown and a feather. The Quaker hat, low in the crown, and with a broad brim, dates from the origin of the sect in the middle of the 17th century. In the 18th century the cocked hat was worn by gentlemen. Denton and the neighborhood of Manchester is the centre of manufacture in England, and Danbury Conn., in the United States.

HAT.

WHAT PROMINENT MEN ARE SAYING

HOW YOUNG MEN MAY RISE.

Samuel Brill, of Brill Brothers, New York.

MY beginning in life was a humble one. I was only thirteen years of age when I left the school I was attending and started out to earn a living. Even at that early age I had a thirst for knowledge and availed myself of every opportunity to improve my mind. I picked up papers in the street and bought second-hand books with the few pennies I could spare and took them home and read them evenings. I was specially fond of studying the lives of successful men and from them obtained many valuable suggestions.

Young men who are now occupying subordinate positions in stores or workshops have the same material from which to draw inspiration and assistance that I had, the only difference being that now there is more of it.

In my clerkship days I drank little liquor, smoked few cigars, did not play cards, and seldom played pool. I thus kept my mind clear and rapidly assimilated knowledge that afterward stood me in good stead. Many young men smoke too much, drink too much and play cards too much. They think they ought to have a good time all the time. Such young men neglect their own interests. If they would only save their energies until the turning point comes and they can strike out for an independent position, they would be able to use them to great advantage.

I only had $150 when I started in business with my brother, who had a similar amount, but I had what I would to-day call courage, or a something within me that gave me confidence to struggle on toward the goal of success. By keeping a careful watch on my expenses, by living very simply, even after fortune had begun to smile on us, the business grew rapidly.

To-day we have over 200 employes in our four establishments. I have an excellent chance to study men, to analyze their motives and watch their efforts to get on in the world. If young men will follow my advice, which is born of experience, and will deny themselves what they call luxuries in their younger days, say between eighteen and twenty-eight, and save their money, when they are thirty years of age they will have accumulated a few hundred dollars with which to start in business for themselves or to lay the foundation of a substantial bank account. They can engage in the same line of business as their employer, on a smaller scale, and by studying the situation carefully and by keeping constantly on the alert, they will be able to climb the ladder of success.

This is not idle talk; it is experience. The young man who is indifferent to his surroundings remains in a rut. The one who is energetic, not afraid of work and is known as a hustler, commands a good salary or starts in business for himself.

But when he becomes the owner of a small store he must not stop at that. He must push on, be ambitious, and, above all, be honest—honest with himself, honest with his fellow men. He must be courteous to those from whom he buys goods as well as to those to whom he sells goods; he must treat his employes in a straightforward manner; for they will reflect his attitude toward them in their treatment of customers. When I visit a store, and am treated discourteously by a salesman, I conclude at once that something is wrong in his employer's manners.

Young man, when you have an occasion to speak, speak the truth, whether to your employer, your customer, or your fellow workman; for you will find you are the gainer in the end. I do not believe in luck, for it will never put you on a solid, substantial foundation. What is needed is pluck, and good hard, energetic, honest, conscientious work.

THE LANDS OF THE GREAT WEST.

James A. Smart, Deputy Minister of the Interior.

WE are particularly anxious to settle the West, as we consider the prairie of Manitoba and the Northwest ahead of that of any country in the world. We have about seven million acres under cultivation in a country which, outside of other districts further to the north, now called the Territories, comprises about two hundred and thirty-five million acres. In other words not more than three per cent. of the land is under cultivation. The wages vary, of course, according to the district and the season. Ordinarily a man can earn from two hundred dollars (forty pounds) to three hundred dollars (sixty pounds) per annum, including his board, if employed by the year. During the harvest season, however, very much higher wages can be earned.

We have given away about eleven and a half million acres of land during the past six or seven years. We hold wheat producing land in the same districts, served by railways valued at eighty millions sterling. As you have doubtless heard, our system is to give a free grant of one hundred and sixty acres to actual settlers, who locate on the land and develop it. After three years the settler applies for his title, and providing he has resided at least six months of each year on the land, and can show a fair amount under cultivation, it becomes his property.

LIVE STOCK THE BASIS OF AGRICULTURE.

Hon. Sydney Fisher, Minister of Agriculture.

HERE in Canada the basis of agriculture must be live stock. In this northern part of the temperate zone the climatic conditions produce not only the highest physical types of men and women, but the best qualities of domestic animals. The herds of breeders, not only in the United States, but in South America, Mexico and the West Indies, were being replenished from the superior stock of this country. Within a short time stock-breeding would be the foundation of agriculture in the great West, as it was in Ontario to-day. While that vast country would always be able to produce the finest quality of wheat, our young people would see the time when the mainstay of the West would be its live stock. I did not say that the breeding of stock

would supplant the wheat-producing industry, but I predict with the fullest assurance that the greatest development in the West is yet to come.

The census of 1901 showed a total of $1,750,000,000 invested in farm lands, buildings, implements, and stock, and yet only 7 per cent of the available land in Canada was under cultivation. From 1891 to 1901 there was an increase of 1,000,000 acres, or 26 per cent in cultivated area.

IDEALS IN PUBLIC LIFE.

Hon. S. H. Blake.

PERSONS who accepted positions of trust must not live lower than the ideals of private life. Every person who entered politics should feel himself obliged to consider the question of what standard was to be raised. The claim was often advanced that politics required a man to do things that outside of politics he would never think of doing. In entering politics, was a man to begin by degrading himself to a lower standard of morality than obtained outside? Was it felt that old motto, "All is fair in love and war," applied in politics? That it was good policy to get a catch verdict when your friends were out at lunch? I believe in no such standard. A man in politics was not asked to degrade himself. In fact they knew that the nicest sense of honesty and integrity and truth and uprightness was looked for in the men whom the people entrusted to administer their affairs.

Regarding the question of ideals, a man need not degrade himself and accept the double degradation by becoming a Minister if he had a desire to do right. A Minister whose hand did not touch money which was seen as a bribe was just as guilty as the other if he accepted the fruits of the work.

When a Minister or Premier accepted office he was bound to carry out the measures he proposed and failing to do that he was bound, as an honest man, to resign. He was not bound to pose or play weather cock to every little bit of wind. He was not bound to do anything at the price of honor. He was not entitled to play the German eel and wriggle here and there to whip his followers into line. Follow the practice which obtained in England—submit the measure, and if it cannot be carried resign.

Legislators were the trustees of the property of the people—it was not theirs. They were bound to administer it as trustees, and when their period of office had expired hand it back with its value appreciated. They were not entitled to give property away in lands, minerals, money, and pulp concessions until an adventurer was able to stock it at $113,000,000 and bring ruin and discredit on the land. The Government, by this course, made itself partners in the transaction, and the creditors looked to it for a few more millions. Nothing but ruin and disgrace could follow such a policy. Such things could not be tolerated. They must have men as legislators with capacity and knowledge of business so that the property of the people would be safeguarded.

BEST THINGS FROM THE MAGAZINES

GERMANY AND COMMERCIAL TREATIES.

Atlantic Monthly for March.

THE subject most strongly engaging the attention of Germany just now in its foreign relations is the negotiation of new commercial treaties. The old ones elapse with the current year; and all the business interests of the country are eagerly speculating as to their probable status under the forthcoming agreements. It was expected, when the new tariff law was passed, that some of the treaties could be laid before the Reichstag within a twelvemonth. Instead of this, however, one hears only of negotiations with Russia and Switzerland, with no indication as to their completion. Meanwhile, the Conservatives in the Reichstag are interpellating the Government about them, and demanding that the old treaties, at least, be denounced. How the negotiations are progressing nobody knows; but the impression prevails that the Russian treaty presents very grave difficulties.

Indeed, the whole question of the treaties is involved in the greatest uncertainty. What the Reichstag will do with them nobody can predict. The Socialists, by whose votes the existing arrangements were ratified, have announced in advance that they will support no treaties that increase the price of the necessaries of life. It is highly improbable, moreover, that any treaties that the Government can make will prove acceptable to the two Conservative parties and the Agrarian element among the Clericals and National Liberals, for they can only be ratified by conceding heavy reductions from the maximum scale of duties,—a thing which the Agrarians would utterly resist.

TYRANNY OF LITTLE THINGS.

Harry B. Mason, in Current Literature.

TO accomplish anything of value in life we must neglect and ignore something; we must even lay ourselves open to the charge of the thoughtless that we are careless and shiftless.

Do the important thing first, and let the comparatively unimportant thing wait upon it—this rule of action, like every other, should be applied with wisdom, and modified in accordance with one's environment. It is of course not meant that the business man should leave his face unshaven until he has stubbornly done the important thing of the morning, nor that the housewife should let her shoes go untied until she has read a chapter of Green's History. (Although I may add parenthetically at this point that I have a great respect for the woman who lets her bed go unmade until afternoon if she has something more important to do in the morning, and who does not go through the world with a dust cloth ever in her hand!) There are certain little things, insignificant things, which must be done, and done in their proper time and order; there are other things which must also be done, but which can be postponed and done superficially; there are other things again which need not be done at all. These classifications every one must make for himself, and he must apply the rule that has been laid down with liberality and wisdom, suiting it to his own needs and conditions.

WHAT SOME MAIL ORDER STORES ARE DOING.

Frank Fayant, in Success.

FACTS taken at random from the day's work of the department store are astounding. John Wanamaker's Philadelphia store has under its roof the biggest book shop in the world, and has sold, in the past six years, ten million dollars' worth of an edition of a single work of reference. The firm of Montgomery, Ward and Company has developed the mail-order business to astounding proportions, forty-five girls, working ten hours a day, were three weeks behind, recently, in the simple act of opening the incoming letters. The transfer

of cash from sales counters to the cashier's room in Macy's store, in New York, keeps in operation eighteen miles of pneumatic tubing. In a Chinese newspaper in Hongkong may be read the advertisements of several American department stores. A Chicago store has shipped an entire church, complete from belfry to Bible, into the heart of Africa, on a simple mail order. A thousand shoppers lunch every day in the restaurant of Wanamaker's New York store. One store has sold over its counters, in a day, three thousand dozen live frogs; another, twenty tons of sugar in small parcels. Another bulky catalogue, on each copy of which the domestic store sends out every year nearly two million copies of a postage charge is twenty-six cents.

COMBINATION AND FOREIGN TRADE.

The Quarterly Review.

THE combination system will continue, but it will have to adjust itself to less prosperous times. Notwithstanding its manifest economies it has not, in the majority of cases, shown that the great expectations of the economies of operation, as capitalized in its common stock, have been justified. It is safe to say that within the next five years 25 per cent. of the combinations now existing will be occupied with the readjustment of their finances. The industrial efficiency of the combinations has now to be tested under less favorable conditions. Attention has been drawn to the fact that some of the combinations have sold commodities abroad at prices below those of the home market. Such a practice is, however, no departure from the general methods of export trade. During the period from 1893 to 1897, before the great consolidation movement began, some manufacturers were able, by cutting their prices, to participate in European prosperity. The profits of this trade, although small, enabled them to keep their heads above water.

The combinations are now beginning to look to the foreign trade. The Steel Corporation, which has hitherto found the home demand more than sufficient, has now created a special department which, it is expected, will develop an export trade of $125,000,000 per annum which will give a profit of 8 per cent. The reduction in wages, already referred to, will assist in the development of this trade. In some lines, e. g., the manufacture of tin-plate, the workmen have for some time been working on a lower wage schedule for export trade. Moreover, the railways agreed, in November, 1903, to reduce the export rates on steel by one-third. A similar reduction has been made on steel rails, though it has not yet been officially published. In pushing the foreign trade the corporation feels that the home market will be guaranteed to it by the tariff, and it will dispose of its surplus in foreign markets at whatever prices may be necessary to meet foreign competition. On a steel-rail contract at present pending in Canada the corporation is willing to go below $22 per ton. Even at this figure it would have net earnings of $8.33 per ton. It has sold steel rails recently in Korea and in Japan at $20 per ton. For the present it is able, on account of the tariff, to hold the price at $28 per ton in the home market. It is also largely increasing its exports of steel wire to Australia. The other combination will also be able to make their competition felt. What the ultimate effects will be, it is impossible to determine, but it is probable that, owing to the readjustment which European industries have been going through, the onslaught of this second "American invasion" will be felt less in the home markets than in the trade of those outlying countries which Europe has hitherto regarded as its own.

BUSINESS PRINCIPLES APPLIED TO RELIGION.

"OUR age is pre-eminently the age of organization and efficiency," says Newell Dwight Hillis in Everybody's Magazine for April, "the era when wastes are saved, and the products of work are quadrupled. The outstanding words to-day, therefore, are organization, cooperation, unity, efficiency, the increase of the output, through dispensing with cut-throat competition.

"The organization movement has even struck the churches. The men who have simplified business, reorganized the banks under one management, reorganized the factory and the store and the shops, who have learned how to save the wastes on Saturday, are irritated by the ecclesiastical wastes manifest on Sunday. In the realm of the intelect, they have discovered that one central high school is practical and efficient for hundreds of children who are pursuing the life intellectual, and they have fully determined upon some form of church that will answer in things moral and spiritual to the high school and university in literature and science. The age of specialism has come. These business men realize that it is unnecessary, illogical, puerile, and wicked, to duplicate many plants, involving enormous wastes and lessened efficiency, when one central church plant could quadruple the results at one-quarter of the cost."

RISE OF MODERN JAPAN.

MODERN Japan may be divided into four periods of development, writes Jihei Hashiguchi in the April World's Work. The first begins with the opening of the door of the long-secluded nation for the intercourse of the people with foreigners, co-incident with the revolution of 1868, and ends with the civil war of 1877. The second period begins in 1877 and ends in 1888, when the constitutional government was formally adopted. The third period begins in 1888 and ends with the Chinese-Japanese war of 1894. The fourth period begins in 1895, and possibly will end with the Russo-Japanese war that is now in progress.

One of the greatest ambitions that Japan has conceived since the beginning of her modern era is to become a first-class commercial power in the Pacific. Japan has trebled her international commerce in ten years:

Year.	Imports and Exports
1891 (ante-bellum)	$ 89,500,000
1903 (post-bellum)	298,000,000

There are four ship-yards in Japan where steel-constructed steamers can be built. They are in Nagasaki, Yokosuka, Kobe, and Uraga. Of 9,600,000 tonnage of steam-vessels that have passed the Japanese ports during 1900, 3,000,000 tons were of Japan-made steamers.

What progress has been made in railroad construction recently the following statistics will show:

Year.	Mileage.
1891	2,039
1903	5,015

Most of the Japanese cities are very old and their streets are too narrow for street railroads. To rebuild the streets for the sake of the street railroads is not an easy matter. In spite of this difficulty, however, Tokio, Kioto, Osaka, and Nagoya have already managed to have their trolley car lines. In the other cities the street cars were run by electricity at the start; in Tokio they were run by horses until 1903, because, unlike the other cities where there are high hills from whose elevated position great water power can be utilized in generating electricity, Tokio is level.

New Items for Your Want List

The following entirely new lines of Waistings have been added to our stock :

P269. 40-inch, cream ground, with cream satin stripe.

T78. 27-inch, white and natural ground knop with colored stripes.

T80. 27-inch, natural ground, fancy Scrim with white lace and fancy colored stripes, very dainty.

P271. 42-inch, cream figured mohair, small and medium designs.

P273. 40/41-inch, fancy cream designs with cream satin stripes.

P272. 40-inch, cream blister in medium and large designs.

Samples of all the above lines have been sent to our representatives.

In addition to repeats of our most desirable lines of Dress Goods, we have bought several new lines altogether different from what we have been showing in our Spring range, both in very light, medium and dark colorings for Ladies' Tailor-Made. These lines are not in other hands and will help to complete your want list.

The demand still continues for all classes of light shades and weights, specially white and cream, and we have made ample provision for the demand.

We are offering a few lines of Printed French Organdies both in Cotton and Wool, at very special prices. See them with our representatives.

Letter orders and requests for samples get special attention in our Dress Goods and Silk Departments.

Brophy, Cains & Co.,

23 St. Helen St., Montreal.

FANCY WORK

THE FANCY WORK DEPARTMENT.

THE departmental idea pervades in these days all sections and classes of the dry goods trade, and the stores that sell dry goods only are few and far between.

The modern dry goods merchant aims to supply as many of his customers' wants as possible, and aims at making his displays so tempting and attractive and so replete with novelty, that they suggest many possible wants to shoppers. As the dry goods man caters almost exclusively to women, and it is woman-kind that does the larger part of the buying in his store, anything that serves to arrest and engage her attention and awakens her interest is a powerful drawing card.

In spite of the fact that the modern woman buys many garments ready-made and so escapes a great deal of useless drudgery, she is keenly interested in all kinds of fancy needlework, and various kinds of fancy work serve to beguile the leisure hours of a vast number of women.

A fancy work department that is kept up-to-date, and where all the latest fads and fancies in needle work can be obtained, is sure to be a fascinating place to the average woman, and she will be in a great hurry if she ever leaves your store without an inspection of your fancy work display.

Fads and fashions in fancy work are numerous and there is always some craze of the moment, and these fashions in fancy work always get a large amount of advertising from the many fashion papers and magazines that have such a large circulation even in the country districts. Let any new kind of fancy work begin to be popular, and the magazines will give extended articles on it and these will be supplemented by full and minute directions for accomplishing the work. Now this is all free advertising for the merchant that is smart enough to take advantage of it in the right manner by a proper display, and by well chosen advertising matter of his own. A fancy work department of this kind is always a drawing card in a store, and if any country merchant doubts it, just let him take a turn through one of our large department stores the next time he is in town on a buying trip.

A capable saleslady who understands fancy work should be in charge and the management of the department should be largely left in her hands, with the understanding that she will be judged by its progress. This is a department that it will pay to push, not alone for the profit made there, but because it will have a quickening effect on the sales in your ribbon, lace and other departments, and will serve as a magnet to draw women to the store. Many a purchase will be made just to have an excuse to inspect your fancy work department, and see what you have that is new, and with many women, if you have a novelty and it is temptingly displayed, the impulse to purchase will be irresistable.

NEW CUSHIONS.

EVEN though Winter still lingers, thoughts are turning longingly to the "Good Old Summer Time" that is surely coming, and preparations are being thought of for Summer outings.

One article that there is never any possibility of having too many of in a Summer home is "cushions." These are wanted for the veranda, for the hammock, and the boat. Cushions for this use must be of a material that will stand the hard usage they are sure to be subjected to, and they must not soil easily, and must be easy to wash.

A pretty and attractive novelty in this class is the raffia embroidered cushion. The pattern is stamped on a fine kind of burlap, and the embroidery is worked with raffia grass dyed in various colors. The burlap comes in art shades of blue, green, dull crimson, venetian red, etc., and as the raffia is dyed in much the same class as the Persian embroideries the effect is decidedly good, and in good taste. The cushions when made up have no cord or frills around the edges, but have simply a wide tuck, the corners being finished by a large button covered with the burlap and worked with the raffia.

Another popular cushion top shown shows how well the fancy goods man knows how to turn the amusements of the hour to a profitable use. On a cover of deep blue denim, a fence is tinted and outlined. On the fence is seated a snow white cat with her back turned to the spectator, and gazing pensively into space. Climbing up the other side of the fence, and with only his head showing above it is a black cat with his eyes fixed adoringly on the fair lady. The legend at the top of the cushion in red is "Bedelia I'd Like to Steal You." The cats are respectively of white and black fur, and the ears and tail are worked in silk. This cushion, made up and exhibited in a large fancy work department, was both a great attraction and a source of mirth, in fact many went their way humming "Bedilia, I'd Like to Steal Ye, Bedilia I love You So."

In printed cushion tops there is nothing very new, but it is whispered that an attractive "hockey girl" is likely to make her appearance as a rival to the well known "fencing girl."

There are a number of pretty outlined cushions and some also in Mount Mellick embroidery, but the only novelty to note is the braid that has the appearance of embroidery when sewn on.

PRINTED HANDKERCHIEFS FOR FANCY WORK.

FANCY work houses are showing a large variety of printed cotton handkerchiefs that are specially designed, and printed with a view to their use for fancy work purposes. They are in pretty colorings mostly in floral designs, and have wide borders of plain color. They are joined with an insertion, or are faggotted together to make kimonas for morning wear. With the addition of a twist of ribbon one of these handkerchiefs is turned into a dusting cap that is as smart as it is useful. Another has tiny brass rings sewn on at intervals around the edge and when drawn up by a ribbon threaded through the rings is turned into a pretty and practical work bag. Four of these handkerchiefs are joined by a lace insertion into a square which is used as a cushion cover; about three or four inches of which hang over and make the frill. No doubt there will be other uses found for these handkerchiefs.

In showing these goods it is well to have a few samples made up, as it is much easier to grasp the idea of how they are to be used from a sample, and then when they are shown with the handkerchiefs a much better display can be made.

Knox, Morgan & Co.

WHOLESALE DRY GOODS

Hamilton, Ont.

Spring and Summer Novelties crowding every Department---past season's efforts eclipsed.

Splendid sellers in all lines, shown in our excellent exhibit of Popular Goods, at advantageous prices.

Some of the lines we carry:

Dress Goods,	Umbrellas,	Skirts,
Prints,	Cretonnes,	Blouses,
Linings,	Flannellettes,	Hosiery and Gloves,
White Goods,	Overalls,	Laces and Embroidery,
Fancy Blousings,	Cottons,	Whitewear,
Gents' Shirts,	Shirtings,	Ribbons,
Suspenders,	Cottonades,	Ladies' Vests,
Handkerchiefs,	Linens,	Belts,
Underwear,	Wrappers,	Belt Buckles,

and Everything in Smallwares.

Specials in Lace Curtains this month

No. 901 22½ 903 37½ 905 55 909 75 911 90 913 115
917 115 920 200 921 225 H50 250 Pompadour Frilled.

Compare our prices before buying elsewhere. Send for samples. Get posted on our stock. Let us help to increase your business.

FALL 1904

"Laurus" Fabrics.

are

exclusive in manufacture and design.

We are the leading House for

RAINPROOF GOODS

The Latest Novelties.

Our Mr. Haley will be at the Windsor Hotel, Montreal, during the months of March, April and May, with a full collection of the above lines.

Law, Russell & Co.,

LIMITED.

BRADFORD——and——LONDON

PROGRESSIVE RETAILING

PREMIUM GOODS.

THE following remarks by C. M. Millisack, president of the Kansas Retail Merchants' Association, before a convention in Topeka may be of interest to dry goods men as showing how the giving of premiums with goods, by the manufacturers, is looked upon in some quarters:

For years I have viewed with alarm the encroachment upon the domain of the retailer, by the manufacturer and preparer of the many staple necessaries and luxuries of life, by the extensive offering of premiums to the consumer to promote the sale of their wares through the medium of the retailer.

The most important goods for the sale of which premiums are offered are those put out by the manufacturers of cereal foods, tobacco, soap, chewing gum, package coffee, cocoanut and baking powder.

Upon reading their lists you will find they pretty well cover every line and article of merchandise carried by the general and special dealer in every community, city and hamlet—such merchandise as dress goods, handkerchiefs, towels, gloves, parasols, purses, belts, ribbons, laces, rugs, curtains, chairs, bedsteads and baby buggies, stoves, washing machines, coal hods, jack knives, revolvers, and in fact any number of articles carried by you in your general stores to-day.

You can see how seriously this affects the dealer in dry goods, notions, millinery, furniture, hardware, jewelry, barbers' supplies, groceries, harness and implements, the haberdasher and druggist.

Suspicious Goods.

These schemes do not appear to be necessary for the manufacturer of the premium goods to find a sale for them because they would doubtless sell them to the jobber or retailer anyway, and if these premium schemes are necessary for the manufacturer to find profitable sales for his wares, using the retailer as a medium to reach the customer, should we not question the quality of many of the goods and the relation we sustain as partners in the scheme?

Do we get adequate profit from the sale of these goods? I thing not in many instances. Then are we justified in bending our efforts to enchance the business and financial interests of others, to our sacrifice?

It cannot add to the profit and wealth of the customer, as he usually pays the retailer more for the goods, and with the postage, express or freight added he could buy the premiums cheaper of the local dealer.

In this connection it is only a simple matter of justice, to ease the reproach heaped upon the manufacturer for getting out these schemes and the consumer for patronizing them, to show up the retailer as a promoter of the system in selling premium goods and the example he sets by personally patronizing the same scheme devised for his special benefit.

The merchant or some member of his family wants some article he could buy of the dealer in his town, but, instead, he buys a lot of cheap cigars, worthless spices or perhaps an inferior quality of chewing gum, while if he figured the difference in the price he pays for the goods with the premium and the lowest wholesale price at which he could buy them of his jobber without the premium, he could have purchased the article wanted as cheap or for less money of the home merchant dealing in that line of goods.

Where It Does Injury.

Every time you sell an article with which goes a premium coupon you are robbing yourself or your neighbor merchant out of the sale of some article in his stock, and the legitimate profit thereof, which skimps the accumulation of deserving wealth of your town and community—thus shrinking the assessable wealth and checking her prosperity and growth.

As the wealth of the town is taxed to support the county, it appears to me that every citizen, whether a business man of the town or a farmer, should frown upon such methods.

Then are we not doing worse than "robbing Peter to pay Paul?" We are "cutting off our noses to spite our face." To put it strongly, we are dupes—we are playing into the hands of the other fellow.

Trade journals all over the country are, with good reason, constantly flaunting alarm about the parcel post bill, cheap postage and free rural mail delivery as a serious menace to the business of the country retailer, but this is more or less remote, while the premium scheme we have with us, to which we are allies and promoters every business day of our lives.

By selling these premium goods, we are encouraging, teaching and educating the people, our friends, to send away for goods, to patronize city mail order houses, a class of competition which is now a serious problem to the country dealer.

In presenting some of the points on this subject some of you may consider them as visionary, impossible of solution and reform, because of the selfishness and jealousy existing between merchants and that inbred sentiment and instinct of human nature to speculate in every plausible scheme offered, however fictitious and profitless may be he result. But every successful business man knows that well organized and systematic effort, put forth in his town to make it more attractive, easy and profitable for public patronage is the best possible educator with the great majority of people in the community. The intelligent citizen fully understands that in sending away

for his goods the loss to the town and community is greater than any possible profit to himself.

While I have no definite plant to propose to put a check upon the far reaching premium system, I am ready to act on any feasible and businesslike plan that may be devised, and I firmly believe that if united action were taken by the various organizations of merchants over the country, a stop could be put to it—while if permitted to spread it will grow more and more beyond our control.

THE FOLLY OF OVERBUYING.

TWENTY years ago when the traveller called only twice a year and seasons were more distinctly divided, the merchant was forced to do almost all his buying in two large placing orders, and lay in sufficient stock to last him through until the next call of the traveller. This method was not so disastrous at that time, but now it would be suicidal. Styles changed little, and goods were of a more substantial, serviceable nature and would last all through one season and into the next, without losing in value.

Modern custom, however, is so different that the entire system of buying has to be altered. Goods cannot be retained on the shelves for any length of time or their value decreases with great rapidity. Last season's goods will only sell this season at a tremendous sacrifice, unless they are of a staple nature, and the very nature of the greater part of the stock, is such as to assure deterioration unless disposed of soon after it is bought. Appearance is of more consequence in these days, than durability or serviceableness. Accordingly goods are made with a reckless disregard for all but the finish, and the result is that they rapidly show wear and dust if kept in stock.

These are the reasons why the merchant of to-day buys in small quantities, and finds it the only safe way. Travellers now remain on the road all the year round and call four or five times a year or oftener. But there are other advantages besides the prevention of deterioration in value of stock. To turn over money rapidly, to see that no money lies bound up on the shelves, to be prepared to buy new things as they appear on the market, to run a business on as small an outlay as possible, to be able to show fresh goods all the year round, to pay cash at all times, to avoid the possibility of carrying unsaleable goods, are considered by every first-class merchant to be the highest aims of business, and those that will help build up his business as well as save him money.

The inducement sometimes offered to large purchasers is a bagatelle unless the merchant is certain that the immediate demand will insure him against loss in interest and decrease in value. The buyer who buys in quantities to create a sensation in wholesale circles and among his customers is nowadays set down for what he is among the first class, and sells little more to the second. The wholesale house admires the business ability of the "canny" buyer, although drawing the line at the over-small buyer. Few merchants are, with the present mail, express and freight systems, out of reach of the replenishing of their stocks within a very few days, and in plenty of time if they keep the watchful eye that they should on their shelves. Variety should be shown, but not where it means overstock.

NINETY-NINE CENTS.

THERE are stores which adhere closely to the prices which end in five and nothing, and argue that high-class trade is not caught by the odd cent or two. This may be so among a few individuals, but it cannot be said of any class. All one has to do to prove this is to notice the carriages drawn up in front of a department store, where there are perhaps more goods sold at the odd figures than at the ordinary, even price. It may be true that many people are not caught by the ninety-nine or dollar sixty-seven cent price, but it is just as true that very few have now any appreciation of the store that avoids such prices. Business is business, and quality is considered with the price. The largest stores make frequent use of odd prices, and this alone should be an argument in showing that some value is attached to them.

Apart from those who are uninfluenced either way, there is a large public who are undoubtedly fond of spending their money on the twenty-two cent goods, and these are worthy of attention. They usually conclude, foolishly perhaps that what is sold for twenty-two cents is, in the regular way, twenty-five. This is often so, perhaps more often than not, but the cases are not few when the regular price would be only twenty cents. It is astonishing how large the demand often is for a twenty-two cent article, that sold rather slowly at twenty cents. It is simply a study in human nature which concludes that the merchant is willing to share his profit, and seldom suspects that he is merely desirous of making another couple of cents profit.

The eleven and thirty-three cent prices are here to stay, and the sore that studiously avoids them gains nothing and loses much. The modern merchant can't afford to turn his nose up at catch penny tricks. Legitimate schemes of this kind are the life of business, and the business in corsets and white choker will find itself unable to keep pace with the agility of its rival in gymnasium costume.

THE SALESMAN AND HIS IDEAS.

A salesman in one sense may be regarded as a "clearing house" of commercial ideas. He is brought into daily contact with men of business; he absorbs an idea here, and giving it off there, receives in return another thought.

A merchant, who through an obstinate adherence to the belief that he knows it all, refuses to grant a salesman every possible courtesy, who does not give him an opportunity to give out ideas, is neglecting the greatest possible source from which to draw thought, on which he may base right opinions for advancement.

SAMUEL KIRK & SONS, LTD

Woodhouse Dye Works



LEEDS ENGLAND.

IMPORTANT TO TAILORS & CLOTHIERS

Black Italians, Alpaca, Mohair and Lustre Linings in

PERMANENT FINISH

THE MERITS OF THIS FINISH ARE—

1. Proof against Damp Cloth and Hot-pressing Iron.
2. Finish and Handle unequalled by any other Process.
3. Goods kept in stock gain in appearance.

GOODS ARE STAMPED ON THE BACK AT REGULAR DISTANCES.

S. KIRK & SONS' PERMANENT FINISH

FACSIMILE OF STAMP

STRENGTH UNEQUALLED

BEWARE OF IMITATIONS

SUPPLIED BY ALL THE LEADING HOUSES IN

Bradford, London, Manchester, Glasgow.

John M. Garland, Son & Co.

WHOLESALE

Dry Goods, Carpets and Woollens,

OTTAWA, CANADA.





Illustrating the **K & E** Mannish Blouse. Ages 5 to 16. White and Colored. Collared and Collarless.

Nine Floors well stocked with the newest and best that the market affords.

We are proud of our splendid showing of Spring and Summer Suitings. Some specially new weaves in homespun and flannel-finished goods, to retail at 80c, $1.00, $1.25, $1.50, $1.75 and $2.00 per yd.

Price, color and wear considered, K & E Blouse Waists for Boys are the best.

Tailors' Trimmings

We strongly recommend Kirk's permanent finish Sleeve Lining. Every tailor should have this line. A complete stock of

Paris Ducks and Canvases now in stock.

Trouserings

Tasty goods, all new patterns and a wide choice of prices, to retail at 75c, $1.00, $1.25, $1.50, $1.75 and $2.00.

Special Hose Leader.

Fine gauge. Fast black in plain and ribbed, well boxed and correctly sized. Extra value, to retail at **25**c.

Rainproof Goods

The largest assortment we have ever shown. Sample clips for the asking.

Umbrellas and Sun Shades.

Better covers, nicer handles than ever, at such prices that to retail them at 50c, 75c, $1.00, $1.25, $1.50, $1.75, $2.00, $2.25, $2.50 would ensure a good profit.

P.S.—For quick service try our Mail Order Department.

GOOD ADVERTISING FOR WIDE-AWAKE RETAILERS.

* This department is conducted and prepared by Miss Nora Laugher, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. She will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to her. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

SEED must be sown at its season. The farmer knows that the sun is climbing the heavens and that before his rays and the warm breath of the Spring wind, snow and ice and cold will disappear, and buds and blossoms, fruit and flowers will come again. And so he sows his seed knowing that presently he will reap.

* * *

The business man should not despise the teachings of this ancient parable. He must sow the seed if he desires a harvest, and the best kind of seed he can sow is advertising, and the finest soil is found in the newspapers.

* * *

Lord Collingwood set a splendid example to advertisers. Wherever he went over his large estate he carried a pocketful of acorns and used to drop one into every hole where there was room for a tree to develop.

* * *

Remember there is no nook so dark and forbidding that the beautiful Spring sunshine cannot enter and woo forth a flower, or unfold an emerald leaflet. Hardly a rock so impervious that the April wind may not find a receptacle for a seed in some crevice and there uplift a fragrant blossom.



Remember there is no person so dense to the beautiful and useful things of this world, so oblivious to the idea of a good bargain that bright, Spring-like, concrete advertising matter cannot enter his heart and create



a desire for the article advertised. Hardly a daily or weekly newspaper that is well fertilized with good publicity matter that does not fail to bring a satisfactory harvest to the industrious sower of advertising.

* * *

The Spring catalogue is a close second to newspaper advertising, especially for the mail order dealer. It should not be brief. To be effective it must contain plenty of descriptive matter with suitable illustrations. It should describe the goods as faithfully as possible. It is better to tell too much in a catalogue that too little, therefore brevity is not the soul of wit in a catalogue.

* * *

Select a cover of the newest and most attractive Spring-like thing in cover-papers. Have the most artistic engravings made and printed in colors if possible, harmony with the cover. If your printer cannot devise some out-of-the-ordinary fashion to set up your catalogue by all means send it to some distant city where you can be assured of something that will attract the reading

public. "Costly the catalogue as they purse can buy," should be the motto.

* * *

It pays the business man to be up-to-date in his attire. It pays him to dress his catalogue with as much care as he would dress himself. "The apparel oft proclaims the man"—and the booklet.

* * *

Dark cover-papers give a booklet an air of taste and oddity that is difficult to get with lighter shades. But



Spring Tailoring For Men

March business in the tailoring store has beaten by far the record made a year ago. That's satisfying; it shows that more men realize the benefit — the facility with which we provide the newest woollens, latest shades and patterns as they appear on either side of the water—and the gratifying savings from the prices necessary to the exclusive stores where the cost of gathering must be divided among a mere fraction of the garments that reduce costs to the minimum in this store.

Plain and Fancy Suits to order, $—— to $——.

the use of light inks upon dark paper almost invariably result in illegibility. Bronze or vivid reds or blues alone give sufficient contrast to make reading matter stand out and even where they are used it is advisable to confine such matter to brevity.

* * *

Like the oyster, the twentieth century merchant keeps his mouth closed and minds his own affairs, but unlike the oyster his defense is an aggressive one and he keeps constantly in motion and adapts himself to every economic change. He realizes that evolution is the great unwritten law of the universe, so that he must either get to the head of the procession or fall to the rear. The time has gone by when he could follow indifferently in the footsteps of his father or the rut of his grandfather.

* * *

"Oh, what a tangled web we weave
When first we practice to deceive."

To tell the plain, unvarnished truth of a thing you can prove its worth more than to pose on behalf of pretensions which can be disproved. The best advertising is that which contains a truthful story of what you have to sell, told so that it will appeal forcibly to the sympathies of those to whom you wish to sell. The good ad. is that which takes some article and describes it thoroughly, faithfully portraying its usefulness or beauty.

* * *

A merchant who is not abreast of the times in his business methods, and who is not truthful in his advertising and above board in his dealings with customers will not reap the harvest he should expect from newspaper work. In advertising, like everything else, truth is mighty and will prevail.

The bombastic, lying ad. may bring a crowd of people once, but the honest, truthful, straightforward ad. brings a few people once and then they come back again bringing their friends and relations with them. You may sell a person something she doesn't want once, but that doesn't make a customer.

* * *

But no matter how good your advertising matter may be it cannot sustain a demand for a poor article. First be sure your goods are worthy and you need not fear the expenditure of money in advertising them. Their merit must back up your advertisements, then the people will not forget that your statements can be relied on.

* * *

It is an easy thing to forget a statement made in an advertisement so it is best for consistency's sake to always make truthful statements. Not many months ago I noticed an ad. of a reliable Ontario house which stated, "We never carry any goods over to next season." And a few weeks later the same firm remarked in an advertisement: "These grand values are some of last year's left-overs."

* * *

The question of names has always been a serious one. In the case of children, one's parents, or godparents, have much to answer for. No one has a right to inflict upon some poor, unoffending infant the appellation of Thomas Pott or Tea Pot will cling to him through his whole existence. I was introduced once to a merchant of the name of Benjamin Hind Crouch,—B. Hind Crouch, as he was generally termed, was certainly not conducive to a business man's evolution in the direction of dignity and business influence.

Largest Manufacturers of Fine Clothing in the World.

"The only thing of consequence is what we do."—Ruskin.

Long time since we've had much to say of Furnishings and Hats, save in a general way. So much to talk about, so little space in which to say it. Fact is we never tire of hammering away on the goodness of our Clothing—the mighty oak around which the Hat and Furnishings sections cling as do s the ivy to that monster of the forest. But, then, we know that stores, like folks, are often judged by little things, so thus it is special mention is made of two departments, while seldom mentioned, always replete with Fashion's dainty embellishments: Exquisite Neckwear, Fancy Shirts, Speckless Linen, Correct Hats, etc.

Men's Fine Linen Collars, 10 cents.
Men's Fine Linen Cuffs, 20 cents.
Beautiful Neckwear, all shapes, 50 cents.
Fancy Shirts, $1.00 and $1.50.

HATS. CLOTHING FURNISHINGS. SATISFACTION.

SHOP BY MAIL **BROWNING, KING & CO.** Seventh and Robert.

The question of naming a store is just as serious a matter and one where mistakes are also frequently made. If you take over a store business which already has a good reputation and a popular name I think it is folly to re-name it. But on the other hand if the old store is imbued with out-of-date notions and back-woodish methods it is well to whitewash, re-dress and re-christen it, as it were. If the new concern is a better concern than the old one, re-naming is a better way to convince the public of this fact.

I do not think any name can be better for the store than the name of the firm, providing it is a name that can be easily remembered. If it is a name that is not easy to remember or particularly commonplace, uneuphonious, or ludicrous, then choose a store name and use that name not the firm name. Always use the one name, either name of firm or name of store. Never use both names because two names only confuse the public—a case of "between two stools"—one name is quite sufficient.

* * *

There have been in New York City two great stores, the conducting of which has taught a lesson on this line. Twenty years ago the great stores of New York were A. T. Stewart & Co., and R. H. Macy & Co. Both of these stores upon the death of their original proprietors passed into the hands of other people. The parties who purchased the Stewart business changed the name to Hilton, Hughes & Co. The parties who purchased the Macy business retained the old name of the firm and consequently the good-will which had already been built up under the old name, and are to-day enjoying a still greater business than even the original proprietors had any idea of. Whereas Hilton, Hughes & Co. have passed out of existence through assignment and John Wanamaker, who purchased their stock, has used every means in his power to bridge over the record of Hilton, Hughes & Co., and regain the fame of the old store by advertising it as formerly A. T. Stewart & Co.

* * *

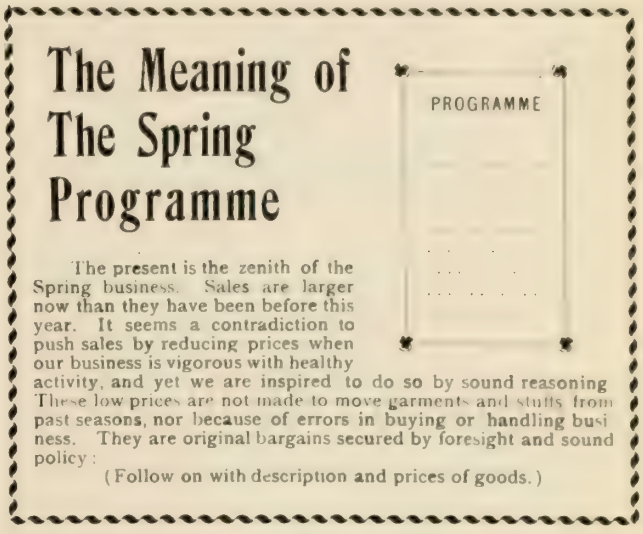
An April window display should mean an exceptionally bright array of new Spring goods. It is a very bad plan to be untidy or careless of your windows because



they are always an exceedingly good or an exceedingly bad ad. for your store. A shop window is an index to the store within, and if well dressed attracts a great deal of valuable attention.

* * *

"A funny thing happened to me when I was working for a firm in Chicago," said a window dresser. "I had a big window on Clark street that seemed as if hoodooed. No matter what I put there it appeared to be impossible to attract attention, and the manager began to grumble because he never saw anybody looking in. I used to lie awake nights racking my brains for new schemes about that window. One day when I was feeling pretty blue, I told our negro porter to clear everything out preparatory to making a big display of a special line of Spring shirts. He was a fat black fellow and I guess he must have been out at a cakewalk the night before, for he fell fast asleep in a chair in the middle of the window. I was on the point of waking him up when I happened to notice how ludicrous he looked. His head was on one



side, his enormous mouth wide open, and his limbs relaxed in the oddest postures; in short he was a perfect picture of a lazy rascal in happy slumber. That gave me an idea. I didn't say a word, but grabbing a piece of pasteboard I dashed off a sign, "Dreaming of our Dollar Shirts," and stood it quietly against his knees. Then I gently rolled up the curtain. Well, the hit that window made is the pet tradition of the store. People blockaded the sidewalks and you could hear them laughing a block away. The funniest part about it was that nobody supposed it could possibly be the real thing. They thought it was a clever piece of acting, or else a wonderful wax figure. I stood around with my heart in my mouth for fear the noise would arouse him. It didn't however, and he snored away until nearly four o'clock. Then he woke up with a start and was so surprised he came near jumping through the plate glass. The spectators howled and that night the house raised my salary. I tried to work the same scheme afterwards, but it was a dismal failure. The darkey couldn't pretend worth a cent."

* * *

Some Spring Catch Phrases.

Our Spring Carnival.
Spring fancies for the fashionable
Have you seen the equal?
A new stock that will stand examination
Cost cuts no figure to-day
Values that stand for something
A store with a reputation that will keep it
Spring Suits for discerning men
Come and get a benefit.
A Spring attraction sale
You ought to see them to-day
Spring colors at Spring prices
Same old quality but a new price
Sowing the seeds for Spring buying

Here's the place for your favorites.
We want you to tell us if it is not right.
Our hope for success lies in you appreciation.
Full of Spring finery.
Fits the stylish ideas all right.
The imported suggestions.
Sold close but sold to many.
Spring colors to suit all tastes.
Full of seasonable excellence.
Opening of the Spring Campaign.
Every buyer proves an enthusiast.
Never shown in such abundance before.
Your choice of the Spring crop.
Those who buy them praise them.
Don't wait for others to choose what you most want.
A quick turning over of stock.
Here's the place for rare excellence.
The things they wear in fashion centres.
Brighter this Spring than ever.

GOOD ADVERTISING

DEPARTMENT OF

CORRESPONDENCE AND CRITICISM

This department is specially conducted by Nora Laugher for the benefit of advertisers throughout Canada. It invites correspondence on all matters relating to advertisements and advertising. It requests copy of advertisements for suggestion, criticism or review; it also requests sample advertisements for reproduction in these columns. Its aim is to be of practical value to advertisers.

O. S. S.—The advertisement submitted was not particularly good; half of it was used for a lot of introductory talk that would waste people's time to read, and if they did read it through they might skip the important statement below. I would commence with the important statement in an ad. of that size, of course, heading it with a good catch phrase.

* * *

C. S. G.—Your ad. was well strengthened by the extremely suggestive and good illustration. Am glad that you realized that there is nothing more attractive in an ad. than an appropriate cut.

* * *

H. L.—Your circular submitted was fair, but I think if you had put the same money expended in it into newspaper advertising you would certainly have gleaned better results. I am not a great believer in circular advertising except in a small town where there is only a weekly newspaper. The millions of people who never read circulars always read newspapers. There is an enormous amount of money wasted in circular advertising in the larger cities. A few weeks ago I picked up twenty-eight well written, well gotten up circulars, printed upon good green paper, thrown just within the door of the building where I have my office. They were swept out by the woman who cleans the place; with the exception of the one I gathered up out of curiosity. Not one of these twenty-eight circulars reached anyone in the building. They belonged to a real estate and loan company.

* * *

J. B. H. & S.—The copies of your local paper and four page circular duly received, and we have pleasure in reproducing the first page of circular. The ad. in March 3rd issue is quite an attractive and "speak-to-the-question" announcement which should bring good business. The ad. in March 10 issue is far from anything that could be called attractive or pleasing either from a literary or a typographical standpoint. It is just the kind of an ad.

First page of a good 4-page circular.



that few people will read except old customers who are looking for your ad. and whose business you get anyway. Your circular is an excellent one and could not fail to be productive of good results. It is slightly ungrammatical at one or two points and typographically imperfect from a proofreader's standpoint. In a few particulars it has to an expert a slight suggestion of the ready-made, but this will not hurt it in the slightest with the general public. Altogether it is a very creditable production.

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR, CRESCENT and PEARL

COTTON BATTING

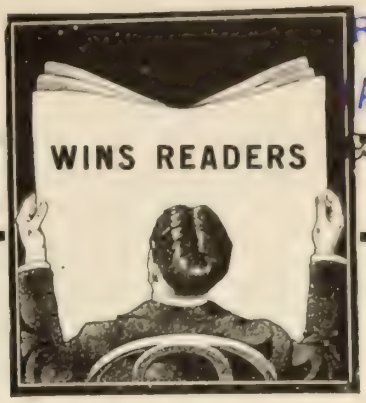
Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

North Star, Crescent and Pearl Batting.

INTERESTING ADVERTISING

RETURNED
MAY 10 1904
No. 4
Book 18
Page 71
Ans.



and leaves a good impression.

Good impressions lead to increased business.

If your advertising contains information of value to buyers, brightly told, it will be interesting.

The advertising matter we prepare is interesting.

Let us prepare your newspaper ads. We write booklets or circulars or prepare your direct advertising matter.

We will make your advertising lead business to you. We will interest ourselves in increasing your business.

Our rates are reasonable. Write us TODAY

CHILD & FALL
78 W. Chestnut St.,
WAKEFIELD, MASS.

RETURNED
AUG 13 1904
Book
Page 23
Ans



As the Season Changes

Styles in colors will also change. This means that some stock in every

Dry Goods Store and Millinery Shop

will be out of date in pattern, and therefore unsalable. You can avoid loss and save shelf space by shipping this dead stock to us at once. We will dye and finish it in attractive colors that will assure it a ready sale. Goods that have been soiled in the handling can also be treated in this way, and the result is that your store contains only up to date and salable goods. An expert cannot distinguish goods re-dyed and finished by us, from stock that is just from the manufacturer. A sample order from you will convince you of the efficiency of our methods.

R. PARKER & CO.

Dyers and Finishers,

HEAD OFFICE and WORKS: 787-791 YONGE ST., TORONTO.

BRANCHES: MONTREAL, LONDON, HAMILTON, GALT, ST. CATHARINES, BRANTFORD, WOODSTOCK.

BE SURE YOU GET THE BEST

Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide.

SEE NAME ON EVERY BOX.

Better Value CANNOT BE GOT. SEND FOR SAMPLES AND PRICES.

Ward's Coronet Hard Ash

RED AND BLUE LABEL. UNEQUALLED IN QUALITY AND PRICE.

SALE AGENTS FOR CANADA: **GEO. D. ROSS & CO.** 53 Wellington St. West, TORONTO. 648 Craig Street, - MONTREAL.

"Old Bleach" Towels



M020 Water Lily

Towels that last a life time.

Ask to see the highly artistic series of Damask Towels—the

"Daisy," "Water Lily," "Poppy," "Shamrock."



K13—Lilly

London, England, Branch, Honey Lane Market, Cheapside, E.C. New York Branch, 101 Franklin St.

THE OLD BLEACH LINEN CO., RANDALSTOWN, IRELAND.

R. H. COSBIE,

Sole Agent for the Dominion. 30 West Wellington St., TORONTO.

BOOTS AND SHOES

THE TRYING-ON ROOM.

ALMOST as important as the carrying of a good stock and judicious buying in a shoe store, is the character of the trying-on room. It makes a great difference in the sales, and the class of customers, if this room or section is neatly fitted up, and presents an appearance which puts the customer at his ease. Tasty surroundings, too, show a boot to far better advantage than where the seat, rug, floor, etc., are of a cheap appearance.

In many of the larger stores there is a special room for trying on apart from the stock room, and where this is the case, there is a separate room for men and women. In fact a few have these special rooms which they use only for special customers. When this kind of a room is deemed advisable it should be fitted up almost like a drawing room as far as the size will allow. The light must be good, and this fact alone prevents a more general adoption of this plan, as windows are not, as a rule, plentiful enough.

But by far the more common is the arrangement of one side or the centre of the store, as the place where shoes are tried on. Lack of space precludes the employment of many decorations which some stores would like to use, but this does not mean that the bare appearance of some interiors is unavoidable. If the store or department is narrow the seats must be arranged in rather a stiff row, but variety can be given by the use of single seats which can be set at any angle.

The Chairs.

Single seats are always preferable to long benches, as the customers seldom know each other or at least meet accidentally and therefore do not desire to be thrown too closely together. A man wishes to do his buying by himself, without another hearing his talk. Three or four seats can be set by one rug and are better so, as small rugs are apt to get out of place, and if single seats are used the feeling of separation is sufficient. Two people on the ends of a six foot bench do not feel as far apart as when seated in two chairs three feet distant from each other.

The chairs should be upholstered, and although many prefer arms they render the chair less convenient for reaching one's shoes. The same fault can be found with a soft spring seat which naturally pitches the customer back, and allows him to sink low, thus making an effort necessary to lean forward to get the shoes in sight or to rise. Strong, wide chairs, covered with plush, without arms or a spring seat, and of a good height are best. They should not be placed to face each other but rather a little back to back where possible.

Floor Coverings.

A large rug is better than a small one and the pattern in it should be much broken and of rich color. A solid color in dark shades would show dust too easily and could not be kept clean in a shoe store. If a rug is considered too expensive, avoid figured oilcloth or linoleum, as the pattern and colors are almost always too conspicuous to sustain a good appearance, when gazed at around a shoe that is being tried on. Plain oilcloths, or better still linoleums, are much better. A few shoe departments carpet the entire floor, but this is unadvisable, as it is more expensive and is not really as presentable and satisfactory. The floor, of course, should be of good wood and kept clean.

Decorations.

The merchant must not stop when he has set up good chairs and rugs. There are other decorations which are very much in place in the shoe department, and help materially in improving the appearance. One of the simplest and yet most effective of these is artificial palms. These can be bought so cheaply, are so easily kept, and are so desirable both in the interior and in the window, that it is surprising they are not more generally used. A few of these scattered around on pedestals, show cases, or the ledge at the bottom of the shelving, will take off the stiff angular look of the average shoe department. During the Spring season a few bunches of cut flowers will brighten up the store and the window.

There should be some division or distinction between the space devoted to the trying on of men's shoes and that for women, and in general it should be arranged that the women's section is further from the door so that the men will not approach it. A good arrangement where there is poor light at the back, is to divide off a space near the front by means of show cases. A show case between this space and the door is all that is necessary, although an enclosure almost all around is best. The women will then be concealed from view. Or a show case can divide the men's from the women's compartments, with the women's behind.

The use of show cases improves the general appearance of the interior and by keeping in view small lines, will prove a good advertising agency. A show case in front of the door and three or four yards distant cuts off the trying on section from the door way. Babies' shoes, infantees, and the various articles included in shoe-findings, can be shown in no other way. A table, too, with a few samples of evening shoes, rubbers or a bargain line on it, does not look bad and keeps these things before the minds of those who enter.

The light in the trying on room must be good so that artificial light will have to be used as little as possible. Prism glass in the front will throw the light far back in the interior and will make a trying-on room possible near the back of a deep store.

ADVANCE IN RUBBERS.

AT the annual meeting of the rubber manufacturers held during the last week of February, a new scale of prices and discounts was decided upon. The price list was not altered so much but the discounts now given mean a considerable amount to the retailer. In firsts the alteration in price has been from one to ten cents a pair, the latter in a boys' rubber, while a very

few have been lowered a trifle. In seconds, in which, according to a large wholesaler, about a third of the business is done, the greater number of lines have been unaltered although a few changes do occur, a line of men's rubber boots advancing as much as fifteen cents.

All around the list price has shown little alteration, and what has occurred is of little account to the retailer, but in the new discounts there is a noticeable change. The old discount from the list price was 25 per cent., but the new is 20 per cent. and 5 per cent., making a difference of 1 per cent. The 5 per cent. is in force only until May 31st, when it is dropped and 20 per cent. only allowed, making a difference of 5 per cent. from old discounts. The former terms were 1 per cent ten days, or 3 per cent. thirty days. This has been altered to 2 per cent. ten days, or net sixty days, a further difference of 2 per cent. This means that after May 31st the retailer will be paying 9 per cent more for his goods than before March 1st.

The new rates, with the exception of the 5 per cent. mentioned, went into force March 1st, so that merchants had no warning at all, or time in which to stock up for Spring at old prices. The advances mean that retailers will have to stick to price lists, whereas heretofore some have been selling ten per cent. below. Already merchants of several towns have met and decided to adhere to list prices, and it is likely others will follow immediately.

The cause of the change is the rapid increase in the price of rubber and cotton which is used to line the rubbers. Six months ago rubber could be bought for 84 or 85 cents a pound, whereas now it brings $1.04 or $1.05, and is rapidly going up. The conditions existing in the cotton market are well known to everyone, and it is not surprising that anything into which cotton enters must bring a higher price now than last September.

Travellers will soon be on the road for placing orders for Fall and merchants will be able to take advantage of the extra 5 per cent. if they are quick enough. The Spring sorting orders are unusually large on account of the backwardness of the season since the first of the year. Many houses have kept their travellers in rather than risk the railroads, and merchants have been slow in sorting because of the smallness of their trade in every line. More orders than usual, therefore, are meeting the higher prices.

AFTER THE SHUTTERS ARE UP.

WHILE Joseph Jefferson was brewing a toddy for himself and his distinguished guest, ex-President Cleveland, he descanted at length upon the high art of preparing a hot Scotch.

"If I do say it myself," observed the host, "I have an especial gift for serving hot Scotch. Billy Florence used to say that I should have been a barkeeper. Now try this, Mr. Cleveland, and let me know what you think."

Several times Mr. Cleveland tested the steaming liquid thoughtfully, naming the ingredients as he identified them. "Nutmeg, lemon, water, sugar," he mused approvingly. "But I don't imagine you would hold a position as barkeeper very long."

"What's wrong?" queried Mr. Jefferson anxiously.

"You might be a great success as attendant in a hot water hospital," said the ex-President. "But as a compounder of delectable drinks you're certainly a failure. You've forgotten to pour in the Scotch."

* * *

A shopkeeper in Sheffield had stuck up a notice in glaring colors and very large letters:

"Selling off! Must close on Saturday!"

On Friday he was asked by a friend:

"What! Are you selling off again?"

"Certainly, all the shopkeepers are selling off, ain't they?"

"Of course they are! But you say, 'Must close on Saturday.'"

"Certainly I must. You would not have me keep open on Sunday would you?"

* * *

Jenkins had left college, where he had lived rather fast, but now meditated matrimony and settling down. As an old aunt had died and left him a little money, what was more natural than that he should redeem some of his many articles of clothing which he had deposited with his "uncle" in the days of necessity?

By sad mishap, however, that obliging relative forgot to remove the tickets, and this led to an embarrassing contretemps on his return home.

Full of kindness and pride for her dear boy his mother, on his return to the parental home, insisted on unpacking his boxes. In doing so she first discovered an overcoat with an ominous looking label upon it.

"What a nuisance!" said Jenkins in answer to her expression of surprise. "They must have forgotten to take off the ticket at the ball at Smith's when I left my overcoat in the ante-room."

Mamma was satisfied; but when, shortly afterward, she found a pair of trousers bearing a similar label, imagine the puzzled surprise with which she exclaimed:

"But surely, my darling, you didn't leave these in the ante-room, too?"—Tit-Bits.

* * *

It was the last Friday of the sojourn of the Tammany chieftains at Hot Springs. It was also late in the evening. Ex-Sheriff Thomas J. Dunn and his companions were hungry.

"Friday is a great day," said Dunn, "but I hate these fish dinners. Wish I had some good turkey sandwiches."

He looked at his watch, then at the crowd, and told the waiter to bring in a big order of the sandwiches and something to wash them down with. Speedily the order was filled and placed on the table. Dunn again looked at his watch and then at his friends, but mindful of the strict Catholic injunction against meat on Friday touched not the food.

"What time do you make it, John?" he asked of one of his companions.

"Still half an hour before midnight," said the other glancing for the fifteenth time at his watch.

"So I make it too," said Dunn, gloomily. "Got to wait another half hour for Saturday morning and the sandwiches."

Then a thought struck him.

"What time is it in Ireland, John?" he asked.

"About 5 in the morning," was the answer.

"Well, Ireland's time is good enough for me," shouted Dunn, gleefully, "and here go the sandwiches."

ESTABLISHED 1791.

Horrockses'

Longcloths, Nainsooks,

Cambrics,

India Longcloths,

Sheetings,

Ready-made Sheets,

(plain and hemstitched).
HORROCKSES' name on each sheet.

Flannelettes of the highest quality.

N.B.—SEE "HORROCKSES" ON SELVEDGE.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.

ALWAYS AT THE TOP



This country has been tied up for 3 months.

What preparation have you made for the rush that will come when things are cut loose?

Anticipate your wants on Shirts and Collars and you will not be sorry.

Buy your narrow and medium width Men's and Women's Summer collars.

And buy them now.

Get busy with your collar wants.

The Williams, Greene & Rome Co.

BERLIN, ONTARIO.

PARIS FASHIONS

By A. E. DACAM, for "Dry Goods Review."

"Directoire," 1830 and Louis XIV the Three Fashion Epochs of Paris Yellow the Popular Shade Simplicity the Dominating Feature in Hats Cuts of the Newest Hats and Some Up-to-date Gowns.

March, 1904.

IF a revival can be called a novelty then one may safely say that the greatest novelties for the coming season are revivals, and when that much is said the old proverb "When doctors differ, etc.," comes to mind. Paquin is introducing the "Directoire—with modifications—skirts very full, as much as 20 metres (about 22 yards) being used for one alone, and with a roundness at the bottom; no boleros or vague blouses, but short jackets with reveres and jabots with large reveres from which fall frills and lace "cravates" or large fichus, leaving the throat free, vague sleeves from which fall the smallest of lace frills at the cuff.

Doucet on the other hand has gone back to 1830 with its sloping shoulders and round decoltes, the arrangement of berthas to widen the shoulder effect—sleeves almost tight fitting at the bottom with a little fullness above the elbow, or rather the effect of fullness which is given by means of trimming.

Beer has adopted the style of Louis XIV. period with the armour-like bodices, tight fitting and long pointed in front, with rather loose sleeves, and all made of the richest imaginable materials.

Of the three great fashion epoques in competition one is curious to know which will triumph, or if modifications of each will be used—which latter is the most probable thing to happen.

A very pronounced Directoire model or Paquin was worn at the Ritz Hotel by an American the other day and created quite a sensation. The gown was of white Mousseline de soie, trimmed with spots the color of a mandarin orange. The skirt was very full, the regulation 20 metres having been used, and trimmed with frills of Mousseline de soie and wreaths of roses also made of the Mousseline and held in place by saffron colored ribbons. With this was worn the large hat of the period, trimmed with long black feathers. It needed only the long gold-headed cane to complete the picture.

In colors yellow is much to the fore, and the range of shades is wide—citron, sable, mandarine, saffron and so on. For blouses, in both flannel and Summer goods, almost nothing but white or cream is seen. The latest novelty from Nice is a tailor-made in white velvet, with short round skirt and hip pockets, which had a great success. Both gold and silver are used for trimmings.

Lovely crepes-de-chine in Liberty shades will be worn this Summer, as well as the softest of silks and mousselines, while the trimming for both skirts and bodices has a tendency to extravagance—lace, passementerie, ball fringes, laizes of tulle and lace, as well as ribbons and flowers, are all used. In flowers the small pink roses or large buds in all shades have the first place, and are generally arranged in small wreaths or neat looking little bunches.

Nothing very new in the way of between season jackets has come up. The straight paletot holds its own, but it must be quite short or quite long, no half lengths are seen. For driving wear, caps are more generally used, either plain or in fantasie. A cape opening over a waist coat of velvet or silk is a novelty.

For hats Yedda straws are much used, and all colors are seen. Many toques, more especially the boat shape with pointed front and brim and crown of the same height, are trimmed with nothing but straw. The crown is colored pink, pale green or blue, and the brim entirely covered with small white straw roses. For all small hats and toques the trimming is very neat, and the tailoring note is simplicity. The capeline is trimmed with a single or double wreath arranged round the crown in methodical order. The Tricorne and Marquis are still worn, and round sailor shapes with the brim very wide at the back and turned severely up or down. With the brim turned up it looks well trimmed with four bunches of rosebuds with their leaves, two on the front of the brim, the stalks passing each side of the crown, and two at the back, the stalks falling on to the hair. A pretty



No. 1.

idea is to have a buckle made of flowers, very neatly and closely arranged. A good model of this is a large black picture hat, having a drapery of black velvet and sky blue ribbon twisted round the crown, and on the drapery in front is a large forget-me-not buckle, rather wider



No. 2.

than the crown. Lace is used for draping and often allowed to fall over the hair (see model III.) For picture hats long feathers have no rival.

Veilings now play a very important role, the two illustrated are new models and show the way in which they should be draped at the back when worn loosely.



No. 3.

No. 1 is a costume in soft black taffetas, the skirt has an apron front, which, as well as the two long tails at the back and the side pieces, "en biais," is covered with white satin, over which is black lace, and this again is trimmed with applications of embroidered flowers. The bodice is vague in front, the deep corselet being of alternate bands of white satin and black velvet. The shoulder straps and trimmings on the back are all to correspond, and in each case are covered with lace. The sleeves, formed of two deep frills, are trimmed with velvet.

No. 2 is a pretty black mousseline de soie blouse with white spots, trimmed with bands of coral colored velvet ribbon. The bolero is of plain black mousseline with thick silk stichings, the little vest in coral velvet with black strappings, with belt and cuffs to match. The lace collar leaves the throat free.

No. 3 is of "poult-de-soie," pale rose over a white tulle d'esprit waistcoat trimmed with lace and silk motifs, the sleeves tightly gathered at the top are very effective.

CANADIAN RUBBER CO. MEETING.

THE annual meeting of shareholders and election of officers of the Canadian Rubber Company, Montreal, was held on March 9. The report for the year was very gratifying, showing that business had exceeded the company's anticipations.

The officers for the ensuing year are now as follows: President, H. Montagu Allan; vice-president, J. B. Learmont; general manager, D. Lorne McGibbon; secretary-treasurer, E. A. Wright; directors, Messrs. H. Montagu Allan, J. B. Learmont, C. F. Smith, H. Markland Molson, Lieut.-Colonel F. C. Henshaw, Alfred Piddington, A. A. Allan, Hugh A. Allan and Lieut.-Colonel Prevost.

With the exception of Lieut.-Col. Prevost, the board of directors is the same as last year, Mr. J. O. Gravel being the only one who retired.

LACE MAKING IN BELGIUM.

James C. McNally, Liege, Belgium

THE prime quality and workmanship of the Brussels lace is world renowned, and while it is known as Brussels lace that article is not manufactured exclusively in the Belgian capital, but at different places throughout Belgium.

While this article retains its high value, the manufacture, as a trade or profession, is on the wane. In 1875 those employed in the manufacture of this article were estimated at 150,000, throughout the whole Kingdom. In 1895 the census showed that only 47,571 persons were so engaged, of which more than 25,000 were located in West Flanders. It is estimated that in and about Brussels, including Maline and other parts formerly known as the lace zone, there are not over 250 now engaged in lace making. In 1881, at Bruges, there were 6,000 persons employed in this trade, while the census of 1896 showed only 3,391.

This trade is gradually drifting to East Flanders, where the land is said to be poor and the people take it up during the Winter months particularly, being content with the small compensation it affords.

The rise of other industries, such as glove making, shoe factories, match and tobacco factories, weaving mills, chemical works, and other industries offering better wages have drawn away the lace makers who not only find that trade more painstaking and carrying with it a greater responsibility than employment in the above-mentioned industries, but also that it affords less compensation.

The W. R. Brock Company, (Limited)

MONTREAL.

"I learnt my business with the **Brock Co.**" is a good recommend for a young man.

"I buy my goods from **Brock's**" is a guarantee to the speaker's customers that he buys **good goods** at **close prices.**

Never in our history have we had such a **dainty range** of **costume materials** and fast-selling trimmings to match as at present.

For **Hosiery, Smallwares,** Etc., and **Staple Dry Goods** we are now maintaining our reputation as :---**the great assorting house** of **Montreal.**

Letter orders shipped the same day as received.



YOUR CHOICE.

"THE NEW IDEA MEN"

Will reduce or sell entire stock by powerful plans strictly honorable You control stock, prices and expenses; we draw the crowds and keep up the interest until sold.

Will conduct any kind of sale you wish, but earnestly advise one of our Powerful "New Idea Sales" (independent of auction), which will obtain results that will far exceed your highest expectations.

Highest references including this and all other leading Trade Journals.

Correspondence confidential.

Write main office for terms.

State size of stock.

G. E. STEVENS & CO.

SPECIAL SALESMEN

..New Idea Salesmen .

ALSO

AUCTIONEERS

Who have Elevated Sale Proposition to High Standard Desired by Merchants

Main Office, 2134 Michigan Ave.—22nd St. Business Center
CHICAGO

Western Office, 212 Sansome St.
SAN FRANCISCO

Eastern Office, 45 Leonard Street
NEW YORK

Phone, 2532 Brown—Long Distance and Local

GOODWIN'S

PERFECT FITTING

STANDS

ARE USED THROUGHOUT THE

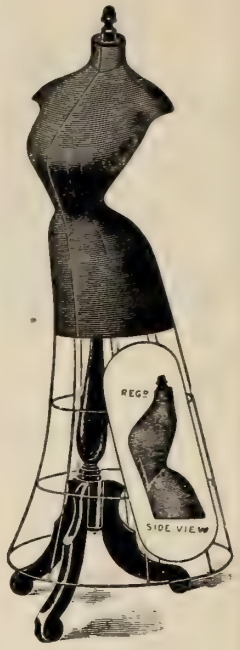
EMPIRE

THEY ARE KNOWN IN THE **TRADE** AS THE

STANDARD SHAPES

AND ARE

SMART, FASHIONABLE, AND **NATURAL.**



1904 MODL

SHOWROOMS
119 CHARTERHOUSE ST.

FACTORY
HATTON WALL,
HATTON GARDEN,

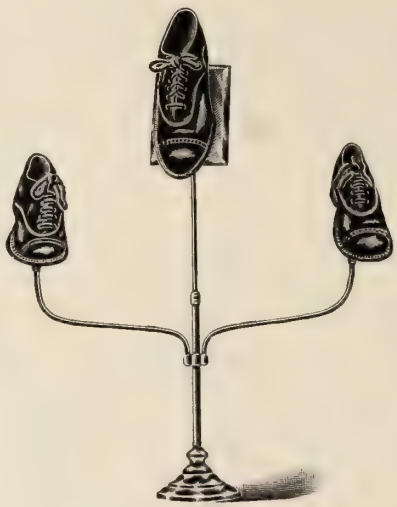
WRITE FOR LISTS
LONDON,
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PRICE AS ILLUSTRATION, - - $4.00.
WITHOUT EPAULETTE SHOULDERS, $3.50.

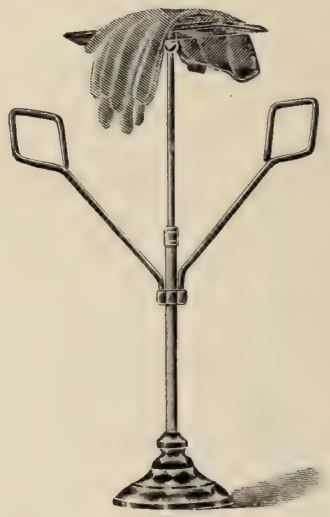
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No. 520



No. 384



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Specialists in Fixtures

METAL DISPLAY FIXTURES, WAX FIGURES, SHOWCASES.

Always write us for prices.
It is a mistake to place any order for fixtures without first corresponding with us.

PAPIER MACHE FORMS, TRIPLICATE MIRRORS, Etc, Etc.

SEND FOR CATALOGUE——FREE FOR THE ASKING.

Hugh Lyons & Co.,

NEW YORK SALESROOM, 679 BROADWAY.

LANSING, MICH.

CHICAGO SALESROOM, 238 MADISON ST.

WINDOW DRESSING

THE ART OF DISPLAY

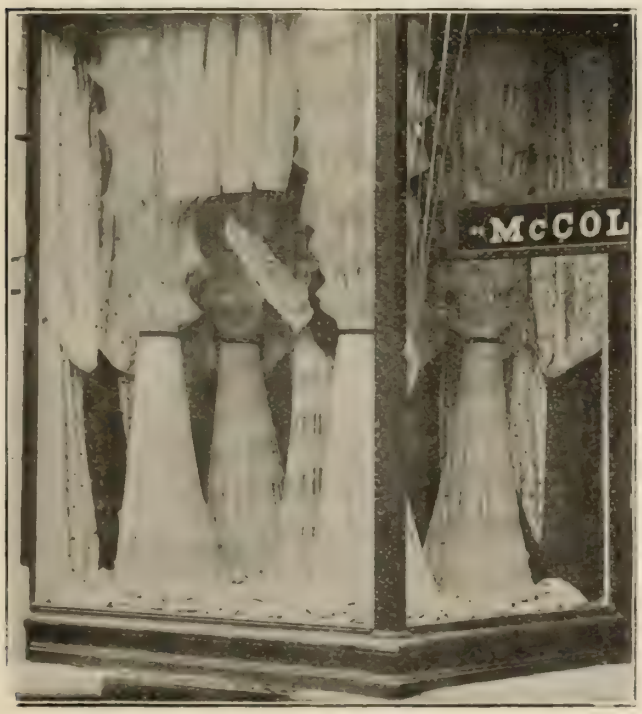
INTERIOR DECORATION

EASTERTIDE WEEK.

BY the time you scan this page it will be Eastertide "Grand Opening Week," when the fine new things for Spring and Summer selling stand on dress parade and get their first airing.

The event should be made the occasion for a special brightening up of the store interior, to make your business place attractive is to raise its prestige. If you invite visitors to your home on special occasions you brighten both the home and table with finest flowers, napery and table ware. Your store is your business home, your invitation to come there should be as hearty as the invitation to your dwelling place. Then make the store attractive and invite visitors to a brilliant store interior that will charm and cause remark. It is the best and least expensive advertisement known in modern merchandising.

Consider the overhead shelving as just so much interior window space, apportion it off into spaces and



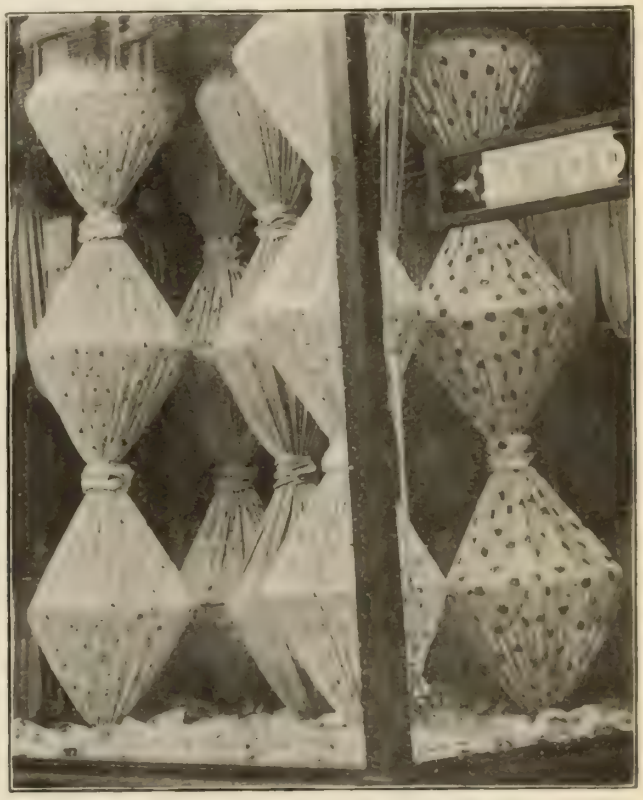
No. 1.

try when possible to show similar goods to those sold on the counter below. In this way a large share of the new goods will get their first showing when the Easter shopper is out looking around for the top lofty novelties.

While the ledge displays must not be neglected the window displays also are a very important factor in the April sales scheme. Much of the month's business is attributable to the manner of their arrangement.

WHITEWEAR SHOWS.

The whitewear displays of the past two months have been arranged with more taste and more genuine artistic ability than ever before. Most of the decorators have stuck to the one color scheme, just one shade of



No. 2.

tissue paper has been inserted in the garments selected for display. Some have used pink, some canary, green or purple, with back ground to match, and the result is, as may be imagined, good.

THIN SHOWS DESIRABLE.

There is a noticeable absence of the former stockily constructed exhibits too; the decorators to a man seem to be aiming in the direction of "thin shows," in which each line of garments stands out prominently. The style of exhibit, in which the beholder can with difficulty discern between corset covers and chemises, petticoats and night gowns, has received its deserved quietus.

TIME IS UP.

The first note of Spring has enlivened the interest of every one in articles for Summer wear. Those who habitually put off buying a change of raiment until forced by weather conditions are now compelled to give thought to the subject of warm weather apparel. There are articles for household wear too, the business for which is instantly increased by the arrival of seasonable weather, because, notwithstanding the prodigious efforts constantly being made by the genii of the retail trade to induce the public to anticipate its wants, it is a fact that the majority do not spend their money until the actual necessity for the goods arises.

The store decorator feels the effect of this sudden demand. He feels it very keenly, inasmuch as his work just now is likely to be about trebled because of the arrival of Spring. Each department wants "shows" and they leave no stone unturned to have them; each man wants window space to give his department a grand forward push, and if he doesn't get it everything is going to the bow-wows; and this, mind you, in spite of the fact that the windows are changed semi-weekly and have been converted into stages upon which a species of "continuous performance" appears.

If there is any important member of the store's personnel for whom less consideration is shown in busy times than the over-worked decorator, then the writer would like to be introduced to him, and extend heartfelt sympathies.

Fall Back on Your Reserves.

Never mind, Mr. Decorator, just turn up to that hoard of sketches and memoranda in your note book and select a few nuggets to help you out during the "rush months." There is nothing like having something to draw on when the proverbial rainy day arrives, for you know you are never to be caught again with the work and the plans pushing at the same time. Therefore when they are all calling for trims you should be ready and in a position not only to furnish them, but be able to meet the demand for variety in display as well.

USE THE THINKING PROCESS.

Every trimmer should devote a goodly portion of his time to the "thinking process," though he may not be one of the few who sits up nights and study plans and schemes whereby the effect of the front may be improved. The man with barnacles on his brain has no place in the decorative field, therefore if you do not study you must borrow your ideas from those who do. It is not at all a bad idea to take short trips to neighboring towns or your nearest city, with note book in hand, to sketch any novelties in display that attract your attention.

Travel Helps.

If one can travel and broaden one's decorative ideas so much the better. There are many store proprietors who send their decorators on short trips, at the store's expense, that they may gather fresh motifs or designs. If the benefits of such a policy were better understood there would be more men adopt this course.

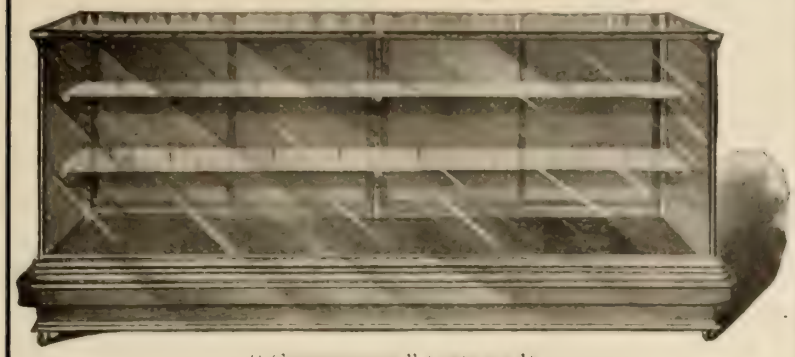


No. 3.

USE STOCK MORE CAREFULLY.

There is one important item we wish to impress on every decorator handling the first showing of Spring wearables. The goods you are handling are all new and fresh, they cost your employer good, hard dollars, and on their brightness and freshness depends their sale, therefore you should use more than ordinary care to see that they receive no injury at your hands.

Pin holes through nice silks and ribbons detract from their value, crushed and wrinkled goods, or folds trailed on the window floor, or boot heel marks, do not conduce to ready sale. Just imagine that the goods you handle are all your own, and handle them accordingly. It is a very good idea to use a felt or velvet soled slipper when



"Coronation" (patented).

Show Your Goods.

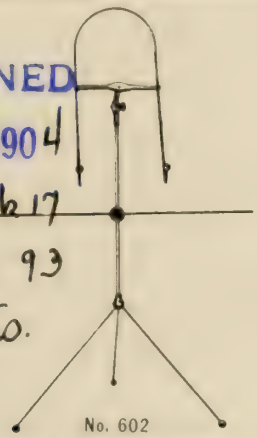
The better your goods are displayed, the better sold.

Write us. Tell us what you want. We are always glad to quote prices and suggestions.

Send for Catalogue of Cases, Mirrors, Frames, Bent and Bevelled Glass, &c.

DOMINION SHOW CASE CO.,
N. R. LINDSAY, Manager,
Office and Factory
53 Richmond St. E., Toronto.
'Phone Main 3611.

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APR 13 1904
Cut Book 17
Page 93
Dom.



No. 602
Shirt, Collar and Tie Stand
$1 75 each, net.

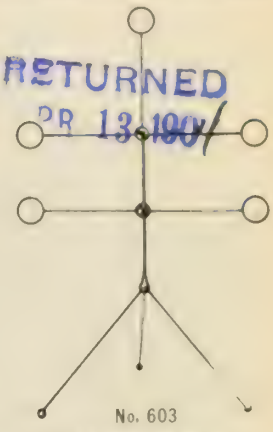
These Stands Sell What You Have to Sell And Sell it Quick.

NATTY, NEW and CHEAP.

Try them and watch the improvement in your sales.

THE TORONTO BRASS MFG. CO.
98-100 Lombard St.

RETURNED
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No. 603
Tie and Glove Stand
$1 00 each, net

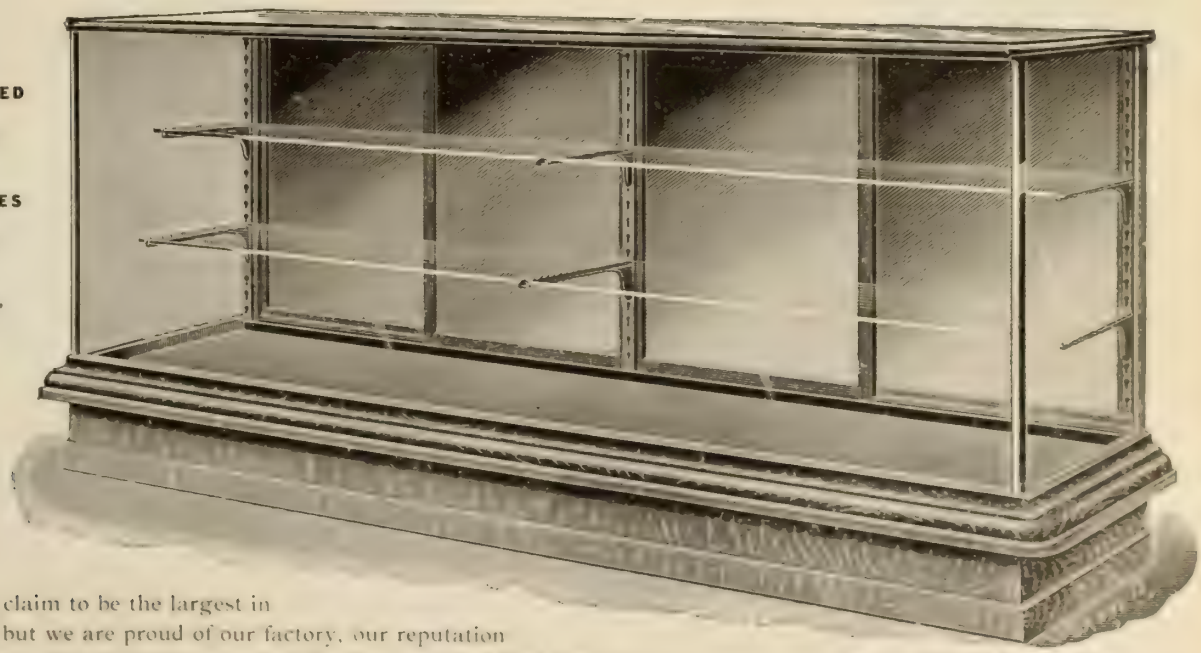
Canadian Show Case Co., TORONTO

A. T. DARRACH, Manager.

ILLUMINATED SILENT SALESMAN.

FLOOR CASES OUR SPECIALTY.

MILLINERS' CASES.



We do not claim to be the largest in the world, but we are proud of our factory, our reputation and our line. We do claim to make the best at prices that are right. Not how cheap, not how much, but how good. Ask our customers. If you want good, practical, substantial, ahead of the times fixtures, write us.

No. 19, without illumination.
Our Catalogue is the finest and most complete book ever issued.

OFFICE, 92 ADELAIDE ST. WEST. **FACTORY, SHEPARD AND ADELAIDE STS.**

putting in the floor trim. When it is necessary to step on the floor decorations it leaves no mark like a boot.

An Employer's Wail.

We noticed a recent complaint from a merchant who furnished his decorator with three dollar silks for a window show who admitted that they were shown in a magnificent manner which excited his own and his customers' admiration. But his troubles began when the goods were removed from the window. He said the goods were full of pin holes, wrinkles, and dust. But upon hearing the draper's side of the story he said his fixture equipment was noticeable for its absence, that he had to drape fine silks on soap boxes from the grocery department, as he had not time to build fixtures, and his employer refused to invest in them.

We sympathize with that trimmer and every other who tries to do good work under such conditions. We also sympathize with his employer in the spoiling of expensive stock, yet we must candidly say that it serves him right if he is too "near" to buy or have made a few inexpensive fixtures for a store that carries three dollar silks. It is just such nearsightedness that destroys stock in its showing, when a small expenditure for real necessaries would prevent the loss he complains of. No man can keep silks clean who drapes them on soap boxes. Fine fixtures improve one's work, and give to the house an air of prosperity and neatness that tend to draw as its clientele a better dressed and more prosperous appearing class of people.



No. 4.

ILLUSTRATIONS.

Illustration No. 1. — Prints — Side wall and window back are draped over rods, half way up and at top of window; into long soft folds or loops in alternate shades of light contrasting colors. In the four corners of the windows stand poles with a circular hoop nailed to each end by cross pieces. Fasten the end of pole to ceiling (not the hoop) and let the other end rest on window floor. Trim each standard or upright with a different design of pink print by passing the goods from the inside under hoop at bottom and over top hoop, continuing until sufficient fullness has been attained. Tie in at centre with Nile green ribbon forming a central band. In the centre of window make a similar pillow but only one half the height of the others. Upon this perch a large butterfly with outstretched wings. Shape the butterfly's body out of ½ inch board, pad it with batting, and cover with black cambric. Tie bands of buttercup baby ribbon around the body 1 inch apart. Use black silk wire for proboscis, hat pins for feelers and shoe buttons for eyes. Make the wings of ¼ inch lumber, cover with cardinal, and attach with leather hinges. Trim the wings above and below with rows of lace tacked on with ribbon pins, and fasten the wings wide spread with small wire. Twine lace around the lower half of pillars and festoon the same for the upper part and the uncommon effect will stop the average lady to have a second look.

Illustration No. 2.—Trim back and side wall with four tiers of alternate light and dark wash goods draped over rods in long soft loops. Across three ordinary barrel hoops of the same size nail a strip, notching each strip to fit an upright standard which should be the height of the window. Nail one hoop to the centre of the upright, divide the space left into three equal spaces and attach the other two hoops two-thirds above and below the centre one. Drape each stand with a different piece of print, tying the same into upright, half way between each hoop as you proceed up and down. Pass the web up or down inside the form, and tie a loose fold at narrowest part, leaving the material that is left resting on the cross-bar of the hoop. Finish the floor with rippled prints.

Illustration No. 3.—This is so clear in every detail that it does not require minute description.

Stuff Goods Trim.—This stand is oval on top and bottom nicely tapered and 42 inches high.

Take 8 yards material and start 4 yards from the end pinning it flat against front of stand. Then working each way from the centre lay the material in 8 inch folds or plaits. Now catch the outside fold on each side and raise carefully forming pretty loose folds, laying any fullness brought up as a top finish.

W. R. McCOLL.

GERMAN GLOVES IN BELGIUM.

GLOVE making, which employs in Belgium about 9,000 women, seems to be threatened by the invasion of German unfinished gloves into the Belgian market, which are finished there and put on sale at prices said to be detrimental to the local manufacturer, who is protesting vigorously against this unfinished invasion and is proclaiming the necessity of a customs barrier to protect the local trade. German manufacturers take advantage of the low wage in Belgium to have their products finished and returned to Germany for sale.

MEETING OF MERCHANTS' COTTON CO.

ON February 10 the shareholders of the Merchants' Cotton Company held their annual meeting in their offices at Montreal. The statement of business done during the year was read. It showed that the earnings of the company had not been sufficient to warrant them declaring a dividend.

The officers for the year are: President, James Crathern; vice-president, Hon. Robt. MacKay; secretary-treasurer, W. S. Barker; directors, R. B. Angus, A. A. Ayer, John Beattie, J. P. Cleghorn, Jonathan Hodgson, James Crathern, Hon. Robt. MacKay.

INDECISION.

The young man who is undecided about his life is the most unfortunate of all, says N. Y. Journal.

Indecision is the first step toward financial and moral failure. To be decided even upon an unwise course is safer in the long run than indecision.

He who sets forth upon the wrong road finds out his mistake and can turn back and begin over with the knowledge of experience, painful though it be; and he can at length reach his goal.

But he who never starts cannot arrive, and will become an easy prey to those influences and habits which are ever ready to assail and obsess the slouthful and weak.

Shingles that Stand Every Test

That's what you're sure of when you buy

EASTLAKES

They prevent fire, are lightning proof, can't rust or leak, and give perfect, durable satisfaction.

Made of steel, either galvanized or painted, and quicker and easier to apply than others.

TRY THEM—FOR YOUR OWN SAKE.

THE . . .
METALLIC ROOFING Co.
Limited
TORONTO MONTREAL WINNIPEG

YOU WILL PROMOTE YOUR OWN BUSINESS BY INSISTING UPON HAVING

THE
PALMENBERG
FORM



Cloak and Suit Model.

(Patented September 15, 1903.)

For Manufacturers and Retailers

It is made in latest shapes, absolutely correct in style and measurements and is constructed so that operators in fitting a garment over it can determine the exact position of the center lines by grooves in front and back which can be readily felt through the material of the garment which is being fitted.

Arm hole caps are made exact size and shape of human arm so that the distance from waist line to armpit can be determined accurately.

Of course this form, being the best made, is also indispensable to RETAILERS for their store displays.

J. R. PALMENBERG'S SONS
710 BROADWAY, **NEW YORK, U.S.A.**
(ESTABLISHED OVER 30 YEARS)
Factory: 89 and 91 West Third Street.
Manufacturers of Paper Mache Forms, Wax Figures, Finest Metal Display Fixtures, etc.

Luxfer Prism Clear White Light

Do not forget that when we undertake to light your Premises

We do not do it by chance, but figure scientifically and correctly the angles to give the proper results.

A HOMELY ILLUSTRATION.

The man from away back is satisfied with a pair of "Specs" at a quarter, but there is good value made to suit the eye, to the man who can appreciate it, at three to five dollars.

The First-Class
Business Man
Uses
First-Class Fittings
Luxfer Prisms
Fill The Bill.

Luxfer Prism Co.
LIMITED
Toronto and Montreal.

WHITE GOODS

THE white wear end of the dry goods trade seems to be particularly hard hit by the freight traffic on both of the great Canadian railroads. White wear houses were unable to fill all of their orders when Spring deliveries should have been made. Many orders that were shipped early in January have not yet reached their destination, and in some cases cannot even be traced. However, in this case the merchant has the satisfaction of knowing that the goods are on the way, and that the garments he wants are at any rate finished and shipped. As is too often the case, however, the manufacturer is also waiting in his turn for materials that have not yet come to hand, and if the retail merchant has not received his invoice he knows that a further delay must ensue, even when the roads are open and freight moving freely.

* * *

In the meanwhile whitewear manufacturers are daily in receipt of letters from anxious merchants who are wanting fine white wear, and the latest in lingerie blouses to round off their showings of new goods at their Spring and millinery openings.

* * *

Though the delay is vexatious in the extreme for both parties, and the weather is acting as a check to all present trade, the underlying conditions are sound, and when warmer weather comes and trade can resume its ordinary channels, business is bound to go with a rush. It is only the unprecedented weather that is making all the trouble.

* * *

The merchant who is still waiting for his Summer white wear will be apt to growl a little when told that Fall samples are nearly ready for his inspection, and it will be a matter of small wonder if he refuses to be interested in them until conditions change a little. A few weeks of bright and Spring-like weather and brisk trade will, however, make a wonderful change. The retail stores in the cities that do not depend so much on the country trade are well satisfied with the way in which Spring-trade is opening up, and no doubt this phase of the situation will be repeated in the country when the roads are open. When this welcome reaction takes place, the country merchant will be ready to talk to the man with Fall goods.

A FRENCH ROOM FOR THE DISPLAY OF FINE WHITEWEAR.

DISPLAYING goods is a fine art in these days, at any rate on this continent. The up-to-date merchants here no longer resort to the crudities that were akin to the spider and the fly act. They no longer pounce on their customer the minute she gets through the door and tease her to buy, but she is welcome to look around as much as she pleases, and if she does not see anything to open her purse she leaves and no one thinks there is anything strange in the proceeding. Salespeople are always ready to show goods without unduly pushing a sale, as they no longer receive a reprimand, or in extreme cases a dismissal for taking what old dry goods men know as a "swap."

The merchant is a lot wiser nowadays, and his methods are a deal more artistic and effective—in fact they are positively machiavelian. He does not antagonize his customer, but he tempts her, and beguiles the money out of her purse by the most fascinating and alluring displays. He seems to have a knowledge of the things she loves, that is almost uncanny, and he is an adept in playing on her foibles and turning them to his advantage.

Foreigners, when they come to Canada, invariably comment on the good taste in dress displayed by all classes of Canadian women, and a large portion of this good taste is undoubtedly due to the educational effect of the displays made by our dry goods merchants. The latest idea in this direction is the building of a special room in which to display fine underwear. The firm who are making the display call this room the French room, and it certainly forms at present the chief attraction of the store. The woodwork is in ivory white and the drapings are of soft silk in pale blue, and lace. Palms and potted plants are banked outside the doors.

Life sized figures are used to show night-robes and negliges, but the most interesting part of the display is made up of fine French hand-made lingerie. The finest and sheerest of nainsook is used as the foundation material, and much of it is hand-embroidered. Small daisies, forget-me-nots, and pretty trailing sprays are the patterns used on many of the sets shown—for high-class underwear generally comes in sets—and the work is done in the dainty fashion that only the French needlewoman seems to have acquired. Many of the pieces are finished with button-hole scallops, lace-edged, and the ribbon that is now indispensible is drawn through eyelet holes, worked in the material. One particularly pretty set is embroidered in wreathes and garlands of forget-me-nots Marie Antonette fashion, and in each little wreath is a flower motif of Valenciennes.

The skirts are particularly beautiful. They all show the deep knee flounce headed by a wide beading with a ribbon drawn through, and with bows and flying ends at intervals. A great deal of tucking is used on these skirts. One flounce is tucked in large V's,—long narrow ones from the top and shorter and wider ones fitted in from the bottom. These are connected by bands of fine mesh Valenciennes insertion, and in the lower V's are smaller ones of Irish point. Quite a number of sets are of Japan silk in both white and colors. There is a lovely skirt to one of these sets that would be just the thing for a drop skirt under a lace or chiffon gown, or for the toilette of a June bride. The flounce is a mass of fine tucking with panels of Valenciennes lace and the foot of it is edged with a frill made up of row upon row of narrow lace.

Quite a novelty by the way is a travelling set of ponge trimmed only with tuckings and hem stitching. This is designed for wear when travelling, as it has the merit of not soiling so soon as white, and it is much easier to wash. The gown looks like a neglige, and could, with perfect propriety, be worn from the berth to the dressing room on the cars.

A number of elaborate christening robes are also on view and attract a deal of attention.

Taken all together the display is an education in the possibilities of dainty underwear. "Why any woman would look lovely in these," one of the visitors was heard to remark. Prospective June brides are showing much interest in this display.

The High-Class Washing Material

"Viyella"

(Registered)



The famous "TWO GIRLS" TRADE MARK (Regd.)

DOES NOT SHRINK.

The Greatest Textile Success of the Age.

FOR

Nightdresses,
Dayshirts,
Blouses,
Pyjamas, etc.

DAY AND NIGHT WEAR.

Wm. Hollins & Co., Limited

Spinners and Manufacturers

Friday Street, LONDON, ENG. (SOLE PROPRIETORS).

Canadian Agent, Mr. William C. Meredith, 3 Wellington Street East, TORONTO.

GEO. H. HEES, SON & CO.

Limited

Have in Stock New Arrivals of

CUSHION TOPS. ***LACE PANELS FOR DOORS.***

BOBBINET and ***MUSLIN CURTAINS,*** OUR OWN MAKE, New Designs.

LACE CURTAIN MATERIALS, all kinds.

NEW PATTERNS OF TAPESTRY CURTAINS and ***TABLE COVERS.***

NEW PATTERNS OF CHENILLE CURTAINS and ***TABLE COVERS,*** OUR OWN MAKE, at Special Prices.

SILK and ***COTTON VELOURS,*** plain and new fancy designs.

COUCH and ***FURNITURE COVERS,*** new designs from ***our own looms,*** and also latest attractions in Imported Lines of these goods.



We make a specialty of Lace Curtains, and carry in ***stock ready to deliver*** an immense quantity of these goods, from ***20 cents*** to ***$30.00*** a pair. Having bought many of these saleable goods before the advance in price, we are giving the benefit to our customers. Please compare our Lace Curtains and prices and you will find it to your advantage to buy from us.

Window Shades, Curtain Poles and Fixtures, Brass and Metal Goods, and a Full Stock of Upholsterers' Supplies.

N.B.—We sell these goods at a price that affords the RETAILER LARGE PROFITS.

GEO. H. HEES, SON & CO., Limited

MONTREAL WAREHOUSE, No. 20 St. Helen St. TORONTO, ONT.

HOUSE-FURNISHINGS AND DECORATION

CARPETS CURTAINS WALL-PAPER ART-FURNITURE CROCKERY UPHOLSTERY DECORATION

CARPETS.

HOW TO SHOW CARPETS.

TOO little attention is paid by many carpet salesmen to the fact that very much of the probability of a sale depends upon the way in which the carpet is shown. There are at least a half a dozen methods commonly used by the salesman, and one of these is better than the rest. During the season, which is now on, every clerk who is called upon to attend in the carpet room should have a few pointers given him as to the way in which a carpet should be shown in order to bring out its greatest value and beauties, and to give as little prominence as possible to defects which do not injure the wearing quality, and would escape notice when laid on the floor. By this it is not meant that blemishes should be hidden, but there is no piece of carpet made which will not in certain lights or positions reveal a small irregularity that does not in any way lessen the value of it, but would be found fault with by the purchaser.

In the first place, of course, the carpet room must be well lighted or no amount of care in display will be effective. One of the most important knacks to be remembered by the salesman is to avoid in every case the showing of a carpet with the customer looking toward the light. If this is not observed, the colors will run into one another, and the pattern will be a jumble; nothing will be distinct and the carpet will suffer. If possible place the customer with his back to the light, or at least with his side toward it. If the room is small, light should be admitted from one end only, thus making it more simple to place the customer. But if a very large carpet room calls for windows in both ends or in two sides, the light must come from the sides. And in this connection it may be said that the salesman must remember he is showing to the customer, and not so that the pattern will look best from his own position.

It should be remembered, too, that the customer must look up the pattern, whether in rug or roll. This can be effected by opening the roll at the customer's feet and rolling it away from him, as all rolls are done up down the pattern. Not more than five or six yards should be unrolled, as too great a length will throw the pattern out of proportion, and unlike how it will appear on any floor when several lengths are sewn side by side. The roll at the end of the strip unfolded in some way adds to the effect.

If a customer shows any liking for a certain pattern, the liking can often be turned to a purchase by showing two or three strips of the carpet side by side and matched as they would be on the room. This plan should be invariably followed where the carpet to be purchased is to be made into a rug. Two or three strips should be placed together, and along one side, across the end, and down the other side should be shown the border. The part at the end will then be up on its side,



A carpet room showing method of displaying rugs and mats.

and the result is very satisfactory. In the first place this raising of the part of the border at the end enables the rug effect to be shown without making pleats in the border, and it effectually conceals the rolls beyond. Never show a roll for a rug without the border beside it.

For rugs the same rules as to where to place the customer as for rolls should be observed. The more of the rug that is shown the better, nothing being entirely satisfactory save the entire piece. For this reason many carpet men prefer to keep their axminsters, wilton and velvet rugs rolled up and stacked on end in a place by themselves, so that every one shown is taken down and rolled out for inspection. Wooden poles are then kept inside them to keep them upright and to make them easy

to roll up. Brussels and tapestry and wool squares are kept doubled up and are simply thrown on the floor and unfolded when shown. Some keep their squares in piles on the floor already opened, and show them by turning back each one. This saves much time, but does not display the under ones to advantage, as only a part is seen, unless the rug is taken out and shown separately.

One carpet should not be shown over another unless it entirely conceals it, nor should two colors or patterns be shown side by side without a few inches of bare floor exposed between. A color or pattern never looks well if it runs into another, and it must be avoided even if the rolls have to be rolled up to make room. For the same reason the floor should not be covered with a patterned oilcloth or linoleum.

Artificial light will alter the shades in most carpets to a varying extent, according to the quality of light. No artificial illumination yet invented brings out all shades exactly as they are, and neither buyer or seller should depend upon it. Yellows, fawns, pinks, and certain shades of blues and greens are almost certain to be changed. The buyer who risks purchasing at night will often find himself greatly disappointed when he views his purchases by daylight, and the salesman can feel assured that he has many a dissatisfied customer if he encourages night buying. Dark colors such as deep reds, greens, blues, and black, look exceptionally well by artificial light. It can be depended upon that any shade that looks well by day will pass muster by night, but the rule cannot be stated the other way round. For that reason it is always well to buy and sell by daylight. The buyer for the store should remember this when looking at the travellers' samples.

A FIXTURE FOR SMALL RUGS.

MANY a sale can be made in rugs and mats by keeping them constantly on view that would not be made if they had to be asked for. For this reason many merchants hang them along the walls, on the pillars or from the ceiling. A simple display fixture can be made as follows: Take a number of rods an inch or two longer than the width of the rugs or mats to be shown, fasten them end to end so they will close and open like a screen; screw into the centre of each a screw hook or eye and run a wire through these. Fasten the wire up in the best place and attach the mats to the rods. If the wire is supported by only one fastening in the length of the rods, the mats can be closed when out of use, to keep them clean, and can easily be opened up for display purposes.

In addition to the samples suspended in the different parts of the room, there should be samples kept at hand for showing on the floor. A rug looks at its best when laid in its proper position, and if one is admired when seen hanging, it will be much more liked if thrown on the floor. Don't trust entirely, therefore, to the samples displayed in the usual way, to sell them, but be willing to lay them out.

HIGHER PRICES FOR CARPETS.

CARPET manufacturers in the United States have advanced their prices in some lines considerably. One manufacturer puts up the prices 2½c on tapestries and velvets. Another quotes the same advance in tapestries but asks 5c per yard higher in velvets and 10c in Wilton velvets. The latter is the extreme advance. Axminsters are 4c per yard higher. The reason is doubtless the cornering of the cotton market, in addition to the advance in wool and carpet yarns, and the sold up condition of tapestries, velvets, and some Axminsters. The higher prices are interesting as indicating the strength of the market and as foreshadowing to some extent the advances which may before long take place here. They will not, however, have any direct effect on the Canadian market, which is governed by England rather than the United States, and there are little or no American carpets imported into Canada. With the exception of rush orders in moquets and velvets, practically no American carpets are sold here, and the advance will therefore make little difference.

There has been also some advance in English carpets, with which Canada is chiefly supplied, as regards imported goods; and some carpet authorities look for a further advance in Kidderminsters of from 1d. to 1½d. Local importers, however, state that this will not affect prices here. The jobbing trade have completed their sales, and at present have no reason to advance prices.

But if for present trade there is no increase in prices, the same cannot be said of the Fall trade. When in April, or thereabouts, the Canadian wholesale houses place their lines before the retail trade, they will have to ask, according to a Canadian carpet manufacturer, an advance of about 5 per cent.

English firms have advanced wools and unions 1d, and Philadelphia manufacturers have issued a new list which is 2½c higher.

THE NEW SHERBROOKE FIRM.

THE Dominion Carpet Factory, Sherbrooke, Quebec, which has been idle for several months, the English company controlling it having gone into liquidation, is about to resume under a new management and new ownership. Mr. H. A. Moore, of Worcester, Mass., a practical man in the business, has organized a company and bought the property. The city council has passed a by-law extending to his company the same privileges and bonus assistance as was given the former company.

WALL PAPER.

SOME MISTAKES IN SELLING.

IT is altogether too common a practice, and one which is productive of many bad results, that the merchant spends too much energy and does too much talking to sell his cheaper grades. These lines give little profit, and are apt to prove unsatisfactory to the customers, so that both experience unprofitable returns.

The usual line of action when a customer enters a store and asks for wall paper is for the salesman to enquire merely to what price he wishes to go, and when the answer is received, "oh not too high," the three, four, and five cent papers are rushed out and assiduously pushed and their beauties dilated upon. The customer looks over these grades, and without any comment settles his mind upon such a class of goods, selects his pattern and departs. The salesman closes up his sample book, put away the rolls shown and has a general feeling of satisfaction at the sale closed.

But if he could know the quality of paper that customer could have been induced to purchase, his feeling

WALL PAPER

APRIL AND MAY

are sure to bring demands for some lines you have overlooked when placing your stock order. We probably have in stock the lines you are short of. Write for samples.

STAUNTON'S" Limited
TORONTO CANADA

DOWN COMFORTERS
WOOL COMFORTERS
COTTON COMFORTERS
BED PILLOWS
WHITE CUSHIONS
COSIES, MUFF BEDS, etc.

FANCY CUSHIONS.



FANCY COSIES.

PRICE LIST ON APPLICATION. FEATHERS BOUGHT.

THE TORONTO FEATHER & DOWN CO., Limited
74 KING ST. WEST, TORONTO

The Dominion Oil Cloth Co., Limited

MANUFACTURERS OF

OIL CLOTHS OF EVERY DESCRIPTION.

These goods are handled by all the leading Wholesale Jobbers.

Decorative Burlaps

OIL-COATED AND DOUBLE-SIZED.

NOW IS THE TIME TO PLACE YOUR ORDERS FOR THIS LINE.

AN ECONOMICAL, DURABLE AND VERY ATTRACTIVE WALL COVERING, SUITABLE FOR DWELLING HOUSES AND PUBLIC BUILDINGS.

WRITE FOR SAMPLES AND PRICES.

Office and Works : MONTREAL

of pleasure would quickly depart. There are three out of five, and perhaps more, buyers of cheap grades who would quite readily have purchased more expensive lines, had the clerk known how to show papers properly, and how to explain differences in quality, appearance, endurance and price. When a merchant grasps the fact that a difference of five cents in a roll may mean no more than an increased cost of sixty cents or so in a good-sized room, he will see how simple the sale of this superior paper might have been made. Five cents more on a roll may seem a lot to a customer who intended to go only five cents, but if it were drawn to his attention that that means only a few cents in a fair sized room, the matter will take on a different aspect. When it is further shown how much better the higher priced paper is in color, pattern, and wear, the small difference will scarcely ever be considered.

It is apparent in any stock the great difference there is between the entire make-up, style and appearance of a ten cent paper and the same features of the five cent quality. The room that is papered with the more expensive line is more up-to-date in every way, and there is far more pleasant home life to the occupants. But the further consideration that a five cent paper will not last half as long, it will be seen that there is an actual saving in money. It is true one tires of the same paper in a room for a number of years, but a good ten cent line can be endured without weariness for more than twice as long as the cheaper line, and the entire period of wear is one of a richer interior in the room than where any number of any five cent grades are used.

That is the consideration of the question from the consumer's point of view. That of the merchant shows just as much profit. A five cent line brings him a cent or more a roll; a ten cent line yields a profit of perhaps 3½c to 4c. These figures are only samples, but the profit on a ten cent roll is often as great as twice that on the cheaper quality. The standard of his business is raised, and by encouraging the taste for better things he will profit in many ways. It's a "cheap" man that pushes cheap goods, and the public soon sets him down at his true value. Encourage the demand for good quality in everything, and be prepared to satisfy this demand whenever it comes.

HINTS FOR DISPLAY.

AS very much of the success of the wall paper department depends upon the care that is given their display, it is important that the merchant and window dresser devote some of their time and ingenuity to thinking out schemes that will be effective. While at first thought there seem to be few designs available in the display of wall paper, there will be found after one or two arrangements, that many others present themselves in rapid succession. The designing of the first two or three displays is the most difficult.

A very good plan is to hang a roll of wall paper from the ceiling at the back of the window, dropping to the floor, and over this but falling a shorter distance as each paper is put on to hang the border and then the ceiling. Another paper can be worked in by showing the bottom one as intended to be run only as a dado, and above this a centre wall paper to extend to the moulding, and then the freize and ceiling. The two first papers where one is supposed to extend up six or seven feet in the room and the second, a flaring conspicuous design, the remaining distance to the ceiling, can be shown together. In front of these rolls hanging the back, can be set up the regular display stands, showing almost the same scheme except that no more than three papers and preferably two, should be used on the one stand. The upper samples look best if allowed to hang in a fold rather than in a straight end.

Be sure that the colors in adjacent samples do not clash too much, and that the different papers hanging over each other are a good match.

DECORATION.

STUDY SURROUNDINGS.

THE common method of furnishing a room is very much at fault. The woman who attempts to produce an artistic or even comfortable room by simply buying her decorations and furnishings piecemeal and simply because she likes them when she sees them displayed in the store is sure to find that her efforts have been attended with ill success. While she may have a collection of costly and individually worthy pieces, they may go together in a room about as well as a round peg fits a square hole. The most artistically worked out carpet in every way may prove an eye sore when seen in the same room with the most pleasing shade of draperies. Or the daintiest piece of furniture may be worthless when the use of the room is considered.

Every purchase must be made only with a full understanding and a careful consideration of the uses to which the room is to be put, and of the furnishings already bought. A simple liking for a thing must not be the motive for its purchase, although, of course, nothing should be included in the furnishings that is not liked, or it will tire one.

After the carpet has been bought, the wall paper and draperies must be selected as matching the carpet and each other, and the ceiling paper as in harmony with both. The furniture must go well with carpet and hangings, and should be bought with a view to its use. The pictures should correspond with the general scheme of the room and are the most difficult part of the furnishings to select with good judgment. Every knick knack, every chair, every picture must be suitable to the other decorations and to each other.

A JAPANESE DEN.

JAPANESE dens are often abominations to be avoided, but a friend has just fitted up such a pretty smoking room for her college boys, that I am tempted to change my ideas regarding Oriental interiors in American homes. It was a small, upstairs room, no more than 9x11, with a dado of wood, three feet high. This was painted black—the flat black of teakwood—to which first a sort of Japanese effect was given by the boys, who cut weird dragons and other Oriental designs with sharp penknives from heavy, soft, brown pasteboard. These were firmly glued on the wood to give the appearance of carving. Above, the walls were hung to the low ceiling with a red paper; ceiling tinted a deep old ivory. A Japanese umbrella, with a small lantern at each point, was suspended from the ceiling; inside a lotus flower of

THE WATSON FOSTER Co LTD
MONTREAL.

NATURALLY

AT THIS SEASON OF THE YEAR

THE BEST "THINGS"

IN OUR CURRENT SEASON'S LINE

Disappear First

BUT WE STILL HAVE MANY KNOWN FAVORITES, AND CAN SUGGEST OTHERS IF ALLOWED TO DO SO.

What are YOU going to be short of

?

WALL PAPERS

red crepe paper held an electric light bulb, while another was carried to the inside of each lantern. A bookcase was built in and painted black; wide, low seats were built in around all available wall space, with cushions of a heavy serge in dull blue. The portiere was a triumph of ingenuity. It was of unbleached cotton cloth lined with dull blue denim. In the centre was pasted firmly a large Japanese panel of rice paper gayly adorned, and around this a border of Japanese napkins, pasted on and weighted until dry, to make them lie smooth. The rug was of Japanese jute in ivory and old blue; the chairs were homemade, of pine, stained black or Flemish oak, and the little table which held the smoking set was of bamboo covered with a cloth of cotton crepe in blue and white.—Good Housekeeping.

BEDDING.

THE PHENOMENA OF SLEEP.

THE cry for sleep is even greater than the cry for bread. Existence depends on both; but we eat to sleep, while we sleep to live. Sleep is of far greater importance than food for the preservation of life.

The onset of sleep is gradual, sleep generally being made up of many little sleeps, premonitory intimations that nature is preparing to take complete possession of our body. These little sleeps obscure each sense as well as the physical and muscular organs, slowly, separately, in regular order, one after another, until each becomes involved. Simultaneously, the brain is in repose, volition ceases, unconsciousness is complete, and our sleep is profound.

Every twenty-four hours we go to sleep and wake up, and thus every day we prove Nature's marvelous wisdom, even to the smallest details of the immutable laws ever guarding us.

Our five senses act as our guardians, guides, protectors, and when we sleep the most vigilant and important of them is last to go off duty and first to come on duty again.

The body we inhabit is most marvelously constructed. The brain, undoubtedly the highest development of the body, a wonderfully complex machine, the seat of thought and will, is the controlling motor of the entire body.

Our individuality, a wonderful, many-sided mystery, without form, matter or name, sits in the brain, guiding the body like a grand central operator with a million wires controlling an immense electrical system.

The heart, an engine, works on forever, pumping the blood that feeds the brain and makes possible its work.

During sleep only, this complex internal mechanism, through a multiplicity of sub-centers, does that peculiar daily housekeeping on which our very existence depends.

Of all things that protect us from danger when awake, our eyes are most important; but sleep normally comes with darkness, when sight is useless. Therefore, when we sleep the eyes close first of all, and the sense of seeing is at rest. Next after sight, taste goes. As a man gets drowsy, the nerves of taste follow the optic nerves into oblivion. Then the sense of smell goes to sleep. Smell is but a minor protector, and therefore among the first to depart. When a man is "half asleep" his sight is gone, his sense of taste and smell are gone. Next, hearing succumbs, and, last of all, he loses the sense of touch.

The sense of touch, warning us of the closest possible approach to danger, is most important, and stays awake and on guard to the very last; and in many people is so acute that it is never more than merely dormant, and due to its importance is the very first of our senses to wake up.

The same gradual loss of power is observed in the muscles and sinews. Slumber begins at the feet and slowly spreads up the limbs and trunk until it reaches the brain, when unconsciousness is complete, the body is at rest, and we are fast asleep.

When we awake, the same process occurs—but reversed.

The quickest way to awaken a man is to pinch him, for the sense of touch acts most quickly. The next quickest way is to shout at him. Then, but more slowly, he can be awakened by some strong odor.

Finally, last of all, the sense of taste comes back as an awakener. All these are normal endings of healthy, refreshing sleep.

"THE BEST IS THE CHEAPEST."

THERE is room for extensive missionary work along the line of educating customers to the use of better bedding than the average person thinks it necessary to use. In conversation with a retailer recently he stated that customers who think nothing of spending forty or fifty dollars for a sideboard may consider a five dollar mattress plenty good enough. There is a wonderful inconsistency in this respect. Some people will put a cheap mattress and spring on an expensive brass bed. There are people who buy the very highest priced curtains and furnishings as a matter of course, who cannot be induced to believe that money invested in a good felt or hair mattress is not extravagance. Retailers control more of this trade than most of them realize. There are hundreds of customers who do not know why felt or hair is better than excelsior, or whether they are. When they buy bedroom furniture they know that they require a mattress and spring. Nine out of ten retailers will say "we can sell you a mattress at from $2.50 up, and springs at from $1.25 up." Here is where they have an opportunity of showing the difference between a cheap mattress and one of good quality. They could not always sell the better one, but many customers can appreciate the economy in buying the best. When it is considered that a person spends one-third of a lifetime in bed, it is a matter for wonder that more attention is not paid to the question of bedding. Not only do many people buy the cheapest in these lines, but continue their use long after they should have been destroyed. The energetic retailer can make his bedding department a paying one if he will put more time and study into creating a demand for the best in this line. Good literature can be used to advantage, and because a customer at one time will not spend more than two or three dollars does not justify the dealer in thinking that he cannot be induced to spend more at some other time.

COTTON STILL GOING UP

We bought all our coverings for quilts and comforters for this year's needs, last July, when cotton was 10c. per pound, — to-day it is 16c. We have sold away ahead of any previous year to date, and will be obliged to repeat orders for several lines, and when we do, we will pay higher prices, **and so will you.**

ADVICE: Place your order now to be on the ground floor.

The Alaska Feather & Down Co., Limited

Montreal and Winnipeg

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of . . . .

CHENILLE CURTAINS
AND
TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO

The Auer Gas Lamp.

"TURNS NIGHT-TIME INTO DAY-TIME."

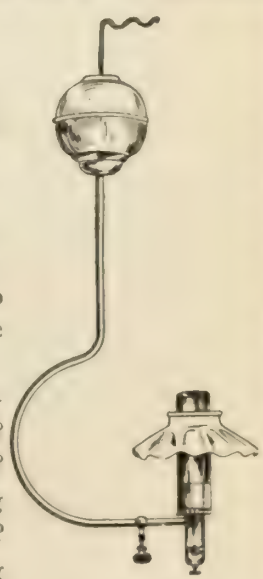
New Styles. Lower Prices.

Are you interested in a lamp which gives 100 candle power?

Are you interested in lighting your store brilliantly? You know it draws trade?

Are you interested in saving half of your bill for coal oil?

Are you interested in having the agency for a lamp which does this?



No. 28
100 Candle Power.

Then write for our Catalogue and Discounts.

EVERY LAMP GUARANTEED.

AUER LIGHT CO., 1682 NOTRE DAME ST., MONTREAL.

Spring is here

Many housewives will want to brighten up their homes with new furnishings, in Carpets, Curtains, etc.

Are you ready for the demand that will be made upon your stock of

CARPETS and HOUSE FURNISHINGS ?

Our assortment in these lines was never in better shape to supply the trade with the goods wanted for Spring business. That business is worth looking after. Get prepared for that business by securing an assortment from us.

Best Values. Inviting Prices.

GREENSHIELDS LIMITED
Montreal

IS A CLASSICAL EDUCATION OF USE FOR A COMMERCIAL LIFE ?

FROM Chicago we have received a small book entitled "The Utility of an Academic or Classical Education for Young Men who Have to Earn their Own Living and who Expect to Pursue a Commercial Life." The author or compiler of this investigation is Mr. R. T. Crane. Mr. Crane's position is at once indicated by the fact of his entire agreement with Mr. Herbert Spencer's view that the college graduate in his shop, or his office, in managing his estate or his family, in playing his part as director of a bank or a railway, is "little aided by the knowledge he took so many years to acquire—so little that generally the greater part of it drops out of his memory."

The question dealt with by Mr. Crane is a very important one, and, as he points out, a great deal has been written on the subject, but he thinks the writers have merely given their opinions or theories, not facts. Being

A Practical Business Man,

and presumably a very successful one, he set out to get facts. "It has seemed to me," he says, "that the testimony of a large number of heads of universities, college graduates, and prominent business men would be of great assistance in arriving at something tangible on this subject. I have, therefore, made quite an extensive investigation along this line, the results of which are here given, together with certain comments."

Mr. Crane first of all sent a letter to the presidents of nineteen of the principal universities and colleges in the United States, asking them if, in their opinion, there was any evidence to prove that an "academic course" is of any advantage for young men who have to make their own living and who expect to pursue a commercial life. Unfortunately Mr. Crane did not explain to them what he meant by "an academic course." In his book he says: "It should be borne in mind that, wherever college education is mentioned herein, it refers exclusively to the so-called 'academic' course, or the classical and literary department." If he had stated this in his letters of inquiry he would not have had to complain that so many of the replies he got exhibited "confusion of thought." President Wheeler, of the University of California, tells him that it is difficult to answer his letter because "it is uncertain what you mean by 'academic course.' Within our academic course is included, for instance, work in mining, electricity, mechanics, etc. We put these studies on the same level with the humanistic studies leading to the degree of B. A."

President Eliot, of Harvard, makes the same reply, and says that he understands an academic course to "comprehend any course of study in a college or scientific school which covers approximately the years from seventeen or eighteen to twenty or twenty-two. With this understanding of the term, there can be no question whatever that an academic course is in the highest degree

Desirable for Capable Young Men

who mean to make their living in business. By business I understand banking, transportation, manufacturing, mining, large-scale farming, and engineering in all its branches. These occupations require nowadays, in all their higher levels, a trained mind, and a deal of appropriate information. This training and information can only be acquired in colleges and scientific schools. A young man who is going into business had better take an academic course, in my sense of the term, if he has any mind to train. That is an indisputable proposition, and there is no use in discussing it."

As might be expected, this is the view generally taken by the presidents of colleges who replied to Mr. Crane.

His answer is that "of course all this has nothing to do with the case"—i. e., the case which he put, or thought he put, in his letter. It is clear enough from his book, written after he had received the replies, that what he wants to know is "whether a classical and literary education assists those who have had it to commercial success."

In justice to Mr. Crane it should be mentioned that he put a series of seven plain questions to the presidents, which they none of them answer categorically, and he claims that only the presidents of Yale, of the University of California, and of Clark University "are frank enough to admit that the presumption is against the practical utility of an academic course for business men."

Opinions of Graduates.

Mr. Crane then addressed a letter to 1,593 men who had graduated about seven years before at one or other of fourteen American universities. He received 555 replies, of which 190 came from students "who had either taken up a professional or technical line of work, or who state that they do not come within the scope of this investigation." This left only 65 letters from the class of young men Mr. Crane particularly desired to reach, which is "so small a proportion of the whole that the information furnished by them does not throw much light upon the subject," but such as it is he thinks it can hardly be regarded as very strong evidence of the college graduate's success in business. Several stated that they found a strong feeling among business men against employing college graduates, and that they were at a disadvantage on that account.

Opinions of Business Men.

Mr. Crane then set himself to obtain the opinions of one hundred employers and practical business men, and he publishes replies from many of them which are decidedly interesting. He asked the business men fifteen questions which we have not space to reproduce, but lumped into one they amount to this: "Would you advise a young fellow who at the age of sixteen or seventeen has five thousand dollars to invest it in about five years of college education (i. e. classical and literary), or go straight from his grammar school or high school to business?"

Mr. Crane's strong conviction is that the academic course, as he understands it, will not help the young fellow who at the end of it looks to a business career for his support—that, in fact, it is from five to seven of the

best years of his life thrown away, not to mention the five thousand dollars.

It must be confessed that he is right when he says: "Even the replies received from business men are often so indefinite as to be of no value for my purpose. No dependence can be placed on any of them who fail to make their practice consistent with their theories." Nearly all of them repudiate any prejudice against employing college men as such, and nearly all express belief in the usual advantages supposed to belong to a college training, but their theories are not always in accord with their practice. For instance, Mr. A. C. Bartlett, vice-president of the Hibbard, Spencer, Bartlett Company, of Chicago, appears from his letters to be "very strongly of the opinion that college education is of value to young men;" but a college graduate, after vainly trying to get employment, after answering 450 advertisers who had no use for a college man, as a last resort applied to Mr. A. C. Bartlett. "In my innocence," he says, "I imagined that the friend and advocate of the college graduate in business might consider my exceptional character, references, and general capacity to be so much of an offset to my ignorance of hardware quotations that he might be willing to utilize my ability and reliability in some corner of his large business. He assured me politely but positively that he could not use a man in his business who did not know it from the bottom up!"

Do Not Want to Start at the Bottom.

Whatever their theories may be, that is practically the reply of all the employers, and, after all, it is the only logical reply from the business point of view. As one of them puts it, "I have no objection to the college trained man, but he comes to me and wants a salaried position. he is over twenty, and knows nothing of the business; if he is content to be treated exactly as we treat a boy at sixteen or seventeen, fresh from the high school, to accept the same salary and learn the same work, he may in time get on more quickly than the other—but he is not content to do so, and therefore he is not the material we want."

Mr. Crane points out that his argument does not apply to the same extent to the college man who has got what they call "a pull"—i. e. place and berth waiting for him—though he thinks that even the son of a rich business man will do better for himself, and the business, if he has devoted five years' training to it, instead of to the ordinary college course.

Although, of course, many, perhaps the majority, will dissent from his views, there is no doubt Mr. Crane makes out a strong case from his point of view, which is not a purely sordid one, though he frankly admits that if the end in view is not money, "it is safe to say it is probably seventy-five per cent. of it."

His book is well worth the attention of all interested in business and education.

MAIL ORDER COMPETITION.

Dry Goods Economist

THE difficulties that confront the retailer in the smaller centres are continually on the increase. In some localities he is "up against" all sorts of novel schemes, and in certain cases it is the United States Government, in the person of energetic and enterprising officials, keen to increase the facilities at the command of the general public, that is rendering his lot a far from happy one.

Thus, it appears from the New York Herald that the postmaster at Plainfield, Ill., who has four rural delivery routes under his charge, is making remarkably easy the purchase of supplies in the Chicago stores.

A dweller along any one of the routes who wishes to make a purchase in the Western metropolis calls up the Plainfield post office on the telephone and asks that a money order for a stated amount be sent him. The letter carrier delivers the order, collecting the amount, plus the usual fee. On his return to the post office the carrier mails the letter containing the order and within two days delivers the package of merchandise. In this way the consumer saves the time and trouble of going to the local store and the sale which should have gone to the nearby merchant is switched off to Chicago.

That the local storekeeper has just ground to complain of this form of enterprise we do not believe. The postmaster is in business, like every one else. He has just as much right to send a money order when called upon by telephone to do so as he has to supply it when the purchaser appears at the window. The only remedy in the hands of the local retailer is to furnish better service than the Chicago department store. He has the same postal facilities and some special advantages due to location. He could, for instance, make more prompt delivery. And by the adoption of a credit system similar to that in force in the large centres, based on running accounts due the first of the month, he could save the customer the cost of the post office order. Why should not the country resident call up the storekeeper in Plainfield and give him the order, instead of incurring the trouble and delay involved in sending it to Chicago? Is not the loss of this business by the local merchant attributable, to some extent at least, to lack of advertising and other energetic measures?

THE LATE RAYMOND BINMORE.

ON Monday, March 14, the death was announced of Mr. Raymond Binmore, who was the confidential man of Wm. Agnew & Co., Montreal, and one of the best known and most universally liked men in military and sporting circles in the commercial metropolis. Mr. Binmore had been suffering from throat trouble for some time, and this was the direct cause of his death, though it was scarcely expected it was to carry him off so soon. He leaves a widow and three young children.

The late Mr. Binmore was one of the finest revolver shots in Canada, an excellent rifle shot and snow-shoer, and took a leading part in organizing athletic and shooting clubs. He was a director of the Montreal Amateur Athletic Association and secretary of the Montreal Snowshoe Club, having done a great deal to keep that sport from declining in favor. He organized the Montreal Revolver Club, and its success was due in a large measure to his untiring efforts.

Mr. Binmore was at one time sergeant in No. 3 Company of the Victoria Rifles, and was a member of the Bisley team in 1892. He frequently distinguished himself in rifle matches, of which he has a great many to his credit. In training others in rifle shooting Mr. Binmore was again successful. The Dominion owes many of its young marksmen to his teaching.

Mr. Binmore's death is mourned by his friends with deep sincerity. His was a nature which endeared him to all with whom he came in contact. Though even enthusiastic in anything he undertook, his characteristic modesty prevented him from accepting the high places in the gift of his friends, preferring positions which, though being inconspicuous, called for the greatest amount of work. With Agnew & Co. his loss will also be keenly appreciated, where his business ability combined with great energy, won for him a most important position in the firm.

THE IMPERIAL CARPET CO.,

29 Melinda St., TORONTO

JAPANESE AND CHINA MATTINGS
AT LOWEST PRICES.

A LARGE STOCK ON HAND OF
Carpets, Linoleums, Oil Cloths, Rugs, etc.

Letters order given prompt attention.

A.R. BURROWS & CO.

—Manufacturers of—

Rug Fringes,
Carriage Fringes and
Carriage Dusters

GUELPH, ONT.

Write us for Samples and Prices.

JAPANESE GOODS.

E. Orth & Co.
YOKOHAMA.

E. S. HASSBERGER, Sole Agent, 10 St. Helen St. MONTREAL

Echizen, Kawamata and Kaga Silks, Silk Kimonas, Dressing Jackets, Dressing Gowns, Embroidered Quilts, Table Covers, Beadspreads, Curtains, Doilies, Quilted Petticoats, Smoking Jackets, etc. Samples of all lines. Telephone Main 3025

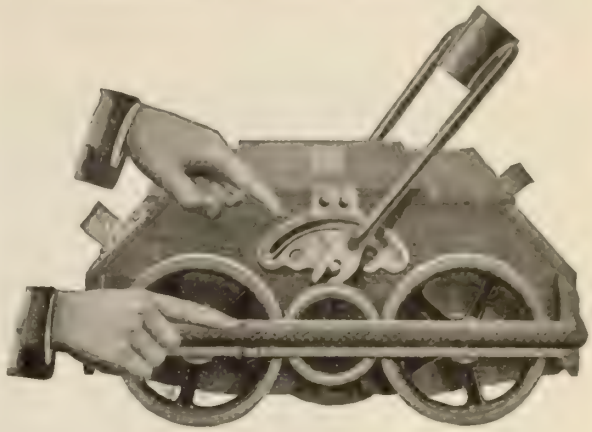
CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

REMEMBER THE GUARANTEE.



"NATIONAL" ROLLER BEARING SWEEPERS

for 1904 are supplied with new and unique patented features that place them still further in advance of any other makes for practicability, efficiency and general good quality for which they are so well known.

(1) **THE NATIONAL'S PATENTED ANTI-TIPPING DEVICE** is the first and only Anti-Tip that fully meets with all the requirements and the only one that prevents the Sweeper from tipping up—throwing the dirt from dust pans—when drawn back quickly or catching on a fold or wrinkle in floor coverings. Not a make-shift, not a make-believe, and no springs to break or weaken in tension, nothing to get out of order. Made of a neat sheet steel stamping, and finished in keeping with the other trimmings.

(2) **NATIONAL'S PATENTED BRUSH RELEASING END BAND**, as applied to our Roller Bearing Monarch and similar models, permitting the easy removal of the brush for cleaning. A slight pull on the clasp, indicated by the hand, allows the brush to drop out—a child can do it. Extremely simple and absolutely nothing to get out of order.

(3, 4 and others to follow.) All good, all tested and proven new, different, better than can be obtained elsewhere. **It will pay you—pay us**—if you will talk with us before buying Sweepers.

NATIONAL SWEEPER COMPANY

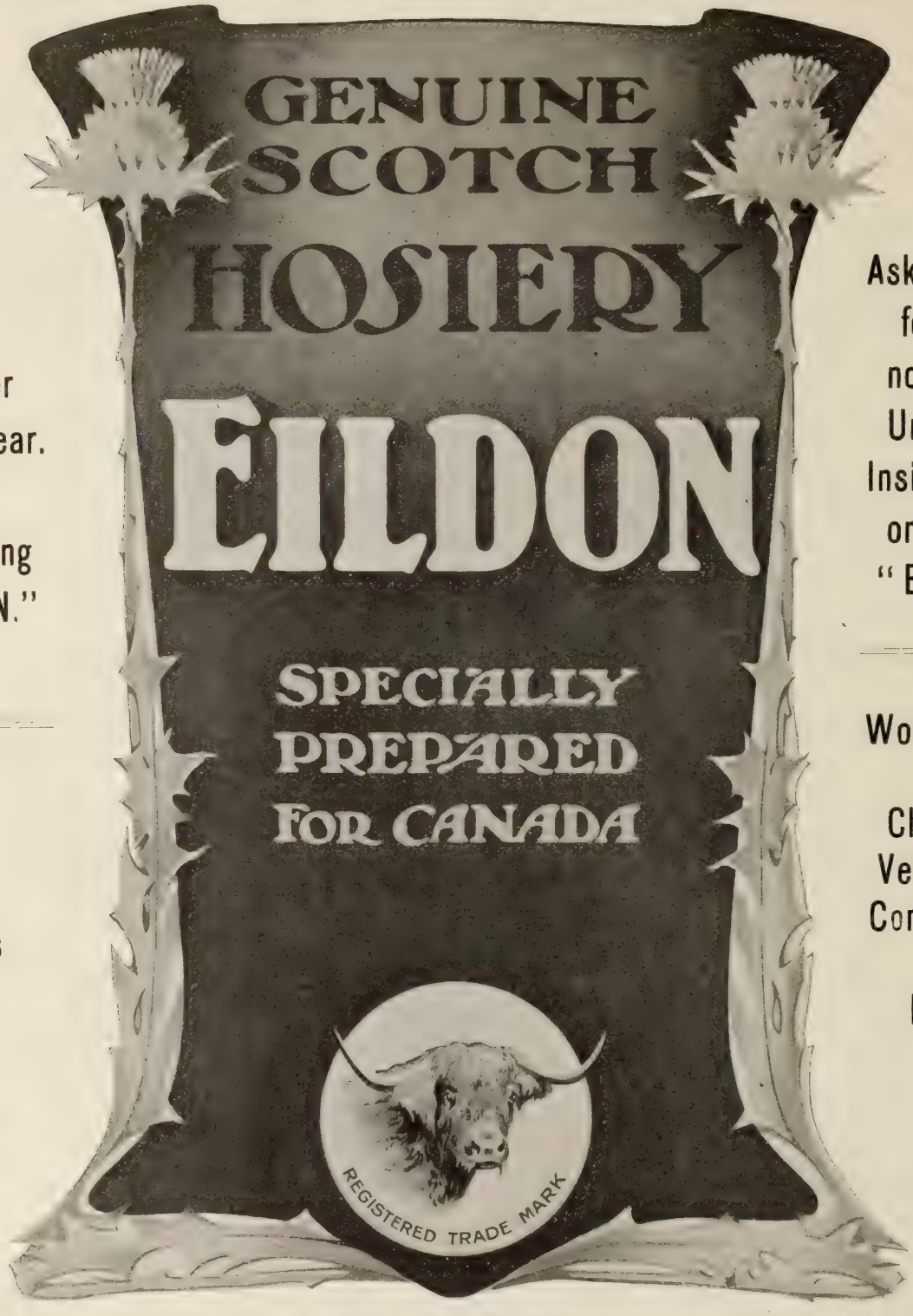
The Largest Manufacturers of Good Carpet Sweepers in the World.

MARION, INDIANA.

Canadian Branch:

45 Colborne St. - Toronto.

ABSOLUTELY RELIABLE UNDERWEAR.



Ask for no other Underwear. Insist on having "EILDON."

Men's Shirts, Pants and Knitted Pyjamas.

Ask for no other Underwear. Insist on having "EILDON."

Women's and Children's Vests. Combinations and Knitted Night Dresses.

OUR LEADING LINE

EILDON "Guaranteed Unshrinkable Pure Wool."

These compare favorably with any other make on the market, and we give an unqualified guarantee with every garment. These are labelled "GUARANTEED UNSHRINKABLE," in addition to Eildon tab.

If your wholesaler cannot supply you, drop us a card, and we will arrange to have samples and a price list submitted to you.

Montreal Representative
JOHN L. WOODS, 214 Coristine Building

Toronto Representative
A. ROLAND WILLIAMS
Manchester Building

Ladies' Wear | KNITTED GOODS | Men's Wear

THE most important feature of the knitted goods world is the slowness of delivery for Spring, particularly in underwear and ladies' hosiery. Now, at the end of March, many of the wholesale houses are almost entirely without underwear save in sample lots. These goods should have been in during January, and in almost every case were promised for December or January, but are coming so slowly that retailers are sending in daily complaints. The blame cannot be attached at all to the wholesale houses, but rests entirely on the manufacturers. There is perhaps a tendency, therefore, to be too hard on the mills and accuse them of lack of judgment in taking orders, or of making few efforts to produce the goods in time. There is no doubt but that there is more or less truth in this, as some of the mills certainly continue booking orders long after their limit of production is passed. This is particularly true of the smaller mills, which are out for business at all costs, and knowing that they make a particular brand which may be in demand, think they can take their time at it. But with all this there are extenuating circumstances that relieve the manufacturer of much of the blame.

* *

Every one knows the labor difficulties which face every employer in these days of labor unions. He is apt to be left without a moment's notice with silent machinery, and at the best there are several days lost before a settlement. Even if all demands are granted, which is seldom possible, the union members seem to deem it advisable to give the employer a taste of a few days idleness. No employer can forsee these strikes, and the production is liable to decrease on this account. Again there is such a demand for laborers in all parts of the country, and the Northwest is taking so many, that there are not enough left to supply the demand, and some mills must suffer for lack of men. This has been a very serious handicap in trying to keep up with orders. During the past season, too, it is reported that several mills were short handed all Winter on account of grip and other sickness. The places of those ill could not be supplied, and thus another obstacle was met.

* * *

Nevertheless there is something radically wrong in the methods of doing business employed by some of the mills. The supplies of Winter underclothing were just as slow as are the Spring deliveries, and two such seasons in succession show an error some place. One manufacturer has sent out word that he has sufficient orders of ladies' Winter underclothing to keep him busy until the end of the year, which means that some wholesale houses will be forced to wait until the latter part of December before the goods arrive, whereas September and October are the limit months to strike the trade in good time. One mill asks the wholesaler to wait until June for goods ordered for January and another asks for the middle of June on goods asked to be delivered in December. Such errors of judgment are unpardonable. The retailer should have his Spring and Summer underwear now, in order to get it marked up and ready for sale.

Summer underwear is receiving more attention than ever. Balbriggan has long been the standard lightweight material, but many varieties have come forward that claim to possess the merit of greater comfort, coolness and smoothness. A nainsook undergarment is said to be pleasant to wear in very warm weather, and linen mesh, fish net mercerized, and lisle, are being shown more than ever. Many are speaking highly of sleeveless undershirts, and drawers which reach only to the knees. Cashmere in very light weights is a neat garment and appears in several very delicate colors that have an attraction of their own. Silk is favored by a few who feel they can afford it, but it will always be objectionable to many, as it is apt to get hard with perspiration, and the silk catches on any roughness of the skin. In the United States a coat undershirt, which is one that buttons down the front to the bottom, is said to be selling well where shown.

* * *

No men's furnishing department can be satisfied at the present time with laying in a stock of plain black hosiery in two or three prices, but must exercise just as much care in the buying as any other department. The present run of fancy hosiery has made the stock one of variety rather than of quantity, and the variety requires good taste and judgment on the part of the buyer. There are fancy hose now that can be sold for 20 cents, while many bring a dollar a pair and over. The fifty cent lines have proved the most popular, and immense choice is provided for. Some of the new hose have gun metal grounds to match shirts so popular, or are tan to match the tan shoe; there are browns and blues, but the favorites are black grounds with patterns in dots or stripes. Stripes are vertical and horizontal, some "stunning" Roman stripes and plaids having a place in some stocks. There are beautiful elastic ribbed goods in the high priced class, that have a rich shot effect. Embroidered half hose, plain or fancy, are the taking Summer styles. In these the patterns are always quite quiet, the embroidered parts making it more difficult to work in designs. Some have embroidered fronts while others are of solid embroidery tops. The double heel and toe half hose is welcomed by many for heavier wear, but some sensitive feet refuse to endure them. Champagne is one of the new popular shades.

* * *

Advances in the cheap cotton lines have been continual, and since the first of the year they are some 25 per cent. higher. Though all lines of underwear are dearer, there has been no slackening in the demand whatever. Fleece lined goods for Fall are certain to be again considerably higher in price. Wholesale houses are paying now for fleece garments the same price (and more in some cases) that they sold these same goods for last Fall, and the retail trade for their Fall, 1904, fleece underwear will pay a corresponding advance. This price, too, that wholesalers are paying was figured on a basis of 11c cotton, whereas cotton now is around 14c. The advance which retailers are asked to pay is about 25 per cent. However there is no probability of their losing money on the

goods. In one case, a jobber who sold fleece goods last Fall at $4, is now paying $1.25 for the identical lines. There is some stock of fleece goods in wholesalers' hands still, but these, if held for Fall and Winter delivery, will sell at almost equal prices with the new goods. High prices have naturally tended to draw the cheaper and medium trades from fleece goods to other lines, and among those which have come into a better demand are Scotch knit woollen garments. These to retail at 50c, are expected to be excellent property for the Fall and Winter seasons, 1904-5. Of course there is always a demand for fleece underwear, at any price, from those who will wear nothing else. There seems to be no doubt but that the trade will be able to obtain all the goods they need for Spring and Summer, 1905, but it is also quite as certain that they will be called upon to pay considerably higher for them.

* * *

The demand for linen mesh underwear has been good and growing continuously. Prices on these goods are firm, and as both the Russian and Irish flax crops last year were disappointingly small, there are likely to be advances in these goods.

* * *

In the matter of price hosiery tells much the same story as cotton and woollen underwear. The man with the hose at "old prices," if he can be found, will have lots of friends in the retail trade.

LADIES' HOSIERY.

RETAILERS are beginning to show Spring lines of hosiery, and these exhibit, when seen collectively, a wide variety of fancy styles. Women have so long been used to plain black in hosiery that the fancy effects and colorings form quite a striking novelty. Though there are so many fancy lines showing, hosiery buyers have made ample provision for the many women of quieter tastes, who will still buy black stockings.

Lace effects in black are just as popular as ever, though there is a tendency towards the thinner, lighter weight goods, and some particularly pretty patterns are being brought out.

Sheer black lisles, with embroideries worked in black silk, in many small flower and figure designs, are among the novelties in better grade stockings.

In high-class trades there is a large demand for silk hosiery, and all shades and colors are shown. This is expected to influence the sale of colored hosiery in the cotton lines in which blues, tans, mole and plum are the leading colors.

EIDERDOWN DRESSING SACQUES AND GOWNS.

THERE is an increasing demand for these goods, as they are so warm and cosy for Winter wear. The new samples for the Fall trade are just about ready for the road.

There is not much change in style or make-up to note, as it is a loose, comfortable garment that is required. Though plain colors are the best sellers, there are some pretty stripes that are sure to be popular with the trade. Many of these garments, both in the dressing sacques and gowns, are made in the collarless fashion, and are edged with a fancy woven border of zephyr wool. Others have the shawl collar, and some of them are trimmed with fancy silk embroideries. Some jaunty little sacques have the semi-tight back with box fronts and are edged and fastened with a cord either in a matching or contrasting color, or have an edge in zephyr wool.

The gowns have frog fastenings and a cord girdle at the waist. Cardinal, sky, cadet and pink are the chief colorings shown, and besides these there are a variety of handsome stripes.

GOLF VESTS, SWEATERS, BLOUSES, ETC.

TRAVELLERS are now starting out with the lines of these goods for the Spring and Fall trade. These goods have been pushing their way into popular favor for the past few seasons, and from present indications are likely to occupy a stronger selling position than ever in the trade this Spring and Fall. They were first introduced for wear when golfing, but like many other popular garments their many merits have brought them into general use. Last year there was a considerable shortage in them, and long before the season was over it was very difficult to get repeats filled.

The retail trade is just at present making advance showings for the benefit of the large class of people who go South, to escape the stormy and changeable Spring weather. The Norfolk and the blouse coats are the novelties in these garments. These are both belted coats, and some of them have a small cape or epaulette effect over the sleeves. Many have the collarless neck, and the Norfolks have knitted bands simulating the box pleat that occurs in the Norfolk coat when made of cloth. Both this and the blouse style are receiving a good deal of attention.

The useful little golf vests, though they are not so new, are steady sellers. The chief charm of these garments lies in their practical qualities, and they owe their place in the trade to the fact that they are so light and warm, combining ease and comfort with a high measure of protection against sudden chills. The fancy for flaked effects comes out strong here, the newest showing little dots and dashes of white on a colored ground or black on white. The standard colors seem to be red, black and white. Some few striped effects are shown but the flecked goods are newest.

A new sweater for ladies and children buttons down the front, and as it is much easier to put on and off than the old style it is likely to be a seller.

Ribbed Cardigan jackets both with and without sleeves to wear for extra warmth, are selling in black, navy, red and white, etc. Where buttons are used they are the plain, bright brass buttons.

A NEW KNITTING MILL.

STRATFORD is to have a big, new industry, which will employ from eighty to one hundred and twenty-five hands. This will be a knitting mill, which will be run by a company having $40,000 capital. At its head is Mr. Benj. Williams, one of the best practical men in this part of the province, and he is strongly backed by local and outside capital. His company will obtain their charter shortly. Mr. Williams is well known to people in Stratford, Mitchell and other points. He had valuable experience in the Dufton woollen mills here, and also in the Mitchell mill. He is looked upon as one of the strongest men in his line that can be secured to take charge of an industry of this kind. The company are not asking anything from the city.

The location of the new factory was made certain this morning, when the company acquired a lot on Erie street of 61 ft. frontage and 133 ft. depth.



. . . The . . .

"PESCO"



"All Wool" or "Silk and Wool"

Unshrinkable Underwear

is made in all textures and shapes for Ladies, Gents and Children.



SEE OUR SAMPLES AT MONTREAL OFFICE.

"Pesco" is Scotch Made.







"Pesco" is made of the best qualities of 2 and 3-ply twisted yarns, and is therefore not only very soft and elastic, but retains its elasticity until worn out.

"Pesco" is full fashioned, and has therefore no rough seams as in cut goods. It does not irritate the most sensitive skin.

"Pesco" is guaranteed absolutely unshrinkable. Any garment shrinking in washing will be replaced.



Manufactured solely by

Peter Scott & Co., Ltd., Hawick, Scotland

FULL RANGES OF SAMPLES AT

Montreal, Canada,
J. GILMOUR,
Room 205, Coristine Buildings,
St. Nicholas Street

Glasgow,
ADAM VEITCH,
358 Central Chambers,
93 Hope Street.

London,
ALFRED THOMPSON,
11-12 Foster Lane, E.C.

Building operations will be started as soon as weather permits, and the mill will likely commence operations by the end of May. As plans have not been drawn, particulars as to the building are not available, but it will be a fine white brick structure.

The goods manufactured will include stockings, socks, etc. The market will largely be in Ontario and the Northwest.—Stratford Herald.

A SHORTAGE IN YARN.

THERE is a difficulty looming up before the manufacturers in the shortage of yarn suitable for the manufacture of underwear. The high prices of cotton and wool and the shortness of the supply have made it impossible for the spinners to turn out sufficient quantities for the mills and the result is the latter have run short in the United States. The situation is quite serious, as many have been forced to close down and Spring orders have not yet been filled. There is no immediate relief in sight as holders of cotton and wool are not anxious to part with their goods, and the cotton market remains high.

"PESCO" UNDERCLOTHING.

DURING a recent conversation with Mr. George Scott, of Messrs. Peter Scott & Co., Limited, of Hawick, Scotland, manufacturers of the "Pesco" brand of underclothing, I elicited some information that should be of interest to the readers of The Review, particularly to those who are handling the "Pesco" goods. His firm, founded in May, 1878, was originally Adamson & Scott, and in 1881 became Peter Scott & Co., a limited company being formed in July, 1902. They claim the distinction of being the first Scottish firm to manufacture unshrinkable underwear, and the large and increasing extent of their trade shows the growing appreciation of their goods.

In the early days of the industry in Hawick, when the work was done on hand looms, there used to be about 1,500 hand looms operated, while now it is doubtful if 100 are operated, and even they in the nature of things will probably be totally extinct in a few years time. But the hosiery production has increased sixfold. Twenty years ago an improved frame was introduced and numerous improvements have taken place since then. The first power frames made only one garment and until quite recently six garments were the most that could be made on one frame, but now the "Pesco" factory is equipped with machines which make eight and twelve full-fashioned garments simultaneously, the latter being the largest machines which have ever been built for the trade, and also the largest which have been introduced into Scotland. The firm experience no little difficulty in getting new machines supplied quick enough to keep up with the demand for their goods. Those who regret the disappearance of the old hand looms may be consoled to know that, whereas in the old days the hand worker would get tired at the end of the day's work, and let stitches get slack, uneven, and irregular, the power looms keep even and steady throughout the whole process, producing excellence of work, that would be impossible under hand loom conditions.

Great success has been achieved by the manufacturers in their new line of "Snow-white" "Pesco" goods, which for absolute purity of whiteness would be difficult to match. Not only are these goods pure white when new, but they retain their whiteness throughout their wear, and do not turn a dull shade of yellow after washing. Years ago there was a considerable demand for men's underwear in white, but it fell off entirely during recent years, owing to the unsatisfactory nature of the shade. Now, however, with the advent of the "Pesco" "Snow-white" goods the demand has again arisen for men's white underwear, which will retain its whiteness; and large quantities are being manufactured. This shade is particularly suitable for ladies' combinations, vests, spencers and drawers, and to those hosiers who cater for a ladies' trade we confidently recommend the "Pesco" "Snow-white," as we are sure that white woollen underclothing of this character will appeal to the fancy of most ladies.

The unshrinkable finish of the "Pesco" goods has been subjected to most severe tests, but garments thus treated always retain their softness and elasticity,—in fact washing appears to improve them.

Since perfecting arrangements for the sale of their various lines in Canada, through Mr. James Gilmour of Montreal, Messrs. Peter Scott & Co., Limited, have laid the foundation for a very satisfactory business. With every garment goes the manufacturers' guarantee of absolute unshrinkability and as a proof of good faith, they undertake to replace any garment that shrinks in the washing. This is a practical evidence of the confidence they have in the excellence of their goods, and the perfection of their "Pesco" unshrinkable finish.

WOOLLEN FACTORY FOR VANCOUVER.

A DESPATCH from Vancouver says: "Woollen garments will be manufactured before long in Vancouver if present negotiations are successfully concluded. A passenger by the last Australian steamer, who is the owner of a large sheep ranch, came to Canada for the purpose of looking into the question. He was invited here by a well-known citizen, who was convinced that there was a splendid opening in Vancouver for such a factory. The C. P. R. steamship line are very anxious to carry freight from Australia, and the rates quoted, particularly on wool, which in bales take up little room and weighs practically nothing, are very low indeed. This first cost of laying the wool down in Vancouver for the manufacture of garments, would enable the wool to be manufactured and quoted in British Columbia, Manitoba and the Northwest so far under Ontario prices, as to make those markets sure. The scheme can be easily financed, and it is probable the factory will be built at an early date."

Looking for Something Better?

Then write us.

The making of knitted underwear a little better than others is both our business and our ambition.

We specialize · Ladies' and Children's Underwear take up our entire time and thought.

Selling Agents :

TORONTO :	MONTREAL :	ST. JOHN :	WINNIPEG :
McCLUNG & BURNS	A. L. GILPIN	J. A. MURRAY	BRYCE & CO

The **Watson Manufacturing Co.,** Limited

PARIS, CANADA.

FOUR GENERATIONS OF MANUFACTURERS.

A NEW DEPARTURE IN

TRY THE NEW ELLIS BRAND!

KNITTED UNDERWEAR.



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NOTHING EQUAL, in Canada or elsewhere, in all the range of KNITTED UNDERWEAR, to **THE ELLIS SPRING NEEDLE RIBBED KNITTED GOODS, in** COMBINATION SUITS and OTHERWISE men's and ladies', being from the superior and peculiar construction of the fabric, of a specially ELASTIC and UNSHRINKABLE character, and combining all the qualities which go to make up perfectly-fitting and comfortable underwear.

Do not fail to ask for these goods, and do not consider any other lines on the plea that they are "just as good," which means that **THE ELLIS SPRING NEEDLE RIBBED UNDERWEAR** is a superior fabric to any other make.

The Ellis Company are the only makers in Canada of these beautiful goods, being the sole users in the Dominion of the necessarily fine and patented machinery.

THE ELLIS MANUFACTURING COMPANY,

FACTORY AT HAMILTON, ONT. Limited.

Selling Agents: Dignum & Monypenny, Toronto and Montreal

ANNOUNCEMENT

To the Retailers of Dry Goods and Men's Furnishings of Canada.

WE ARE PRODUCING A COMPLETE RANGE OF

Men's Knitted Golf Gloves
Women's " " "
Misses' " " "
Youths' " " "
Infants' Knitted Woollen Mitts
Children's " " "
Women's " " "
Men's " " "
Youths' " " "

FOR SEASON OF **AUTUMN 1904**

THE RICHARD L. BAKER COMPANY, our Selling Agents, will submit to you our unequalled values in due time to secure for you good deliveries.

The Stratford Knitting Co., Limited

STRATFORD, ONT.

Crescent Brand

Hosiery and Underwear

S. Lennard & Sons

DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.

28 Wellington St. West, TORONTO, ONT.

APRIL, 1904. **RETAIL TRADE ONLY.**

By the end of this month every careful buyer should have placed his order for his Fall requirements in Hose, Over-Hose, Half-Hose and Fine Mitts.

Have you placed yet? If not, we would advise you to see our samples before doing so, as we are confident that the inspection will be interesting to you.

Our leaders — **GODERICH, AI, O.K.** and **K.** are money-makers and trade-retainers for the retailer. They are taking so well that we shall soon be filled up on these specials.



The values on our regular lines of

MAPLE LEAF BRAND

are also unsurpassed.

We never before offered such great inducements in our

ALASKA BRAND



ALASKA BRAND

of Lumbermen's Socks and Mitts, which will interest every dealer in this heavy class of goods.

"A word to wise is sufficient." Be in it for next Fall, and leave the taking care of your order for these goods with us. It will receive the best possible attention.

PROMPT DELIVERIES. SATISFACTION GUARANTEED. EVERY PAIR WARRANTED.

The Goderich Knitting Co., LIMITED, ...Goderich, Ont.

J. E. LEWITT, Manager. Established 1895.

SELLING AGENTS:

McCLUNG & BURNS, 58 Bay St., Toronto, Ont.

A. L. GILPIN, 409 Temple Bldg., Montreal, Quebec

J. H. PAYNE, Box 643, Winnipeg, Man., N.W.T., B.C.

FRED. S. WHITE, St. Stephen, N.B., For Maritime Provinces.

DRY GOODS TRADE MATTERS IN BELFAST

From Our Own Correspondent

Belfast, Ireland, March 15.

UNLIKE many of the other kindred textile industries, the linen trade is not to any great extent effected by the general depression of of the last six months. In Lancashire, owing to the deficiency in supply of raw cotton, mills are only working 40 hours per week, instead of the usual 56. This curtailment of production represents a shrinkage of several thousand pounds in wages every week. This, it need hardly be stated, is causing much hardship throughout Lancashire. It is an ill wind, however, that blows nobody good. The adverse circumstances through which the cotton trade is now passing, has had a most beneficial effect upon the linen trade, and more especially on the all-linen fabrics. It is now quite possible to purchase low grades of all linen goods, at prices that are being asked for all cotton.

* * *

Of course the high price of cotton, has handicapped the Irish manufacturers in the union end of the trade. The report of the Linen Merchants' Association for the past year, and the statistics which the association publish, is practical proof of the truth of the foregoing statement. The exports for the past year show a decrease of 5 per cent. in quantity, but to counteract this there is an increase of 0.7 per cent. in value, which clearly indicates that the demand has been on the better grade or all-linen goods. The United States are now making union linens on a large scale, and as this country takes about the half of the production of Ulster, the decrease in quantity is easily accounted for. It is very gratifying to find that the exports of linen goods to Canada during 1903 established a record.

* * *

The decline of flax cultivation in Ireland is assuming a serious aspect. Manufacturers are afraid that if they have to depend on their supplies from Russia and other Continental countries, the day may come when they would be obliged to face a difficult situation, such as the Lancashire cotton manufacturers are now experiencing. The improved methods introduced and the distribution of Continental flax growing experts, in various parts of the country, should do much to stimulate farmers to resume the cultivation of the crop, which would now repay them much better, than ordinary agricultural produce. The Irish manufacture, however large the home supply, can afford to ignore, or be independent of the Continental producer. There are a class of yarns used for very fine linens that can only be obtained on the Continent.

* * *

Ulster manufacturers and merchants are now paying more attention to the requirements of the Canadian market, and many firms who hitherto neglected this market are now giving it attention, and having a bid for share of the trade.

The Canadian preferential tariff allows Irish makers to compete advantageously, the heavy tariff on linen goods to the States handicap the trade to an enormous extent. That is why the American manufacturers can compete with the Irishmen in the union goods. They have also a double advantage, inasmuch as they have the cotton growing almost at their very doors.

* * *

Linen fabrics for ladies' dresses are at the moment in great demand. The United States are buying heavily, and these goods should be popular during the coming Summer. Every available loom capable of making these goods is booked up for many months.

* * *

In the Irish section at the forthcoming St. Louis exhibition, the American people will have an opportunity of examining a joint exhibit of the staple industry of Ireland. The display will be a representative one, including linens, yarns and thread and at the present juncture, when the United States makers are striving to cultivate the linen trade, should prove both interesting and instructive to them. The following firms are exhibiting under the auspices of the Department of Agriculture and Technical Instruction in Ireland: Messrs. W. Barbour & Sons, Limited, Lisburn; Messrs. John S. Brown & Sons, Belfast; The Brookfield Linen Co., Belfast; Messrs. Dunbar, McMaster & Co., Gilford; Messrs. W. Ewart & Sons, Limited, Belfast; Messrs. F. W. Hayes & Co., Limited, Banbridge; Messrs. Henry Watier & Co., Limited, Belfast; The Northern Linen Co., Limited, Belfast; Messrs. Richardson, Sons & Owden, Limited, Belfast; Robert Stewart & Sons, Limited, Lisburn, and The York Street Flax Spinning Co., Limited, Belfast. — R. M.

FILTHY COINS ALSO.

APROPOS of the frequent protests appearing in the Canadian press against the circulating of dirty bills, from which disease might easily be caught by those handling them, the great London medical journal, The Lancet, has the following to say in regard to metal money, suggesting that the banks should wash all money passing through their hands:

"The two-shilling piece is the happiest hunting ground for bacilli," said a London doctor. "The shilling is nearly as bad, and any coin that is milled round the edges has additional hiding places for germs.

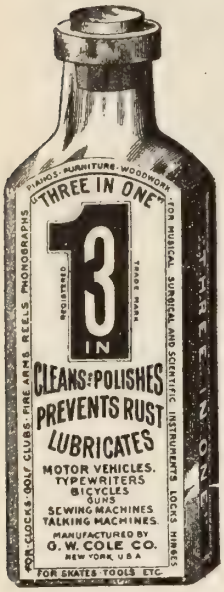
"Such diseases as erysipelas and pityriasis versicolor may readily be transmitted through coins, and a well known French physician has obtained in this way cultures of every known bacillus from anthrax to typhoid fever.

"As to precautions, the average person cannot do better than fill his purse with powdered boracic acid. The coins enter the powder in a greasy condition from contact with the glands and pores of the hands. The powder adheres to this and turns the dirt into a mildly antiseptic mixture which will preserve its qualities for weeks after being removed from the purse.

"When one sees the way coins are placed in the mouth by ladies, omnibus conductors in search of change, and children, it is really surprising that coins are not responsible for more disease than they are.

"There is another fact that may be accounted for by the germ-laden coin. Men are more liable to skin diseases of the face than women. This might well be attributed to their habit of carrying coins in the trousers pocket. The bacilli remain on the lining of the pocket, and every time the hand goes into it it becomes infected and carries the mischief to the face."

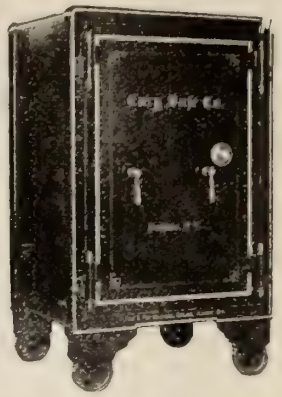
3 in One



A good line for your notion counter. Easy to sell and makes friends wherever it goes. Splendid for furniture and the best lubricant in the world. Sold by all leading jobbers. Write for samples and advertising.

G. W. COLE CO.

143 Broadway, - - New York.



FORD & FEATHERSTONE

Importers and dealers in

FIREPROOF SAFES, STEEL BANK SAFES, VAULTS, TIME LOCKS, DEPOSIT BOXES.

Combination locks put on and combinations changed. Safes repaired, etc.

10 John St. N., Hamilton, Ont.

ESTABLISHED 1855

TAYLOR'S DOUBLE TONGUE & GROOVE SAFES

145 & 147 FRONT ST. EAST. TORONTO.

The

National Cash Register Company

GUARANTEE

To furnish a **BETTER** cash register for **LESS** money than any other Concern in **THE WORLD**.

We have sold over **$50,000,000** worth of CASH REGISTERS. Before you buy a CASH REGISTER, **know** that it is recommended by good business men.

NATIONAL CASH REGISTERS for $40 and upwards.

Our MULTIPLE CASH REGISTER is the **only** Register in the world that tells **which clerk made the mistake**.

Investigate our systems for any business.

NATIONAL CASH REGISTER COMPANY

129 King W., - TORONTO.

Drop us a card and our traveller will call with full line of samples when next in your vicinity.

DON'T!

See the machines.

See them work.

It is performance that counts.

Much talk won't make a cash register good or bad.

THE HALLWOOD

Cash Register makes claims and proves them.

See the machines.

See them work.

Learn our price, and **DON'T** be "bluffed."

THE

Hallwood Cash Register Co. of Canada

78-80 King St. E., TORONTO. **1782 Notre Dame St., MONTREAL.**

THE OFFICE

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

A PERPETUAL INVENTORY FOR A RETAIL STORE.

TO know just how a business stands, says a writer in System, a perpetual inventory of stock is necessary. A card, similar to Figure 1, is used for each article in stock and is headed with the name of the article. Below this is kept a record of the goods received, with the date and quantity, and a record of the goods issued or disbursed and the balance on hand. This gives a perpetual

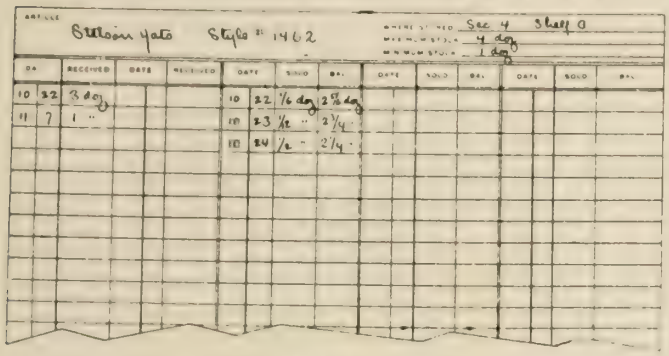


Fig 1.

inventory. If desired, the cards may be arranged to show the names of concerns from which the goods are purchased, with the prices, so that the cards will show not only quantities, but the values of the stock on hand.

For each article in stock a maximum, normal and minimum limit should be established. These limits should be entered on the space provided for the purpose at the head of the card, so that the cards will always indicate when goods should be ordered.

The cards should be arranged according to the class of goods, first dividing the stock into its various classes and arranging these in alphabetical sequence. A half-cut centre projection guide card is used to indicate each

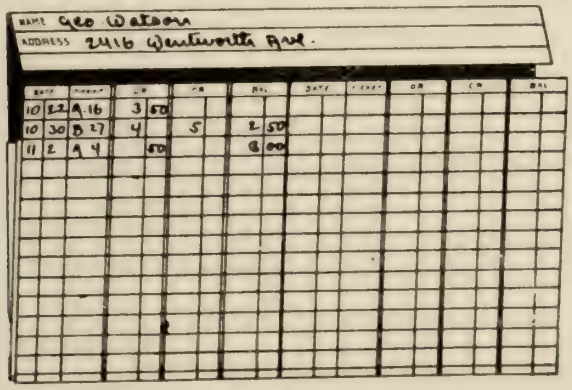


Fig. 2.

class. In front of these guides the stock cards are filled either alphabetically or by sizes, depending on the nature of the stock.

These stock records may be easily kept by the cashier, as the sales in the different departments may be tabulated on a sheet as the sales slips come in.

In this connection we call your attention to a very simple system for keeping our credit accounts. This is a folder system, using a 4x6-inch folder, as shown in Figure 2.

Instead of copying the items from the duplicate sales tickets, the total amount of the ticket is entered in the debit column on the outside of the folder, the date and ticket number being given. The tickets themselves are then filed in the folder. This makes a filing system and ledger combined. The folders are filed in a regular card drawer, indexed with alphabetical guides.

Two sets of guides are used to separate the open and closed accounts. When an account is paid or balanced, the folder is transferred to the division of paid accounts. Here it is indexed in the same manner as in the first division, so that if the account is reopened the folder may be readily located, and may be used until the space is entirely filled up.

With this system but one copy of the items is necessary, and that when the charge ticket is made out or the order taken. If a customer calls at the store to settle his account, the original entries may be shown him. This makes a satisfied customer, as there is no possible chance for a dispute when the customers see the charge slips themselves. In case an itemized statement is necessary, this can be made out from the charge slips themselves as quickly as though the items were entered on the ledger page.

A QUESTION OF DISCOUNTS.

In a recent issue a paragraph was re-printed from the Book-keeper giving a problem in discounts. It attracted quite a little attention and we publish herewith some letters discussing the points in question.

Editor Dry Goods Review:

There are several ways of looking at the matter, but, in my opinion, the cash discount should only be allowed on the actual cash payment because the objects in allowing a discount for cash are to put one's self in possession of the ready money, close the outstanding and lessen the term of and amount of risk.

Others may be of the opinion that the cash discount should be allowed on the amount of the invoice that the payment covers instead of the actual cash payment. Admitting this for the sake of argument, suppose the buyer gets into difficulties after he has made a cash payment on account and been allowed the cash discount on the amount of the invoice that the payment covers instead of on the actual cash received, the seller stands to lose a greater amount than if the cash discount had been allowed on the cash payment only.

Business competition is keen, cost of raw material high and the margin of profit so low that the manufacturer and merchant must be on the alert to see that they run no undue risks of long credits while striving himself to get all the discounts available.

I hope other office men may think your query as worthy of reply, as does ROYLAT.

Hull, Quebec, March 18.

* * *

Editor Dry Goods Review :

The following being your example : A man buys a bill of goods amounting to $1,286. Terms, 1 per cent. 10 days, and pays $4,000 cash in the limited time. How much discount is he entitled to ? I should think he would be entitled to a discount of $166. 73. That is, he should be credited with cash $4,000 and discount $166.73, or $4,166.73 in all. If his bill had been $4,166.73 and he was allowed 1 per cent. on it, then the amount of his cheque ($4,000) would settle the account in full. The following is the solution : $4,000 equals 96 per cent. of total amount which he should get credit for. Therefore the total amount which he should get credit for is 100-96 of $4,000 or $4,166.73, or a discount of $166.73, and the balance of account yet to pay would be $1,286 less $1,166.73, or $119 1-3. A. McMURRAY.

Gilmour, March 18.

* * *

Editor Dry Goods Review :

Now, while there are perhaps several ways of looking at it, it seems to me that the only equitable way to deal with a customer who buys a bill of goods amounting to $4,286 at ten days' less 4 per cent., if he pays $4,000 on account, is to allow him 4 per cent. discount on $4,166.67 —the amount of the bill covered by the remittance, supposing it had been in full settlement ($4,166.67 less 4 per cent.—$4,000). The balance, $119.33, if not paid within the 10 days' limit, and assuming the time limit without discount to be, say, three months, would be subject to a charge for interest at the expiration of the three months, if allowed to run beyond that date without being paid.

Of course under certain circumstances where a customer is in the habit of allowing a small outstanding balance to run for a long period without being paid, thus keeping the account in a very unsatisfactory state, it might be policy to allow the discount on the amount of the cash payment only as he would eventually find out that he would be money in pocket by paying the full amount of the bill each time instead of leaving a small balance unpaid.

The injustice to a good customer in allowing the cash discount on the amount of the cash received, only, can perhaps be better illustrated by taking the following examples :

Suppose a customer buys goods to the value of $10,000 at 5 per cent, 30 days, or 4 months terms. During the month he remits his note at 4 months on account for $5,000, leaving $5,000 unsettled. Later on just as the 30 days' period is up he calls with a view to paying the balance in cash; he naturally expects and would be credited 5 per cent. on $5,000—$250—leaving $4,750 to pay in cash. Now, take the same purchase, $10,000, and suppose during the month the customer comes in and instead of giving note he pays cash on account, $4,750, and the discount is allowed only on the amount of the payment, 5 per cent. on $4,750 ($237.50)—$4,987.50—leaving $5,012.50 unsettled. Later on he gives his note at 4 months for this balance.

In the first instance he gives sometime during the month a P. N. at 4 months from date of purchase for $5 000, and at the expiration of the 30 days cash for $4,750—$9,750.

In the latter instance he gives some time during the month cash on account, $4,750, and later on a P. N. at 4 months from date of purchase for $5,012.50—$9,762.50.

It will be noticed that the cash payment is the same in each case, but in the latter instance it may have been paid some time before the 30 days' period was up and yet notwithstanding this, the total amount of this settlement is $12.50 in excess of what it is in the first instance. "YEDDO."

Ottawa, March 18.

* * *

Editor Dry Goods Review :

Referring to "a question of cash discount" in your columns of this week's issue. If, instead of $4,286 the bill was $4,166.67, the cash discount at 4 per cent. would by $166.67, and $4,000 cash would settle the account. It is clear, therefore, that the customer is entitled to credit for cash and discount, $4,166.67 exactly. Any opinion other than the above is manifestly in error.

COMMERCIAL ARITHMETIC.

Hamilton, Ont , March 18.

* * *

It seems plain to my mind that the customer should receive a discount on the amount his remittance would cover, in this case $4,166, leaving the balance to be dealt with as the circumstances of the next payment may warrant. Still I would like to hear the arguments of someone holding the opposite view.

My reasons are these ! Supposing the bill of goods was $4,166.66, and the 4 per cent. discount would wipe out the odd dollars and cents and the $4,000 dollars would cover the whole amount. The balance, as far as discount is concerned, should be treated as a separate bill. J. A. DWYER.

Parry Harbor, Ont., March 22.

* * *

Our columns are still open for the discussion of this interesting subject.

CORRESPONDENCE RESPONSIBILITY.

UPON those who dictate the correspondence rests a still heavier responsibility, says Profitable Advertising. This is entirely too big a subject for casual comment.

It is one of the greatest fields in any business for the exercise of intelligence and tact.

Not only one's familiarity with the business itself, but one's whole knowledge of men and affairs is called into play.

A man can go on for a lifetime perfecting himself in such work.

In handling a large correspondence constant self-discipline is required to give the dictation life and interest.

The tendency is to degenerate into a mere machine, to use stereotyped forms and phrases.

Most business men seem incapable of putting their own personality into a letter, unless they are angry.

When a man is angry he should call his stenographer and dictate freely all that he feels inclined to say, have it carefully written out, read it thoughtfully, and then tear it up. It gets the load off his chest, and at a later hour or the next day he may be better qualified to do himself justice.

No outward expression of a business is of more vital consequence than the mail that goes out every day; what is said and the way it is said. The spirit of your business is sure to show in your correspondence.

Special Advertising Rates have been arranged for space in "The Office," and will be gladly quoted on request.

NEW TELEPHONE LINE

A new copper metallic line has just been completed from Simcoe to Port Rowan. The towns listed below can now be reached from Toronto at the following rates :

PORT ROWAN -	50c.
ST. WILLIAMS - -	50c.
VITTORIA - -	40c.

The Bell Telephone Co. of Canada

THE BEST STOCK

TEES DESKS !!!

THE LOWEST PRICES

TEES & CO.

300 St. James St., - - MONTREAL

TRUCKS

FOR WAREHOUSE AND FACTORY.



Save You Money.
Do Men's Work
Draw No Salary.

Our Trucks are guaranteed satisfactory. Turn in their own length.

MADE IN CANADA.

H. C. SLINGSBY FOR CANADA.

Factory, Ontario Street. Temple Building, MONTREAL.

TRADE MARK

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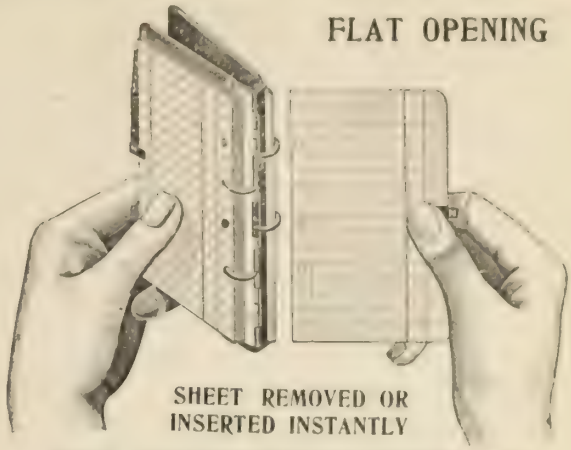
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Why not get the best items that are printed on the subject?

We read and clip thousands of newspapers every week—therefore we can equip you **speedily** and **economically** for a debate, speech, lecture essay or anything else requiring up-to-date information and more of it than your competitors are likely to get.

Terms - 100 Clippings,		$ 5.00
250	"	12.00
500	"	22.00
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Send for our Booklet which fully explains the scope of the clipping industry.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

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How Long Does it Take

To render your accounts every month? With the Briggs Ledger System you can render 500 accounts in 35 minutes, and then know that they are absolutely correct.

Write for our free catalogue.

The Briggs Ledger System Co.,
Limited
75 York St., - Toronto, Can.

THE MAIL ORDER BUSINESS.

AN interesting phase of the development of the mail-order idea, remarks Profitable Advertising, is the opportunity offered persons with very little capital to go into the business. There are many manufacturers who will furnish printed matter for distribution and fill all orders received, thus obviating the necessity of paying out money for preliminary advertising matter or for stock. The initial expense, then, is merely the cost of postage, which may be made as much or as little as convenient.

It is doubtful, however, if experiences of this sort prove satisfactory. Simply sending out a few batches of printed matter will not establish a paying business, and unless one has some practical knowledge of successful methods of promoting sales he had better think twice before taking this "short cut" to riches.

The mail-order business is a very attractive proposition, but, as in every other enterprise, brains, energy, money, and time are required to make it successful.

A QUESTION OF ARRANGING ACCOUNTS.

The Business World recently published the following from a reader: "The writer desires an opinion on a much disputed question, and the matter is left to you for final decision.

"The subject at hand is one of averaging accounts. The facts are as follows:

"A purchases various bills amounting to $5,185.79 on terms of sixty days, 7-10. These purchases average due May 9. Prior to maturity of these purchases the following partial payments on account are made:

January 3	$1,000
January 9	500
January 23	500
March 17	1,000
May 6	1,000

"On December 12, A settles the above account, deducting cash discount on the total purchases, and tenders B his check for $700 in full settlement, less interest of $23.50, or a net check of $676.33. At the time of sending the check for $676.33 he deducted thirty days' interest, and the $676.33 is supposed to represent the net balance due at date of December 12.

"B maintains that the check of $676.33 did not settle the account, but left a balance due (owing to him), A having deducted too much interest for anticipation. The dispute arises on what constitutes the balance of account.

"A maintains that the balance of the account is the amount due after all discounts were deducted.

"B states that the discount does not enter into the question of average, but that the balance in averaging the payments should be the amount before the discount is deducted, viz.: $1,055 and not $700. As this makes a difference of some days I would ask your respected opinion on same. Trust that you will answer this through the columns of your paper, as it will interest many."

What do readers of The Review think of the question?

LOOSE LEAF PRICE BOOK.

The Loose Leaf Price Book advertised by Hart & Riddell, Toronto, in this issue will be found useful to salesmen, order clerks, buyers, travellers, and in many departments of wholesale and retail houses. Prices can always be kept fresh, clean and up-to-date. Any page of old prices can be removed and new pages inserted in an instant. The Tengwall price books are flat opening, the sheets lie perfectly even and can be written on from edge to edge. By simply pressing the covers back any single or number of sheets may be removed or inserted quickly and easily.

CLERKS' DEPARTMENT.

WORK AND PAY.

HE is a very short-sighted young man who measures his work by his pay. There is nothing which more surely condemns a man to sterility at the start than the determination not to do anything more than he is paid for doing. The dread of working overtime is a sign of inefficiency. The men whose lives are affluent in results do not stop to count the hours by the way, nor do they keep a careful record of the force they have put forth. What they care for is a chance to work to the top of their bent; and the honest man will not rest content until he gives more than he receives.

The first step in achievement is to be ready to do the work of the position beyond that which a man holds. A young man who is prepared to do the work of some one who is superior to him in position has the best chance of ultimately securing his chance of advancement. He is in the line of natural selection. As a matter of fact, much of the best work that has been done in the world has not been adequately paid for, but those who rank work not as a task, but as an opportunity, will be in the end the most generously recognized.—The Republic.

RULES FOR CLERKS.

The following rules by which the clerks employed by a large manufacturing concern are guided, will bear repetition:

Find the easy, the quick and the safe way to do things. By this method you can learn to accomplish 10 per cent., or even 25 per cent. more results by the same expenditure of strength.

Let nothing go over for tomorrow that ought to be disposed of to-day. Let no customer, or possible customer, who expects to hear from us in the morning, or by the next mail, be disappointed.

Over the telephone be especially polite, so as to bring yourself in contrast with many telephone operators, office boys and others, who seem to wish to insult you because they are at a safe distance.

Study your work so as to constantly make it quicker, safer and better. Go to your chiefs with suggestions for the improvement of our service.

Misrepresentation may sell goods, but it will never make customers. The first sale it succeeds in making will be the last one so far as that particular customer and his friends are concerned. The world may like to be humbugged, but not more than once at the same place, or in the same way.

One dissatisfied customer can work more injury than a dozen pleased patrons can efface. It is the former class that takes especial delight in telling his or her neighbors about the poor service extended to customers.

Sarcasm is one of the surest ways of hurting a customer's feelings and driving away his patronage. Every customer, whether he buys or not, is entitled to courteous treatment, and clerks who make non-buying patrons the targets of sarcastic references should be discharged.

This list is for the purpose of placing retailers, manufacturers jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,

Leading Canadian Accountants and Auditors

adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems making collections and investigations, handling estates making valuations, etc

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Chartered Accountant,
Auditor,
Financial Valuator.
207 Manning Chambers, City Hall Sq.,
Toronto, Canada.

Cable Address: "Wigwam."
T. G. WILLIAMSON,
Chartered Accountant and Auditor,
15 Toronto St., Toronto, Canada.

F. H. KIDD,
Chartered Accountant, Auditor,
Assignee, Etc.
505 McKinnon Bldg., - Toronto.

JENKINS & HARDY,
Assignees, Chartered Accountants,
Estate and Fire Insurance Agents.
15½ Toronto Street Toronto.
465 Temple Building, Montreal.
100 William Street, New York.

This space $15 a year.

HENRY BARBER & CO.,
Accountants and Assignees.
Offices:
18 Wellington St. E., Toronto, Ont.

WILLIAM FAHEY,
Accountant and Auditor
402 McKinnon Building, Toronto.

This space $15 a year.

GEO. O. MERSON,
Chartered Accountant,
Auditor, Assignee, etc.
Regular and Special Audits.
27 Wellington St. E.,
'Phone Main 4744. Toronto.

This space $15 a year.

This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,

LEGAL CARDS.

organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature
For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto

BEATTY, BLACKSTOCK, FASKEN & RIDDELL,
BEATTY, BLACKSTOCK, CHADWICK & GALT,
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Offices, Bank of Toronto,
Tel., Main 3813. Toronto, Ont.

JAS. H. BURRITT, K.C.
Solicitor, Notary, Etc.
Pembroke, - - Ont.

D. O. CAMERON, Barrister.
Equity Chambers, Toronto.
Branch Office, Oakville, Ont.

I. L. O. VIDAL.
Barrister, Solicitor, etc. Collections and Commercial Law.
Montmagny and Quebec City, Que.

TUPPER, PHIPPEN & TUPPER,
Barristers, Solicitors, Etc.
Winnipeg. - - Canada.

J. C. HAMILTON, LL.B.,
Barrister, Solicitor and Notary.
McKinnon Building, Toronto.
'Phone, Main 65.

ATWATER, DUCLOS & CHAUVIN
Advocates Montreal
Albert W. Atwater, Q.C., Consulting Counsel for City of Montreal Chas A. Duclos Henry N. Chauvin

Educational Department.

The following institutions for the education of business men's sons and daughters are recommended by this paper:

Would You Like to Go to a Business College?

We teach Book-keeping, Shorthand, Penmanship, Commercial Arithmetic, Commercial Law, Correspondence, etc.

BY MAIL

We teach them thoroughly and at a small cost. Write for our free booklet telling about the course.

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Western Business College

Cor. College and Spadina avenue, **TORONTO.**

Thorough courses in Bookkeeping, Stenography, Typewriting and **Penmanship**; individual instruction.

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A Boarding and Day School for Girls.
Thorough courses in every department.
Only teachers of the highest academical and professional standing employed

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Bookkeeping and Shorthand are sure stepping-stones to success.

Teachers who have had practical business experience teach these branches in

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A school of genuine merit. Send for our beautiful catalogue

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Send for handsome catalogue describing fully all courses

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ADVERTISE YOUR BUSINESS

Write for particulars about our cuts and ads from 50 cents up. To advertise in newspapers. Catchy ideas to catch business. Given to one merchant in a town. Send us your ads and we will criticise them free. WRITE TO-DAY

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WE WRITE ADS IN FRENCH

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Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims

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Special Attention to Canadian Requirements

Buyers will always find the latest Novelties in Stock, and the Specialties for which this House is so widely known, are:

**Millinery Materials, Fancy Lace Goods,
Prints, Silks, Velvets and
British and Foreign Dress Materials,
Chiffons, Ribbons and Trimmings,
Blouses, Fancy Costumes, Mantles and Furs.**

OUR CANADIAN REPRESENTATIVE, Mr. Cliffe, takes a full line of samples of these goods twice a year and if you are not now on his calling list, drop him a line at Windsor Hotel. Montreal.

Requests for Samples sent direct to London will receive immediate attention.

Hitchcock, Williams & Co., St. Paul's Churchyard
LONDON, England

SIR G. WILLIAMS, F. G. WILLIAMS,
H. WILLIAMS, A. T. WILLIAMS.

DRY GOODS REVIEW

SUBSCRIPTION PRICE:

Canada, Great Britain and United States, - $2 a year.
Other Countries, - - - - - - - - $3 a year.
Single Copies, - - - - - - - - - 20 cents.

Invariably in advance.

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MANCHESTER, H. S. Ashburner, - - - 92 Market Street
NEW YORK, W. T. Robson, - - 1241 New York Life Building
WINNIPEG, L. P. Luxton - - - Room 308 McIntyre Block Telephone 1846
VANCOUVER, - - - - - - - - - - Geo. S. B. Perry
ST JOHN, N.B., J. Hunter White - No. 3 Market Wharf
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EUROPEAN STAFF CORRESPONDENTS:

MISS A. MEEHAN, London. MR. A. E. DACAM, Paris.

ADVERTISING RATES

Are based on $35 a page and will be furnished on application to Mr A. B Caswell or to the manager of the nearest office. The value of THE DRY GOODS REVIEW as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal to advertise in. Advertisements, to insure insertion in the issue of any month, should reach this office not later than the eighteenth of the month preceding.

MONTREAL AND TORONTO, APRIL, 1904.

CONTINUOUS "HAMMERING."

YOU cannot drive a nail home by one blow of the hammer and the bigger the nail the greater the number of blows required.

It is much the same with advertising. The first insertion may have its effect, but it is only by continuous advertising that the merchant's or the manufacturer's goods are firmly impressed upon the minds of prospective buyers. And the more continuous the advertising and the truer the aim the more effective will be the result.

* * *

Steady perseverance will circumnavigate most trade difficulties

* * *

A CHANCE FOR EXPORTS.

AT a meeting of the Royal Ulster Agriculture Society, in Belfast, Sir R. Anderson is reported as advocating the cultivation of flax in Ireland, pointing out that over £1,000,000 of Irish money left the country every year for the purchase of flax on the continent for their linen industries.

If Ireland cannot supply its own flax, there is little doubt about Canada's being able to do so. Our farmers in the West have before been urged to devote some of their acres at least to the cultivation of flax, and the Government is giving good assistance to them to do so by the distribution of thousands of bushels of seed, but so far we cannot place ourselves on the list of flax exporters.

Why cannot Canada supply some of this £1,000,000 worth of flax to Ireland? It it must be imported we do not doubt our Irish kinsmen would prefer to purchase it from us than from Russia or other foreign country.

* * *

Merchants who cannot get all the business they want should get all they can.

* * *

CHILDREN'S DEPARTMENTS.

CONSIDERING the great amount of clothing, hats, shoes and all sorts of piece materials which are purchased in general dry goods stores, it is somewhat surprising that so few merchants have inaugurated departments in their places of business devoted exclusively to children's and infants' requirements, and that if they have these departments they are given comparatively little prominence.

That this trade is well worth having is recognized by our most pushing wholesale concerns, some of whom have opened up children's departments which they are giving great attention to, and making most important items in the business.

If wholesalers find it profitable it should pay the retailer just as well. In a department of this sort besides the regular dry goods lines, a place is usually found for hats and caps and shoes. Christening robes, too, make a very acceptable addition and can be nicely displayed. Altogether a children's department can be made one of the most attractive in the store, as well as most profitable.

In the largest cities there are stores springing up in which children's goods alone are sold and a good trade is done in them. These stores owe their origin and existence to the fact that the children's trade has always been more or less neglected by the general dry goods stores.

* * *

Dull trade can usually be brightened by bright methods

* * *

CREDIT WHERE IT IS DUE.

AS much of the success of any newspaper, and a great part of its usefulness to the subscriber, depends upon its advertisements, it seems only fair that the name of the journal should be mentioned when answering advertisements.

A newspaper cannot be run profitably without the advertising matter, and from a successful journal the subscriber reaps a two-fold benefit—one from the advertisements themselves, and the other from the added prestige and greater resources which accompany them.

Apart from the justice of giving credit where it belongs, the good it does the journal, and the little trouble it is to include the name in the correspondence, there should be some consideration shown for the advertiser.

He spends, it may be, thousands of dollars annually in bringing his goods before the public, and some of the mediums employed are used experimentally. At the end of his term he culls out the publications which have, in his estimation, been unprofitable, and a few are sure to suffer through no fault of their own, but from a carelessness on the part of their subscribers.

When an advertisement in The Review induces you to write to the advertiser, mention the fact.

* * *

When a merchant goes out of his way to please a customer he usually puts himself in the way of holding his trade

* * *

A NATION'S COMMERCIAL CHARACTER.

IN the United States Senate the other day Senator Depew predicted that Chamberlain's programme would ultimately be carried out, and he urged that as other nations were likely to take steps to protect themselves against the United States it was necessary that the navy of the latter country should be strengthened.

Senator Depew does not appear to recognize the crux of the question. Nations, any more than individuals, seldom take steps to injure another nation except for some cause.

For the unpopularity of the United States in Europe, in Canada, and other countries the United States themselves are to blame. No one could blame a nation for looking after its own interests and stimulating, by the best means possible, its own industries but this can be accomplished without the employment of unfair, unjust, and unbusinesslike methods.

As a people the Americans are practically all that can be desired. They are genial and individually the very best of friends. The trouble is when they collectively, as a nation, deal with trade matters.

Almost everything that could be done has been done by them to deprive Canada of territory which justly belonged to her and to cripple her trade and industries. The same thing has been done, although perhaps in a less direct manner, in regard to the trade and commerce of countries in Europe. The international treaties which have been made by her plenipotentiaries have either been ignored altogether by the Senate or broken in the spirit if not in the letter. The conduct of the United States in regard to the Hawaiian Islands; their dilly-dallying in regard to the proposed treaties with Cuba, and other parts of the West Indies, and their action in regard to Panama are certainly anything but creditable.

Is it to be wondered that under such conditions the United States is so unpopular among the nations of the world? Great and powerful as the United States are as a nation, they have yet a great deal to learn in regard to international etiquette and commercial courtesy. National, like individual character, is a source of strength.

A DEMAND FOR FREE TRADE.

THE British Trade Journal, of London, England, in its issue of February 1, says that should the next general election prove unfavorable, Mr. Chamberlain will visit the colonies, "to arouse there such an agitation and such a demand for preferential treatment of colonial products in the English markets that no Government at home could resist the appeal."

Continuing it adds: "To strengthen his hands, however, he must return with evidence that the colonies are in earnest, and this will have to take the form of a substantial preference to British manufacturers. It will not suffice to add to the colonial duties on foreign imports, the concession must be direct, positive and apply to the duties now levied on manufactures imported from the United Kingdom; and it must be adequate. It must throw the colonial markets open to our manufactured goods, and insure an appreciable measure of free trade between the self-governing colonies and Great Britain."

We are afraid the British Trade Journal is expecting too much. If preferential trade between the colonies and Great Britain depends on the former throwing their markets open to the manufactured goods of the latter there will be no preferential trade. In Australia the Imperial sentiment is strong; but so is the protectionist. And, while it is evidently disposed to give British products a preference, there is no indication whatever, that it will throw open its markets on a free trade basis to British manufactured goods. New Zealand gives a preference; so does Natal, but neither do it on a free trade basis.

Canada will certainly not consent to any such proposition. This was clearly set forth at the conference of colonial Premiers in London. And time has made no change in that view.

The Canadian customs tariff already gives a preference of 33 1-3 per cent. on British products imported into this country; and it is possible that more can be done. In his budget speech of last year Hon. W. S. Fielding, the Minister of Finance, declared that Canada was prepared to increase the preference, provided some tariff concession was made by Great Britain in favor of the products of this country.

There will be a revision of the Canadian tariff before a great while. Mr. Fielding said a couple of weeks ago that it would not be during the next session. But it is practically certain to be during the following one, whether or not the general election, which will in the meantime take place, results in favor of the present Government, the Opposition being pledged to revision. The tendency, however, is less towards a lower tariff than it has been for several years. The manufacturers, for example, want the general tariff raised all round and a reduction made from that in favor of Great Britain. This idea may not prevail in its entirety with the Dominion Government; but it must not be forgotten that the Canadian Manufacturers'

Association is an influential body and it is practically certain that it will succeed in some of its contentions.

We do not believe that the view of the British Trade Journal in regard to the basis of preferential trade is the view of Mr. Chamberlain; in fact, we have good reason for believing that it is not. In a private letter recently received in Canada from him it is said he has gone so far as to practically endorse the proposal to raise the general tariff all round and from that give a preference to British products.

Canada is naturally in favor of an arrangement whereby the products of this country will obtain a preference in the British market. But there is a limitation to the price she is willing to pay for this. She already, it must be remembered remits on British products one-third of the duty. And while she is disposed to rearrange her tariff in order that still greater advantages shall accrue to the Mother Country, it must be chiefly at the expense of imports from foreign countries and not at the expense of her own industries.

* *

Enterprising merchants keep their brain active when there is nothing for their hands to do.

* * *

CELLULOID AND THE WAR.

IT is estimated that almost three-quarters of the world's supply of camphor comes from the Island of Formosa, a Japanese possession about one hundred miles off the coast of China, and five hundred miles southwest of Japan. The war now in progress has affected the production, and the result is that within two months the price of camphor has advanced almost one hundred per cent. This has been brought about in several jumps, according to the diminution of stocks on hand, and the corresponding pressure of the demand.

A rumor has been circulated that notification has been received of an advance of 5 per cent. on celluloid as a result, it being made of gun cotton and camphor, but a careful enquiry among the collar and fancy goods manufacturers, who are among the largest handlers of celluloid, has failed to corroborate this. These dealers are importing this material in large quantities all the time and are still buying at old prices. There was announced, however, on March 9th an increase of ten per cent. in the price of celluloid collars, but this was caused by the necessity of using camphor as a solvent in the manufacture of the collars and cuffs from the sheet celluloid, more than from any increased expense in the cost of the celluloid itself.

That higher prices will rule in the material imported from the United States appears likely if the war shows signs of outlasting the present supply of camphor and celluloid.

COTTON OUT OF THE CORNER.

IT was with a feeling of exultation and accompanying visions of eight or nine cent cotton, that wholesaler, retailer, and consumer heard of the suspension of Daniel J. Sully & Company, the head of which firm was the cotton bull, the clever manipulator of eighteen cent cotton. The "Old Hutch," "Deacon" White, and of later years, the Leiter corners, in grain, after forcing the price of wheat as high as two dollars a bushel, had collapsed and been followed by a big slump, and of course there were some who thought cotton would do the same.

Thus most of them though. But there has been a vast difference between the conditions surrounding the cotton markets and those connected with wheat. The corners in the latter were purely matters of manipulation, bolstered up by a never-failing demand. Cotton, on the other hand is in short supply, but the demand can and did decrease, both on the part of the consumer, and of the manufacturer. Prices in cotton would have gone much higher but for this dropping off in the demand, and the closing of factories. The shortness of the crop was the basis of the speculations of Sully and Brown, and although prices were unduly high, they had a foundation which was stronger than millions of dollars.

The strength of the bull position is demonstrated by the fact that at the news of the failure a loss of only two cents was recorded and this has since been partially made up. Fourteen and a half cent cotton is above present fabric levels and the break is merely a negative value—it means a stop to the inflation of prices, but if sustained, will force fabrics higher than at present.

Retailers must beware of relying too much upon immediate lower levels, as much depends upon the extent of Sully's losses, the willingness of other bulls to come forward, and the attitude of the present holders of cotton.

The moral effect of Sully's complete retirement from the arena, would mean a lower level for prices, and there is no doubt that any stimulation apparent in the offerings would do the same, more quickly and thoroughly. But against these possibilities stand the attitude of the holders, the ease with which prices were kept up for eight months, the shortness of the supply, and the unwillingness of mills that have a supply of cotton at high prices to be forced to sell their productions at a loss.

The future trend of prices is just as closely veiled at the time of writing as it was three months ago, and the same conservatism in buying should be observed by the retailer. Prices may go up, but they are just as likely to drop to some extent at least and statements of a certain rise or fall in the near future should be discounted, as given by prejudiced observers. All may guess, but no one knows, and neither bull nor bear has much the better of the argument.

THOMAS RYAN & COMPANY

Limited

WINNIPEG——CANADA

Established 1874

RETURNED
APR 18 1904
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Page 12
Ans.



Wholesale

Boots and Shoes,
Mitts and Gloves,
Lumbermen's Socks,
Felt Shoes,
Rubbers,
Overshoes,
Moccasins,
Larrigans,
Etc.



We have been obliged to enlarge our wholesale premises in order to make room to carry a much larger and more complete stock, enabling us to supply our large and increasing trade, and to keep abreast with the demands of this great and growing West.

DRY GOODS TRADE IN THE GREAT WEST

WINNIPEG made a decided advance this year in the number of wholesale openings there being four in all and each had an excellent display of hats and trimmings. The wholesale millinery trade in Winnipeg caters more to the trade in country towns, as the majority of the larger city retails visit the openings in the East and South. This year the attendance of milliners from outside points was very much the largest in the history of the trade here and they came from further West than ever before. This was especially gratifying to the wholesale houses in view of the difficulties of travelling at this particular season. In order to be on hand in good time for the opening, the majority of them came in the previous week.

* * *

Among the houses holding openings this Spring was The D. McCall Company, Limited. The two flats that now comprise their showrooms proved almost too limited for the large stock shown. The lower floor was given up to outing and ready-to-wear, untrimmed hats and trimmings, the display of flowers being especially fine. Among the untrimmed goods was noted a number of handsome Milan hats. These will prove popular in the West as they are a most stylish hat and have more substance for wear in realy windy weather, of which there is more than a plenty on our wide plains.

In straw braid there was an endless variety, and these are very popular in reseda, browns, champagnes and black and whites. The upper floor, devoted to trimmed goods, had the sides banked with flowers and the long table under the front windows entirely given up to buckles. The ribbon like buckle and the huge safety pin that acts as both hat pin and buckle, were the greatest novelties noted.

As usual this house has a splendid showing of black hats for which the demand here never wanes. The picture hat and the small shepperdess with lace falling from the brim and some very smart torpedoes were among the handsomest and most popular of the black hats. The rich all white hat was also in evidence, and some of the designs showing the automobile veil in white Chantilly It is doubtful if this veil will hold its popularity far into the season, but just at first it seems to be taking, although few, if any, will wear the veil over the face Many handsome effects in flour crowns and flowers brims were noted at this opening. One very effective hat was all of red shading, from the deepest maroon to old rose under the brim, and the beauty of it served to emphasize the fact that very few red hats are shown this season. In ready-to-wear the inclination is to the smartly tailored effects with stiff straw mountings, touches of gold braid and military buttons and tassels.

* * *

The John D. Ivey Company, Limited, held their opening this Spring in very spacious permant showrooms which they have secured in the Forman block on Fort street, where their handsome stock was displayed to good advantage A particularly charming hat noted at the opening was an opal effect produced in silk mohair braid The design was something of a plaque made of rows of this braid Across the crown and falling over the hair at the back was a beautiful ostrich plume that was heliotrope at the quill end, shaded through pink pale blue to pure white at the tip The underbrim was decorated with a profusion of bengaline ribbon blended together to produce the opal effects Around the bandeau was a wreath of shaded blue violets with frosted leaves The whole thing was most distinctly French A very handsome black picture hat was made of beehive buttons of mohair on a wire frame and was draped with an exquisite scarf of chantilly and three splendid black plumes

* * *

G. Goulding & Sons are in the premises formerly occupied by the McCalls on Notre Dame street, and Mr T D. D. Lloyd is in charge The premises are rather cramped for their fine stock, but their display included some very chic hats Among those noted particularly was a New York tourist hat The crown and brim were of the walking hat style, only the crown was low and deeply cleft and brims rolled wide and high and instead of shooting out at the back came close into the hair The hat was made on a wire frame from rows of a fancy dull brown braid, and the brim was lined with bias folded of brown mechlin laid one upon another. The crown had a twist of the mechlin, a wreath of old fashioned clove pinks and a fancy berette of straw. The shape was one that would be generally becoming and had an extremely smart appearance. A French pattern seen here had the crown and outside brim of trills of valuencennes and the facing of the petals of pink roses laid one over the other. It was a very charming conceit.

* * *

John Greene & Co., Limited, held their opening in showrooms in the Ashdown block, and as Mr. Muldrew was delayed two days in returning from the East he had some difficulty in getting things in order for his opening However, by almost superhuman efforts, things were in their palces at the appointed time, and a good display there was, quite worthy of all the effort made By Fall Mr. Muldrew hopes to be in permanent showrooms on the corner of Bannatyne and King streets, and to carry a complete stock here.

At this opening were noted a white picture hat with facings of gold, sequined medellaions on the sweeping brim, large tam crown of white lace and automobile drape of silk blond and white plumes caught with gold and steel clasps, a chic torpedo effect in fancy straw of dark brown and champagne, so arranged that the ends of the braid fell over the hair and were finished with fancy tuscan ornaments. The ornaments were wrought clasps of oxidized gold

* * *

Mr Jos Youngheart, the Western representative of the Montreal Waterproof Clothing Co., and Elite Costume Co., has added another line to his list, carrying the samples of the well-known brands of Austrian collars handled by the Canadian Underwear Co., of Montreal Mr. Youngheart has opened a permanent sample room in Winnipeg, where he will be pleased to see old and new friends, and make them as comfortable as possible

DRY GOODS REVIEW

has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a Special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

Address: Business Manager,

Dry Goods Review,

Montreal and Toronto.

REGISTERED

THE SAJONIC SECURE

TRADE MARK

HAT PIN.

ESTABLISHED 1830.



THE PIN THAT WON'T FALL OUT.

Made by the original safety pin firm.

J. NICKLIN & CO., Birmingham, England.

Agent—F. P. ROGER, Carlaw Building, TORONTO.



JOHN W. PECK & CO.

LIMITED

MANUFACTURERS OF

Clothing, Fur Goods and Shirts, Hats and Caps

Montreal Winnipeg Vancouver

"Shirt Chat"

"Waller's Shirts"

have the custom look. The designs have been carefully chosen so as to bar the commonplace, and in every way these Shirts are such as a haberdasher may be proud to hand over his counter.

If your Shirt Department is run down, stock up with "WALLER'S SHIRTS," and they will enable you to keep your old customers and will win you some new ones.

JOHN L. WALLER & CO.

Wholesale Men's Furnishings

214-218 Princess St., WINNIPEG

WITH THE TRAVELLERS

MR. D. C. McNAUGHTON

ONE of the oldest commercial travellers, though still a young man in years, is Mr. D. C. McNaughton, representing Greenshields, Limited, who last month was in Montreal for a couple of weeks making up samples for Spring sorting trade. Mr. McNaughton makes his headquarters at Napanee, where he has a sample room, and covers the territory from Kingston West to Toronto, calling at points on the main line and C. P. R., and through the Midland Division, a territory where business is most keenly contested for by travellers of the various wholesale houses, and which consequently needs an experienced and well-known traveller, like the gentleman whose photograph is here reproduced.

Mr. McNaughton's travelling experience extends over a period of nearly a quarter of a century. He first went on



D. C. McNaughton.

the road in the year 1880, for Messrs. Jas. Johnston & Co., (now the W. R. Brock Co.,) Montreal, and remained with them on the same route he now covers for 18 years. On the transfer of that business to Messrs. Brock Co., Mr. McNaughton took up the same territory for Greenshields, Limited, with whom he is now going on his sixth year.

A TRAVELLER ON THE TRAVELLERS.

THE travelling men are really a great body of national educators. To the remotest hamlet they carry the news of everything new under the sun. All that science, art, literature and invention have produced they quickly place before their customers.

The discomforts of travel and the weary anxieties of their nomadic life make them all look forward to a golden time of comfort and happiness, when they will no longer wander from their own firesides. I have seen him at the little lonely country depot, waiting for the belated snow bound midnight train. The weary Winter wind was moaning through the sobbing wires as he paced restlessly about the dimly lighted depot. Occasionally he would take out his watch, not to see the time of night, but to look at the one "fair woman under the sun"—she and none other, his wife.

As he put up the watch he murmured "God bless her." The simple prayer came from the depths of his loving heart, and it went straight to heaven. Love of home and family is, I believe, stronger with commercial travellers than any other class of men, the old aphorism, "absence makes the heart grow fonder," finding its fullest exemplification in the ranks of this great army of home loving men.

When things "are coming his way" he is liberal and generous to a fault—nothing is too good for him or his. When it is otherwise, he accepts the situation regretfully but philosophically, and proceeds to sacrifice himself for those he loves. I have known him to carry his heavy grip from the trains to the hotel and make the old overcoat do another winter that the dear boy at home might have a bicycle. I have known him to quit smoking that it didn't agree with him, that he might send the money to mother, who was having a hard time back in the old home in a distant state.

The bright oasis in their lives is when the six weeks' trip is over and for a week or ten days they enjoy the company and surroundings of home and the sweet, noble wife and the prattle of the children.

A TRAVELLER'S HOME.

THE travellers of the United States are pushing to a finish the erection of a building for commercial travellers. At Binghampton, N. Y., a well attended meeting took up the project in energetic style, and although it had been under consideration only a few days there had been enthusiastic responses. Some ten years ago the subject was first broached, but did not seem to be popular, and it was soon dropped. The Home Association has some valuable real estate and about $5,000 in the bank. It is proposed to raise the fund to the required amount by taxing each traveller a dollar, to be used only for the erection of this home.

NOTES.

Mr. Gilbert MacKenzie, a traveller for the Merchants Mantle Mfg. Co., Toronto, accidentally shot himself in London. He had purchased a revolver and after loading it was putting it in his pocket when in some way the trigger caught. The glancing wound made is not supposed to be dangerous.

Mr. Wm. Sneddon, a representative of S. F. McKinnon & Co., Toronto, in the Maritime Provinces, upon the occasion of his leaving to go into business for himself, was presented by his fellow employes with a fine travelling suit case.

Mr. R. J. Johnston, a former business man of Lindsay, and of late representing Wyld, Darling Co., has taken the Western agency with headquarters in Winnipeg, for the Garland Mfg. Co., and Bradshaw Bros., both Toronto firms. He will have under him four or five travellers covering Manitoba, Northwest Territories and British Columbia.

FINANCE AND INSURANCE

A SOMEWHAT new departure is to be taken in the United States in regard to the subject of life insurance, it being proposed to deliver lectures before various universities in Ohio, Illinois, Minnesota, Iowa, and Colorado on the subject of life insurance. The course of lectures are to be delivered by a well-known authority on insurance, and although the lecturer is travelling under the auspices of one of the leading insurance companies of the United States it is said that no attention will be drawn to this particular company. Of course, the company expects to get its compensation, not only from the general and increased interest which it is expected the lectures will excite, but it will naturally leak out in some way that this particular company is footing the bill. This announcement will, of course, be somewhat of an advertisement.

Why should not one or more of the companies in Canada inaugurate a similar campaign? Old as is the subject of life insurance there are still a great many people in gross ignorance of the subject and who require a great deal of educating in regard to its advantages. Rather than that one company should take it up it would be, perhaps, better that a number should combine for the purpose of paying the expenses entailed in such a campaign. And if the life insurance companies why not the fire insurance companies as well?

* * *

REPRESENTATIVE MORRELL, of Pennsylvania, who introduced a bill in the House of Representatives, Washington, to regulate child insurance and regulate the transmission of matter relating to insurance through the mails, has introduced a revised bill, in which he omits everything relating to the mails. His present bill proposes to create a bureau of life insurance in the Census Office and to require all persons, firms, or corporations transacting the business of life insurance within any state, district, territory, or insular possessions of the United States to file certificates from the proper officer or department of Government of such state, district, territory or insular possession, or of some foreign Government showing that he has lawful authority to engage in such business. The bill also proposes to require the refunding of part of the amount that has been paid in premiums on policies that are allowed to lapse in cases where the premiums are collectable in weekly or monthly installments.

* * *

THE Russian Government has elaborated statutes on on general life insurance by the state. The business is to be intrusted to the governmental savings banks. All kinds of policies will be issued and the insured will participate in the profits of the business. The insurance of the employes on all the Government railroads is in working order since July 13, 1899. Up to July 14, 1900, the number of policies issued was 6,770, to the amount of $3,220,318, and 7,336 newly presented petitions to join the association were in the hands of the authorities. The Government proposes, after a lapse of a certain number of years, to make the railroad employes' insurance obligatory. The premiums are to be paid monthly by deduction from the salaries of the insured.

* * *

IT is said that a very small part of the $20,000,000 German loan that was negotiated in New York five years ago now remains there, and that the conversion scheme proposed by the Imperial Government will have little application outside of Berlin. The conversion changed the 4 per cent. Treasury notes to a 3 1-2 per cent. basis, although it is understood on London advices that an arrangement was been made whereby holders may decline to make the change. The first instalment of the loan falls due this month and the second instalment in June.

* * *

IN their review of the stock market, under date of March 25, Aemilius Jarvis & Co., Toronto, say: "It may be of interest to some of our clients to compare the prices of two weeks ago with those of to-day. C.P.R. sold two weeks ago on our Exchange at 110, while yesterday it sold around 115, having gone as high as 116 a couple of days ago. Twin City, which closed two weeks ago with 87 5-8 as the best bid, sold to-day at 92. Richelieu & Ontario was offering around 79 on the 11th and has been selling recently around 84. Nova Scotia Steel, which was between 73 and 74 on the 11th, sold recently at between 81 and 82. Dominion Coal, which was offering on the 11th at between 53 and 54, after a rapid rise to between 61 and 62, reacted again to around 58. Dominion Steel bonds sold on the 11th at 53, and have since sold between 57 and 58. These are the securities which have been most generally dealt in, and, while the rise is better than one could have looked for in so short a time, we are of opinion that from an investment standpoint there are yet excellent opportunities, both in these and other stocks which have not yet shown the effect of the better financial conditions."

* * *

THE strenuous Winter has been the cause of very heavy loss to the railways of Canada. Their lines, however, are now practically clear, and, although the earnings of the Grand Trunk for the third week in March still show a decrease of $92,000, this compares very favorably with the previous week's decrease of $137,000. The C.P.R. has not at any time suffered as severely as the Grand Trunk, but even the most sanguine will be surprised to find that for the third week of March their gross earnings were $849,000, or an increase over the same week in 1903 of $9,000. Already Germany, according to Aemilius Jarvis & Co., of Toronto, has been purchasing in our market and in New York on the strength of this increase, and, barring any news of a special character, we should think that this stock would improve.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office Toronto, Ont.

Capital - $2,000,000.00
Assets, over - - 3,546,000.00
Annual Income - 3,678,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.
C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $1,000,000.00
TOTAL ASSETS, $1,864,730.13.
LOSSES PAID SINCE ORGANIZATION, $22,527,817.57.

HEAD OFFICE, - BRITISH AMERICA BUILDING,
Cor. Front and Scott Sts., Toronto.

GEO. A. COX, President. J. J. KENNY, Vice-President.
P. H. SIMS, Secretary.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life ASSOCIATION.

W. H. BEATTY, PRESIDENT.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

THE CANADIAN BANK OF COMMERCE

Paid-up Capital, - - $8,700,000
Rest, - - - - $3,000,000

HON. GEO. A. COX, President. B. E. WALKER, General Manager

HEAD OFFICE: TORONTO, CANADA.

LONDON, ENG., OFFICE, 60 Lombard St., E.C.
NEW YORK AGENCY, 16 Exchange Place.

The attention of exporters and importers is requested to the undermentioned list of correspondents of this bank, embracing all parts of the world. In connection with its widespread system of branches, numbering 102 and covering all important points in Canada and on the Pacific coast of the United States, it is thus enabled to offer them unexcelled facilities for the transaction of domestic or foreign banking business.

List of Bankers and Chief Correspondents:

GREAT BRITAIN—
The Bank of England; The Bank of Scotland, Lloyds Bank Limited, The Union of London and Smiths Bank, Limited, Parr's Bank, Limited.

UNITED STATES
New York, The American Exchange National Bank, The Fourth National Bank, **Boston** The Bank of Nova Scotia, The National Shawmut Bank, The National Suffolk Bank; **Buffalo,** The Marine National Bank, **Chicago,** The Northern Trust Company; **Detroit,** The Peoples Savings Bank, The Commercial National Bank, **Minneapolis,** The North Western National Bank, **New Orleans,** The Commercial National Bank.

FRANCE—
Credit Lyonnais, Paris, Messrs. Lazard Freres & Cie, Paris.

GERMANY—
Deutsche Bank.

HOLLAND—
Disconto Maatschappij, Rotterdam.

BELGIUM—
Messrs J. Matthieu & Fils, Brussels. Banque d'Anvers, Antwerp.

SWITZERLAND—
La Banque Federale, Zurich.

INDIA, CHINA, JAPAN and the PHILIPPINE ISLANDS—
Chartered Bank of India, Australia and China, Hongkong and Shanghai Banking Corporation.

SOUTH AFRICA
Standard Bank of South Africa, Limited; Bank of Africa, Limited.

AUSTRALIA and NEW ZEALAND—
Union Bank of Australia, Limited. Bank of Australasia. National Bank of Australasia, Limited.

HAWAIIAN ISLANDS—
First National Bank of Hawaii, Honolulu; Bishop & Co., Honolulu.

SOUTH AMERICA—
British Bank of South America, Limited. London & Brazilian Bank Limited; Bank of Tarapaca and Argentina, Limited.

MEXICO—
Banco de Londres y Mexico.

WEST INDIES—
Bank of Nova Scotia, Kingston, Jamaica; Colonial Bank and Branches; National Bank of Cuba, Havana, Cuba; Bank of Bermuda, Hamilton, Bermuda.

Foreign Exchange Bought and Sold. Commercial Letters of Credit Issued.

MANUFACTURERS AND MERCHANTS.

It may be necessary for your staff to have fidelity bonds. We act as surety on such. We are known the world over.

Write to us for terms and particulars.

The London Guarantee & Accident Co., Limited,

D. W. ALEXANDER, General Manager for Canada

Canada Life Building, - - - TORONTO.

CAPITAL PAID UP, - - $1,000,000.
RESERVE FUND, - - 1,000,000.

The Metropolitan Bank

DIRECTORS

REV. R. H. WARDEN, D.D., President. S. J. MOORE, Esq., Vice-President.
D. E. THOMSON, Esq., K.C. His Honor Mr. W. MORTIMER CLARK, K.C.
THOS. BRADSHAW, Esq.

HEAD OFFICE, - - TORONTO.
W. D. ROSS, GENERAL MANAGER.

GENERAL BANKING BUSINESS TRANSACTED

SAVINGS DEPARTMENT
at all Branches.
ACCOUNTS SOLICITED.

Drafts Bought and Sold.
Letters of Credit Issued.

THE FRIENDS OF "EMPIRE" MAKE MOST MONEY

We make the "Empire" brand of LADIES' SKIRTS AND COATS. This brand is kept the most forward in every respect of any goods of the same class made in Canada. "Empire" goods are the best fashioned, best made, best sellers in popular-priced lines produced in this country, and that is saying a good deal.

The merchant who sells "Empire" brand serves himself well. Season after season he is building up a name—a good name—for himself by means of our goods. What we want is more merchants to sell "Empire" brand.

WRITE FOR SAMPLES.

The Empire Manufacturing Co.

646 CRAIG STREET, - - MONTREAL.

OUR NO. 114 BLACK SATEEN UNDERSKIRT

The best $12.00 line on the market.

Rich, Lustrous, Mercerized Sateen.

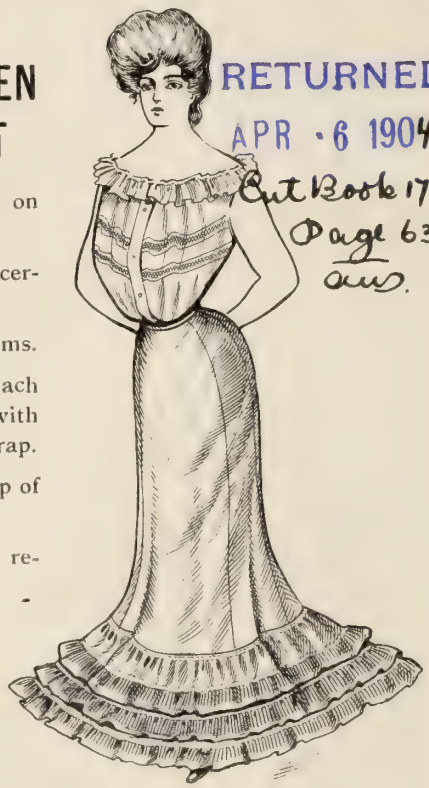
Double Stitched Seams.

3 Crimped Frills, each frill headed with double stitched strap.

74 inches wide at top of flounce.

Try a sample dozen, return at our expense if not up to your expectation.

Terms, 2/10 day, or net 30% May 1st.



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The Pugh Mfg. Co.

33 Church St., TORONTO.

NATIONAL RUBBER CO. OF CANADA
SNOW SHOE BRAND
EXTRA FINE TAILOR MADE
WARRANTED SHOWER PROOF
MONTREAL

This brand is a guarantee of Excellence in

WATER AND RAINPROOF CLOTHING

—FOR—

MEN, WOMEN and CHILDREN.

Our Garments are warranted to stand any climate.

OUR TRAVELLERS ARE NOW OUT with full range of samples, embodying all the

LATEST STYLES and DESIGNS in CLOTHS, CUTS and FINISH.

Wait for them, or write us direct, and we will arrange to show you samples.

National Rubber Co.

OF CANADA.

524 Craig St., - MONTREAL.

CLOAKS, COSTUMES AND SKIRTS

A SPECIAL DISPLAY FOR JUNE BRIDES.

JUNE is the month of brides, as well as of roses, and as each and every bride is preparing a more or less elaborate outfit, dry goods merchants have very strong reasons for feeling a good deal of interest in prospective June weddings.

It used to be that the merchant left it to the bride to come to him for what she wanted, and was well satisfied to lay in a stock of goods that she was likely to need, and then wait for her to give him a call and to sell her what she asked for; modern ideas, however, are different, and most stores make some display, generally by means of a window, that is specially for the benefit of June brides.

Displays that aim to draw attention to the complete line carried by a merchant are the latest idea which eminates from the most progressive and successful firms in the dry goods trade, both here, and over the line.

That the idea of fitting up a room for the display of fine ligerie was a trade winner, is proved by the fact that the same firm is fitting up another in the dress department for the showing of delaines and fancy waistings.

This is an idea that many of the smaller stores might copy on a rather different plan. For instance, I have in my mind's eye a moderate sized store in a busy city of about 10,000 inhabitants in Western Ontario, that has a pretty little millinery parlor that would be ideal for this purpose. This parlor is at the back of the main store, which is all the better for the purpose. It is prettily fitted and carpeted in green, and it is curtained off from the main store. The walls are tinted and around three sides of the room is a double tier of drawers, the top of which is used for counter and display purposes, the wall above on these three sides being lined with mirrors. In the centre is room for two or more display tables.

When Easter and millinery openings have come and gone, without altogether displacing the legitimate tenants of the room, an attractive special display of bridal finery and all its accessories might be arranged. This might consist of millinery and ready-to-wear garments.

A wax figure dressed as a bride with veil and wreath robed in a costume of crepe de Chine or white organdie, over a white silk skirt and corset cover would be a fitting central figure. White organdie, muslin, and light colored voile suits for bridesmaids' wear could also be shown, and dressy tailored suits with blouses to match, and handsome wraps might be featured for the going away costume. Bridesmaids' hats, hats for wear with the going away gown, and dressy bonnets that the bride's mother could wear if it were a church ceremony would also be fittingly included.

Handsome lingerie petticoats of both nainsook and Japan silk, as well as bridal sets of whitewear and gloves, hosiery, shoes, belts and any other accessories that could be attractively used to round off the display would add to its effectiveness.

If you go in for anything of this kind don't forget to have flowers for the decorations. And perhaps the florist you buy them from would be glad to make up brides' and bridesmaids' bouquets and baskets for the little flower girl that so often form part of the wedding cortege, if only he is allowed to say that he has done so. Millinery and dresses suitable for the flower girl should also be shown.

A display of this kind ought to catch the crowd almost as well as a millinery opening, as each dainty article of dress serves as a foil for the rest.

Perhaps some merchant will say, "I don't see the necessity for spending money on such displays." If he concludes to try just for once and does it well and gives it the proper amount of advertising, he will find that it draws the crowd.

The best proof of the paying value of such displays is the constant use made of them by houses whose names are synonmous with success in the trade and it is the most progressive of these who make them the most frequently. But remember the cost is calculated down to a fraction, and the pros and cons of every item is weighed and considered long before the display is made.

Special displays are comparatively a new feature in dry goods, and one that catches not only the crowd, but the buyers as well, for they form a means of getting people into your store, while as an opportunity for showing your goods they are unrivalled.

A good window display is a great trade winner, but people do not have to come through your store to see it, or the day may be stormy and few people will pass, and even those will not stop to look, but when a special display of this kind is arranged it draws the people inside. If you can make them feel at home, and show them that you consider they are welcome when they only come to look, there will be few women in your town that will not pay you a visit.

The easiest way to get people to spend their money is by creating the desire for an article, and then tempting them into gratifying it by showing it to them in the most attractive way you can possibly think of.

PARIS AND THE AMERICAN GARMENT TRADE.

THE American garment manufacturer as a rule cares less for, and as a rule is less influenced by, the styles that Paris put out than any other branch of the dry goods trade. Indeed he is very independent, and does not scruple to put on the market garments that embody style and ideas that are in direct opposition to the dictates of the Parisian autocrats, if he thinks they are suited to the requirements of the people he caters to

and even at times he manages to impose on the fasion cntre of the world his own particular ideas as was the case with the long-coated suit that was worn last Fall.

One of our United States exchanges that is in close touch with the garment trade in that country says: "Most of the buyers of the large dry goods houses who went to Europe this Spring have returned, and, summing up the impressions which they received at the foreign fashion marts, it may be said that Paris modes show a revival of the period of 1830 and also models of the reign of Louis XV. and Louis XVI.; elaborate costumes and wraps, long-shoulder effects, abundant trimmings, laces and embroideries and full skirts. Their purchases abroad, however, were very moderate, conservative and judicious,



A Charming Gown in the New Eolienne "Estrella," Priestley's Fabric.

which fact is rather encouraging to our manufacturers of high-grade goods. After all, judging from past experiences, the wholesale importation of expensive models is a risky speculation and New York to-day produces designs and effects which compare well with the creations of the noted Paris manufacturers and which prove even superior because they fit the American figure and are more practical. Some manufacturers hope that the St. Louis Exhibition will give a stimulus to the trade, as no doubt more travelling coats, shirt-waist suits and general apparel will be needed than would be without this national attraction. This demand will make itself felt later in the season and will, of course, counterbalance the lull which is so severely felt at the present moment in the trade."

PRELIMINARY DISPLAY OF COATS AND SUITS.

THOUGH the Spring opening is supposed to mark the time when first ready-to-wear garments are exhibited to the admiring gaze of the feminine public, throughout March the large retail houses have been giving splendidly dressed windows, and also by having on view in their departments some of the new Spring suits and coats.

One large house in the early part of the month made a special showing of suits and shirt waist suits, suitable for wearing in the Spring resorts in the sunny South, for the benefit of those who go South to escape the early months of fickle Spring weather. This was an exhibit that caught the public eye, as a pretty white and green cottage with wide verandah was erected for making the display, and a summer-like touch was given by the shrubs and flowering plants that were banked outside.

On the verandah and in the cottage parlor were grouped wax figures in Summer attire—the ladies in linens and muslins—the gentlemen in flannels, while outside was a supplementary exhibit on stands and forms of walking suits and shirt waist suits made of cotton suitings, linens, etc., as well as hats suitable to wear with them. These hats were of the semi-dressy order in plaid and colored straws, in Continentals, torpedoes, rolled sailors, etc., and were flower and ribbon trimmed.

The walking suits were all two piece suits, either Etons or long skirted coats, and in white, blue, heliotrope, green and tan linens, or in the new cotton suitings. Lace insertions and medalions trimmed some of them, while others were ornamented with white strappings. One or two pretty organdie and lawn costumes, Valenciennes inserted and tucked, were shown, and one of these which was much admired had a deep girdle of soft rose pink. A shirt waist suit in green cotton voile flecked with white, with both skirt and waist laid in box pleats, showed how prettily the new wash goods make up.

Turning to cloth suits for Spring wear, fancy cloths are much in evidence—so much so in fact that they must be given first place for this season at any rate. In the less expensive suits flecked tweeds, and tweed effects in black and white, brown and white, blue and white, etc., are most shown, but in suits from $25 or $30 up, suitings and tweeds in champagnes, castors, greenish tans and greys are very much used. These all show a more or less prominent flecking of white, and in case of the tweeds some fleck or color is also used. Quite a favorite trimming for these cloths is vest and pipings, or strappings of plain ladies' cloth of the same color as the fleck. This trimming is often overlaid with a narrow soutache braid brightened with threads of gold.

Quantities of fancy braids are used for trimming purposes, but they are so managed that the effect is quiet and in good taste. Persian colorings have not yet dropped out of favor, and quite a few of the little vests that are shown on both Etons and boleros are made of the Persian bands.

Plain broadcloths in black, brown, blue and in grey are also popular, but these cloths as well as the voile suits, come in the higher priced and more extreme styles. Many of these show the full shirred skirt, and have a deep fitted girdle of the cloth elaborately braided. The braids used on these suits, like those that trim me-



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dium and popular lines, show an unobtrusive touch of gold. Buttons are much used as a trimming, and those of gun metal and gold are particularly good.

There is as yet very little noticeable change in the shape of the popular skirt. The seven and nine gored skirts are most general, but there are many fanciful styles of cutting skirts nowadays—such as panel effects in front, and well pressed groups of pleats from a little below the hips down.

Habit backs, inverted pleats, and the outside pleat or box pleated back, tightly stitched down, are all popular, and it would be difficult to say which is the most worn. So long as a skirt fits closely around the hips, and flares around the feet it is right in style.

Etons and boleros, as predicted, have carried all before them, and many have either more or less prominent shoulder capes. Sleeves are very large, and the newest feature about them is the deep frill of lace that decorates the cuff in Cavalier fashion. This is a style that is used on all but the plainest walking suits.

Walking suits are selling remarkably well. They are generally made with a 22 or 24 inch jacket, demi-fitting in the back, and with straight box fronts. Some are strapped and belted, but the newest and best liked show the plain coat.

Stitchings and strappings are the only trimmings, many of the coats being made with a fly front, and not even having so much as a button in evidence.

The Spring coats are particularly smart and jaunty. They are quite short, and those in covert cloth, or in champagne box cloths, are mostly on the demi-fitting box front order, but a few are made in the loose styles.

In peau de soie, taffeta, pongee, and linen, loose shapes are the rule, and some are in ¾ lengths or longer. These longer coats sell for carriage and evening wraps.

There are also many smart little Etons and boleros in peau de soie, and taffeta with many styles of capes attached.

THE COAT FOR THE FALL OF 1904.

RETAILERS will soon be critically eyeing the coat for the Fall of 1904, and will be examining and sizing up its good and bad points. Many of them from past experience will feel a little doubtful about the ease with which a more fitted coat can adapt itself to different kinds of figures. He must remember, however, that the manufacturing end of the trade has not stood still, and that it is in a much better position to-day than a few years ago to solve coat problems. That the manufacturers have succeeded in solving this one, the retailer will have to admit.

The front of the new coat is in box form—not a loose box by any means, but just easy enough to present no fitting difficulties. It is in the cutting of the back, however, that the designer of the Fall coat has displayed his skill, for the curves there are so subtle that whether the customer's waist be an inch longer or an inch shorter than normal, yet the back will give a good fit. In fact this style is going to please the short-waisted woman, as it will give her a longer waisted appearance.

In the case of difficult figures there may have to be some little alteration made, but this can be accomplished at the shoulder, and should occasion no great trouble to one that has even a little skill in making alterations. If a merchant has any expectations of building up a trade, it is to his own interest to have some one capable of fixing so simple a matter.

This, then, is the general outline of the new Fall coat the frame work as it were, on which all [illegible] tions will be built. The popular length is from 28 to 30 inches, but this is not arbitrary and there [illegible] of a shorter or a longer length is seen. Providing the sleeve is pouched somewhere between elbow and wrist, and leaves ample room for the fancy sleeve of the waist underneath, in framing this important feature of a coat the designer has leave to follow his own sweet will. As to other points, the variety is bewildering, some are collarless, while others have small coat collars or easy fitting military band. Then there are tabs, capes, long and short, epaulettes, etc. Some coats are belted, others have just a tab across the back, and some have belts from the side only. In fact styles are many and varied in the extreme, and no one coat need be made a livery in a fair sized town—a very important point this, as many a retailer has found to his cost.

But with all this wealth of variety, the underlying skeleton is there, as each coat however varied, is straight in front and has the same demi fitted back. The coat that is the fashion is the coat that is most worn.



Typical Coat for Fall 1904, with demi fitting back and box front

and as this is the style in which all the leading cloakmakers express confidence, this is the style that is going to be popular. Some extreme ideas there are sure to be, but these will be the departures from the normal that each season brings forth. Perhaps in some of them may lie the germ of what may later bloom into a popular style, but now they are just the coats that attract more attention than buyers, and are sure to be among the left-overs that have to be cleared out away below cost at the end of the season. In short it is the popular coat that rolls up the profits in a department.

The new Fall coat has a smart and jaunty air that is sure to be admired, and besides just let me whisper it is a youthful looking coat, and that is a feature that is sure to make the salespeople's burden lighter. Many women, as we all know, only wore the loose Monte Carlo styles under protest, and the fact that they were so matronly looking and added to a woman's age was at the bottom of this protest. This class, and it is not a small one, will be in raptures over the 1904 coat.

The modern manufacturer is too far-sighted not to lay his plans to catch all tastes and ages, and there are a number of models built on more matronly lines for those to whom the smart youthful styles are no longer becoming.

THE MODERN RAIN COATS.

THE sample lines of rain coats for the Spring of 1904 are out, and on seeing them one cannot help a feeling of satisfaction, as one contrasts these smart and dressy, and at the same time comfortable and useful coats, with the baggy, shapeless, rubber-smelling affairs that we used to disguise ourselves in, only a very few years ago. There was neither shape nor style about the old-time coats. Now a days rain coats are so elegant in shape that they are put to many uses besides the one from which they are named. They are often used in milder weather to take the place of a theatre cloak, or carriage wrap; they are used as dust cloaks, and travelling wraps, and in short they are the general utility garment of the trade.

The rain coat this Spring promises to be even more pretentious than ever, and that without sacrificing one iota of its usefulness. Like all other lines of women's wear, variety is the dominant note, and rain coats are not limited to any one style. The plainer garments take the form of an ulster with loose back and double breasted, straight hanging fronts. These are belted across the back, "military" fashion, or have a belt that comes round and dips in the front.

Sleeves on all rain coats are wide and loose, and the hanging Kimona sleeve is one of the popular styles, though many of them are gathered into a cuff.

The rain coat is almost the only article of feminine attire in which Dame Fashion will sanction a pocket. Perhaps she thinks that they are too great a temptation, in these days of extravagance, as, if we carried our money into the stores in our pockets we might be tempted to empty they before we came out; or perhaps she thinks we spend so much that we do not need them. But the presence of a pocket in a rain coat is certainly one secret of its popularity—it is such a comfort to have a sure resting place for one's handkerchief, etc.

Colors are as various as styles, but grey is always a favorite, possibly because it matches the atmosphere on a rainy day; but greens, blues, browns, and even bright reds can all be bought, if tastes are inclined in that direction.

Trimmings are quite a feature in the new rain coats, and much is being made of pipings in plaids, red and bright colors. Some of the dark greys and blues have red collars, and pocket straps, and these are made more military in effect by the use of brass buttons.

Capes are shown in a variety of shapes—single, double and triple.

THE RETURN OF THE FITTED COAT.

IT is part of the business of the successful manufacturer to forecast styles many months ahead, and to be able to do so he must keep posted as to what styles are and have been worn. Just as straws show which way the wind is blowing and when it changes, so do many indications, that would escape the untrained eye, reveal to the man who is ever on the alert for them, what is to be the coming mode. To be able to forecast fashions six months or more before they arrive, requires both special talent and training; in fact it is with the most successful an intuition—a sixth sense as it were—as all styles that are in the air do not materialize, and it is thus that the sixth sense is brought into action to detect those that are going to take.

This sixth sense is a very necessary part of the character of those who cater to the wants of the ready-to-wear trade, and particularly so in Canada, where, for reasons well understood by all in the trade, samples have to be made at such an early date. The evolutions of fashion have to be closely watched, and every turn and twist noted. This changeableness, which in some respects is a thing to be deplored, creates an ever renewed demand for something new with which to attract the feminine fancy. Radical changes, however, seldom occur, as it is generally a gradual introduction of a change, or a revival of an old style, that scores the greatest success.

The return to a more closely fitting style of bodice has long been predicted by those whose business it is to watch the evolution of feminine fashions. The revival in a modern form of, and the growing favor accorded to, the 1830 styles, such as were worn by the Empress Eugenie in the zenith of her popularity encourage the belief that coats more closely fitted than we have seen for some time are now coming in. The ultra fashionable woman as a matter of fact is already wearing a more tightly fitting style, and it has been a matter of some speculation how she would adapt the problem of a straight front, low-busted corset to this coat. Thanks to this style of corset, a woman's figure is more naturally shaped and proportioned than it has ever been since the hoop-skirt and stiff corset were first introduced in the time of Elizabeth, and the modern woman's figure more nearly approaches the artist's idea of what the outlines of a perfect figure should be. This is not all that has been gained by the introduction of the straight-front corset, however, as there has also been an immense increase in comfort, convenience and in general health.

Ready-to-wear manufacturers are the steady friends of the straight-front corset, as it has made possible the fact that the majority of women can now be fitted with ready-to-wear garments. The fact that a more fitted style of coat can be gracefully worn over the straight-front corset has been amply demonstrated by the corset coat last Spring, and by the many more fitted styles of suits worn this past Fall.

Everything points to a coat built along these lines for the Fall of 1904. The coat as indicated, though it defines the waist, will have ample room at that point for the pouch that is now in vogue, and will not necessarily mean the obliteration of the blouse, but rather a modification, and sleeves and other points will also be fashioned so as to fit in with the waist modes.

In fact the coat that gracefully curves in to the figure at the back, and yet has the straight box front is what every style tendency of the moment points to as the coat for the coming Fall.

PREDICTING FASHIONS IN CLOAKS.

In the January number of The Review an article was published outlining what might be expected would be the principal styles for Fall in cloaks and costumes. Just now the different manufacturers are showing their styles and The Review learns that they are almost identical with those predicted by us three months ago. It has always been our object to keep closely in touch with tendencies of the different trades and thus prepare the retail trade for the coming fashions.

Before placing your order for Fall see our samples. They contain all the elements necessary for profitable Cloak selling. The fit is always sure, style and finish all that could be desired.

Travellers are now out and will call on you within the next two months.

We want your business, that's why we advertise.

The Merchants' Mantle Manufacturing Co. Limited

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Coats, Costumes and Skirts.

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Our Spring Lines include the very latest styles such as are worn in New York, Paris and Berlin. We do not solicit the trade six months earlier than the styles are established, hence the trade can DEPEND ON THE VERY LATEST.

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Special Line of MILITARY GARMENTS for LADIES



No. 320 No. 321

Max Snilderman & Co., Proprietors.

Style 320—7-gore Walking Skirt, lap seams, tops and buttons finished with rows of stitching. Price only **$18.00** dozen.

Style 321—This is a neat 7-gore skirt, each seam has a side piece of cloth, with buttons, and stitched. Price only **$18.00** dozen.

Best values on the market.

Merchants' own Material a specialty.

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This is the line upon which the Retail Dry Goods Merchant or the Gent's Furnisher can make big profits, at the same time displaying the goods at a price that astonishes the regular Wholesale man.

Scarf Pins, Rings, Cuff Buttons, Collar Buttons, Hat Pins, Blouse Sets, Brooches, Watch Chains, Fobs, etc.

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Our Trade Mark

We are showing a range of fancy Silk Dress Waists in a very special weight of Peau de Soie.

THE AMERICAN SILK WAIST CO.

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We can give immediate delivery of

Our Perfect-Fitting

WAISTS
SUITS
SKIRTS
JACKETS
KIMONAS

Our range is up-to-date and larger than we have ever shown.

The New York Silk Waist Mnfg. Co.,

40 ST. ANTOINE ST., MONTREAL.



This cut shows one of our latest creations in Long Hip, Straight-Front effects, which we carry in stock—all prices. Ask for sample and price list.

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They have undoubtedly the largest sale in all countries. This has been reached solely through the merit and high qualities of the goods.

KONIG & STUFFMANN,

SOLE AGENTS FOR CANADA.

11 Victoria Square, MONTREAL.

WAISTS

THE travellers on the roads with Spring goods have been able to send into their houses very satisfactory orders. Canadian manufacturers are now busy with mid-Summer waists and costumes, of which a large variety will be offered to the trade; while their designers are working on Fall styles.

* * *

A great "flannel season" is predicted, and by all indications the flannel waists will be the feature of the season. French opera flannels are shown in both printed and plain goods, and the designs though they are along those in fashion last season, still include several new effects which have the best chances of success. Even in the United States, where flannels have not had the continued popularity that has been accorded them here, there is a strong feeling for those goods for Fall. American manufacturers struggled long to draw away from the flannels and bring mercerized vestings more to the front, but these last Fall proved unsatisfactory, though for Spring trade they were very swell. So the waist manufacturers in the United States found it necessary to go back to the flannel goods for the coming Fall season, and the trade accepted the change with pleasure. Merchants will make no mistake in placing large orders for these goods. And buying should be accomplished as early as possible, for by all appearances there will be no large supply of these flannels for waists.

* * *

In the silk varieties China silks will undoubtedly be very good for Fall. No new shades are talked of, but the last year's favorites, white, black, robin's egg blue and golden brown are again to the front. For the coming season some China silk waists, trimmed in wood fibre silks, will be shown to retail at from $6 to $8 with very good value.

* * *

In white and pale colors there is an increasing demand for flannel waists. These are most frequently trimmed with some single but effective embroideries.

* * *

There is a good reason for the popularity of China silks, which is their superior washing qualities as compared with peau de soie and some other silks. A good quality is sure to give satisfaction to any dealer in ladies' waists. In buying these it is advisable to see that they are trimmed with lace which will stand washing.

* * *

Louisines are considered not quite as good property as heretofore, but crepes de Chine and soft satins are in good demand. Peau de soie is having a fair share of the trade at present, and foulards are well spoken of. Taffeta as usual holds its own, there being apparently no other silk which will serve the purpose of taffeta in all respects.

* * *

Lace as a trimming, and allover lace effects are, if possible, more popular than ever, and many of the finest waists are shown with this trimming. There are also some taking effects in mixtures of lace and embroidery which are thought well of. Chantillys and net Venetians are having a fair share of the demand, while the Venetian in heavy lace blouses are among the most prominent.

* * *

In the matter of style in the Fall waists, there is very little that is new. Only soft collars and cuffs will be worn. The fulness in the sleeve is rather more toward the elbow than before.

PARIS BLOUSES AND LINGERIE SHOWN BY DEBENHAM AND FREEBODY, LONDON, W.



Muslin Blouse, Trimmed real Torchon



Crepe de chene Blouse in all colors



Nun's Veiling Skirt with soft Silk Bow

THE LATEST SUMMER NOVELTIES.

NOW that novelty lines are ready, changes of style, and indications of changes, become more apparent. With the wearing of more fitted outer garments it was a certainty that some kind of a modification in blouse lines would have to take place.

As new models show, the droop or pouch at the waist is gradually lessening, though we are a very long way from a perfectly tight-fitting bodice. The shape of the waist line is not altered, as the girdle belt is still much drawn down in front. While these changes are clear in the novelty lines, the large majority of utility waists are not as yet affected by them, and are much the same in general outline as last season. The new blouse, though it may droop over the waist line in front, fits perfectly at the back and sides, and all fullness is confined to the front.

Round yokes of all-over lace and of rows of insertion, are much used, and many of tne newest have the bertha effect of muslin and lace, or of five or six rows of edging sewed together to form a flounce. A few surplice waists are also seen with a chemisette of lace—but this is never a very popular fashion. Teneriffe lace and embroideries in which Teneriffe motifs are largely featured, are prominent, and introductions of color into embroideries—notably green—are well thought of.

In dressy blouses droopiness is the chief characteristic, and materials that lend themselves to this style are most in demand. Chiffon and crepe de chine, as well as soft silks, are all made up into this class of blouse. Some taking styles in net blouses are also shown. Many of these blouses require a colored slip of soft silk for wear underneath, though in many cases the corset cover of Japan silk or mercerized batiste is used.

A great many blouses are of all-over lace in heavy makes, such as Venetian, Irish Point, Guipure, etc. Valenciennes all-overs are also said to be coming favorites.

Sleeves are large and drooping, and in the dressy blouses the variety of styles is apparently endless. In the washing waists, however, the high cuff has had to give way to the straight band, though this is often very deep. Difficulty, when wash day comes, is the cause of the change.

In the more expensive lines many of the waists button up the back because of the trimming effects in front, but generally speaking the majority of blouses fasten sedately up the middle of the front.

GOOD FALL SEASON EXPECTED.

SAMPLES of Fall blouses will soon be out and manufacturers are preparing extensively for the Fall trade. "Blouses are going to be a strong feature next Fall," said one of them, "and never before has there been such a wide choice in pretty blouse materials." Lusters and Mohair fabrics are largely featured and some smart novelties in melanges, etc., are to be among them.

Blouses are certainly more popular than ever, and there never was a time when it could be worn on so many occasions. Even Paris is shedding the light of her countenance on the blouse.

A NEW COMPANY.

Ideal Woman's Wear, Limited, is the title chosen by a new company that has been formed to take over and extend the business of the McKay Mfg. Co., Lombard St., Toronto. Some of the members of the old firm are also in with the new company, and Mr. Tanner, who is one of them, is still managing the business.

As. Mr. Tanner was manager for the Allen Mfg. Co., and for a number of years was also at the head of the manufacturing department, and helped to build up the large white wear business of the T. Eaton Co., it would be difficult to select any one that is better qualified for the position. Ideal Woman's Wear Co. are manufacturers of wrappers, underskirts, dressing jackets, and also of women's and children's cotton underwear, and their factory is at 44 and 48 Lombard street, Toronto.

NOTES OF THE FURNISHERS.

Mr. Alex. Clark, formerly of Fenelon Falls, Ont., has opened a tailoring establishment in Lindsay.

Evans & Co., men's furnishers, Galt, Ont., have added a custom tailoring department under the charge of Mr. Robinson.

Lauchlin McDonald and B. D. Perry, late in the employ of John T. McKenzie, have opened a tailoring establishment in Charlottetown, P. E. I.

The clothing and men's furnishings store of P. J. Kelly, Stratford, Ont., was recently gutted by fire. The loss was $15,000, with insurance $7,200.

Mr. H. D. Crowe, for two years with the Commonwealth Clothing Department, Winnipeg, has gone into the clothing and furnishing business for himself in Virden, Manitoba.

A new firm of manufacturers' agents is Pomeroy & Ball, Winnipeg, Man. Among other manufacturers they represent the Globe Suspender Co., Monarch Shirt Co., Barnston Woollen Mills Co.

The death has occurred of Mr. F. A. Cookson, for many years engaged in the wholesale men's furnishings business in Montreal. He had also been European buyer for a large house in men's furnishings.

Mr. John Kirk, a Toronto tailor, was awarded $1,200 damages for injuries received by being knocked from his bicycle by a horse which had become frightened at a steam roller engaged in laying asphalt.

R. Craig & Co. have opened a new gents' furnishing store in Vancouver, B. C., which they have had refitted and made up-to-date. In addition to the regular line of men's furnishings they are adding a stock of boots and shoes.

Mr. W. J. Page, formerly with Stanley & Co., tailors, Brantford, Ont., has taken charge of the tailoring department of G. H. Davies' new store in Stratford, Ont.

It is reported that Winnipeg is to have a new suspender factory, a branch of a Yankee firm.

CHANGE OF NAME.

Mackay Smith & Co., wholesale dry goods and men's furnishings manufacturers, Vancouver, B. C., have sent the following notification to the trade: "In calling your attention to the change in the style of name of our firm to 'Mackay Smith, Blair & Co.,' we wish to state that the alteration does not in any way affect or change the personnel or management of the firm, which will be continued as in the past. Owing to our increased stock, new warehouse and the installing of a new and modern manufacturing plant, we are enabled to keep abreast of the ever increasing trade. We wish to take this opportunity of extending to our numerous customers our appreciation of the liberal support they have given us in the past."

DRESS ACCESSORIES

MARCH has not been a very satisfactory month in the fancy dry goods houses, as the weather conditions since the New Year set in have dealt somewhat severely with this branch of the trade. Laces, trimmings, etc., from a fashion point of view, are perishable goods, and for this cause this section is first to suffer when the retail merchant gets a little alarmed, as he has been doing lately, and, as it is admitted on all sides, with very good excuse. Import orders were very large, and every preparation was made by both wholesaler and retailer for an extension of business, when we received the large dose of "good old-fashioned Winter" that some people declare is so good for us.

* * *

In many sections of the country there has been a complete tie-up of trade, and receipts over the counter have reached about the vanishing point. In other localities that were a little more favored, the tie-up in the railway freight department has interfered greatly with the course of business, as the only way to get goods required was to express them. Many instances are on record of goods shipped early in January that are only reaching, or have not yet reached, their destination. For the last two months these belated goods have been a source of special worry to the correspondence clerks in the big wholesale houses, and a special source of profit to his Majesty's P. O. department. The consequences to the trade have been for the present serious, as in many cases the retail merchant, seeing no prospect of immediate sales, and as long datings, owing to the novelty nature of the goods, cannot be indulged in, payments were in some cases likely to become due before there was even a chance to turn any portion of the goods into money, and cancellations and returns have been frequent. Payments too, on the 4th of March were poorly met, but as with many country merchants business was just about at a standstill, this was not wholly unexpected.

* * *

While regretting this unavoidable check to business, the wholesale trade are not worrying, as they are confident that it is only temporary, and the goods now on their hands will be eagerly sought after later when uninterrupted road and railway communications are renewed. Heavy snow in Winter, it is said, is the forerunner of heavy crops in the Fall, and as we have had a succession of good years, and good prices for farm produce, the farmers have plenty of money, and in the larger cities there has been no cause for complaint.

BELT SETS, BUCKLES AND WAIST SETS.

THERE is going to be a large business done in waist sets this season, as besides being an ornament, they serve a useful purpose, and stop the nasty fashion of gaping in front that some blouses have, particularly when freshly starched. Just at present the military sets are on the crest of the wave, and the greatest novelty is a bomb button with a Japanese pattern. Gilt and gun metal bombs, and military buttons in sizes a little less than a cent are all the craze. Besides there are some pretty art nouveau designs in pompadour patterns in old silver and glass enameled sets in colors to match any waist are also new.

In belt sets gilt is selling strong, though dull silver is by no means out of it. Though the buckle that gives the girdle effect is asked for, and is newest, there is still a great demand for the long narrow back buckle.

TRIMMINGS.

JUST at present the rush in trimmings at the retail end of the trade is for braids, and it would take the best part of this number of The Review to enumerate and describe the many different varieties, for they can be had in varying widths, and to match any color or material. Many of these braids have an introduction of tinsel. This introduction of tinsel is a settled feature in Spring and Summer lines, and importers are predicting the use of gold for Fall as well.

Browns and leaf greens are to be the leading colorings and gold is just what these colors need to tone them up and make them becoming. As there would be great scope for the exercise of artistic tastes in these combinations it is extremely likely that this view is right.

For backing laces, and chiffon embroideries, and other trimmings, and giving the smart touch of gold, without which no toilette is now complete there is one of the most enchanting trimming fabrics ever put on the market. This is rightly called drape d'or. It is radiant with its bright sheen of gold, and forms a beautiful foil for laces, and blends in and enriches the colors of the embroideries and trimmings used over it.

Padded and raised effects are very popular now, and a portion of the pattern, in an embroidery or trimming, say the centre of a rose, or other flower, can be padded by a small piece of this brilliant fabric, and a surprisingly beautiful effect is gained. Yokes are lined with it, and, indeed, ingenious costumers will find many uses for this fabric.

Silver is spoken of in the United States as well as gold. It may be used to advantage in trades where the customer buys a gown to wear on only one or two occasions, and then throws it aside, but it is much too perishable for the general trade, as it tarnishes so easily when exposed to the air. Even when it is most carefully kept, it will "sweat" as it is termed, and rot the fabric it is used with. On the contrary, if a good quality of gold is bought, and particularly satisfactory is that of French make, it will keep its color for a long time. The quantity of gold in the new trimmings is so small that it does not pay to buy the poorer varieties. This is one thing that is extending the vogue of gold, it is too ex-

pensive to use lavishly and a lavish display is just what vulgarizes it, and drives it out of use.

For trimming the loose Shangtung and Pongee coats there are collars, cuffs and fronts of fine embroidery or lace.

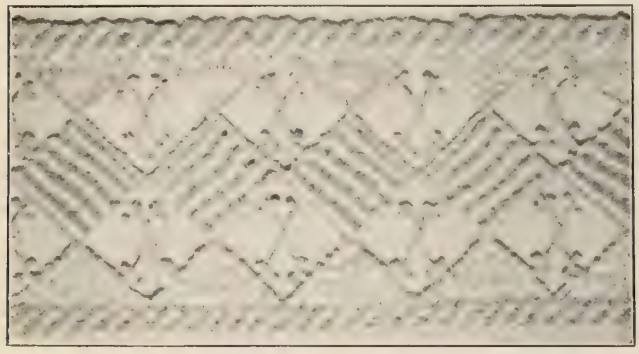
A certain shade of blue has caught the fancy of the trimming designer, and this color, and green also, is seen to an extraordinary degree in everything.

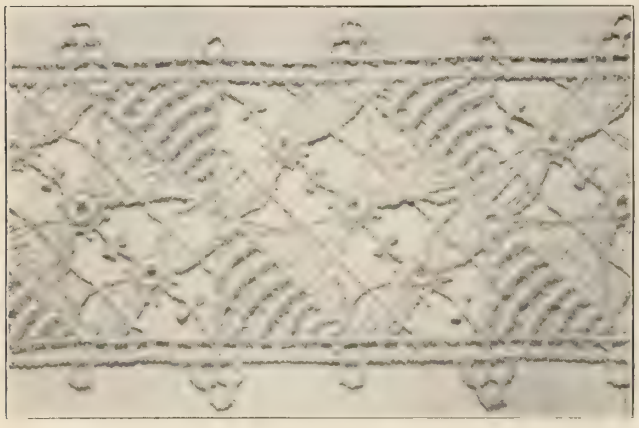
Persian effects in trimmings, in which threads of gold are profusely used, are very popular.

Drop ornaments are good, but not to the unlimited extent that they were used a short time back, when a drop and a dangle was placed on every possible point and corner.

LACES.

IT would seem that almost every garment that women are to wear in the coming season are to be lace trimmed, and in gowns it is only the plainest, and most severe of tailor-mades that are without the prevailing touch.





Macrame Insertion.

The Cavilier frills of lace, etc., at the cuff of most gowns, is going to mean a large use of lace for this purpose. Flounces of lace, and lace trimmed flounces and berthas, are also to have a great vogue on Summer gowns. As the season opens up the lead of the finer makes of laces is undoubtedly greater.

The most popular among these fine laces are the D'Alencons. These beautiful revivals of one of the richest and daintiest of French hand-made laces are marvelous examples of the perfection to which machine made laces have been brought, and show how the use of modern machinery has now put the lace that once was so costly that only the king and his richest subjects could afford to buy it, well within the reach of the million. The patterns used are decidedly on the Louis XVI. order, and are more or less naturalistic representations of flowers and leafage, the curves of the pattern forming the edge of the lace.

The net ground is sprinkled with dots, and in the modern laces these dots, as well as parts of the pattern, show the raised button, or, as some call it, the pousse effect, that is the feature of both laces and trimmings this Spring; or again some have the indented repousse or egg-shell effect, but in all the main character of the lace is the same. The ground is of fine D'Alencon net.

These laces are almost invariably shown in sets, and the many widths in flouncings would point to the vogue of graduated flounces of lace. Bands and galloons are also shown to complete the sets.

One of the laces herewith illustrated has a raised braid formed into a truelovers knot, as the main motif of the design. This is quite detached, and is only joined to the body of the lace at intervals, as can be seen if the illustration is closely looked into. Many other designs are formed from this detached braid such as Tudor roses, daisies, etc. The strong contrast between heavy and light make this a line of considerable beauty.

Lierre is another of the favored fine laces, and has a graceful pattern worked out on Brussels net. Some lovely robes are shown of this lace, one of which we illustrate. These robes are very effective, and not too expensive for the general trade. Berthas, barbs, lappets and scarves are all shown in this lace.

In all laces, both fine and heavy, ball effects are strong; and the majority of the much used separable medallions show this feature.

Valenciennes, in spite of protests that it is not a millinery lace, is pretty considerably used for hat trimming at present. This is a New York fad, and it seems hardly decided whether it will develop or not, but decidedly Valenciennes is more popular for dressy use than is usually the case, and will be largely used to trim fine gowns this Summer. What are known to lace men as the round hole and the Normandy vals are the wanted kinds.

There are lingerie frills and ruchings without number for the sleeves of the fashionable gown. These are of the finest mull, lawn, chiffon, etc., and are edged and inserted with Valenciennes.

It would seem that fashion designers are always delving in the past, and so long as they can strike a novelty they care not how remote the period to which it belongs. Macrame is one of the latest of these revivals in lace. This is one of the very oldest kinds of lace, and was made around Genoa in the sixteenth century, under the name of "punto groppo," or knotted lace, and is still made by the peasantry in the South of France.

The name "macrame" is as modern as the revival, and comes from an Arabi word meaning an ornamental trimming. The hand-made macrame, though the patterns are good, is too stiff and heavy, and is only useful for trimming heavy linens or crashes, but the machine-made lace is, while retaining the beauty of pattern, much finer, and more adaptable, and will trim with advantage any but the sheerest of Summer fabrics. Just in line with present day taste, which loves strong contrasts, are the bands of macrame with insets of embroidered net. These are

FANCY PARASOLS

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PEWNY'S KID GLOVES

For your Easter Trade put in an assortment of these gloves.

EVERY PAIR IS GUARANTEED.

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AGENTS FOR CANADA



I. B. KLEINERT RUBBER COMPANY

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very pleasing, as the one material is such a strong foil for the other.

Cluny patterned wood fibres still keep their place in popular favor, both for millinery and trimming purposes. This is not wonderful considering their bright, silky beauty. The latest show an introduction of gold tinsel either into ground or pattern.

There are quite a number of beautiful trimmings that are very hard to classify, as they partake of the character of both laces and embroideries.



D'Alencon Flounce.

These have a linen or etamine ground which is embroidered with raised flowers, etc., and the eyelet hole or broderic Anglaise motifs. The patterns are connected and joined by heavy button work lace designs. These come in all white, in champagne or natural colored linen, in blue, green and other colors with white embroidery and lace. All overs in many laces are very much used, and Torchon laces have not been so popular for years.

Cape collars in all varieties of laces are strong as ever, and there are any quantity of lappets and scarves for neckwear for wear in the coming season. Lace stocks, too, are greatly in demand.

BUTTONS.

THIS promises to be a good button season. Buttons are selling well, but it is chiefly for trimming purposes they are used. The most popular buttons are in military style and are known as the bomb buttons. These come in bright and dead gold and in gun-metal. Tiny gold buttons form a part of almost all trimming schemes.

THE VOGUE OF GOLD.

MANY importers are not over confident about the vogue of gold in trimming lines, but those who are best informed and in closest touch with Paris and Parisian ideas show the greatest belief in them. Gold is certainly featured in all French trimmings, and the costume and millinery ideas that hail from there show a touch of gold in some form or other. Even the gloves reflect the craze and white kids have as fastenings large gold buttons. In fact gold bids fair to take, to some extent, the place ecrue has hitherto held.

It is not claimed that gold will have an extended reign. It never has, but for this season, and very possibly for Fall also, gold will be much used in trimming lines.

JAPANESE MILITARY BELTS AND SETS.

TINSEL belts promise to be a big feature, though some of our large stores who are ahead of the demand here have commenced to cut prices on them, but the gilt tinsel webbing is right in sympathy with the craze for gold in other accessories.

BELTS.

WHEN first the wide belt was mooted on this market manufacturers and merchants alike fought shy of it. "It would not last," they said. But as it gained in favor, they had to incorporate it in their belt lines, and it looks as though the wide belt was here to stay for some time.

It is the short Eton coat that calls for a wide belt, and just so long as an abbreviated coat is worn, so long will the wide belt last. The crush leather was the first wide belt to be put on the market, for the leather men got there before their competitors who make the fabric lines, but not for long did they enjoy their monopoly. Now there are as many wide varieties in fabric belts on the market as the heart of the retailer could desire.

Gold effects, and gilt trimmings, which were eyed askance by belt men have come out strongly, and gun-metal and silver are rather out of it at present in belt lines. Many belts are wide at the back, and taper down in front.

In the fine trade there is a reaction against metal ornamentation of any kind, and the place of buckles and slides is taken by silk covered or crochet rings.

On many of the fabric belts gilt bomb buttons are making their appearance.

Belt lines are by no means confined to black and a few whites, but colors, particularly red and emerald green, are largely featured.

LACES

John Truman & Co.

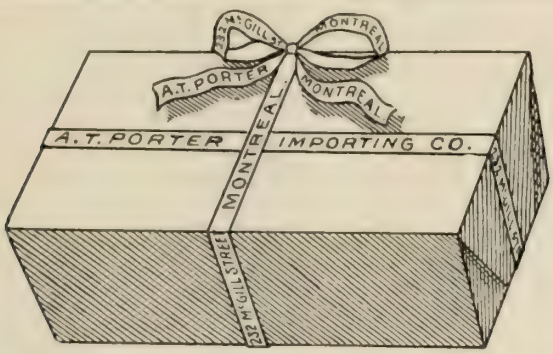
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SACQUES and GOWNS

WARM, COMFORTABLE, ECONOMICAL.



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THE GALT KNITTING CO., LIMITED. GALT.

THE

'PIRLE' Finish

Indispensable for the Open-Air Girl.

"LADY'S REALM" says:

"The out-door girl who loves to cycle, walk and drive will never wear anything but a 'PIRLE' costume when she has once donned one. It may be the shower of May or the storm of November, her neat cloth dress will **remain unspotted** and unshrunk, and, when dry, will be as fresh as when it came from the tailor's hands."



REGISTERED TRADE MARK.

"Madge" in "Truth" says:

"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer.

"The proprietors undertake to make good any material so stamped that has been actually damaged by rain."

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DRESS GOODS

FEATURES OF THE TRADE

BUYERS for Canadian houses are now on the foreign markets looking up the newest things in Fall and Winter dress materials for 1904-5, which will be shown by travellers here about May 1. Meanwhile the shipping department in every wholesale house is very active sending out Spring and and Summer materials to the trade. Though the season is advanced, there are still some points to where it has been difficult to deliver goods, but in spite of all past delays it seems that but little trade, if any at all, has been lost by the retailers.

Buyers in Foreign Markets.

* * *

The demand for Spring goods has been continuous, and now after the first shipments have been made, several good repeats have been received for lines which customers were quick in picking up.

Good Repeats.

* * *

The new "onion" shade, a golden brown tone, so late in making its appearance, is meeting with surprising success, surprising, because unless it is a great "brown" season (an occassion little appreciated), most importers place but little confidence in this color, as far as dress goods are concerned. There have been too many disappointments. But this "onion" shade, which isshown in thefashionable light materials. violes, crepe de chine, eoliennes, etc., is selling well; and as some of the best Fall samples show a few shades of brown verging on this same color, there are very strong indications that it will be one which the retail trade will shortly be able to handle profitably in quantities.

"Onion" Shade.

* * *

The gun metal shade, though, which in millinery is one of the season's features, is, according to some dry goods men, not the great success that it was expected to be by many. But others have found it to sell pretty well. A fad such as this, however, usually works that way, sells well with some dealers and poorly with others.

Gun Metal Shade.

* * *

Repeats on lustres are frequent, and there is no doubt but that large quantities of these goods are to be sold during the coming season. All plain stuffs are moving out very well also, such as box cloths and venetians. Ladies' cloths in faint stripe and flake patterns are also in good demand, so good that some wholesalers cannot get deliveries from the mills quick enough to satisfy their customers. This refers to Canadian made goods. It seems a lamentable fact that our mills are not prepared to answer the demands made upon them for this cloth; but with such competition as they are forced to meet from outside countries it is claimed the protection is not high enough to warrant the manufacturers increasing the capacity of their plants. In the ladies' cloth there are some shades of deep brown which should be good property for Spring.

Repeats on Lustres.

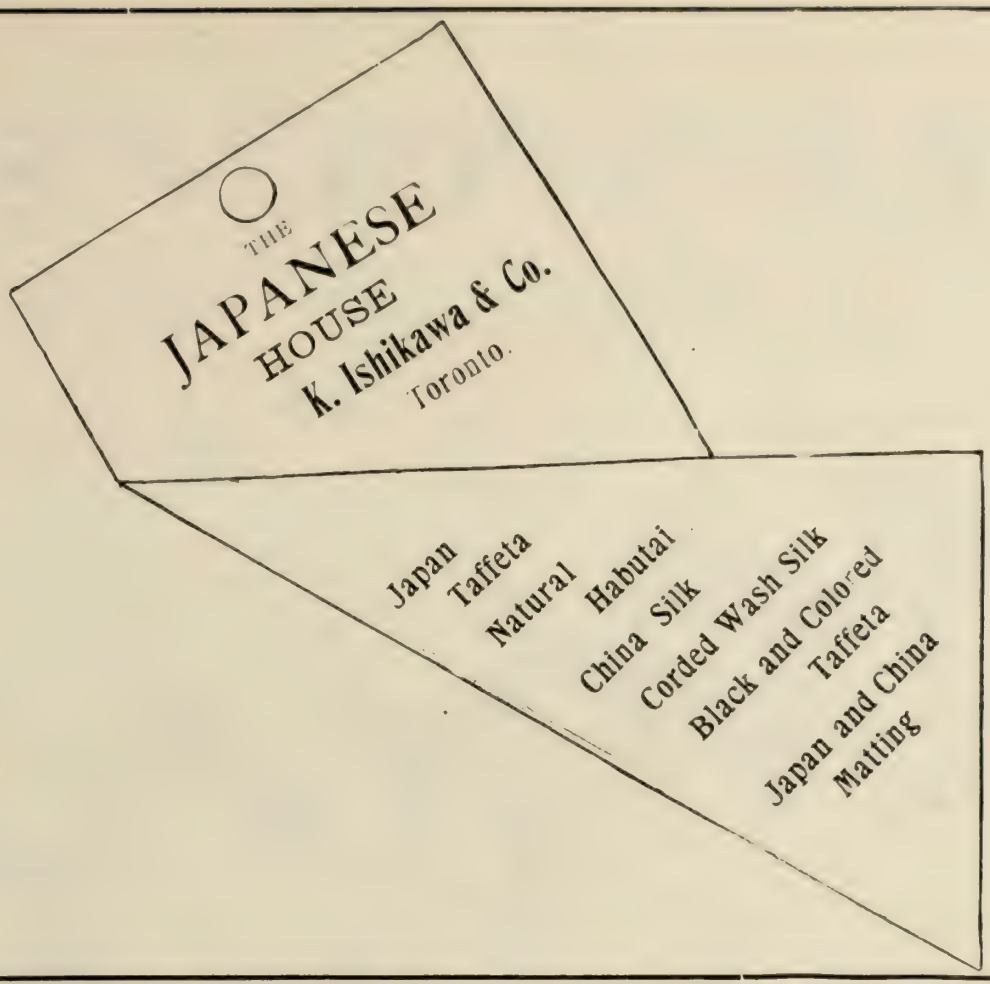
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Some of the new Fall and Winter cloths are now being shown in Canadian houses, and there seems to be a preponderance of snow-flake or speckled effects in blues, greens, browns and blacks. These browns include the "onion" shade before referred to and a few other browns, some in dark and light shades. The blues it is said will be also in many shades, from navy to light blue. Among the new patterns with browns, blues and greens as grounds, are some with knop effects in contrasting colors, such as reds, greens, whites and blues. These make very pretty effects, and are already being spoken for to a great extent.

Fall and Winter Shades.



Lierre Lace Robe.



Debenham, Caldecott & Co.

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TAFFETAS
LOUISINES
PAILLETTES
PEAU DE SOIE
SHANTUNGS
JAPANESE
DUCHESSE SATINS

OUR SPECIALTY

LARGE
RANGE
SHADES
ALSO
BLACK
WHITE
CREAM

RIBBONS

VELVET RIBBON
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ALL WIDTHS
SPECIAL LINES
TO RETAIL AT
POPULAR PRICES

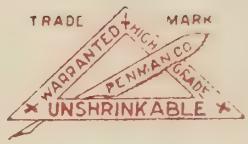
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After they come to Canada

They all wear

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Men's Furnisher and Clothier

Devoted to the Canadian Dealer in Men's Goods

CLOTHING
NECKWEAR
UNDERWEAR
HOSIERY

SHIRTS
COLLARS
GLOVES
NICK-NACKS

FLOWING ENDS OF TALK.

IN a recent book on costumes in America, Mrs. Earle tells of the time when there was considerable rivalry between the bride and the bridegroom in their wedding garments. In Boston on one occasion, the groom's earnest efforts resulted in white satin small clothes, silver grey velvet coat, rose pink waistcoat embroidered in silver, and buttons of natural pink seashell of deeper tone in silver settings. The bride unfortunately had suspected no such attire on the part of her lover, and, being dressed in a less gaudy manner, gazed in speechless amazement at him when he walked towards her, and then, realizing how far she was surpassed burst into tears. The poor bridegroom was so startled that he stood awkwardly looking on, until told that he must don more sober clothes or lose his sweetheart. He yielded. Perhaps that was the beginning of it all, for certainly men now never attempt to compete in dress with women, on any occasion, their aim rather being to obtain quiet effects—so there will not be too much in one family. Man is getting his innings this year in waistcoats, cravats and hosiery.

Bride and Groom as Rivals

* * *

AN English journal says that when a Bristol man feels that he should decorate himself with a new hat, he does not think of buying it. He simply goes to a hotel lets someone see him double up a £5 note and put it under the leather of his hat to improve the fit, and leaves it on the rack while he goes in to dinner. When he comes out, he always finds his hat gone and another in its place, while later in the day a wild-eyed man is hustled to the police station, or stands on a corner and kicks himself for trying to pass a counterfeit note. The experience of the man in this country is somewhat different from this. He leaves a hat, old or new, on the rack, with every faith in the honesty of mankind, and in the watchfulness of the hotel man, and upon coming out spends a half hour looking for it, another half hour in waiting until all have taken their choice, and then finds a faded brown derby with a crack or two in it, and a shape of long ago, to be the only one left. His only consolation is that from the maker's name inside he knows it to have cost six dollars at one time, and feels morally certain it was stolen from some other equally innocent and confiding man. He, too, kicks himself, but it is for letting everyone else take their choice before helping himself. Is it any wonder that respectable man has a moment of moral aberration and confiscates a decent hat at his next dinner?

Better than buying it.

THERE has been a report current in almost every country that at last a use was to be found for the rat. It was said that a great rat hunt has been organized in Copenhagen, for the purpose of obtaining skins to be made into gloves. But any fond hopes of cheap glove skins have been dispelled by the discovery that a rat skin is entirely unserviceable for such a purpose. A skin for a child's glove must be eight inches long, that for a ladies' eleven, and a medium sized gentleman's hand requires a skin fourteen inches in length. A large rat skin is only six inches long and is therefore out of the question. This a Norwegian merchant discovered when he took a cargo of 100,000 skins to England, and attempted to interest glove manufacturers in them. He received five shillings a hundredweight for the lot, to be boiled down for glue. A certain glove maker in an endeavor to satisfy himself as to the possibilities in rat skins, sent to Germany for the largest skins obtainable, and after a great deal of difficulty as he found the skins so badly scarred, he got one sufficiently large to make a glove for a small boy. Rabbit skins are of no more use.

Rats Not Useful.

* * *

ON account of the deception practised by a few merchants in the selling of goods, many customers have become so suspicious as to demand the article shown in the window rather than the one carried in stock. He can scarcely be blamed for this in some towns and with some merchants, but it means a great deal to the store and window dresser if the display must be disturbed. The question as to whether the merchant could be forced to sell the hat shown in the window was recently discussed before a law students' society in England, and after much argument it was decided by a majority of two that he could not be made to do so. The question is one that is scarcely worthy of discussion, since the merchant who is doing an honest business will be willing to gratify the wishes of his customers without putting to a test the right to demand it. A hat in a window often looks better than the same one in the store, but it is merely because, being more distant, its texture is invisible, and the light is stronger and coming in a favorable direction. If the hat shown inside does not suit, the customer will usually leave without buying, rather than bother himself to create a disturbance. But he will buy elsewhere.

Selling from the Window

FADS AND FASHIONS.

IN looking over the styles in clothing for men for the Spring season I have been struck with the wide variety and choice offered. From boot to hat a man can wear almost what suits his fancy without getting out of the realm of taste and style in dress. The overcoat of the season is no doubt the covert or short box coat, and the most popular shades will be in light fawns. The cloth is preferably covert, but a few whip cords and even some cheviots are shown in the same shape. Although light fawn promises to be the most popular, the dark greys or fawns are neater and will be sold to higher class trade than the lighter shades, for the reason that they are quieter, and will not be worn to death. A long ulster shaped overcoat of the same material, made very loose in the back, is being pushed by a few of the high class tailors. I must say the covert coat has caught my eye for business wear. It is essentially for informal day wear both in looks, and because it cannot, of course, be worn with skirted under coats. This laxity of style has been seized by many a young man to enable him to appear on the streets in the most ridiculous overcoats. One I saw a few days ago was a fairly long winter weight with a belted back, and in the centre of the belt was a large harness buckle nickel-plated, about four inches square. Another young fellow carrying a sample case was clad in a long light grey Chesterfield (among other things), and running from top to bottom was a box pleat about three inches wide. Skirted overcoats "caught on" very strongly towards the last of the season, and the variety of cuts was confusing. An unbusinesslike overcoat, and not perfectly correct at any time save with a silk hat, it was made much worse by the daring of a few, who, in their attempts to surpass all others in oddness, allowed or ordered their tailors to produce a huge affair reaching to the heels, very tight at the waist, narrow in the shoulders, and wide at the hips. The effect was ludicrous, and fortunately was confined to a few with "stagey" ambitions. Unfortunately, too, the box coat is being parodied in a length that barely conceals the under coat, whereas the skirts should drop three to five inches below, according to the length of limb of the wearer.

* * *

Suits are being made in any desired style, the tailor being controlled absolutely by the wishes of the customer. There is now very little of the old time method of simply selecting a cut from the plate and having the suit built up arbitrarily on the same lines. Every wearer has his individual tastes and is not afraid to force them on his tailor. There is apparent a return to the double breasted coat of some years ago. The neatest style buttons four, but as most of the coats have long rolls which are or are not made use of, the double breasted coat mostly buttons three and shows four. A few extremists prefer button two and show three. While this coat is the newest it will not be as generally worn as the single breasted. In the latter coat there are two shapes for the collar and three for the front corners, shown. One has the collar long and the other buttons tight as last year. One has a long cut away at the bottom with rounded corners, another a shorter slope than last year, while another odd one has square corners. The high collar and shorter slope are the favorites.

Whether the tan shoe will be worn to any extent during the Summer I am unable to say with any certainty, but from present appearances its sale will be limited, although its presence will be noticeable. The greater popularity of brown in hat and cravat, will help it, but as a shoe for wear in the city it will not be popular. Its advantages for outing have been tested and tourists and Summer travellers will no doubt appreciate them. There is a shoe talked of in the United States,—an importation from England,—called the varnished shoe. It is just what its name says, a calfskin shoe varnished over. Some consider it more correct than the patent leather, in whose place it is used. To keep it in proper shape, however, requires a valet, as the varnish must be scraped off and a new coat applied, when a new shine is desired. That it will not take here is certain.

* * *

The Englishman, as we have been getting him for the past year, is, I consider, responsible for a head covering which has been confined for years to the small boy. Nine tenths of the English immigrants who have reached us, and so many of whom are crowding our streets, have shown a remarkable fondness for the peaked cap. I have been able to pick out English immigrants more from their caps than from anything else, but now it would not be safe to depend upon this. Men, old and young, with peaked caps of various materials and a limited variety of shapes, are not uncommon sights on the street, and many who have not worn them for years are returning to them apparently with boyish enthusiasm. The young man is saving money on it. Almost every cap seen has three bands running along the top from back to front, and a small loose piece across these in the centre. These are so very common that they are being discarded by the more particular men, and plain round separate piece crowns are donned in their place.

* * *

There is possibly another fashion which has been influenced by the Englishman, and that is the carrying of canes. The Canadian has been but an indifferent cane carrier, and the habit comes and goes with an irregularity that betokens nothing more serious as a cause than a change of mood. A man will carry a cane for a month and discard it for another, without a great deal of regard for season, or the prevalence of the fashion. Spring and Fall are, of course, more suitable seasons for the cane habit, and more are seen then than at any time. There are men who have always been attached to their hawthorn or to the peculiar head which they may use on their sticks, and the man and cane are inseparable. Winter has never been remarkable, and rightly so, for the number of canes carried, but the past cold season has proved an exception. The Englishman has ever been fond of a stick, and he has not by any means broken from his love here. His example, therefore, has influenced Canadians, particularly the more prominent business men, and the coldest days of January and February proved insufficient obstacles. If the hands got so cold as to need the shelter of the pockets, the cane was simply thrust under the arm. It is rather a ludicrous sight—a man hustling down street, coat collar up, fur cap pulled down over ears, hands thrust to the bottom of overcoat pockets, and a cane precariously held under the arm. Of what earthly importance a cane is under those conditions, for use or beauty, is beyond me. THE DON.

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GENUINE GUYOT SUSPENDERS



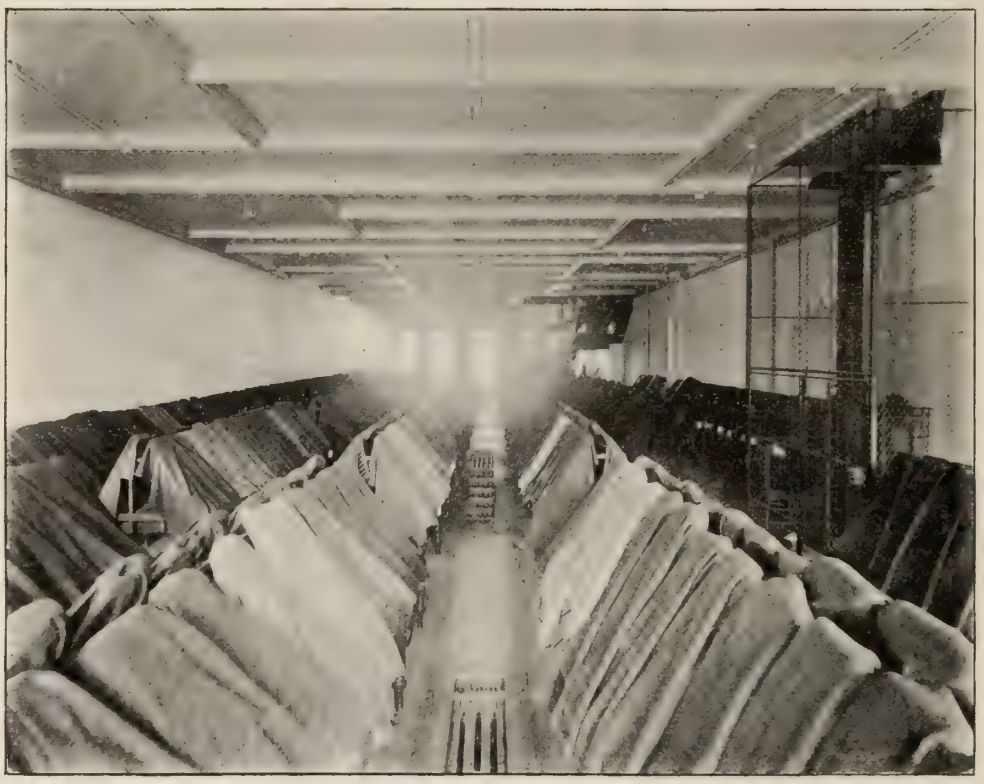
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HOLLAND POCKETINGS, Etc.

WE HAVE 35 PER CENT. MORE SAMPLES THAN WE HAVE EVER CARRIED BEFORE.

Sole proprietors of the celebrated "TYKE" and "BLENHEIM" Serges, also of Salt's "YOTSMAN" Serges, the best goods in the trade. Send for samples of them.

FREE SAMPLES ON APPLICATION.

BRANCHES:
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196 McGill St., MONTREAL.

WOOLLENS CLOTHING TRIMMINGS

THE MERCHANT TAILOR

STYLES AT HOME AND ABROAD.

FOR this Spring there is offered a galaxy of cuts in clothing that further emphasizes the fact that a man is at liberty to suit himself. The plates show almost every combination possible and the tailor is often called upon to make up a shape that possesses the features of three or four coats shown in the plates. The single-breasted coat promises to be the most popular, but so varied is the shape of the opening at the bottom that there will be little monotony. In some the bottom slants off from a good distance up, greater than was popular last year, but the smaller opening is the neater and city tailors assert it is the most asked for. The lapels on a few new shapes roll down showing a couple of the buttons on the vest, but this will not be as popular as the tighter collar, buttoning to conceal the vest. There is perhaps a little tendency to shape in at the waist, without making the coat tighter. In length it conceals the trouser's seat.

* * *

But the newest thing of the year is the double-breasted cut. This was worn a little last season, but so little as to make it not worthy of mention. This year, however, there are strong indications that the young man will take to it with considerable eagerness. Already it s seen in large numbers on the streets. The same materials are used in it as in the single-breasted, but strange to say it comes in more greys than its competitor, although the usual thing is for double-breasteds to be in darker materials. There is nothing objectionable in this coat as it is worn. Usually it buttons three and shows four, although a few button two and show three. The collar is a long roll. An imitation of it is the square cornered single-breasted, but this is too much of the unusual.

* * *

Something which will be seen much more this Spring is the lower cut vest. The high cut, as of yore, is preferable, but many are showing a greater expanse of shirt-front and cravat. Pockets are changed a little. The majority will have one in the breast, slanting down towards the front. The same thing is noticeable in the covert overcoat. The suit is better without the watch or ticket pocket, and the same can be said of the breast pocket. The best place for the ticket pocket is inside the side pocket. The trousers are quite full at the hips, and fairly large at the feet, and a little more shape is given them than before. With a business suit the same material will be worn, while a striped pattern will accompany the frock.

* * *

The Summer suit is a matter of taste. It is probable that the Norfolk jacket will be as popular as last year, but the strictly high-class will vary it with a double-breasted dark blue serge. This is undoubtedly the neatest coat for Summer. Light homespuns and grey flannels will be the most worn in the Norfolk shape. A considerable trade will be done in a single-breasted flannel with patch pockets. Trousers will, of course, be turned up.

* * *

Rainproofs are selling well with the popular trade, there being no sign of a let-up from last year. The dark shades plain and patterned are the readiest sellers. There is nothing different from last season's shape, save that a few of the higher priced ones have belts. Ready-made rainproofs usually have cuffs, but it is customary for tailors to make them without, perhaps just to be different. There appears to be some effort to get away from the plain cloths as they look "waterproofy."

* * *

The overcoat of the season is the covert made from covert cloth or occasionally whipcord, and the color runs from light fawn to quite dark shades. The latter is the neater, and comes better in a pattern, not very distinct. The breast has a pocket slanting down towards the front, and the skirt is usually without a break. A few are made with slits up the sides or one in the centre. The length is about three inches longer than the undercoat. There is a tendency to make the lapel longer, but this is a matter of taste. The ready-made covert as produced this year is really an estimable garment in fit and finish. The high class tailors are making a long very loose back overcoat of covert cloth, chiefly in light shades. The short Chesterfield and skirted coat are not out of style by any means.

CANADIAN RETAILERS SIDE-TRACKED.

A GENTLEMAN who is a keen observer of all lines of Canadian trade, and has done much to improve trade conditions in Canada, in speaking of an article which appeared in The Dry Goods Review last month, in regard to English merchant tailors taking trade away from Canadians, pointed out that this practice was not confined to the tailoring business alone. "The other week there were staying in Montreal no less than 50 representatives of large London retail houses, dry goods, woollens, boots and shoes and other branches being represented."

This is not new, of course, but it is very apparent that this trade is on the increase. That representatives of 50 or more different retail firms should have occasion to be in one Canadian city at the same time looks as though the Canadian retailer were losing a large amount of trade.

There are perhaps two classes of people who consistently patronize these English houses, those who have come to this country from Great Britain and cannot content themselves with any but "made in Great Britain" goods, and those who whether Canadian or foreign born, think they get better value for the money or are more properly in the fashion by having their wearing apparel

made in London. There is more to sympathize with in the former than in the latter. Doubtless there are many Canadians living in the Old Country who would gladly patrnoize a Canadian tailor or dressmaker in preference to any other; but they do not carry their prejudices with them to that extent. As a matter of fact, however, people who buy from these English houses get neither better value nor more correct style for their trouble. Perhaps many of them know that, but prefer to buy English made goods for the same reason that Cholly or Algernon turns up his trousers, wears a monocle and talks with a beautiful "haw-haw" accent—because "its English, you know"; or let us be fair to old England and say it's because they think its English.

Clothiers, furnishers and dressmakers are among these commercial visitors, and thus the dry goods merchant sees many of our wealthiest men and women clothed in materials bought from merchants in England which they could just as readily and as cheaply have supplied here. The English houses secure their customers here by various methods. Frequently circulars are distributed to many probable customers throughout a city, requesting a visit at their hotel, and an inspection of their samples and fashion plates (which we do not doubt are always the British aristocracy's latest favorite and something that simply cannot be obtained correctly, or at anything like the price, here) and thus a considerable trade is accomplished.

All this is fair and legitimate business, as far as the English retailer is concerned. No one can blame him for trying to secure all the trade he can. One cannot help, though, regretting that there are so many people in Canada, both men and women, who turn their backs in this manner on the home merchant, and to whom the "made in Canada" idea means nothing. Is there no way to protect our city merchants against these inroads to their trade? Now that the protection cry is in the air, and is likely to be for some time, it would seem only fair that Canadian retailers should obtain recognition of their right to this market as well as jobbers and manufacturers. That they have made no combined effort to secure it is probably the reason for their not having had redress befor this.

A LAW SUIT.

BEFORE Judge Falconbridge, Mr. A. E. Trebilcock, tailor, Toronto, sued his late cutter, Mr. F. Burton, on several charges—breach of agreement, the use of the books of plaintiff to procure a list of customers, the endeavor to induce customers to leave plaintiff and go to defendant, the attempt to induce workmen to leave plaintiff, the conversion to defendant's own use of customers' patterns, and the taking of $75 advanced to defendant to attend the custom tailors' convention at St. Paul, when little benefit accrued to plaintiff on account of defendant's leaving to work elsewhere.

The agreement read: "I hereby agree to an engagement of your services as outfitter and salesman from Aug. 1, 1902, to Jan. 1, 1904, at a salary of $35 per week. A E. Trebilcock. I hereby accept the above agreement. Frank Burton." Charge one was dismissed, as it was proven that defendant left with consent of plaintiff. Charges two and three were not proven. Charge four was dismissed as unproven, and in addition the workmen were on piece work, and did not reside on plaintiff's premises, and were therefore not servants of plaintiff. Charge five was unproven, as patterns carried away were plaintiff's property. The last charge went against defendant and he was ordered to pay $75 with division court costs, and set-off by defendant of the difference between division court costs and costs of defence on the high court scale.

In an English court Thos. Henry Pollitt, clothier, outfitter, etc., was recently charged with hawking. The defendant had brought goods from his regular store to a shop which he opened at another town, and ran for only three weeks. Defendant had been warned before for doing the same thing in other towns, and therefore could not plead ignorance. Defendant stated that he had intended to continue the business if it had been successful, although the tenancy was weekly. The judge decided that a license should have been taken out, and defendant was fined 10s and cost.

A CANADIAN CUTTER.

AT a recent session of the Designers' Exchange in the United States, a practical exhibition of patterns from the different designers was submitted, for special custom and wholesale clothing. Among the numerous competitors, Mr. J. Urquhart, of Moncton, N.B., cutter for the Humphrey Clothing Co., secured



Mr. J. Urquhart.

first honors. The fit and finish were the prominent features of his work, the sizes having been increased by an even increase of quantities so as to retain the balance of the garments, and yet give an extraordinary amount of goods and a corresponding ample appearance, together with a comfortably fitting garment.

Mr. Urquhart has contributed many meritorious articles of a practical nature. He has for years been filling important positions in cutting, and when he entered business for himself his success gave him a reputation that has been steadily growing. The Humphrey Clothing Co. carry on a large custom and mail order business in addition to manufacturing ready-to-wear garments.

JOHN FISHER

SON & CO'Y,

WOOLLENS

— AND —

Tailors' Trimmings

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Wreyford & Co.

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Wholesale Men's Furnishers.

UNDERWEAR SPECIALISTS.

For **Spring 1904** we stock 2 lines of Natural Wool Underwear that cannot be beaten.

1170 AT $6.50. - 1230 AT $8.00

both guaranteed Unshrinkable. All sizes, "34 to 44"

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LONDON ENGLAND

SHIRT, COLLAR and NECKWEAR Manufacturers

Our **WASHING VEST** orders are largest on record, if you have not yet placed your orders we will mail you set of patterns.

New Neckwear for Easter Trade.

Y. & R.'s DRESS SHIRTS, at $9.00 and $12.00

and D. B. DRESS VESTS at $15.00.

Stocked in Toronto.

Tress & Co.

High-class Hat Manufacturers, LONDON

LATEST IN SILK and FELT HATS.

GOLF and MOTOR CAPS

CORRECT SHAPES.

If you want to put in a reliable English Hat, up-to-date shapes—an English hat to compare with Dunlaps in value, at 25 per cent. less price stock the Tress Hat

DOMINION SUSPENDER CO.

NIAGARA FALLS

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NIAGARA NECKWEAR Co LIMITED

NIAGARA FALLS

MAKERS OF

AMERICAN STYLES OF NECKWEAR

WOOLLEN MILLS CLOSING.

INTEREST in the woollen situation is revived by the closing of several of the mills, forced to it, they say, by the tariff. The Rosamond mills at Almonte, Ont., have been silent for a few weeks, on account of lack of orders. Mr. Rosamond insists that there is no politics in the question. It is purely a matter of business. It is not a threat they are holding over the Government, but a simple inability to sell in opposition to English goods under the present 23 per cent. tariff. They have also found it difficult to get the labor to fill the orders, as one close down sends many of the laborers to the United States.

The Hespler branch of the Canada Woollen Mills Co. is again closed, and the Waterloo Woollen Mills are running only eight hours a day for four days a week. This is on account of their not being able to secure raw material. They state that they do not intend to follow the example of the other mills. The Carleton Place mill is still quiet.

DEATH OF MR. A. B. MUNSON.

AFTER fighting pleuro-pneumonia for seven weeks Mr. A. B. Munson, London, Ont., has died. Mr. Munson was born at Mount Vernon, Ont., 64 years ago, and early in life was a telegraph operator. Twenty-three years ago he went to London as a dispatcher on the Grand Trunk Railway. Five years ago he retired from railway service and entered into partnership with Mr. J. H. Deeks, making the firm of Deeks and Munson, tailors. He was a Mason and held several high positions in this order.

Mr. J. H. Deeks will carry on the business himself

TAILORS' CUTTERS.

THE Hamilton Custom Tailors' Cutters' Association recently entertained a delegation of cutters from Toronto, Brantford, London and other places. There were about thirty visiting cutters present. Mr. James F. Doyle was the chairman, and practical demonstrations of cutting were given by H. H. Taylor, of Toronto; J. Colbeck, Brantford; John Pews and H. Rader, of this city. The primary object of the meeting was to consider the advisability of forming a Canadian Cutters' Association on lines similar to the American Association, of which many Canadians are members. The matter was discussed at considerable length, and nearly all agreed that such an organization would be beneficial. It was decided to call an organization meeting in Toronto in the near future.—Hamilton Times.

CRAWFORD BROS. NEW STORE.

CRAWFORD BROS., merchant tailors, Toronto, have opened up a large new store, which is up to date in every respect. The building consists of three large stories, and the firm needs it all as they are now handling men's furnishings and ladies' tailoring in addition to their former business as men's tailors. The first floor is devoted to men's tailoring and furnishing, the second to ladies' tailoring and ready-to-wear millinery, while the third floor is used as a factory, Crawford Bros. making up their ladies' goods.

The interior and exterior are finely decorated. The building is painted green, and large gold signs fill the space between the windows. The windows are four in number and are very large. Marble pillars are a decoration on the first floor, and the fixtures are the newest.

IMPORTING FACTORY GIRLS.

IN spite of the signs which are placarded over factory fronts, "Girls Wanted," Mr. B. A. Larger, of Chicago, president of the United Garment Workers' of America, who is at present in Montreal, says :

"There is absolutely no necessity for young women being brought to this country to work in factories. I have made a thorough investigation into this matter and everywhere the supply far exceeds the demand. In Montreal young women employed in the clothing industry are working for $2 and $3 a week. The whole conditions are very bad."

This is either a case of ignorance, or of a less commendable characteristic. In accordance with the too common sentiments of labor unions, Mr. Larger goes on to say that the sweating system is in operation in Montreal to an alarming extent, although a local union has denied it.

SHODDY IN WOOL.

THE National Live Stock Association of Canada, while meeting in Ottawa, brought to the attention of Hon. Sydney Fisher the fact that shoddy was largely taking the place of wool in the manufacture of textile fabrics, and thus the demand for wool was falling off, and the price was low. A regulation was asked for which would require manufacturers and dealers to state whether textile fabrics made and sold were of wool or not. It was also requested that the sale of substitutes for wool as "all wool," should be made an indictable offence.

In Australia the same difficulty is being met, and the Australasian has the following to say of it :

"The Board of Public Health in Melbourne have during the last few months employed their inspectors to purchase samples of woollen goods from various city and suburban shops. In all twenty-five articles were purchased, representing socks, sweaters, undershirts, under-pants, tweeds and flannels. These were submitted to the Government analyst, who reports that only seven of the articles analysed were all wool, the remainder being adulterated with cotton varying in extent from 5 to 66 per cent., the average amount of cotton present being 44 per cent. The report states that only a highly-trained eye could distinguish the partial substitution, and that it is truly deplorable that the public of Victoria, one of the great wool producing countries of the world, should be so covertly tricked with wool-resembling goods of such false description as disclosed by the examination. The Minister of Public Health has decided to prosecute in each case where adulteration has been found to exist.

OVERALLS FROM THE STATES.

Mr. B. A. Larger, of Chicago, president of the United Garment Workers of America, has recently visited every union overall and clothing factory in Canada, from Victoria, B.C., east. Mr. Larger expressed his surprise at the enormous quantities of American overalls he found all over Canada. In speaking to one of our manufacturers, he said: "You people should get after your Government and protect your own work people. It's a shame to have the Americans sending thousands of dozens of their goods to Canada, taking the work from your own people, and the same American manufacturers will not allow you to send one dozen of your goods into the United States. I am more than surprised at the hold our manufacturers have on your market."

THE CANADIAN DRESS CHART.

Article.	BUSINESS AND MORNING WEAR.	CHURCH, AFTERNOON TEAS, SHOWS.	DAY WEDDING, MATINEES, DAY RECEPTIONS	EVENING WEDDINGS, BALLS, DINNERS, RECEPTIONS, THEATRES	STAG PARTIES, CLUB, INFORMAL DINNERS
Coat.	Morning Coat Cutaway or Sack. Covert or Chesterfield overcoat.	Frock or cutaway. Chesterfield or skirted overcoat.	Frock. Skirted or Chesterfield overcoat.	Evening dress with Chesterfield or skirted overcoat.	Evening jacket with ordinary overcoat.
Waistcoat.	Of same material as or different from coat.	Same material as coat or of white duck.	Double or single breasted, of same material as coat, or of white duck.	S. B. or D. B. white or S. B same material as coat	S.B or D.B white or S. B. same material as coat.
Trousers.	With S.B. coat to match, with D.B. either to match or not.	Striped worsted.	Striped worsted or dark cheviots.	Same material as coat.	Same material as coat.
Shirt.	Colored stiff front preferred, quiet colors.	White.	White.	White, with cuffs attached.	Plain or pleated white with cuffs attached.
Collar.	Wing, standing, poke or double band	Wing, standing or poke.	Wing, standing or poke.	Standing or poke.	Standing, poke double band or or wing.
Cravat.	Ascot, once over, Four-in-hand or flowing end.	Ascot, flowing end or once over	Light or black, Ascot or once over.	White tie with broad or blunt ends.	Black silk or satin with broad ends
Hat.	Derby or Fedora with sack. Silk with cutaway.	Silk	Silk.	Silk or opera. Latter only to theatre.	Derby or Alpine
Gloves.	Tan or grey, the former preferred.	Tan, or light grey suede.	Grey suede.	Pearl or white glace.	Tan or grey.
Shoes.	Calfskin preferred.	Patent leather.	Patent leather.	Patent leather shoes or pumps.	Patent leather high or low.
Jewellery.	Gold studs, links, pin and watch guard.	Gold studs, links and pin and guard.	Gold links, studs and pin.	Pearl or mother-of-pearl studs and mother-of-pearl links.	Gold studs and links

This Chart is corrected to date by a Canadian authority on men's fashions.

TO THE TRADE

WE hereby announce the amalgamation of "The A. B. Mitchell Company," of Toronto, Ont., with "The Arlington Company," of Arlington, N.J., U.S.A., both manufacturers of Waterproof Collars, Cuffs, etc., etc. The new company will be known as "The Arlington Company, of Canada, Limited." It will be our aim to ensure prompt service, up-to-date styles, excellence of material, at reasonable prices. We take this opportunity to notify our many customers, and at same time thank them for past favors, and trust for a continuance of same.

We are,

Yours faithfully,

The Arlington Company, of Canada, Limited.

A. B. MITCHELL, Pres. and Mgr.

Eastern Agent,
DUNCAN BELL,
Montreal, Que.

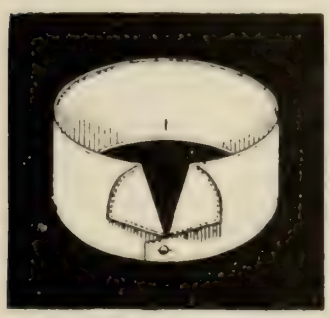
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POWER & CHANTLER,
Toronto, Ont.

AS SEEN ON LONDON STREETS.

WHEN the Spring comes on, one naturally expects to see a revision in fashions, fabrics, patterns, colors, shapes, etc., but this season will prove a disappointment to anyone with the usual anticipations. As outlined in The Review last month concerning Canadian fashions, the styles here have taken on a freedom that leaves a man the possibility of selecting to please himself, not his tailor or the fashion makers. London will never tolerate the absolute lack of restraint that might be allowable in America, possibly because we have a class of men whose only task is to keep themselves well dressed, and in their efforts to do so, set a style by which they will know when they have attained their object. But there is, nevertheless, a noticeably less distinct line drawn between what is fashionable and what is not.

Novelties on the Market.

Among the recent English branches of American houses is that of Cluett, Peabody & Co., the big Troy collar manufacturers. This is one of the first foreign collar, cuff and shirt houses to be represented in London, but their success will mean the extension of the invasion. At present this house is pushing the "Tyfold" collar, a shape which I saw described in The Dry Goods Review over a year ago, I think. The collar is a double bander, with a small semicircle cut in each side of the front edges about three-quarters of an inch from the bottom. The idea is to allow the tying of a small bow without the edges of the collar forcing the tie out of shape. The knot rests in the holes and the tie sits out flat and neatly.



"The Kitewing"—A Novel Wing Shape.

There is another odd shaped collar shown, which is advertised as an eveningdress shape, but which no amount of advertising will make popular. It is called the "Kitewing" and is illustrated here. The peculiarity is the rounded tabs, and its advocates say these curves look well with the evening dress bow.

The cut of a cravat shows a new thing called "The Handkerchief Stud Scarf." Untied the cravat is nothing but a foulard handkerchief with the pattern running all around, leaving a clear space in the centre. An other shape it takes when tied is the Ascot. The effect is astonishingly pleasing, the plain margin and centre presenting the appearance of a cravat made from a piece designed specially for it.

A New Lounge Suit.

The lounge coat has been worn so many years without a change worth remarking, that any alteration of importance is quickly noticed, and agreeable to the majority of men. Although worn by a select few for some time the new style has only of late been adopted as a general style. The coat is looser than heretofore, but has a suggestion of a waistline, giving more shape to it, especially as the length is increased by a couple of inches, and a long split in the centre of the back. The bottom of the coat spreads somewhat from the hips, and the front is only slightly cut away, with curved corners. On the sleeves are either one or three buttons and the cuff is fairly tight. The collar extends very low on the coat, revealing two or three, and sometimes four buttons of the waistcoat. The pockets are two in number, slope up towards the front, and are without flaps.

A rather neat morning coat is seen, possessing pockets at the hips covered with flaps, a breast pocket with a slight slant to the front also appears. The coat buttons three, and the fronts are cut away with a long curve. For Summer wear a great number of Norfolk jackets will be worn. Great license is allowed in the cut and shape. Some have yokes square or pointed in the centres, while some are without them; some have a single strap, others two, and a few have inverted box pleats, or little tucks running out of the yoke. The sleeve varies also in its finish as to number of buttons used, and outline of cuff.



"The Handkerchief Stud Scarf"—A Combination Handkerchief and Cravat.

Spring Overcoats.

The overcoats worn this Spring vary very little from last year's shapes. The Chesterfield is by far the most popular, as it has been for years. A new form of it is a combination of the Raglan and Chesterfield. In this the shoulder seam is well forward, and a seam runs down the centre of the top of the sleeve. Another cut that is meeting with some favor is the Chesterfield with a little more shape. The waist line is noticeable and some definite "set" is given the coat. The opening in the back is longer by three or four inches. It falls about three inches below the knees and is made with or without velvet collar.

CURRENT STYLES IN NEW YORK.

A WRITER of New York fashions has a rather difficult task before him for this season. For any man, however well versed in styles he may be, to say such and such a thing is correct, is impossible, or rather to say a certain style is incorrect. When I set out to lay in a stock of clothes or furnishings, I, as any other man, care very little what is being worn by the greatest number. I know full well that I can don whatever I please, provided of course, that it is somewhat becoming to me. I could dare any man to say what I selected was passe, and in a wager I would win. The fact of the matter is that while he and I may dress in decidedly dissimilar fashion, neither of us can twit the other with being out of date, within certain wide limits.

The Run of Fancy Vests.

There is sure to be a demand for fancy waistcoats during the coming Spring months that will make it one of the most important parts of the furnisher's stock. The



A Novel Initialed Double-breasted Waistcoat.

very variety of material, color, and cut will give them an additional value with men. There are very many collarless makes but, I think, the best dressed men prefer the one with a collar, as it has a more finished appearance and does not look quite so bad if it does not fit perfectly. Greys, gun metals, browns are the popular shades, and in each is a variety that makes them all appear very different. The material is seldom cloth, but usually a duck, pique, silk mixtures, and rough fabrics that look soft and comfortable.

The collars are cut in every conceivable shape, deep and shallow, with or without step, and the steps are innumerable. Double breasted and single breasted are worn but the latter is the most favored. Some have a V-shaped opening at the bottom of the front and others run to a point. Pockets in the double breasted often have flaps, and either four, three or only two pockets are used.

The double breasted waistcoat shown has a deep collar and a pointed bottom. The collar is the oddest feature of it, the back part sloping up to the neck from the step, then out around the back, making a slight concave cut. Lines and spots are seen, but most patterns are rather quiet. A waistcoat for wear with the morning coat is bound around the edges with black braid and edged around the pockets with a narrower braid.

Suits and Suitings.

For Summer wear the best tailors are talking up double breasted blue serge suits, or blue jackets with grey flannel trousers. This does not imply that the single breasted style is not favored. There will be more of it worn than of the double breasted, but the latter is the higher class style. It is also a prominent cut for Spring. The length is a little greater than formerly and it has three buttons as a rule with only two buttoned, the long roll of the collar coming down past the first button. The lapel is rolled rather than pressed flat. Flannel single breasted coats are promising good sales.

The favorite single breasted coat will be of good length and have a lapel of medium length. There will be a slight shaping at the waist and the shoulders will be broad and well set up. The cutaway coat is made with a quite straight front, the flare at the bottom being made with straight edges. Braid is mostly used on morning coats. This suit is taking a place it was never intended to have, as it is superseding the frock coat at many quite formal afternoon affairs, and with men who have always been considered well dressed. It is made without pockets and, if for formal wear, of black material. The trousers are of different stuff and of stripe pattern. There is no new development in the shape of trousers. They are quite full around the hips and continue in straight lines down the leg to the foot where they are somewhat tighter. No curves, or at least imperceptible ones, appear, and the front bottom is little higher than the back.

Overcoats and Overcoatings.

There are three overcoat shapes shown—the Chesterfield, the covert and the skirted variety. The Chesterfield has a following all the year round that is not dismayed or disturbed by any alterations in other styles or any decided popularity shown them. It is a reliable standard shape, and always correct. But the skirted and the covert are the two essentially Spring styles. The former comes a little looser than before and is made in dark colors. The covert is the undress coat, the neat, serviceable Spring-like overgarment that will be the most popular. The length is about two inches more than the undercoat, which this year is a trifle longer than last year. The bottom of the skirt is rather full, so that it hangs in waves. There is a vent up the back, or at the two side seams, and all seams are very often double stitched. The sleeves have a number of rows of stitching, and in some the collar is worked with two rows. The material for this coat is the covert, and the pattern is preferably a stripe or overplaid rather than plain.

Belts.

From present indications there is going to be a revival of the belt as worn three years ago. The belt has always been a popular Summer article of wear, on account of its coolness and comfortable look. The past two Summers have, however, been so unsuitable for going without the vest, that few belts have been sold. The new forms are without side rings, and are an inch wide. Black and tan pigskin will be the favorites.

FOUND AT LAST.

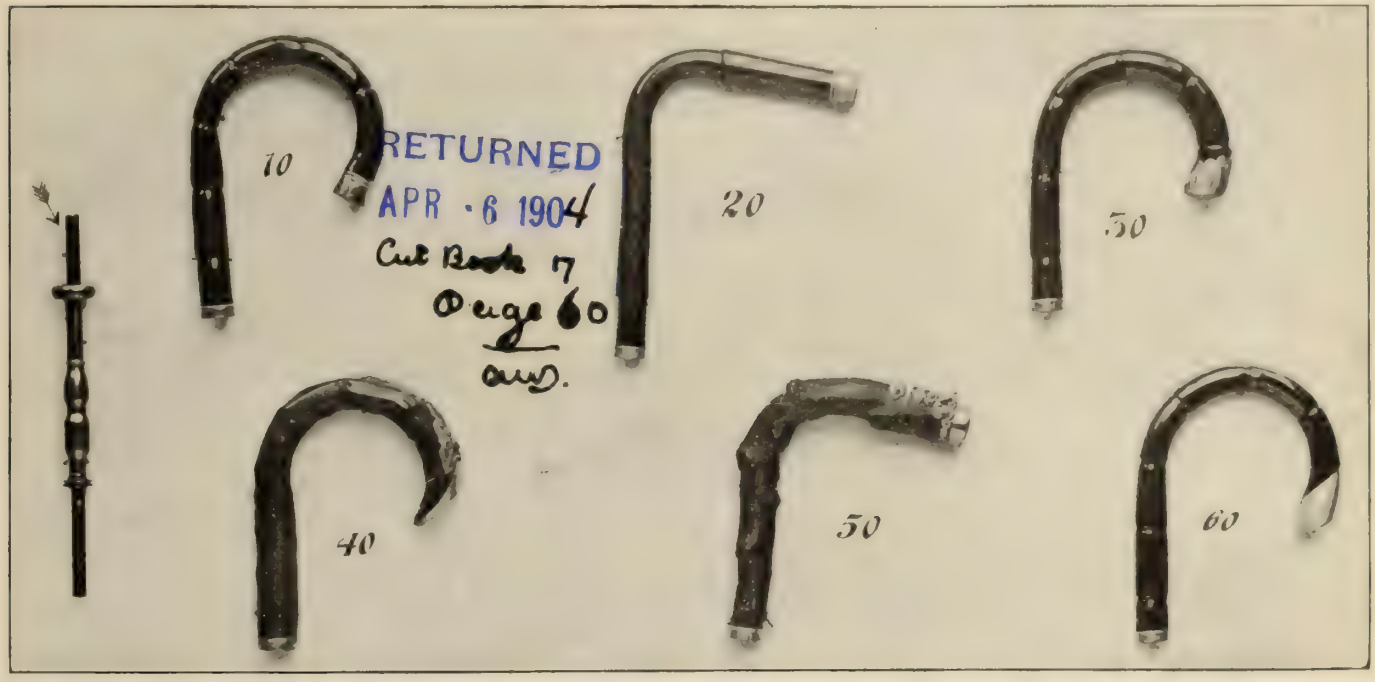
PERFECTION

IN MEN'S UMBRELLAS.

And we CONTROL it for the Spring.

The PERFECTION Umbrella, with the ONE-PIECE TWO-BULB RUNNER AND TIP-CUP, is the latest development in umbrella-making. Cannot possibly get out of order, and is a great boon to the busy man.

We show a FULL RANGE at all prices, from $9.00 to $36.00 per dozen, and have put up some boxes of HALF A DOZEN ASSORTED SAMPLES of the popular prices, as follows:



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Cut Book 7
Page 60
and.

T10	*Par. Frame*	*Mercerized Cloth*	*Trim'd Jap. Handle*	*$9.00 Doz.*
T20	" "	*Mercerized Cloth*	*Trim'd Partridge Wood*	*$9.00 Doz.*
T30	" "	*Fine Mer. Twill*	*Trim'd Japanese*	*$10.50 Doz.*
T40	" "	*Fine Mer. Twill*	*Fancy Trim'd Congo*	*$10.50 Doz.*
T50	" "	*Fine Taffetaline*	*Trim'd Nat. Root*	*$13.50 Doz.*
T60	" "	*Super Gloria*	*Silver Trim'd Japanese*	*$15.00 Doz.*

All with the PERFECTION Runner and Tip-Cup.

The Trimmed Japanese Handles here shown are unbreakable, made of bent natural woods, very handsome.

Write us for sample half-dozens of any prices, or for one of the assorted boxes as above, mentioning this paper.

BROPHY, CAINS & CO.,

23 ST. HELEN STREET, MONTREAL.

THE STAR SHIRT

Spring and Summer, 1904



Our New Lines are now being submitted by our Representatives.

E. Van Allen & Co.

HAMILTON, ONT.

SHIRTS AND COLLARS

THE popularity of the neglige shirt has never been doubted for Summer time, but until recent years it was very little worn in the Winter. Furnishers report now, however, that their sales during the colder months are by no means small and they are forced to carry a good selection all the year round. For Summer it has long been the readiest seller, the belt requiring some such shirt, and the extra heat, stiffness, and liability to melt, of a stiff front being avoided in it. Among neglige shirts the pleated variety was much worn last year, and promises greater sales for the coming warm season. It is safe to say that four-fifths of the Summer shirts carried are pleated. Greater variety is possible in this shirt, the effects obtainable are better, and there is not a looseness and untidiness about it, that is apt to characterize the plain front.

* * *

A few of the newest things in shirts will give an idea of what will be in demand. Tans, gun metals, and white with black lines will be most popular. There are in pleated shirts a tan shirt with double box pleat, the under one edged with black, and the upper with white, the black and white being of separate material, and a plain tan and a plain blue grey with half inch pleats, or box pleats. Some soft fronts in Madras come in tan or blue grey with black or blue thread design, and in alternate tan and white stripes, a half inch wide, the white having a fine black thread running down it. There are shirts with bosom and body of different material, the body being red, with broken threads of white and the front blue grey, with a red stripe to match the body, an eighth inch wide, and vice versa. There are no cross stripes on the market. Pleats have a tendency to be wider, although a few plain whites have the former favorite narrow pleat. One thing noticeable in the making of pleat shirts is the care taken to have the pleats correspond in pattern. A mercerized fabric with dot and pattern in self tones is neat


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A boy's Eton.

The made-to-order branch of the shirt business is becoming an important part of many a furnishing business. There are certain men who can never get a ready-made shirt to fit them, and these are finding what they want in the made-to-order garment. The price is higher than the ordinary line of ready made goods, but in some cases the money is not wasted. A few furnishers are having their name attached to the shirt.

* * *

A United States Shirt Co. encloses the following guarantee with every shirt sold. "We guarantee the


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A good-fitting lap-front.

measurements of this shirt to be correct, the shirt to be free from any imperfection in making, and, to establish our guarantee that its color will not fade, we offer to replace it at any time within six months from the date of purchase should the color of this garment fade or become obliterated. This guarantee is made, provided the shirt is washed continually during its use by any one of the following laundries." Then follows a list of ten laundries.

* * *

Deliveries of negliges have been going forward, and heavy have been the sales. Already the Summer shirts are being shown by the retail trade, and it is not often that they have had the opportunity of placing before their customers as neat designs and tasteful colorings as this year's products. Stiff bosom fancies are to be seen frequently, but there is no doubt but that the neglige shirt has cut into this trade materially, and not only has it to a certain extent displaced the stiff bosom colored shirt for Summer wear, but with the growing popularity of negliges for Fall there has also been some diminution in the demand for the stiff bosom variety for that season. Still there is a demand from many quarters for this shirt, and probably always will be as long as colored shirts retain their hold on the public taste.

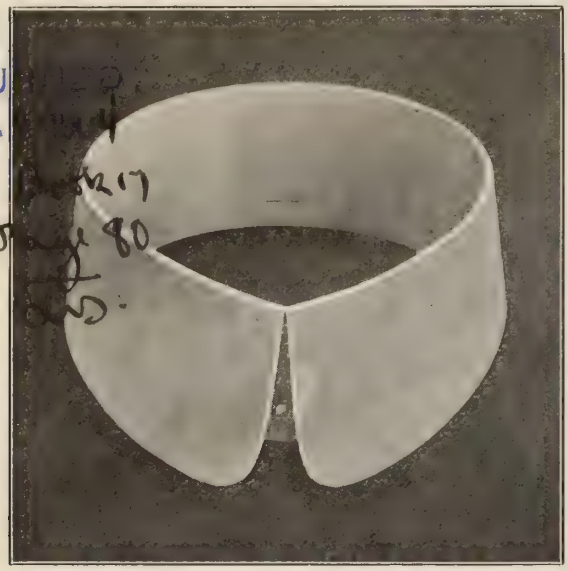
* * *

There is a noticeable preponderance of light shades in Spring and Summer shirts. The strong blues and reds, the pronounced greens, heliotropes, etc., have given place to lighter shades in blues, greys, buffs and black and white effects, which lend themselves, however, to many attractive and artistic treatments. Some grey grounds, with small figures in white prove a novel and taking design. Blue and black stripe effects again take a very important place. The broad dark blue stripes are not re-

markable for their frequency, though in some of the lighter blue effects a touch of dark blue adds much to the appearance of the shirt.

* * *

Though there is not much doubt that in the Fall and Winter shirts for 1904-5, vertical stripes will still hold their own at the front, yet from time to time we hear that a certain amount of cross stripes will be shown. Most Canadian manufacturers show comparatively little interest in them for the time, although if the prophecies of the American manufacturers are fulfilled, and cross stripes in shirts appear on that market to any extent, the idea may also be entertained here. However, it is



The popular low double-band collar for Summer wear.

not likely that this style of design will take any strong hold on this market this year anyway. Revivals of once popular styles are not at all easy to bring about in one season, or for that matter in one year. Witness the struggles of the wing collar for two or three seasons before it secured any foothold.

* * *

The collar for Summer wear will be the low double bander running about two inches high. Round corners will be favored, but a few square corners are being shown. The opening in the front will be close. Styles in this class of goods vary little, and so there is nothing distinctive from last year. The cuts shown are supplied by the W. R. Brock Co., Toronto.

* * *

Prices in celluloid collars were advanced ten per cent. on March 9, on account of the raise in camphor which is in very short supply. The Island of Formosa, a Japanese possession, is the principal source of camphor, and the war has seriously interfered with the production. There are only two manufacturers of celluloid collars in Canada, one in Montreal, and the other in Toronto. A. B. Mitchell & Co., Toronto, have amalgamated with the Arlington Co., Arlington, New Jersey, and will handle hereafter the Canadian business of the latter company. The Arlington Co. are large producers of celluloid goods, supplying much that is used in the fancy goods trade, so that it is likely that the amalgamation will be of benefit to the Canadian firm.

* * *

Wing collars have been the most satisfying feature of the collar trade this year, and it is a feature appreciated by neckwear manufacturers as well as others in the collar business alone. The demand for wings has been fairly good, styles and shapes being practically the same as those which were most popular last Fall and Winter.

* *

Fairly good sales of the straight standing collar are reported, both round and square corners having been taken, and in these, as in other kinds, prices are well maintained, the position of the raw material being strong enough to keep the manufactured article from suffering any shading in price. But while there has been no reduction in price, neither has there been any appreciable advance, though such an action upon the part of manufacturers would be warranted by the situation. Prices are firm, and with no new styles being shown collars are at present a pretty good purchase, as far as values are concerned.

* * *

It is rather to be wondered at that furnishers do not look out for the young boys' collar trade more. Eton collars and other large low shapes are in many cases left to the general dry goods trade, though the clothier and haberdasher does not fail to note the importance of boys' clothing. It also frequently happens that a dealer has an assortment of youngsters' neckwear and collars which the public seldom see unless they inquire for them.

IN CRAVATDOM.

WITHOUT doubt the most sought after cravat for Summer wear, with the belt and double band collar, will be the narrow four-in-hand. So close does the collar fit that the cravat must be narrow to sit neatly. The graduated shape and the inch and a quarter (or a trifle narrower) straight shape will divide the honors. The belt promises to be much worn this Summer, if weather conditions are favorable, and for this reason the cravat will come in good lengths to reach inside the belt. A good pattern cravat of either of these shapes is the neatest that can be worn with Summer dress. It is also easy to tie, and unlike a bow will not get out of shape when worn. A few men will show preference for a wider shape. Almost all the narrow four-in-hands on the market can be bought for fifty cents, but a few furnishers who pride themselves on the exclusive patterns they carry are charging seventy-five cents.

* *

The position of the bow tie is rather difficult to settle. The young man seems to prefer it, and it is likely to sell well with the popular trade. It is being shown in a number of shapes and manufacturers say that almost all of them are taking well with the retailers. Bat's wings will be only fairly well taken, but other wide end ties of the paddle end style are novel and catchy. The ends of these open out suddenly into about a two inch width and are of single thickness and unlined. When tied it is loose



The Collar House

The demand for AUSTRIAN Collars, Cuffs, and Shirts, is daily increasing in Canada.



No other manufacture can equal the

STYLE, FIT AND FINISH

of these goods

We are Sole Agents for Canada for the celebrated J Brand Austrian Goods.

All lines now ready for Fall **Mail orders shipped the same day**

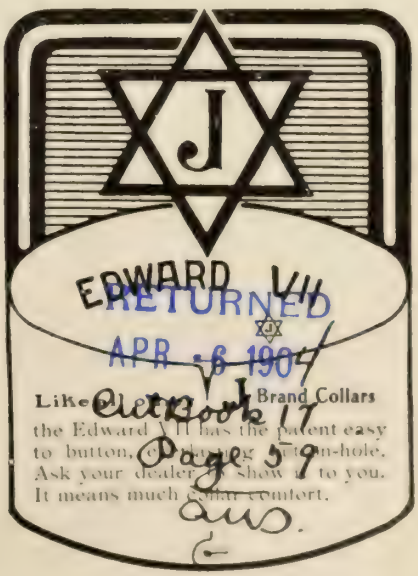
CUFFS — A large assortment in every shape desired.

Rubber Collars a Specialty.



The Canadian Underwear Co.

10 St. Helen St.
Montreal



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MERCHANTS IN CANADA can do a large and very profitable business with

Ringheim's Ramie Fibre Underclothing

THE MOST IMPORTANT DISCOVERY IN HYGIENIC SCIENCE.

RAMIE FIBRE, beside its innumerable advantages not contained in any other fibre, has in itself combined all the good properties of wool, silk, linen and cotton, but none of their bad ones.

It preserves and restores health, receives the endorsement of physicians the world over and is persistently recommended by all who wear it.

Can be retailed in Canada with big profit for **$5** per suit; prices in the United States **$6.50** and **$7**, on account of higher duty.

Write for our booklet "About Ramie," samples, prices and other information.

We can deliver our goods to Canada from United States bonded warnhouses or direct from our factory ie Sweden.

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WOLF



BRAND

Unshrinkable PURE WOOL Underwear,

The Very best in Make, Style and Wear,

For Men, Women and Children.

CAN BE HAD FROM THE LEADING WHOLESALE HOUSES.

Robert Henderson & Co., Wholesale Agents, **Montreal**

Dr. Deimel Underwear

(LINEN-MESH)

The Dr. Deimel Underwear is the kind that is sought after by persons of discernment—persons who are particular about the sort of goods they buy and not so particular about the price they pay.

They're profitable folks to do business with.



The mark that's always on the genuine. Look for it.

WRITE FOR DESCRIPTIVE BOOK AND TERMS

The Deimel Linen-Mesh Co.

(ORIGINATORS OF "LINEN-MESH").

2202 St. Catherine St., Montreal, Canada.

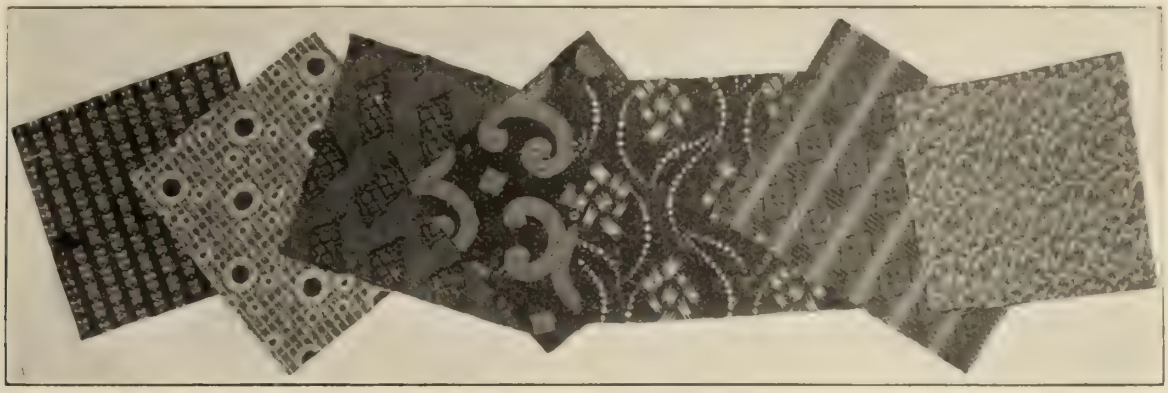
LONDON, E. C., ENG.,
10-11-12 Bread St.

and cool appearing. The three-quarter inch bow tie which sold during other Summers is being replaced, to some extent, by a five-eighths inch width. The result is a tie easier to manipulate, stiffer when tied, and new to the trade. All of these ties are to be tied by the wearer, modern taste being averse to the mill tied article. It is possible that, should the bow tie be much worn, there will be a demand for the "Tyfold" collar, one that is specially designed for this.

* * *

Four or five years ago there was a great run on Summer cravats made of washing material, and some very effective designs were produced. This year, however, the manufacturers are making up very few of them, and the reason is rather hard to discover. A washing cravat lasts longer and is cheap, which may account somewhat for its unpopularity among furnishers. Stock collars will be little worn. There is one shown that has a removable piece of celluloid in the part that encircles the neck, thus ensuring a neat set up to it and avoiding one of its principal faults.

In the cut showing a few of the best Spring cravat materials, the variety of pattern and material is great, but the colors include only those mentioned. Beginning at the left, numbers one and six are two of the popular greys with spots of red, blue, or green. Number two is a matelasse which combines stripe and figure. The stripe is in colors. Number three is a barathea with all over pattern, the centre dot of the cluster being in colors. Number four is a material with crepe effect. It has the pattern in the popular colors blue, green and red. Number five is a matelasse with the pattern in a raise black. Through the cloth run cords of black between which show up lines of red, blue, or green. This gives a shot effect, the fabric looking entirely black at certain angles. Number seven is a Jasper cord, having the appearance of a corded silk. It is an excellent material for a double band collar as it is smooth and slippery, and is one of the best wearing fabrics.



Some of the newest materials and patterns

BELTS, SUSPENDERS, ETC.

THREE or four years ago the belt, as an article of Summer wear was considered just as necessary as the straw hat. For two years now, however, we have had such non-summery weather that a man with a belt looked and felt like a robin in January. Dealers bemoaned the fact that their entire belt stock remained on the shelves, and the manufacturers last year had to turn their attention to other lines. Not on more than a dozen days of the entire year did a man feel comfortable without a waistcoat. He compromised with the season by donning a fancy waistcoat of Summer colors. For the coming hot season furnishers and manufacturers are longing for good old-time temperature, and have every confidence that it cannot be possible for three Summers of this kind to follow each other. And look at the Winter, too! For this reason extensive preparations are being made for a big demand. In really hot weather there is nothing takes the place of the belt, and the new shapes are tasty and neat.

* * *

The belt for the Summer of 1904 is one inch wide, seldom more, seldom less. Many are made without the side rings which were a part of most of the former styles. The buckles are not unnecessarily heavy, and are, or are not, covered with a leather similar to that in the belt. They are square or rounded on one side. The most popular leather will be calfskin. Some other leathers are marbleized goat, cape goat, seal, pig, morocco, dongola. Most of these can be obtained in any color. Black will be the favorite, while brown, mouse colored, dark green, and white will be seen a little. If the tan shoe is worn the tan belt will go with it. Belts will all be plain. Black patent leather may also be worn.

* * *

The taste displayed in suspenders shows that either competition or education has been at work—likely both. The suspender of to-day is a narrow affair that is not crowding onto a man's neck or his shoulders. Lisle makes the neatest and is being favored strongly. Of late years considerable attention has been paid to special Summer suspenders of cotton in light colors, and without elastic in the web. A great diversity of pattern and color is shown. These suspenders have the advantage of being light in weight and in appearance, and are very sightly as a supporter that is liable to be exposed to view.

* * *

The white edging to the waistcoat which was worn a year ago has met with little favor this year. It had no particular merit and several faults. Now has appeared a black edging for wear with light colored waistcoats. It is being shown by a few furnishers but is not yet worn much. Perhaps it may become more popular when the fancy waistcoat season opens up. During the Winter months there was a great number of small white collar protectors worn. These were of cashmere and were worn loosely inside the overcoat collar to keep it from the white collar. The dirt and soot of down-town sections soon ground its way into a velvet collar until a clean collar would be soiled in one wearing of the overcoat. By the wearing of this protector, which was washable, the collar was protected from this.

HATS AND GLOVES.

The hat of the average Panaman,
In most social circles would ban a man;
But the sun at the Isthmus,
Even on Christmas
Would otherwise grievously tan a man.
—Puck.

BY the time this is read, man will have bought his Easter bonnet. It is not many years since this article was confined to the women, and it has long been the subject of good natured ridicule with the sterner sex. Now, there are almost as many hats sold to men for this opening of the Spring season as to women and it is certain that, were it not common for a man to wear the same hat all the year round, while a woman is forced to change hers when the warm weather comes, there would be no difference in the numbers. In the cold months a woman wears hats of felt or cloth, but during the Summer she has to change to straw, and as Easter comes at a time when Spring is opening up she might as well get it then as wait a week or two or anticipate it a few days. Most men purchase a new hat in the Spring and another in the Fall, or two hats a year, one of them always coming about Easter. That is why hatters make such an effort at that time to capture trade. If a new color is introduced it is during the Spring and early



A fedora "designed especially for Canadian trade."

Summer months that it will have its greatest run. Spring brings the new shapes, and an old hat is quickly recognized. It is true that styles vary in the Fall too, but to a more limited extent than in the early part of the year, and a man, if he is careful, may with a straw make his Spring hat do through the whole year without appearing behind the times. There are more hats sold during March and April, or if the season is late April and May, than during any other six months. Straw hats are in big demand but the season during which these are sold extends over four months, and some men never wear any hat but a derby or fedora. This Spring is so late as to throw the sales into April and May, two-thirds of which will be in the former month. On account of Easter coming so early in April, the sales of the last week in March must have been great.

* * *

Shapes in derbies were treated in the last two issues of The Dry Goods Review, and there is nothing new since. Fedoras are shown in all shapes, but the brim seems to be fairly wide as a rule, and most of them are turned up in a pronounced manner at the edge. As usual there are a number of freak shapes in this hat. It is the young man's hat, and with him alone will these shapes take. In the cut is shown a hat made by a United States manufacturer, who advertises it in Yankee journals as "designed especially for Canadian trade." The crown is five and a half inches high, and the brim two and seven eighths inches wide. It is a neat, common sense shape, but that those characteristics should make it peculiarly suitable for Canadian trade is rather a reflection on our cousins across the line. It is gratifying, however, that the shape is so commendable. The shape gives a good idea of the average fedora on the market.

* * *

There promise to be a few cloth hats seen this Spring. These are shown by furnishers who lean towards English styles, of which we have a greater number than we used to have, and those who have long done so are more enthusiastic than ever. Cloth hats are made of coarse material, principally tweed, and the patterns are of the "pepper and salt" variety, or in a large check. The color is grey or occasionally brown. With either a suit is worn that resembles the material as closely as possible. Peaked caps have been worn during the past month more than ever before, and April will no doubt see a like condition. The popular cap is a dark tweed fitting tight from the bottom of the back over the head to within an inch or two of the front, which is held up by the fold. The overhand is deep, almost obscuring the peak. From back to front over the top of cap run three narrow doubled stripes of the same material sewn on. Across them at the centre and finished off with a button at each end is another band of the same width and material as the other three. A much neater and higher class cap has a round crown which projects all around and is much like what is known as the automobile cap. The front is allowed to stand up after the manner of the auto cap. There are no further developments in the straw hat trade. The split will be most sought after, with the sennit second. Panamas will never go entirely out of style on account of their exclusiveness, if one might use that word in speaking of what is merely a question of price. Towards the latter part of last Summer Panamas were disposed of at almost any price, as there was a strong indication of a lack of demand.

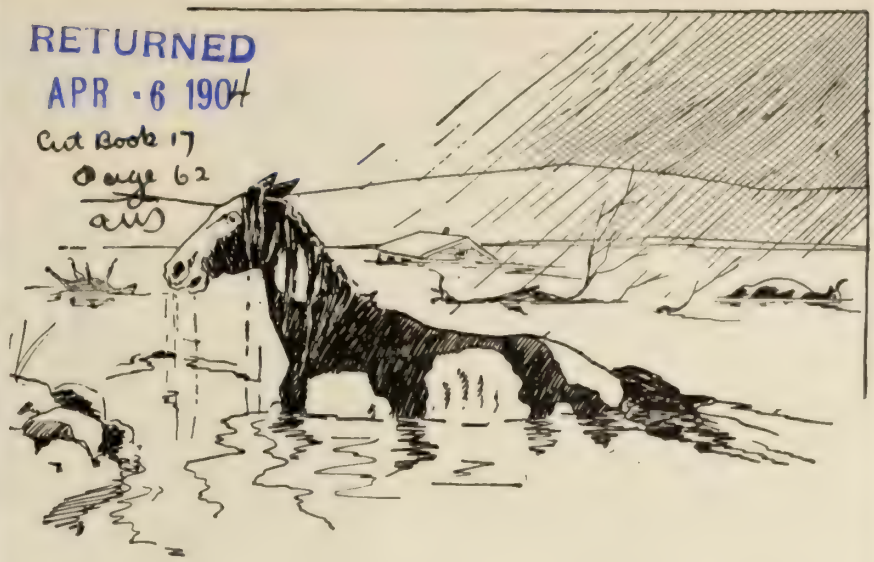
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One of the hat factories in Danbury, the centre of the hat industry in the United States, has just turned out a large order of freak hats for a Boston firm. The hats are derbies with the usual derby crown. It is in the brim where somebody's odd taste has got the better of him. This part of the hat is narrow in the back and turns straight up from the bottom of the crown, while the front of the brim is wide and turns down much after the manner in which the fronts of soft hats are often pulled down.

* * *

The glove to be worn this Spring is not at all different from that seen last year, save that fewer light shades will sell. It is a rough appearing cape glove with wide seams, and is worn loose. The finer glove will run in somewhat darker tones than last year, although a certain class will prefer the light. A light tan glove has been found to be rather unsightly and unserviceable, and common sense is gaining ground in men's dress. One fastener is put on the Spring glove, and two on the finer styles, which have longer wrists. A unique and serviceable driving glove made in France is shown that has the portions of the thumb and first three fingers that come in contact with the reins covered with a knitted work of stout cord of the same shade as the glove.

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"Wet=Proof."

"Pinto" Shell Cordovan is seven different kinds of proof —wind, wet, rip, tear, scorch, boil, crack-proof.

IT IS ALMOST WEAR-PROOF TOO.

"Pinto" Shell Cordovan gives you talking points that help you sell mitts and gloves at a decent profit.

There is only **one** "Pinto" Shell, and we've got it.

"Pinto" Shell has done more to put the mitt and glove trade on a footing than anything we've ever turned out.

Hudson Bay Knitting Co.,

Montreal Winnipeg

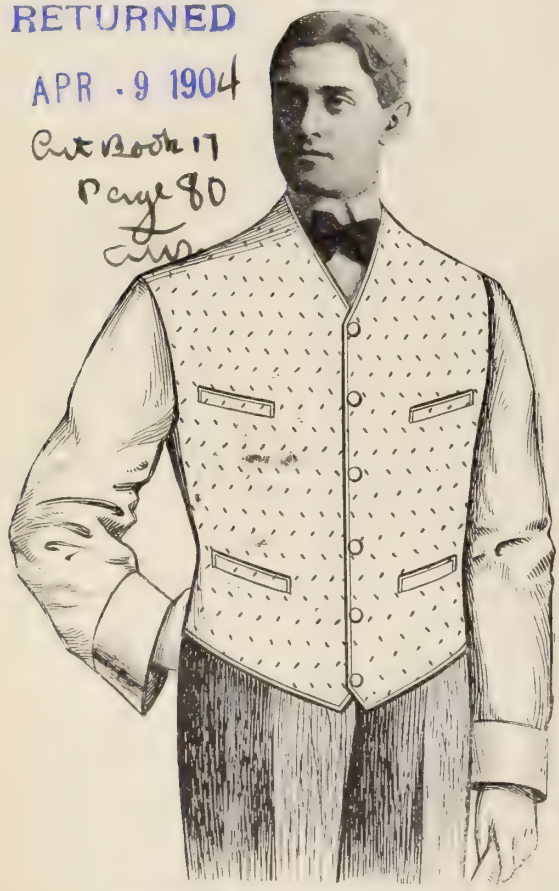
FANCY WAISTCOATS.

WHEN last year the fancy waistcoat had a run that made it the best line in the furnishers' stock, many predicted a falling off in the demand. Towards the latter part of the Summer these pessimists saw their prognostications verified to some extent, as the very commonness of this garment threw it out of favor to an appreciable extent. However much this may have been the case, this Spring is opening up with a demand that has taxed the capacities of many of the manufacturers and has meant an exceedingly good business to all of them. The popularity of the fancy waistcoat is so great as to retain it as an article of wear all the year round, in the lighter shades, while it needed only the approach of warmer weather to extend the shades over darker goods. Although the retail selling has not yet opened up to any extent, manufacturer, wholesaler and retailer have the greatest confidence in its popularity, and the latter is not at all backward in buying in large quantities.

* * *

Perhaps one of the reasons of its assured popularity is the variety of colors and patterns in which it is offered.

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A Neat Waistcoat made of Duck.

In this day of variety and freedom of choice, a man will not take up anything unless it is becoming and neat. For this reason he must have a great choice offered him, so that he can suit himself, without regard to what is or is not being worn. In looking over a stock of fancy waistcoats it is customary, and best, for the merchant to show the goods simply for what they are worth, without drawing attention to the demand for certain shades and patterns. If a vest is attractive it is going to sell, but what is attractive to one, may not be so to the next one who inspects the stock. It can almost be depended upon that in a line like this, the remark that a lot of a certain pattern is being sold, will lower it in the estimation of the better dressed men. They do not wish to be seen in the same waistcoat as the porter or boot black. For this reason they will buy something distinctive, unobtrusive in design, and high in price.



Three of the Newest Styles of Fancy Waistcoats.

The list of materials used embraces every one that is at all suitable, but the favorites are duck, pique, mercerized goods, and a rough fabric which is soft and loose. One waistcoat shown by a manufacturer was made of what they called mohair cloth, but of course it was only an imitation, and took on very little of the nature of mohair goods. The cut is for the most part without collar, although a few of the most recent makes have a collar. There are scarcely any double-breasted being shown. There is great freedom allowed in the number of pockets, some having two, some three and some four. Man is used to a four-pocketed vest, and it is likely they will sell more readily. Some have a small hole just at the side of the buttons and level with the bottom pocket for putting the watch chain through.

* * *

In the pique waistcoats the color is always light, often pure white, but where patterned, small dots in black, or patterns in self tone are shown. Ducks come in all colors, some of the favorite shades and patterns being gunmetal, tan, drab and grey with pattern in white. The cut of the figure which was supplied by the W. R. Brock Co., Toronto, shows a pattern much in demand, and how a vest should fit. In the cuts of vests, three new designs are seen, the first by the Ontario Neckwear Co., and the remaining two by Caulfeild, Burns & Co. Number three is a dark gunmetal with small neat dots in colors.



HIGHEST GRADE MADE


SALEM VESTS



HIGHEST GRADE MADE

SALEM

STANDS FOR

Highest Grade Made.

SHIRTS,

PYJAMAS,

VESTS,

BOYS' WAISTS.

P.S.-Latest Creations in Ladies' Waists.

Manufactured by . . . SALEM COMPANY, Limited,

323 St. James St. MONTREAL.

A faultless fit for every figure.



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Stanfield's Unshrinkable Underwear

Truro Knitting Mills Co., Limited

SOLE MANUFACTURERS

TRURO, NOVA SCOTIA.

PILCHER'S "BIRD"

COAT SLEEVE CUFF HOLDER

CUTS LAUNDRY BILLS NEARLY IN HALF.




EXACT SIZE

WHEN A MAN TAKES OFF HIS COAT HE USUALLY PUTS HIS CUFFS WHERE THEY WILL GET SOILED OR MISLAID. "THE BIRD" SATISFACTORILY ATTACHES THE CUFFS TO THE COAT SLEEVE LINING—WHEN THE COAT IS REMOVED THE CUFFS COME, TOO.

COSTS YOU—$1.25 PER DOZ. PAIRS—SELLS FOR 15 CENT PER PAIR.

ORDER FROM YOUR JOBBER, OR

J. V. PILCHER MFG CO

LOUISVILLE, KY



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THE KING

FIT FOR A KING



FIT FOR A KING

SUSPENDER

"KING QUALITY"

GUARANTEED FOR ONE YEAR

THE KING SUSPENDER CO., 60-62 Adelaide W., Toronto

EFFECTIVE WINDOW CARDS.

APRIL WEATHER NEEDS

WEAR AND BEAUTY COMBINED
A READY SALE WILL FIND

A RAINPROOF THAT IS
RAINPROOF

—WAR IS ON—
—PRICES ARE OFF—

WHEN APRIL WINDS BLOW
THESE WATERPROOFS GO

AS HARD TO BEAT AS JOHN BULL

TO BE SURE YOU'RE RIGHT
IF YOU CHOOSE ANY OF THESE

A WINDOW FULL OF THE
NEW SPRING STYLES

YESTERDAY—USUAL—75c.
TO-DAY— UNUSUAL — 50c.

—COLLARS—
A SIZE FOR ANY NECK
A SHAPE FOR ANY TASTE

THESE ARE ONLY A FEW OF MANY
STEP IN AND SEE THE REST

THE NEW SHAPED WING
TO WEAR THIS SPRING

THESE ARE OUR OWN SELECTION
PROVIDED FOR YOUR SELECTION

UMBRELLAS FOR THE MASSES
—AND—
UMBRELLAS FOR THE CLASSES

ONE OF THESE HATS WILL LOOK
WELL ON YOU

If Adam were able to Noah good Cane
His descendants would appreciate this one

WHERE WEAR AND EXPENSE CLASH
LET EXPENSE GO TO SMASH

It Wouldn't Matter How Short Your
Trousers Were With These Hose

FANCY GOODS

A VISIT to the fancy goods houses is well repaid by the freshness and attractiveness of the goods shown. The entire import samples are now on the shelves, and those who were able to buy in this way will receive lines that will be sure to sell. In this country there is only a small proportion who feel safe in buying from the samples submitted in this early part of the year, but the number is growing year by year and the attraction of better prices is proving a strong drawing card. The larger stores are favoring this method of buying, and the wholesale houses are doing good work in encouraging it and in supplying the demand.

* * *

Among the new goods shown for import orders are very catchy metal figures of Dutch men and women. They are bound to sell on account of their quaintness and neatness. They vary from four to six inches in height. The art nonveau designs which have apeared in metal thermometers, ash trays, ink stands, etc., are good examples of that popular style of art. Small figures made of celluloid and placed on pedestals are very cheap and exceedingly lifelike. These figures are of camels with riders, horses with riders, boy and dog, bear and man, and their tiny size, being only about three inches high on an average, is certain to tell in their favor. Celluloid napkin rings with odd figures attached to them are among these.

* * *

The dolls are in full range and dressed more elaborately than ever, velvet, silk, lace and feathers not being spared in their make up. German goods are still in the lead in this department, the surtax having changed the source to a small extent only. The merry-go-round style of toy is taking well, and there are many designs on the market, the most of them being connected with a music box. This is only one of the hundreds of styles offered the import buyer.

* * *

There is great attention paid by the fancy goods houses to china and glassware in novel special goods. Although as a rule they do not handle the more expensive wares, there is a variety and excellence displayed that allows a merchant to stock up with desirable goods at fair prices. "Rembrant Ware" is the name of a new importation which has a metallic appearance and is decorated in strong blues and reds. This comes in jardinieres, vases, etc., which are of rather large size. A lot of plates, mugs, pitchers, etc., are pictured with nursery rhymes and illustrations of them. The rhymes are good, and the coloring delicate.

* * *

By far the most important branch of the fancy goods trade during the coming two or three months is the souvenir line. In every town, and village there is more or less of this class of goods sold. Visitors and tourists are always interested in this, the sales in some towns near Summer resorts being of great proportion. There is a line of German goods, which is probably made of pewter that is shown in little jugs, beer mugs, etc., with embossed pictures of the St. Louis World's Fair buildings, Niagara Falls, hunting scenes and many other designs which will be of interest. There are aluminum card cases, ash trays, writing tablets, match cases and soap boxes upon which the name of the town can be engraved. Shell goods have had a big sale since the oldest inhabitant can remember, and from the number shown, faith is still had in its popularity. A certain kind of beautiful yellow onyx is made into paper weights, ink bottles, ash trays, etc., and each has an illustration of well-known buildings on it. The studies in pig life done in crockery are very laughable, and are at the same time useful as they are attached to ash trays, in baskets, automobiles, satchels, bathtubs, and on candlesticks. They are so like the real article, and are in such odd positions that they are sure to sell well. There are blank places on the bodies or elsewhere for the marking of names.

* * *

Novelties in leather goods are so abundant for the coming season that merchants will be nonplussed what to buy, and what to leave alone. "Peggy from Paris" is a new hand or wrist bag that has met with great favor in the United States for the short time it has been shown. Several firms are featureing it in Canada, and speak very highly of it. It comes in various sizes and is made usually of one solid piece of leather, the slack caused by the shaping of it, being caught under the frame in pleats. The handle is a piece of narrow leather. Although shown as yet, principally in black seal it is sure to meet with favor in other leathers and colors. Inside it is arranged with pockets.

* * *

Apparently quite a rush is to be made of small metal purses with chain handles of any desired length. The purses are quite small and designed to be used either for money or calling cards. They are elaborately decorated and will be, on certain occasions, much to be preferred to the larger wrist bag. Bright and dull metal are used in their construction, and the chain matches the purse. A few chain purses or wrist bags are also shown in a number of chain designs.

* * *

One of the parts which is being produced in the greatest variety is the handle of the wrist bag. A number of different styles of chains are attached, some double and some single. Leather handles in many weights are tried, and solid metal makes a further choice. One handle is shaped like a snake, the mouth holding one ring, and the tail being curled around the other. The frame too is varied. In this neatness seems to be the aim, for one of the best has the side of the frame inlaid with leather similar to what is in the bag. In sizes it is thought the smaller will take a little better than the large, although a large square shape with neat frame promises to go well.

When you put up a good argument for your goods, let the reader or the hearer draw his own conclusion. When you have made the point obvious without directly mentioning it, you have done enough; to say more would be an insult to the reader's intelligence.—Jed Scarboro.

S. F. McKinnon & Co., Limited

WHOLESALE MILLINERY
AND
MANUFACTURERS OF CLOAKS AND SKIRTS



Jackets for Fall 1904

Our representatives are on their respective routes with a complete range of

Ladies', Misses' and Children's Jackets

LACE Department

JUST OPENING

14 cases

JOB LACE CURTAINS

OLD PRICES.

LACES,
D'ALENCONS,
ROUND HOLE VALS,
POINT DE PARIS,
TORCHONS,
WOOD FIBRES.

Inspection Invited

TORONTO WAREHOUSE

S. F. McKinnon & Co., Limited

TORONTO MONTREAL QUEBEC LONDON ENG

Wholesale Millinery

New Goods

Large shipments of new and desirable goods have already been passed into stock, including:

Ornaments—New designs in Gold, Jet, Rhinestone and Steel.

Flowers—Banksia Rosebud Trails, Berry, Forget-me-not, Seed and Fruit Trails, exclusive Novelties in small Flower effects.

Laces and Ribbons—Everything new and fashionable in these popular trimmings.

New Hats and Braids.

THE D. McCALL CO., Limited

DEBENHAM, CALDECOTT & CO.

MILLINERY

SUMMER OPENING

April 19th, and following days.

Our buyer, who is now in Europe, informs us of some remarkably good purchases of

SUMMER HATS and MILLINERY NOVELTIES

which will arrive in time for display at this Opening.

18 ST. HELEN ST.

MONTREAL

43½ & 43¾ St. Joseph St.
QUEBEC

The Canadian Millinery Review

FEATURES IN SEASONABLE MILLINERY

THE time between millinery openings in the wholesale and in the retail trade is always a time of waiting. Styles and materials are on trial. It remains to see in what direction the popular taste will veer.

* * *

There has not for many seasons been a rush for one particular style, in fact modern ideas are all against it, and nowadays within certain wide but well defined limits almost anything goes.

* * *

Though the hat shapes may be divided into three popular lines, viz., tricornes, turbans and picture hats, these vary so much that it ought to be easy for milliners to find becoming shapes for all faces. Of picture hats the variety is infinite, indeed almost every hat that will not fit into the two first classes is styled a picture hat.

* * *

The millinery shapes now worn mostly have their origin in the time of Louis XVI. They are modernized and modified, but the bebe hat with its lace and tulle flounces, the large tricorne with its irregular brim, and the graceful and becoming shepherdess with its wreaths and rings of tiny roses, and even the more practical turban, can all be easily traced back to the head coverings worn by the ill-fated Marie Antoinette and her ladies.

* * *

While feathers are much more in evidence than is at all usual for Spring and Summer wear, flowers will be the great feature of the season. Hats are all of flowers, save for a few twists and shirrings or quillings of tulle. Roses in bunches and wreaths, and in the tiny Banksia or fairy roses, are used in shoals. The popular flowers are small and fine, and many have long stems which are knotted and interlaced and with the blooms to form the hat. Lattice and trellis work of foliage and flowers are much seen, and brims and crowns are edged with bands of small flowers, such as small roses, forget-me-nots, lily of the valley, and many other kinds. The small straw roses come in every shade, but they show more novelty than beauty.

* * *

Ribbons lie flat, except the pert little chous that stand up on the tailored turbans and tricornes. A new way of using ribbons is the ribbon plume. The inch wide ribbon is folded into flat bows and arranged down each side of a stem. This is lovely in black.

* * *

Perhaps it is because of the war, but one novelty is the chrysanthemum hat. This is made of the flowers pulled apart and each petal sewed on separately. A lovely hat in this style was in grey with bandeaux and under brim of grey and white tulle shirred, the brim rolled over at the left side and caught with a grey and white shaded feather that formed a cachepeigne at the back. The cachepeigne either of feathers, flowers, ribbon or lace is seen on most hats, but that of flowers will be favored for Summer wear.

* * *

Very many of the hats have a flounce of lace, baby fashion, and the fine net laces are used for this, indeed with the exception of a few wood fibres and Irish laces all the laces used are fine. The repousse laces are much used, and so are quillings of fine Valenciennes.

CHILDREN'S HATS.

CHILDREN'S lingerie hats are as fascinating as they are fashionable. The Corday is a pretty shape with big, flat embroidered muslin crown, its tripple lace trimmed ruffles on the brim and soft crush rosettes of blue louisine ribbon, one on each side of the crown a little to the front. There are white lace and lawn hats, with higher crowns and rims which are flounced with lace. These are trimmed with narrow pink or blue satin ribbons sewn on here and there, in fact there are dozens of different models in soft laces and white mulls.

For the larger children there are hats in brown and beige straws, as well as flops in rose pink, pale blue and several shades of green in bright satin straws.

Much foilage is used in trimming them, combined with very small flowers and tiny buds and flower fringes.

White and yellow field daisies, as well as the stocky little Scotch daisy in its natural pink and white, besides browns, yellows, blues and dark reds, are used.

Soft ribbons in one or two tones of color are much in vogue for trimming less dressy hats, while for school wear there are the various colored straw sailors.

In dressy hats, shapes are exceedingly picturesque.

SHORTAGE IN JAPANESE STRAW PLAIT.

ONE effect of the war in the East will be a shortage in many popular styles of straw braids.

A large proportion of the braids used in hat making are of Japanese origin, and the withdrawal of these braids will necessarily make trouble for the straw trade.

Said one authority: "Scotsmen are not in it with the Japanese for shrewdness and keen bargaining. They are as smart in business as they have proved to be in naval tactics. When a certain plait does not sell, they stop making it, while the Chinese will keep on in the same old rut for 20 years. They are very clever and marvellous imitators, but they have lately developed much originality and inventive capacity."

Countries like Italy, Switzerland, Germany and China all produce it, and they all had a powerful rival in the little Jap, as the goods he made had the three merits of quality, workmanship and cheapness, and the hat

manufacturers will have to turn elsewhere for a substitute for the braids Japan put on the market.

One feature, it is said, that will complicate matters is the fact that the platters in the Capri districts in Italy have been largely put out of business by the competition of the Japanese, and it is difficult to tell whether the industry can be revived.

It is the opinion of the importers here, however, that the shortage will cause little or no trouble this season, as stocks were bought before it developed. Next year, however, it will be felt, but chiefly in the low priced straws.

Chinese plait, too, is affected, as the feeling of unrest, owing to the war is interfering with the production of plait there.

PROMINENT COLORS IN THE MILLINERY WORLD.

NOW that millinery openings, both wholesale and retail, are over, we begin to see in what colors the season's trade is going to be done.

Champagne, it is conceded on all sides, heads the list, particularly in the light tones. Natural shades in straws, beiges, castors, tans and neutral tones down to the burnt shades, are all very prominent, as they combine well with all the more positive colors.

Fruit and foliage look well in these colors, and they are equally attractive in tissues.

Pale soft blues certainly take the second place, though resedas run them close. Blue is a good color in millinery this season. Grey blues are shown, and there are also turquoise blues. Many deeper shades are also in evidence. Napoleon, a bright violet blue, is the latest.



Picture hat reproduced from Coming Modes.

The resedas are popular, and there are a number of delicate foliage greens used as well.

Pink and rose reds are mostly seen in flowers, and there are few hats or trimming materials in pink this season. Nevertheless pink in roses and in ribbons are much used in trimming schemes.

Brown is a coming color in millinery. Not for many seasons has brown been so much used at this time of the year. Brown lace, brown chiffon and malines and brown ribbons are well used, and we are sure to hear more of this color in the Fall.

The vogue of gold is drawing attention to yellow, and yellows running into burnt orange are used, still it cannot be said that they are very prominent.

Mauve is again put forth, but with doubtful success.



Straw hat with ribbon rosettes reproduced from Coming Modes.

Some milliners are making quite a feature of geranium red. These are generally poppy hats, but are mostly toned down with green foliage or touches of deep champagne, but a lovely torpedo of folded tulle was shown at one of the Easter openings that had as trimmings four ribbon rosettes across the back in the same bright shade.

Grey, generally shaded, and with a twist of gun metal or taupe is selling to the exclusive trade.

The all white hat is also a feature, though this is apt to be in creamy or ivories just off dead white. Very often gold is used, and touches of color in the shape of flowers and ribbons.

The pale pastel or pompadour combinations are becoming stronger in trimming schemes each day, and are carried out in ribbons, or ribbons and flowers.

MEDALLIONS.

A NOTICEABLE feature this season is the great use that is made of medallions in the make up of hats. They are of straw embroideries, broderie Anglaise, lace, straw ribbon or anything that can be pressed into service. These medallions are variously ornamented, sometimes with gold balls or buttons, and they are generally edged with quillings of chiffon or narrow Valenciennes lace. Whole hats are made of them or they are used with straw and the shape of the brim is accommodated to them. Often they are put exactly over one another on both outer and under brim, giving a transparent look to the hat. This transparent effect is the distinguishing feature of this season's millinery, and quantities of maline, chiffon and lace are used to attain it. Even the braids are transparent and lacy this year.



M. J. Taylor & Co.

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Headquarters for NEW YORK, U.S.

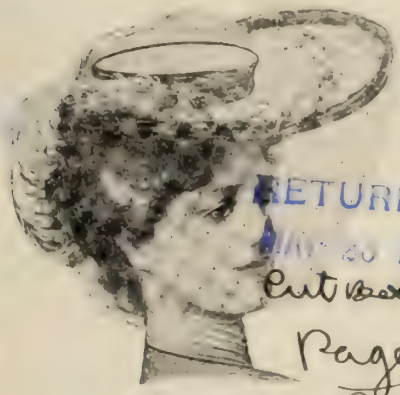
OSTRICH PLUMES

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Feather Boas, Stoles, Pompons, and Novelties.

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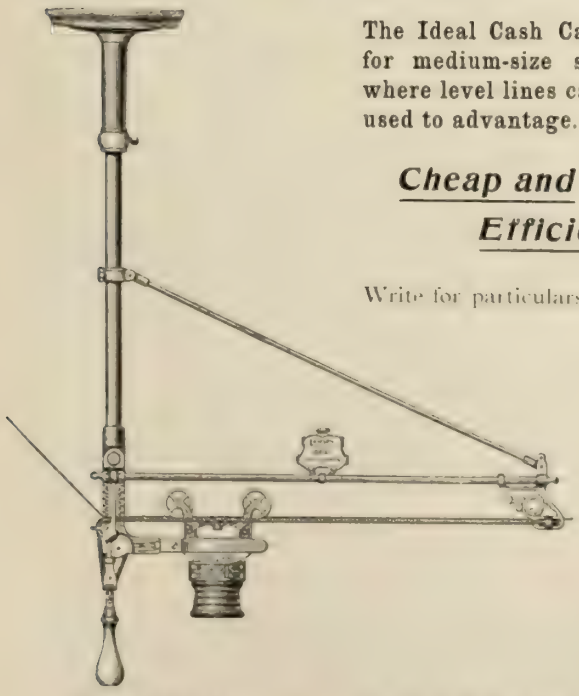
is now the leader, in showing the retailer of this country the smartest styles and designs in :

Veilings, Laces, Dress Trimmings, All-over Laces, Collars, Embroideries, etc.

IF IT'S NEW IF IT'S RIGHT | WE HAVE IT.

50 Bay Street, - TORONTO, CAN.

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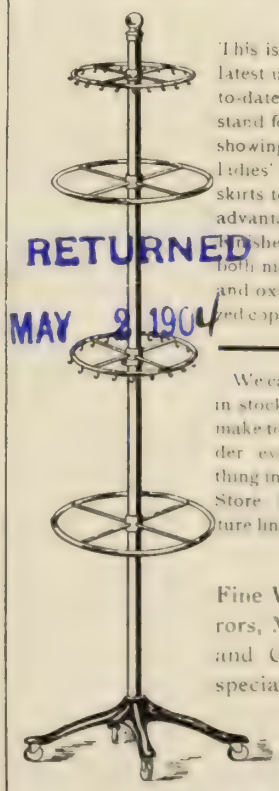
The Ideal Cash Carrier for medium-size stores where level lines can be used to advantage. . .

Cheap and Efficient.

Write for particulars.

FRED'K C. CUTTING

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This is the latest up-to-date stand for showing ladies' silk skirts to advantage. Finished in both nickel and oxidized copper.



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The above Mirror is a very useful as well as beautiful fixture. Arm telescopes swings to any position.

We carry in stock or make to order everything in the Store Fixture line.

Fine Wax Figures, Drapery Forms, Mirrors, Metal Cloak Racks, Millinery Stands and Coat Hangers in great variety are specialties just now.

Write for large Catalogue.

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48 Richmond St. West, TORONTO, ONT.



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CAVERHILL & KISSOCK

Summer Millinery Opening

Tuesday, April 19th, and following days.

"A display of the newest and latest in Summer Millinery and Paris and New York models of Pattern Hats."

Nobby Lines of Ready-to-Wear.
Something new in Shapes.
Full stock of Small Flowers, Trails and Foliage.
Complete assortment of Light Chiffons, Tulles and Pleated Goods.
Nice range of Hat Ornaments, Laces and Fancy Trimmings.

THESE ARE SOME OF THE LINES YOU PROBABLY REQUIRE.

We have **them** and **everything else** in the **MILLINERY LINE.**

CAVERHILL & KISSOCK
MONTREAL.

LADIES' NECKWEAR

ORDERS FOR EASTER NECKWEAR.

MANUFACTURERS of ladies' neckwear have no complaint to make about the volume of orders for Easter neckwear. Easter is only second to Christmas as an opportunity to sell ladies' neckwear. Special displays of these dainty little articles of dress are always in order around Easter time, as the buying of costumes, millinery, etc., is safe to stimulate trade in neckwear, for a stock, turnover, or collar of some sort, is an absolutely indispensible article of dress nowadays, and one that is too conspicuous to be overlooked by any woman, as it gives the finishing touch to her costume.

Of all the accessories to the dress of a modern woman this is the most seen, and most important, and one that must harmonize with the costume; hence the large variety of styles, shapes and materials used in their make up.

There is the stock for wear with the tailor-made, and also those suitable for every kind of costume up to the dainty and elaborate confections to be worn with the dressiest gown. Manufacturers are making every use of their opportunities, and some really beautiful effects in neckwear are shown.

PERSIAN AND BULGARIAN EFFECTS.

THE decidedly leading novelty for Spring wear is the stocks and turnovers in Persian and Bulgarian effects and patterns. These have had a great run in the hand embroidered goods, and are now being put out in machine made lines that are, when the colors are well chosen, remarkably accurate copies of the hand-worked goods.

These embroideries are done on mercerized cotton etamines, skrims, etc., and are in decided, yet harmonious, colorings. Some shown are more on the Bulgarian order, and are in the one color in blues, reds, etc. Some are also shaded. These collars and stocks are just the thing for wear with a white waist, and will take the place of a bright colored ribbon.

There are quite a few novelties in the shape of these embroidered stocks,—tabs in some of them take the form of the lotus flower or full-blown rose with the petals embroidered,—and are very narrow where they join on to the stock, but widen considerably lower down, in fact the tendency is towards much wider tabs. There seems to be a tendency towards a decidedly lower form of neck dressing.

For those who care to adopt this style there is a novelty in collar lines, that is a collar in the turnover shape only much deeper with a band to fit inside the neck of the dress, and with the points in front. Stocks of net, with a pattern in colored batiste and embroideries, are also among the many attractive novelties shown.

HAND-MADE NECKWEAR.

THERE is a great and growing demand for hand-made stocks, and for collars that have hand-worked trimmings. It is really astonishing how this demand is being met, and the low price at which a hand-worked stock can be retailed, and in beautiful effects, too. Of course there are some very high priced goods on the market, stocks that retail for $6 and $7 a piece, or lovely sets for $9 and $10, but for the popular trade some really beautiful hand-made Renaissance lace collars can be bought to retail round the dollar mark—some less and some more.

These goods are always in favor, as they wash, and with a little care can be done over as good as new. Then they are elegant enough in shape and get up to please the most fastidious. These stocks properly displayed ought to be a great success.

Hand-worked stocks of braid and silk and lace stitches are another feature in Spring lines. For ornamenting the dressier wash stocks Teneriffe medallions are very popular.

TURNOVERS AND MATCHED SETS.

TURNOVERS seem to be a fixture in ladies' neckwear lines at present, and are out in full force and in all prices for Spring wear. The Persian and Bulgarian embroideries are just as strong here as in the stocks. There are also matched sets in these goods.

Embroidered turnovers and turnovers of heavy lace are again to the fore, and judging from advance showings a large business will be done in these lines.

Matched sets of lawn or cambric hem-stitched or faggotted are also well shown.

LACE STOCKS AND COLLARS.

SEEING that the drooping shoulder 1830 styles are so greatly in favor of the lace collar, it is not surprising to find them in such variety and in such high favor. The most fashionable is the long cape, but there are also a number of odd shapes, and stole effects. These are all much used as trimmings on silk or lace waists.

Plain Venise and other Plauen immitations, and very often with medallions and introductions of embroidered batiste in the butter deep ecru shades, are most seen. These collars, in much the same shapes, but in Renaissance and Arab laces, are also popular, but the Plauen goods are decidedly the newest.

Shaped stolas to fit around the neck of a dress, and with long hanging tabs in front, are the latest Parisian idea in neckwear. Some very gracefully shaped stocks in embroidered batiste and lace imported by one of our leading neckwear firms are among the prettiest things shown in ladies' neckwear this Spring.

OTTAWA TRADE NOTES.

THE trade in general has been good. The early buying of new things in wash goods broke all former records, and its not necessary to say that the retail trade is jubilant. Ginghams have shown a remarkable advance in popular favor, and sales have been large. The knicker ginghams, and welted chambrays are among the best selling Canadian lines, and well maintain a strong footing.

Mr. L. Mallette, a progressive retailer, is moving into his new store on the corner of Dalhousie and Murray streets. This adds one more to the list of modern stores to that busy end of the city. A full line of dry goods, carpets, house furnishings, clothing, boots and shoes, glassware, crockery, tin and metalwear, groceries and provisions. This well equipped house will fill a much needed want, in what is generally called lower town.

Much snow in in soft weather makes bad roads, thus effecting the marketing.



Welch, Margetson & Co.

16 Moor Lane, Fore St., E.C., LONDON, ENG.

Factories, London and Londonderry.

Silk Cravat Dept.

Made-up Ties and Scarfs of every description, de Joinvilles, 28-inch Silk Squares, Dress Ties, Mufflers, etc.

Collar Dept.

Men's, Youths' and Ladies' Collars, Cuffs and Fronts. Waterproof Collars, Fronts, etc.

Shirt Dept.

White Longcloth and Linen Saints, Fancy Shirts in Ceylon, Printed Cambric, Zephyrs, etc., of every description.

Brace Dept.

Braces, Belts, Bath Wrappers, Mats and Towels, Sock and Sleeve Suspenders, Hats and Caps, Hat Ribbons, etc.

Rug Dept.

Rugs, Mauds, Dressing Gowns, Tennis and Smoking Jackets, Pyjama Suits, Cricketing Trousers, Waistcoats, Cardigan Vests, Raincoats, Waterproof Coats, Portmanteaux, etc.

Bandanna Dept.

Silk and Cambric Pocket Handkerchiefs, Corahs, Pongees, China Silk Shirtings, Printed Twills, Foulards, etc.

Flannel Dept.

Spun Silk, Printed Cambrics, Zephyrs, India Gauze, Ceylon, Crimean Shirtings, etc.

Umbrella Dept.

Ladies' and Men's Umbrellas, Sunshades, Walking Sticks, etc.

Jewelry Dept.

Collar Studs, Links, Tie Pins, Tie Retainers, etc., of every description.

CANADIAN AGENT.

JAMES GILMOUR,

205 Coristine Building, MONTREAL.

FEATURES IN STAPLES

THE largest event of the month is the failure of Sully the cotton bull, the man who has had more harsh things said of him than any other man in many years, the man who has been blamed for creating more want and destitution than was thought within one man's power, the man who was thought of as entirely responsible for the high price in cotton. But, somehow, subsequent events have failed to sustain the piles of evidence that have been banking up against this man. With nine out of ten people it was useless to talk of anything but manipulation in the cotton market. A crop perhaps a quarter or a half million bales shorter than last year seemed too small a cause for such high prices. But there had to be considered the fact that if 11,000,000 bales supplied last year's demand it would take fully a half million more for the demand of this year. And at any rate no mill wanted to be out of cotton as some would have to be if the crop were only a little short. Sully is no doubt responsible for the leadership of the rise, but he merely took advantage of a lack of supply, as is tried in every business. That he did wrong in raising prices where he did is certain on principle, but not according to the daily efforts of nine out of ten business men. The part that was purely manipulative is revealed in the quotations since Sully's failure. He is down and out, and has been for two weeks and yet cotton is 15.15, two and a half points less than his highest prices, but about seven higher than a year and a quarter ago. Sully is not keeping prices up now and yet up they are.

* * *

February closed with spot cotton at 15.10. It ran up during March to 16.65 on the 13th, sank to 15.00 on the 18th and then Sully, "the bad man," failed. And what did cotton do? Sank to 14.50 on the following day and a half cent more the next day. At present it is higher than it was a month ago. In spite of the most confident belief in Sully's liability, cotton is still up, so there must be more than Sully responsible for high prices.

* * *

The position as regards prices of manufactured fabrics is unchanged since last month, and Fall orders are being filled at February 1st prices, with all kinds of reservation as to liability of a raise. The mills state that if cotton stays within three cents of its present level, they will be forced to put out a new price list, when the present stock of raw cotton is exhausted. They claim 12 to 12 1-2c. cotton as the basis upon which present prices are made, and a workable cotton could not be bought, laid down in Montreal, for less than 16 cents. The only advance quoted this month is in crochet cotton, which has gone up 10 per cent. From this the wholesales argue that speed cotton will in all probability soon be affected. The merchant is in as big a dilemma as ever as to buying. He has likely bought already all he will need for the next few months, so that there are no pressing needs save in a few sorting lots. It will be wise to buy sparingly, from hand to mouth almost. The wholesales are doing this and the retailers cannot do better than follow their example. There is a possibility that the quick order will reap the profit, but the reverse might happen, and if prices do go up, more will have to be asked by the merchant. Better a sure small profit than a possible loss.

* * *

But when it comes to linens there is different advice to give. Since January 1st prices have advanced, it is said, about 33 1-3 per cent. all along the line. The month of March has seen a succession of advances that has been only partially revealed by the orders sent in. No price lists are out, and all orders must be submitted before accepted. We on this side of the water know very little of the number of changes in prices, for almost every order sent has met a new quotation, and it is probable that almost every day or two had its list. In conversation, a representative of a large Belfast house said: "My house, like all the others, has withdrawn prices, and I must cable all likely orders, in order to strike prices anywhere near what were in vogue at the time the order was made out. I don't know where I am, but it cannot be helped. We have raised prices no faster than we had to, and that meant perhaps a raise every day. I don't see any likelihood of a drop for a year."

* * *

The cause of all this is of course, the scarcity and consequent high prices of flax. Russia supplies by far the greater amount of this, and the war is working havoc with what was already in an unsettled condition. If the war extends through the Summer, then look out for linen prices. There is no knowing what may happen, but it is certain that the level will go more above normal than has occurred in cotton. Merchants cannot be advised too strongly to buy linens now, all they can stand of them. Flax is not manipulated as was cotton; the next crop is a long distance off, and will be shorter, so that prices cannot come down. Linens can be bought now from the wholesales at very little above old prices, but when these stocks are exhausted, there will be thirty per cent. more asked. The linen departments report that merchants are buying in large quantities. Eight months ago The Dry Goods Review advised merchants very strongly to buy cotton goods, and while many profited by the advice there were many who held off until they had to pay twenty per cent. more. The linen situation is stronger to-day than cotton was then. As an illustration of how prices have advanced, a certain line could be purchased in November for 6 1-2d, which now calls for 8 3-4d.

FLAX AND YARN IN 1903.

The following table compiled by the Irish Textile Journal shows better than anything else could do, the steady advance in flax and Irish varns during 1903:

FLAX.

	Riga K.	Livonian K.	Hoffs HD.	Pernau D.	Jaropol Seretz.	Bejetsky Seretz.	Kama Tow.	Petersburg Tow.
December 31, 1902	£18 10 0	£23 10 0	£19 10 0	£27 5 0	£26 0 0	£29 5 0	£30 10 0	£28 5 0
March 28, 1903	17 0 0	24 10 0	19 15 0	28 5 0	31 5 0	36 15 0	36 10 0	32 10 0
August 28, 1903	16 5 0	24 10 0	20 0 0	28 5 0	31 5 0	36 15 0	35 15 0	32 10 0
November 11, 1903	23 10 0	29 5 0	23 0 0	31 10 0	37 10 0	47 10 0	40 10 0	35 15 0
December 31, 1903	24 5 0	33 5 0	29 10 0	37 15 0	40 10 0	48 15 0	41 10 0	37 15 0

The above are middle prices (c.i.f.)

IRISH YARNS.

Tow Wefts.	18.	20.	22.	25.	28.	30.	35.	40.	45.	50.	55.	60.
	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
January 3, 1903	6 6	6 1½	5 9	5 6	5 3	5 0	4 9	4 4½	4 1½	3 10½	3 9	3 6
March 28, 1903	6 6	6 1½	5 10½	5 7½	5 4½	5 1½	4 10½	4 6	4 3	4 0	3 10½	3 9
August 28, 1903	6 9	6 4½	6 1½	5 9	5 4½	5 3	5 0	4 7½	4 4½	4 1½	3 10½	3 9
October 31, 1903	6 9	6 4½	6 1½	5 9	5 6	5 4½	5 1½	4 9	4 6	4 3	4 0	3 10½
November 13, 1903	6 10½	6 6	6 3	5 9	5 6	5 4½	5 1½	4 9	4 6	4 3	4 1½	3 10½
December 31, 1903	7 3	6 10½	6 6	6 3	5 10½	5 7½	5 3	4 10½	4 7½	4 4½	4 3	4 0

Line Wefts.	30.	35.	40.	45.	50.	55.	60.	65.	70.	75.	85.	90-120.	130.	140.	150.
	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
January 3, 1903	5 4½	4 10½	4 4½	4 1½	4 0	3 9	3 7½	3 6	3 4½	3 3	3 3	3 1½	3 1½	3 3	3 6
March 28, 1903	5 7½	5 1½	4 7½	4 4½	4 1½	4 0	3 10½	3 7½	3 6	3 4½	3 3	3 1½	3 1½	3 3	3 6
August 28, 1903	5 10½	5 3	4 10½	4 7½	4 4½	4 1½	3 10½	3 9	3 6	3 4½	3 3	3 1½	3 3	3 4½	3 7½
October 31, 1903	5 10½	5 3	4 10½	4 7½	4 4½	4 1½	3 10½	3 9	3 7½	3 6	3 3	3 3	3 4½	3 6	3 9
November 13, 1903	6 0	5 6	5 1½	4 9	4 6	4 3	4 0	3 10½	3 9	3 7½	3 3	3 3	3 4½	3 6	3 9
December 31, 1903	6 1½	5 7½	5 3	5 0	4 9	4 6	4 4½	4 3	4 0	3 9	3 7½	3 7½	3 7½	3 9	3 10½

LONDON WOOL SALES.

THE second London wool sales have just closed. Crossbreds were in active demand and sold at top prices.

The general sales closed firm, with Australian merinos, fine, showing par to 5 per cent. below the January sales, and the decline in heavy faulty was occasionally more marked. Coarse greasy crossbreds showed 10 per cent., medium 7 1-2, scoured 50 per cent. higher than January. Sloped were 5 per cent. dearer and Cape of Good Hope and Natal realized par to 5 per cent. under the January sales. The American buyers operated more freely than for some time past, they purchasing Australian merinos, greasy and crossbreds, chiefly the latter. During the series 80,000 bales were sold for the home trade, 64,000 to the continent, 12,000 to American and 14,000 carried over.

FURS.

THE RAW FUR MARKET.

JAMES CORISTINE & CO. received on March 16 the following cables regarding the London fur sales. The Hudson Bay sales, as compared with last March reported silver fox, 40 per cent. lower; cross fox, 27 1-2 per cent. lower; fisher, 25 per cent. lower and otter, 22 1-2 per cent lower. Sampson's reported blue fox 40 per cent. lower and silver fox 35 per cent. lower, the latter showing a difference of 5 per cent. with the Hudson Bay Company's sales.

The decline in prices followed out expectation of dealers in this market. Having properly anticipated the English market, Canadian dealers have sent comparatively little furs to the English sales now in progress, and in consequence have not suffered the severe losses which United States shippers have sustained. Silver fox is expected to continue at low prices, or go even lower, as it is a fur which is out of fashion, and not in demand. The demand for these furs is largest in Russia, where on account of the unsettled condition of the market consequent upon the war there is very much less business to be done.

A FUR COMPANY TO MOVE.

A despatch from Windsor, Ont., says: "It is understood here that the J. H. Bishop Fur Company, whose factory is located in Sandwich, are arranging to move to Toronto. The Bishop Fur Company here is the Canadian branch of the American establishment of the same name, situated at Wyandotte, Mich. The Canadian branch has had some trouble with its employes, who are about to organize a fur workers' union. The company here gives employment to about 75 persons."

COMMENDABLE ENTERPRISE.

THOUGH badly inconvenienced by the fire in the Berry building, Montreal, Gault Bros. have shown commendable enterprise in regard to carrying on the business.

The insurance adjusters were immediately upon the scene, and every effort was made to facilitate a settlement. Speaking of the matter to a representative of The Dry Goods Review, Mr. Leslie H. Gault, president of the company, said: "We are hoping that a satisfactory settlement will be made with as little delay and trouble as possible."

Their travellers, who are out on the road, were instructed to continue selling goods as usual, but the trade will naturally be asked for a little forbearance in the matter of shipments. They have already taken steps to secure temporary premises elsewhere in the city while repairs are being made on the gutted building. They expect, however, to have everything in satisfactory shape in the course of a week or so.

FURS FOR FALL

OUR TRAVELLERS WILL CALL ON YOU SHORTLY WITH A FULL RANGE OF SAMPLES IN

Hats, Caps, Furs and Robes

FOR THE FALL SEASON

Stock complete in every line. Many new and attractive styles.

SPRING GOODS FOR PROMPT SHIPMENT. THE RELIABLE FUR HOUSE.

EDGAR, CORISTINE & CO., - - MONTREAL.



ENLARGING OUR PREMISES

The past season has been an exceedingly good one with us, so good in fact that it has been necessary to treble the capacity of our warehouse to keep up with increasing business.

We have added two large flats to our former factory, and the approaching season will find us better equipped than ever to supply the demands of the trade.

Our business has been built up, and will continue to be run, upon the principle of **GOOD GOODS AT REASONABLE PRICES.**

Samples and prices cheerfully submitted.

A. J. ALEXANDOR

MANUFACTURING FURRIER,

504-6 St. Paul St., MONTREAL.



B. N. F.

Fagoting and Seam Tape

is THE BEST and CHEAPEST on the market. Put up without cards, and therefore not stretched or distorted. **B.N.F. TAPE** can be used without taking it out of the wrapper. Sells well. We give FREE an automatic binder for sewing machines with every dozen of sizes 4 and 5. We will be glad to send you a striking store sign. Our goods for sale by leading jobbers.

THE

BIAS NARROW FABRIC COMPANY

52 Franklin St., NEW YORK, U.S.

YOUNG MAN WANTED.

Must have had experience in a dry goods store, and have a taste for writing. One who has some knowledge of advertising and window dressing preferred.

ADDRESS:

The Dry Goods Review

BOOKS FOR BUSINESS MEN

AGAINST THE METRIC SYSTEM.

A TIMELY book, now that the metric system is being so generally discussed, and when the British Houses of Parliament have shown themselves favorable to its adoption, is published by the D. Van Nostrand Company, of New York. It is in two parts, "The Metric Fallacy," by Frederick R. Halsey, and "The Metric Failure in the Textile Industry," by Samuel S. Dale. Both these writers show a thorough knowledge and grasp of their subject, and both demonstrate clearly that the metric system has been very much less of a success where it has been tried than is usually supposed. The book shows that in France, Germany and elsewhere where this system has been forced on the people by the Governments, it has never been accepted by the people, who could not get away from old standards and were consequently greatly confused. Mr Dale in his part goes minutely into the adoption of metric measurements in the textile industry and concludes that it would be a very disastrous step to take, "a plunge into chaos," to quote him, "to emerge no one knows when, how or where."

AWARDED HUMANE MEDAL.

MR. MAURICE FRIGON, representing Messrs. Nerlich & Co., Toronto, has been awarded the bronze medal of the Royal Canadian Humane Association for his heroism at the Victoria Hotel, Quebec, on December 4, 1902, when he saved four lives from death by fire. Mr. Frigon is a well-known traveller, and in the words of a friend, "one of the best fellows alive."

ANOTHER FIRE IN DRY GOODS DISTRICT.

FIRE in the Berry building at the corner of St. Helen and Lemoine streets, Montreal, early on the morning of April 1, did great damage to several well-known firms of the city. Gault Bros., whose warehouse was in the adjoining building, suffered severely from smoke and water. At this writing it is very difficult to estimate even the approximate damage.

Messrs. Watson, Jack & Co. were entirely burned out, as were the Imperial Neckwear Co. The Atlas Shirt Co., in the same building, also suffered severe losses.

The Radway Medicine Co. manufacture their medicines in the top flat of the Bond building, next to the Berry building, and it is supposed that the fire started among the chemicals there.

PERSONALS.

Mr. F. F. Kelly, Montreal, is at present on a business trip through the Great West.

Mr. J. H. Palmer, representing Debenham, Caldecott & Co., has been on a buying trip in the Old Country.

Mr. Wm. R. Hooper, of Jos. Wild & Co., manufacturers of linoleums, New York City, was in Montreal the latter part of March, on a business trip.

Mr. R. D. B. Timmins, of Timmins & Co., Almonte, Ont., was in Toronto this week.

A change has taken place in the business personnel of the Parisian Waist Co., Lemoine street, Montreal. Mr. Adler, who was associated in the business for some time, has assumed entire control, Mr. Lewis severing his connection.

Mr. I. Haley, of Law, Russel & Co., Bradford, is at present at the Royal Hotel, St. John, N.B. He will be at the Halifax Hotel on April 14 and 15, and after that at the Windsor, Montreal, and the King Edward, Toronto, with samples of Fall and a few of next Spring goods.

Mr. Franklin, of the Russian Fur Co., Montreal, returned recently from a business trip to England and the continent. He was over in Paris at the time of the most severe winter weather, and says it was a common sight to see the residents of that beautiful city wrapped up in shaggy overcoats made from gray goat skins.

Mr. W. J. Kendall, whose photo herewith appears, and who has for some years represented Montreal and Toronto millinery and mantle houses in the Maritime Provinces, has accepted the position of traveller in his old territory for the Merchants' Mantle Manufacturing Co., Toronto. His connection on this ground together with the exceptionally good line of samples shown by his new firm should result in a very profitable business.



W. J. Kendall.

Fifty years of happy wedded life were completed on the 16th of last month by Mr. and Mrs. Jonathan Hodgson, Montreal. Mr. Hodgson is well known as a member of the firm of Hodgson & Sumner, wholesale dry goods merchants, Montreal, and is receiving the congratulations of a host of friends in the trade. For the last half century Mr. and Mr. Hodgson have lived in the city of Montreal. The anniversary was celebrated by a very happy social event at the home of Mr. and Mrs. Hodgson, at which were gathered together five sons and their wives, and sixteen grandchildren, besides other relatives and friends, some of whom were present at the wedding fifty years ago.

Fire Announcement

To our Customers and Friends :

Though somewhat inconvenienced by the fire which destroyed a part of our Montreal premises, on the morning of April first, we wish to announce that business will be carried on as usual, with perhaps a few days' delay.

Already the insurance adjusters are at work, and it is expected everything will be settled satisfactorily.

Our travellers, who are on the road, will continue to sell goods as usual.

We ask your kind forbearance, however (for a few days or a week), in the matter of shipments, after which we hope to be able to fill all orders as usual.

THE Gault Brothers CO. LIMITED

MONTREAL

GOSSIP ABOUT OURSELVES

THIS month's issue of The Review contains rather a new departure in the way of a cover design. A young man of easy attitude and dress takes the place of the handsomely gowned ladies who have adorned the front pages of late. Next month it will be something different; in fact each month's issue will be adorned with a new cover in which due regard will be had to the times and seasons. The modern dry goods establishment, as is well known, is not devoted to ladies' wear olone. Almost every store has its men's furnishing department, its merchant tailoring department, its house furnishing, its millinery, etc., etc. Each department finds a place in the reading pages of The Review, and each will in turn find a place in our cover designs.

* * *

Speaking of cover designs, we are not a little proud of the covers that have been appearing during the last nine or ten months on The Review—proud for two reasons. First, because of their artistic merit; and second, because of the unusual character of the undertaking. In getting out these covers we are not imitating any other trade newspapers; indeed we know of no other publication of the sort that gets out a fresh cover design for every issue, at any rate of equal merit.

* * *

We are pleased to note the growing interest taken in The Review by our good friends the commercial travellers. These shrewd men of business are not slow to recognize the fact that the merchants who are readers of an up-to-date trade paper are the biggest buyers of goods. We teach the merchants how to sell more goods, and if they sell more, it stands to reason they will buy more. Many travellers, with the endorsation of the houses they represent, not only put in a good word for The Review, but often send us in the names of new subscribers. One such friend, in writing in to us, under date of March 2nd, says: "I do what I can towards getting subscriptions for you, though as far as I can see your paper is to be found in most stores of any consequence."

* * *

Once in a while we have a subscriber say to us: "Why isn't your subscription price for The Review $1 instead of $2?" We might ask him with equal reason: "Why don't you charge $10 for the cloak you have marked $20?" You know it is impossible to give as much for $1 as for $2. We ask $2 a year that we may return $2 worth. To ask $1 would be to produce a cheaper, less valuable paper. We could publish a Dry Goods Review for $1, but we would not. Our subscribers would not stand for it. They pay us $2 because they **want** The Review. It is worth to them more than its subscription price, in inspiration, in news supplied, in suggestions provided, in trade hints, etc. The retailer who doesn't get a good deal more than $2 worth from a year's subscription, ought not to renew his subscription—and is not likely to.

Whenever you are in any of the cities where our offices are situated, come in and see us. We are always at home to our readers. If we can be of any service to you in any way while you are in our city, we would be only too happy to avail ourselves of the opportunity. Don't forget, our staff is at our disposal and the "Welcome" sign is always over the door.

* * *

Our circulation manager is anxious to know how you like the new method of mailing The Review. No doubt you have noticed that we have been sending the paper out wrapped flat, for the past six or seven months. It costs more than double the ordinary method. Do you prefer this to having it rolled? Does your paper always arrive in good condition? We would like to hear from you if it does not. We would also consider it a favor if you will notify us at any time you do not receive your copy of The Review on time. Remember, it is published the first Wednesday in each month, and we do not want any of our subscribers to miss a copy.

* * *

We feel sure that you often hear stories which would be most interesting to others of our readers; hints sometimes which would be quite valuable to them. We would be grateful if you would send them to us. Our editors would be only too glad to receive them. We don't want you to give away any trade secrets you know, but when you do have a good item, send it in. Nor need it be all compliments. When you have a grievance on any trade subject, or even if you are not satisfied with The Review, let us know it. It may help you, and it may help us also.

* * *

We are very anxious to make our window dressing department as helpful as possible, and you are at liberty to ask any questions on this subject you like. We would also like to get a photo of any good window that you think would be worth publishing. How about your Easter window? Can you send us a photo of that? Are you enlarging your store this Spring, or making any alteration, if so we would like to hear about it. It is always interesting news to hear about any progressive merchant. Have all this ready and give it to our traveller when he calls, or send it direct to any of our offices.

* * *

A very interesting case was brought to our notice the other day, in which The Dry Goods Review played a most important part in helping a certain young man now in business to success. As is our custom, upon hearing that the management of one of our most prosperous wholesale dry goods houses had undergone a change, we sought the head of the firm for the purpose of becoming acquainted, and much to our surprise were ushered into the presense of a decidedly young man—young in years, but possessing every indication of a thorough business experience. The hearty way in which he welcomed The

Review was most marked. Ere long the reason for this was explained. "I owe The Dry Goods Review more than I can tell you," said he. "It has been my business teacher. When I was a boy eighteen years of age, serving as a clerk in the little town of ———, away down in New Brunswick, I first learned to read your paper, and I believe that it has been one of the greatest factors in helping me along the stony road of business. One of my first decided successes in business was the result of putting into practice a suggestion I picked from its pages. It is of the utmost value to clerks, as I have found, and I advise their reading it regularly."

* * *

Here is a well-to-do retail merchant in St. John's, Nfld., adding his testimony also. He says: "Your ad. in December issue of Dry Goods Review offering assistance in advertising, has set me thinking. Up to the present we have done no regular advertising, only an occasional ad. in Christmas number or magazine, but am now considering the advisability of 'tooting my horn' regularly in daily papers. I gather from your ad. that you are prepared to help on the small advertiser as readily as the larger. If so, will you kindly quote figures for copy, to fill, say, four to six inch single column furnished once or twice a week, as I think that would be sufficient at least for a start. I am sending copies of local papers with style of ads. mostly used here. If you can suggest better, all right, I am open to suggestions."

* * *

The "Good Advertising Department" of The Review will next month be issued under the charge of a new editor, namely Mr. John C. Kirkwood. Mr. Kirkwood, who was originally a retail merchant in Ontario, comes to us from Philadelphia, where he made a marked success during the time he was there as an advertising expert and ad. writer. His ideas are bright and original and he has the knack of presenting his facts to his readers in a pointed and interesting manner. Our readers, whether wholesalers or retailers, are at liberty at any time to consult Mr. Kirkwood as to advertising methods and without money and without price.

* * *

Miss Nora Gower Laugher, who until recently had charge of the "Good Advertising" department, is one of the brightest and best ad. writers in the country, and possesses a ready pen on all matter appertaining to business in general and to advertising in particular. Although she is no longer connected directly with The Review our readers may expect occasional articles from her pen. Doubtless those who during the last two years have been regularly reading her contributions to "Good Advertising Department" will be glad to learn this.

* * *

One of the evidences of the growth of The Dry Goods Review is to be seen in the fact that in our bindery department we have been compelled to put in a stitching machine with a capacity one-third greater than that of any machines which we previously had in our office. This is an evidence of the growing time which The Review is experiencing. We have also been compelled to increase our editorial and advertising staffs as well, so that in both men and machines the rapid growth of The Review is illustrated. The Review is bigger and better to-day than it ever was and at no time in the history of the paper were so many encomiums received from our subscribers and advertisers as at present.

Your Customers Hang Trousers On 'Em!

TRADE BERLIN MARK. "We fear nae foe."

The BERLIN SUSPENDER.

Made IN All Grades.
Protect Home Industry!

The Berlin Suspender and Button Co.

C. K. HAGEDORN, Manager.

BERLIN, ONT., - - CANADA.



A CHILD CAN OPERATE IT

Make Your Own Buttons

WITH THE

NEW DEFIANCE BUTTON MACHINE

Makes all kinds of covered buttons, rim, half-ball or flat, complete to make three sizes of buttons.

$7.50

Call or send for samples of our work.

Defiance Button Machine Co.,
266 Greene St., Cor. 8th St.,
NEW YORK, U.S.A.



The Largest and Best Equipped

Dye Works

in the Dominion.

Dress Goods, Cloth, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.,

DYED, FINISHED AND PUT UP

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

NO EXAGGERATION. Our statement, also cut of Works, is absolutely true and not exaggerated.

HINTS TO BUYERS

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

Greenshields Limited.

The dress goods department in Greenshields' warehouse has been a scene of great activity during the past month, Spring and Summer goods having been shipped with the greatest possible despatch. Repeat orders have been numerous for the lines shown by this firm this Spring. All indications point to a further increase in the business of this department, which has been continually growing. Their lustres have been among the most successful of the season, selling freely in large quantities. In such plain cloths as Venetians, boxcloths, etc., this firm's assortment is unsurpassed on the market. Voiles, crepes de Chine, eoliennes and other light fabrics are shown in all the newest shades. In the new snowflake effects Greenshields have an assortment which will not be surpassed by any house in Canada. The colorings and designs are entirely new and very attractive.

Greenshields Limited, are doing an exceptionally good trade in ladies' neckwear. The range of lace applique and stock collars is extensive, and some of the special lines are offered at the most attractive prices, making them real leaders.

They have just placed into stock novelties in Swiss tab and American tab stock collars at very low prices. The department is receiving special attention, and the trade will always be able to find several lines of special interest.

"There is a big run on spunglass, fine percaline and taffeta linings this season," said the lining man in Greenshields Limited, "and we are also selling a lot of fine sateens, which are being largely used for drop skirts. In spite of the general advance in prices, we have advanced but very few of our own linings, and we are now showing a complete assortment of all staple lines as well as those I have mentioned. Our sales up to date are considerably ahead of those of last year. Colors run a good deal on champagne shades, particularly in the spun glass and taffeta linings."

The company has done a larger trade this season than ever before in cotton, lisle, mercerized and silk hosiery. Many numbers have been sold up, and orders had to be cancelled, being unable to get delivery of repeats in time for the season's trade. The range on hand is still extensive, and retailers will be wise in filling their wants at once, as many other lines are likely to be also sold up shortly, and not a single dozen of cotton hosiery will be repeated with any of the manufacturers, as none can promise timely delivery. In cashmere hosiery repeats are arriving rapidly, and the company can fill all orders on receipt. Values are A1. The best values can be had here in any priced goods. A full range of sizes is shown in plain and ribbed, in black, tan, cardinal and white.

In gloves this house has prepared for the sorting trade with a well assorted stock of ladies' and children's lisle, taffeta, silk and lace gloves, plain and with dome fasteners. The range is the largest shown on the market.

The handkerchief department in Greenshields' is known far and wide as a place to select from the largest choice and get the best values. They have just now in stock an entire new range of handkerchiefs in plain and hemstitched lawn and linen, embroidered and lace edged. Included in the range are some of the most wonderful values offered in quantities at very close prices.

In their lace and embroidery trade Greenshields Limited have surpassed themselves, sales exceeding by far those of any previous season. The values offered are really wonderful, and the range is most extensive. Though many good numbers have been sold up they have still many lines which will prove of interest to anyone needing laces or embroideries. It will be found a sound policy to place orders as soon as possible, as many more numbers will be sold up very soon.

"We have already placed in our travellers' hands," said one of Greenshields' department managers, "Fall samples of ladies' and children's woollen hosiery, underwear, hoods, mitts, toques, clouds and golf jerseys, cashmere and woollen gloves, flannelette embroideries, and children's gaiters and overalls. In anticipation of prices stiffening up the keenest retailers are placing larger orders with the company than usual, as they are offering all lines at old prices. The samples in travellers' hands should by all means be inspected, or dealers should visit the warehouse.

"Prices on repeat lines would certainly be from 10 to 15 per cent. higher. We are showing the largest range in the market of these Fall lines."

Kyle, Cheesbrough & Co.

During week commencing April 11th Kyle, Cheesbrough & Co, 93 St. Peter street, Montreal, intend to display the finest lot of trimmings ever opened in one warehouse in this country. This firm have always had a reputation for carrying a fine range of dress trimmings from the cheapest to the most exclusive stuff to be seen. They do not buy these through middlemen of any description in Europe, but buy from the same sources as the best London or New York trimming houses. And thus they have to buy considerable quantities of each color in each line shown. And there is no other way this business can be done, "when done right." They do not make any claim to do an "import business in trimmings." This style of doing the trimming business they say is disastrous to the purchasers as the fashions in trimmings in particular are very erratic, and no buyer can tell to a certainty what will be the correct thing three months in advance. The time necessary to compile orders and get goods out to this country. But they place in stock and give the buyer the full advantage of buying the latest trimmings obtainable when the season is on.

This is a trimming season and the retail trade will appreciate this statement when the season is on them and their stocks are depleted. But now is the time to buy, as in another month or so wholesale stocks will have been much disorganized in the right goods. Every one has lots of the stuff "not wanted," but few have the goods that are. The range is too large and styles too numerous to mention in detail—suffice it to say that the display will dazzle the most fastidious.

Kyle, Cheesbrough & Co. also report many new novelties put into stock. Among others are three widths in colored velvet ribbons 1, 1 1-2 and 2 sizes, selling at 33, 45 and 55c per piece, 18 yards. These goods are going like hot cakes. Three-piece pearl blouse set at $1.25, hard to beat; a new range of white lace allovers in Plauen and Nottingham goods, new designs, at low prices, just the latest things now so much in demand in New York. Have you had this demand? You are sure to get it later. Put stock in now.

A special line of crush leather belts in all colors is shown. There are different qualities in crush leather belts, but this is the best experienced yet. It retails at 75c. with good profit.

Kyle, Cheesbrough & Co. report that their 14 travellers are showing this month a full range of Fall samples, comprising over 100 styles of jackets; over 60 styles of blouses; over 50 styles of wrappers; a full range of flannelette and knitted underwear; cloakings in over 30 cloths, the latest designs; bearskins and the new fur cloakings that are the rage in London; velvets, velveteens, eiderdowns, golfers, over 30 styles of overskirts, and over 20 styles of underskirts. The range of samples occupies five trunks alone. This will give a clearer idea of its extent and completeness.

The W. R. Brock Co., Toronto.

In the smallware department they have received a recent shipment of buttons in gilt and gunmetal now so fashionable, all sizes 10, 12, 14, 16, 24, 30, and 36 line. Gilt braids and gilt waist pin sets are shown in the fashionable shades. Chantilly laces for millinery are carried. They are showing Nazareth waists in four qualities, bleached and unbleached to retail at 30 to 35c; also an unusually large stock of hose supporters, especially the "Sun." In hosiery a German line, ribbed goods, "Ironclad," 4—10 1-2 sizes, Hermsdorf dye, 25 per cent. below good value. They have cleared out a line of mill goods from manufacturers who required cash. It is 700 to 800 dozen of ladies' vests in assorted sizes and prices.

In the men's furnishing department 21 is a soft front negligee shirt, corded cloth, new patterns, regular $9 cloth, sizes 12—16 1-2, retail at 50 or 60c; 4X is a zephyr



O Hutchinson, Com H Tod, Cover-point W H Prittie, Sec Tres J Ross, Left Wing J Hamilton, Com
H Smith, Spare A B Couch, Mgr and Centre W R Smallpeice, Pres F T Holliday Capt and Point
J McKeown, Right Wing R Johnston, Goal F Hamilton, Rover

THE W. R. BROCK HOCKEY TEAM
Champions of Commercial League 1903-04

negligee, detached cuffs, regular $9 lines, retail 75c; 49F is a short front, detached cuffs, new patterns, retail 75c. Four or five cases of new men's neckwear have been received in derbies, four-in-hands, Tecks, Strathconas, Mikados, all up-to-date, retail 25 to 50c. For April there is no April fool in the offer of four lines of black drill overalls and smocks, retail 75c; 2100 is a plain overall, 2625 a bib, 2200 a double front with rule and other pockets, 1750 a smock.

In the print department they have received their final shipment of special contract 32-inch British prints. Business is very good in them as they are of good pattern and texture, and are offered at old price of 12 1-2c. This is as low as when cotton was 6 cents. The prints come in navy and white, navy fancies, dark flake fancies, cardinals and regattas. There is still a good demand for knicker strong suitings. Brock's European buyer has secured a stock lot from Peltast of 28 inch fine weave, good weight, retail 12 1-2c, in pink, ox blood, green, grey and navy knicker grounds with white stripe; 25 per cent. below regular value. In the linen department XX is a 38-40 inch white apron linen with fancy woven dobie border in pink, red, and blue patterns. There is also a stock lot to retail at 15c as low as ordinary cotton apron cloth.

The carpet department is making a special run on tapestry table covers to retail at $1.25 to $5, and tapestry curtains from $2.25 up.

The W. R. Brock Co., of Toronto, report that business in the dress department has been particularly good for the last three or four weeks. They have received a large number of repeats for etamines and fine voiles and have cabled to their buyer to ship at once a complete range of the newest effects in lightweight materials. Fancy lustres in navy and white and black and white in both figures and stripes have been particularly good sellers. This firm have just put into stock new lines in cream goods in fancy oatmeal cloths, and in plain and striped and figured canvas effects for waists. After April 1st they will show a job lot of very handsome mattings, including some of the very newest designs that retailed at 75c and $1. They are also showing some lines that are of extremely good value in plain Venetians, broadcloths and cheviots, in the particularly good shades in browns and greens which are having such a run at the present time, and also in the other colors of the season, such as navys and blacks. These cloths come in all qualities. Black cord de soie is another popular cloth and this firm are showing three lines to retail at $1, $1.25 and $1.50. This material is just the right weight for making Summer suits without a silk drop lining. A

special job line in wash materials is a 30-inch leno applique in navy and white and black and white polka dot, to retail at 15c, regularly 25c. Another line just received is a 40-inch all wool basket cloth. In silks W. R. Brock & Co. are showing a complete range in all shades and qualities in both black and colors.

John Macdonald & Co.

John Macdonald & Co. are showing some novelties in blouse sets in pearl and gilt to retail at 15c, 25c, 35c and 50c per set. In their dress trimming department they are showing some new things in narrow silk gimps in black and cream, also appliques in black and white. Gilt buttons are also having a big run with this firm.

They are showing a very large range of silk stripe shirts to retail at 50c, 75c $1 and $1.50. These lines are very much below the market price and are selling very freely. See them in the house or with their travellers. They have a very special line of gent's lined rain coats to retail at $9 in grey, fawn; also a line of ladies' at same price that are exceptional value. They have just opened up a special line of fancy Summer vests to retail at $1.25, only limited quantity to sell. This is a clearing line of high-class goods purchased at a low price. If you want vests write for a sample lot.

John Macdonald & Co. are showing in their woollen department 200 pices 3-4 Halifax and fancy tweeds, 25c per yard; 1,000 yards 6-4 tweed suitings, 75c per yard; 2,000 yards 6-4 fancy worsted suitings, $1 per yard; Scotch tweeds and worsted suitings in a large variety of the latest colorings and designs; special value in black and blue worsteds and serges from 50c per yard upwards. There is a large stock of 54-inch black and colored Italan and mohair twills, also 40-inch fancy silesias, good patterns, 10c to 30c per yard; a lot of short ends suitings and trouserings at about half price.

John Macdonald & Co., in their staple department are showing a most attractive stock of unequalled value in printed cotton goods, Crum's prints, ginghams, linen effects, canvas cloths, mat cloths, linen voiles, flake voiles, Belfast reps, flake zephyrs. For decorating purposes they are showing beautiful goods in silkolines, art muslins and cretonnes. In their linen department they are showing fine special lines in towellings—"household," "homespun," "hygienic," "Barnsley" and "leader."

They state that as the Spring season advances, the sales in their ready-to-wear department are increasing rapidly. Their complete and well assorted stock in ladies' whitewear, waists, wrappers and underskirts enables them to fill orders promptly. They are showing novelties in ladies' Spring jackets, military style, waterproof material; also a select assortment in voile skirts, made in the latest styles and trimmings, at popular prices. Special numbers in plain and flaked navy or royal blue flaked voile skirts are No. 856, trimmed with lace and ribbon, $3.50; No. 857, plain, navy or royal blue voile, trimmed, $3.75; No. 855, plain, navy or royal blue voile, taffeta piped, lace trimmed, $5; No. 858, plain, navy or royal blue voile, lace and ribbon trimmed, $5.25.

John Macdonald & Co.'s dress and lace department is well equipped for the Spring sorting and mid-Summer trade in dress goods. They shoy plain voiles, knop voiles, canvas voiles, poplins de chene in black, navy and all fashionable shades; black, navy and cream mohairs and lustres, all prices, also splendid range of light costume tweeds for the early Spring trade; mercerized waistings in great variety, also full stock of India linens, lawns, nainsooks, etc., etc. Their stock of laces is complete, comprising Valenciennes, all widths and prices; Torchons, Clunys, nets and fancy cotton and guipure allovers.

Their carpet orders are almost all filled, their stock is now being arranged for sorting trade. They are showing complete ranges in carpets, curtains, linoleums, floor oils, mats and rugs and general house furnishings. They are showing a very strong range of China mattings to retail from 12 1-2 to 30c. They have also a stock of about 25,000 pairs lace curtains to be sold at old prices, but new patterns.

W. R. Brock Co., Montreal.

W. R. Brock Co., Montreal, are showing some attractive lines of blouses and shirt waists, in muslin and Japanese silk. Among the principal features are: In white muslin waists, FP9 to retail at $1.25; FP13 to retail at $1.35; FP40, to retail at $2.50. In Japanese silk, 1503X, to retail at $3.50; 1513X to retail at $3.75; and 1519X, to retail at $4.50. There are of course a great many other lines which are all of the latest design and equally worthy of mention. In skirts, top and under, the Brock Co.'s stock is complete and their obliging staff of clerks is always ready to welcome both new and old friends to this department.

The trimming department inform us that their stock of trimmings is now complete and comprises all that is newest and best in gimps, faggottings, appliques and braids. Gold effects are in great demand. Cuff and collar sets are in great demand. Brock's have an apparently endless variety in Swiss embroidered, chiffon embroidered and lawn embroidered goods. New styles are arriving daily. In laces the Brock Co., have a beautiful assortment of guipures, Valenciennes, duchesse, torchon and Oriental laces. Fancy laces with colored pattern centres are selling very freely, also wide laces in all makes for the new lace sleeves.

The rainy season will soon be here and umbrellas needed. The W. R. Brock Co., have two lines B5 and B10 which are well worth special mention.

Veilings are being worn more than ever. The W. R. Brock Co., Montreal, are especially strong in all the latest novelties. Single veils in magpie, jackdaw, royal blue and brown at $3.60 are being sold in large quantities.

As the Spring season advances this house reports an ever increasing demand for 60-inch Cravenettes. They are showing splendid ranges of these goods in lines, which can be retailed at $1 and $1.50. The goods are becoming popular for costumes as well as for rain coats.

The Brock Co. report a steadily increasing demand for plain materials for the coming season, such as Venetians, box cloths, voiles, etamines, etc., and are showing complete ranges in all these lines. They are prepared for a large season's business in cream goods, and are showing a large range, especially in heavy cannas and basket makes for Spring costumes, which can be retailed for $1 and $1.50.

Brock's "Sunbeam" velveteen is as usual well assorted as to shade. This velveteen is reported to be the best in the market to retail at 50 cents. Light shades are put up three short ends in a box to save cutting.

Regardless of the recent heavy advances in price of China silk, the Brock Co. are still showing very complete ranges both in the 20-inch and 27-inch quality at prices which sell them.

They have in stock new ranges of cretonnes to retail at all prices from 7 cents to 25 cents, also some new lines of art sateens and muslins. They are opening repeats of their best selling lines of tapestry carpets to retail at from 35 to 75 cents. The W. R. Brock Co.'s honeycomb quilts to retail at $1 are considered extra good value. The company has a good supply and more are on the way from Lancashire. The house furnishing department of the W. R. Brock Co. is showing a good range of Japanese mattings in new designs to retail at from 15 to 25 cents per yard.

"If you want to buy linings right, go to Brock's," has been a trade saying for many seasons.

There is considerable excitement in the trade regarding the large lot of Saxony flannelette said to have been taken up by the W. R. Brock Co. (Montreal). So far as we can learn only people who can talk case lots will be offered these goods. They are worth asking about.

Thirty-six-inch print to retail with a profit at 10 cents is one of the inducements to do staples with the Brock Co., Montreal.

Brophy, Cains & Co.

Brophy, Cains & Co. are just introducing their new "Perfection" umbrella which is the 20th Century two bulb runner line (first introduced by them some years ago) with an improvement in the shape of a tipcup attachment to the runner itself.

A good practical tipcup has been badly needed, the make shift rubber ring has a habit of disappearing and is at best clumsy and anything but neat and so far the makers have not been able to get a sightly tipcup that would not work loose after a few weeks and slide up and down the stock.

The new combination runner and tipcup which Brophy, Cains & Co. are introducing and which is confined to them for the Spring is absolutely unbreakable by fair means, distinctly adds to the appearance of the umbrella and is operated by just a touch.

They are showing a full range of prices and for the benefit of their country friends have put up a quantity of boxes of half a dozen assorted samples of the lower numbers.

All interested in the umbrella business should write for a sample box at once, mentioning this paper.

One of this firm's special departments is fancy muslins of all kinds. They have now completed their early orders and have received most of their repeated goods, so are able to make a very fine showing on their third floor.

They make a special display of black and white mercerised brocades, mercerised repps, figured piques, plain and fancy mattings, cord stripes and a very large range of vestings.

In an interview our representative had with Brophy, Cains & Co., they reported this season's trade as the lprgest and most satisfactory in they history of their business in the dress goods and silk department, and attribute it in no small degree to the extra efforts they are putting forth to get exclusive lines in novelties not to be had with other people.

They are showing some very desirable lines in waistings, just put into stock, specially selected by Mr. Brophy for the present sorting season and varying in styles and effect from the goods shown by them in the early part of the season. These lines are scarce in the trade and will certainly soon be picked up. The blousings and waistings are largely cream and very light grounds, a list of which can be seen in their advertisement in this issue.

They are showing several very stylish lines in suitings and costumes cloths that they have received in cream grounds with knicker flakes, light greys with black knops, and medium and large tufts, that certainly will make up very stylish garments. The advantage they claim for these goods is that they have not been shown up to the present. Samples are now to be seen with their representatives or will be sent from the department on request. Voiles, canvas cloths, hopsacks, fish net, twine cloths, eoliennes and in fact all grades and qualities in the lighter drapery effects have been very good this season and repeats in many lines of these goods are again in stock.

Interesting Advertising.

No written advertisement accomplishes its purpose unless it is read. The more interesting it is, the more people will read it and be well impressed by it, and the more resultful it will be.

As soon as they realize that a merchant's advertising contains dependable information about his goods, prices and methods, interestingly told, it will be read by all buyers, for this sort of advertising contains for a majority of the reading public an element of personal interest that much of the other news lacks—it touches their pocketbooks. Interesting advertising, then, is the telling of store news brightly and enthusiastically.

One would think that all advertising would be interesting. It could be, but it isn't—far from it. Yet merchants wonder why their ads do not bring better results.

Some merchants have good ideas of what their advertising should be, but find it difficult to write about their store in a manner which will interest the public.

Many merchants do not even try to make their advertising resultful, either because they feel that they cannot do so, or because they are neglectful of their opportunities. To both classes the ad writer is a boon.

How about your advertising? Couldn't an ad writer help you?

If you are unable to make your advertising interesting from lack of time or training, don't attempt to do it. Employ an ad writer. It will pay you.

A good ad writer will not only make your advertising interesting and display your ads so that attention will be attracted to them, but will help you in other ways.

Notice the ad (No. 1) of Messrs. Child & Fall, ad writers, of Wakefield, Mass., on page 25 of this issue of the Review and look at their ads in previous issues. All of them are certainly interesting and are displayed to stand out prominently.

"Old Bleach" Linens.

In the good old days when the farmer's own flax was woven into linen by the village weaver, and sent home for the women of the family to bleach, linen was a beautiful silky fabric that never lost its gloss and wore like iron.

The "Old Bleach" Co. was organized about 30 years ago to revive the old-fashioned way of bleaching. This linen is made in the North of Ireland where the climate is the best in the world for bleaching linen, for on many days there are as many as 50 little showers with smiles of bright sunshine between. This is ideal bleaching weather. The linen lies on the grass for eight or ten weeks, and it is nature's own chemistry that does the work.

"Old Bleach" in the hand equals its appearance to the eye, and its promise of satisfaction is fully borne out by the wear it gives.

Just now, when linen as a fabric for women's wear is so prominent and when there is such a furore for hand embroidered and drawnwork effects on waists and gowns, this linen cannot be overlooked, for as it contains no dressing the threads are easily drawn out and the needle does not stick in the work. In short, these linens are conspicuously adapted for all kinds of fancy work as well as for waists, shirt waists and outing suits and coats, etc., while they are equally as good for household purposes.

Linen sheets, hemstitched and embroidered, now form a part of the outfit of most brides, and the beautiful towels and towelling should also be brought under the notice of prospective brides.

The fact that this linen has all the good qualities claimed for it is proved by the large outlet it has and by the way in which it is advertised by such firms as John Wanamaker and James McCutcheon of New York. John Wanamaker who has handled "Old Bleach" from almost its first appearance on the market, devotes 50 feet of fixture space to these linens.

R. H. Cosbie, 28 Wellington street west, Toronto, is sole agent for Canada.

John M. Garland, Son & Co.

In the smallware department, attention is directed to a large range of fine embroideries made in Swiss lawn, muslins and nainsooks, an unusually large line of widths to retail at 5c, 10c and 15c.

Garland's whitewear section is devoted to strictly up-to-date lines of well cut and well made garments. The buyers aim at securing the best possible values to retail at 25c, 35c, 50c, 75c and $1.

The linen department comprises the leading staple lines.

In men's braces this firm show a range that would do credit to manufacturers. They have reason to think that their $2.25 per dozen line is as large as is shown.

In carpets and curtains John M. Garland, Son & Co. are well known for values. Special attractive lines have been secured in lace curtains to retail at 50c, 75c, $1, $1.25 and $1.50.

A line of American percales, printed in fast colors, has just been received and should attract special attention at the price at which they are offered. They can be retailed at 9c with a good profit. The designs are good and are an excellent substitute for low priced prints.

Some good things are being shown in gentlemen's worsted hose, heather mixtures, blacks, etc. New lines of neckwear have been added recently to this department.

The smallware department is overflowing with the best. Fancy combs, comprising the new dip puff combs, Vassar combs, security buckles, leather belts, kid belts, enamel belts, chain and metal lines.

Interior and Window Fixtures.

The Dry Goods Review is continually urging upon merchants the importance of being up-to-date in their interior store and window displays.

In this connection mention might be made of the Imperial Manufacturing Co., a new firm of manufacturers of store fixtures, which is making a strong bid for Canadian business. The company have fitted out with a most modern plant a large factory at the corner of Ontario and Fullum streets, Montreal, and are manufacturing high-class store fixtures of every description, including a splendid line of show-cases.

The new firm is starting under very favorable auspices. Mr. J. O. Dupuis, formerly with Dupuis Freres, well-known as a shrewd business man and financier, is business manager of the concern, while the practical end, and sales department are looked after by Mr. E. Delfosse, formerly with Delfosse & Co., and long experienced in the manufacture of store fixtures.

They have just recently issued a new catalogue, containing 1,200 illustrations, which will be sent free to any interested merchant, and which is well worth the perusal of any merchants contemplating improvements in their store.

Wyld-Darling Co., Limited.

In their smallware department the Wyld-Darling Co. show a most complete line of fabric gloves in black or white, jersey style or with two domes, which are steadily increasing in favor—lisles to retail at 25c, 35c and 50c; taffetas to sell at 25c and 35c; and pure silk, heavy quality, special value, to sell at 50c; lace lisle to retail at 25c, and lace silk at 50c. In cashmere hosiery ask to see their "job" line of women's ribbed cashmere, assorted ribs in dozens, very special, to sell at 25c. Stock of all sizes in Nos. 35, 37 and 72 always on hand for sorting orders. In plain cashmere "Noxall" to sell at 25c, is the leader. Nos. 24, 26, 29 lama and 28 ribbed top, are popular 50c values. Hermsdorf dye cotton and lisle thread hose are carried in all leading lines to retail from 15c to 50c; stock splendidly assorted in all lines of hosiery, gloves and underwear of which they make a specialty.

Ribbons are selling freely, especially No. 950 and "Gloria" taffeta, "Liberty" and "Royal" satin liberty, 3 3-4 to 4 inches being the most favored width at present. Colored satin velvet ribbon, baby widths, are in constant demand in all colorings, of which they show two qualities to fill all requirements. New military blouse sets to sell at 15 to 25c per set, are now on hand, novelties in belt buckles, hair combs, etc., coming to hand daily. New crush leather belts are now the vogue, to sell at 25, 50 and 75c each.

Tooke Bros'. Gents Furnishing Range.

Narrow graduates, 1½ inches, and 1¼ inches are popular this season. Tooke Bros. have a special line 1½ inch reversible, and fifty inches long—a good 50c article for Spring and Summer trade. The sales in bows keep up well, running pretty much into the Midget size, and also quite a fine line of strings being sold. Tooke Bros. are showing a novelty in strings, which is a tubular woven article ⅜ inch by 30 inches long. These are entirely new, and very attractive, and are to be sold for 25c.

Tooke Bros. make a specialty of suspenders, the following celebrated makes being found in their range: President, Cyclo Ball Bearing, Handsewn English Suspenders, and the genuine Guyot Suspenders, of which they are sole agents.

In gloves for Spring, Tooke Bros. are showing a few particularly good values, among them Dent's Two Dome Fasteners, which come in tan and oak shades, and are a very suitable line for Spring. They are also agents for the Chrome Dressed Washable Gloves, English make, which are meeting with a great sale.

In hosiery, Tooke Bros. are strong in plain black cashmeres, and their No. 548 at $2 25 is unequalled for value. In fancy embroidered half-hose, they are among the recognized leaders for assortment and values.

Fancy vests are having a great run, and Tooke Bros are showing some handsome goods in this line. Their stock of sweaters, both imported and domestic, is complete. They make a specialty of imported sweaters and jerseys for boys and men, and a look through their range will well repay any merchant.

Debenham, Caldecott & Co., Toronto.

According to advices from Debenham, Caldecott & Co., Toronto, Shangtung silks in both 23 and 32 inch widths are strong sellers for the fashionable loose three-quarter coats and for shirt waist suits.

They are passing into stock a shipment of colored French voiles in all shades, and have all the wanted colors such as navy, brown, light champagnes, resedas, blues, and the pastel shades. This firm are also showing a line of broadcloth in all shades that is extra good value. In crepes de Chine they have in stock all the leading shades in 44-inch cloth. They are just receiving into stock a shipment of taffetine that is so favorably known as a substitute for a silk lining, and will be able to supply all possible shades. This firm are also showing a large collection of novelties in cotton voiles, linen crashes, and other wash materials. In silks, of which this firm make a specialty, they are showing all the fashionable makes and colors.

Ribbons are to be very much en evidence this Summer; it is the bright soft makes in the plain ribbons that are selling, and this firm have on hand a large stock in all shades of satin taffeta, satin duchesse, taffeta mousseline, and satin mousseline.

The American Silk Waist Co.

This company have had remarkable success with their waists during the past season. Mr. I. Mishkin, who has been in the West and in the Maritime Provinces with their goods reports that the demand for shirt waists is even greater than for dressy waists. The latter, however, have sold well, and together with the demand for shirt waists, they did an enormous trade. In fact for every waist they sold last year to their customers two were sold this year. A novelty in the shirt waist suit line which the American Silk Waist Co. are showing is in one of the new dot patterns, the dot being woven in with the goods. This is a new thing on the market with which they have been very successful. They are also showing shirt waist suits in silk and lustre, which are in good demand.

Heavy Japanese silk have sold very well in the waists, and are undoubtedly the best of property this season.

The firm will have a new line of samples out this month for the sorting trade which it will pay to inspect.

They have been so rushed in the factory that they found it impossible to get out on the road before Easter.

The King Suspender Co.

In the King suspender the idea of the manufacturer is to produce a suspender second to none in every particular. For this reason every detail receives attention and improvements are made where necessary. It is now claimed to be perfect in every respect or as nearly so as modern ingenuity can make it. One of the main points is that there is no brace that comes in contact with the shirt of the wearer. The 50c line is exceptionally fine, and so great is the faith of the makers in it that they guarantee it for one year. Boxes and label are got up with an eye to a sightly shelf in the store. They are at present using a richly embossed label that adds to the appearance of the goods.

Montreal Flower and Feather Co.

Many of us have lingered long and admiringly viewing the seemingly endless displays of artificial flowers for trimming the Spring hat. These seem to grow more beautiful each season, and I had almost said more natural, but thanks to the gold, that this year gilds rose, grape, leaf and berry, and the roses, and other flowers of many tints and hues that Dame Nature never mixed on her palette, and never dreamed of including even in her most wonderful riots of color, I can scarcely say they are more natural when speaking of their color, but when it comes to form, no one will want to contradict.

An Expert Opinion.

Mr B A. Larger general president of the United Garment Workers of America, who recently visited Montreal, went over the samples of goods produced by Mr. Robt. C. Wilkins. Mr. Larger was much impressed with the style and workmanship of "Rooster Brand" garments and vouchsafed the opinion that "Rooster Brand" overalls, white coats, etc., were equal, and in some respects superior, to any like goods produced on this continent. Mr. Larger visits every union factory in America and sees exactly what is produced by each manufacturer.

The Best of Irish Linen.

There are few of the great Irish linen houses which are better known, or, being known, have a higher reputation for the quality of their goods, than Wm. Liddell & Co., of Belfast, who are represented in Canada by Mr. James A. Cantlie, 22 St. John street, Montreal. Their's is the "Gold Medal Brand," an appropriate name for manufactures which have been awarded the gold medal at the Paris Exhibition, and at different times in others of the world's capitals, including London and Chicago. The feature of these goods is that they combine the highest quality with popular prices, an unusual but very desirable combination.

Messrs. Liddell & Co. long ago found it necessary to seek foreign markets for their products, the increase in manufacturing having resulted in the growing demand for these decidedly first-class products, and they now have branches in London and New York, with agents in Australia, New Zealand, South Africa, India and China, besides Mr. Cantlie in Montreal. Their entry into the Canadian market will be a fortunate thing for the dry goods merchants here.

The "Rooster Brand."

R. C. Wilkins' travellers are now on the road with complete ranges of samples of the "Rooster Brand" working garments. Mr. Wilkins has paid particular attention this season to heavy smocks for the Northwest trade. These are lined with sheepskin and buffalo. Duck and etoffe smocks of all kinds are shown.

In their overalls they are still adding improvements. The latest is a special suspender, with patent cord ends, which can be detached from the overalls at will.

Shirts and pants are shown in the usual large assortment.

Owing to the increase in their regular lines they have been compelled to drop their men's suits. There is now in stock some 500 of these suits, all of the very best workmanship, which they are selling at cost. Should any merchant be in Montreal during the next month or two it will certainly be worth his while to drop in and have a look at these suits.

The "Bird" Cuff Holder.

There are three ways in which men wear their cuffs. One man fastens them to his shirt sleeve, another wears them loose, and a third attaches them with the "Bird" cuff holder to his coat. In the first way, the cuff is held irregularly as regards the coat sleeve, and is difficult to adjust; the second way is adopted by no careful man who does not wish his cuffs dangling in the most unexpected position. But the third way retains the cuff in exactly the same position, just so much shows at all times, and the man is in no worry as to where his cuffs are. Then, too, when he removes this coat, instead of having to carefully select a clean place to lay his cuffs, or get them soiled, the cuffs come off with the coat. The "Bird" cuff holder is manufactured by the J. V. Pilcher Mfg. Co., Louisville, Ky.

Thos. Ryan & Co., Winnipeg.

Thos. Ryan & Co., one of the best known wholesale boot and shoe houses in the Northwest, opened up in business on Main street, Winnipeg, in the year 1874, in the building which is at present occupied by George Ryan, retail boots and shoes, until 1890, when they erected a splendid brick block on the portion of King street lying between Bannatyne and McDermot avenues. They have ever since carried on a most successful wholesale boot and shoe trade.

Besides making extensive interior improvements in the building they erected last year a solid brick structure which is joined to their present building and it has greatly added to the general appearance of Winnipeg's wholesale district.

Latest Samples of Woollens.

Mr. James Gilmour, manufacturers' agent, Coristine Building, Montreal, has received latest samples from Gow & Co., Limited, woollen manufacturers, London, England. The samples include a splendid selection of woollens, many of which are bound to become popular with the Canadian trade wherever shown. Mr. Gilmour is fortunate in having been able to add these samples to his line.

Fall Samples in Skirts and Shirts.

The Empire Mnfg. Co., Craig street, Montreal, sent out their travellers at the first of the month with an especially interesting line of Fall samples in ladies' skirts and gent's shirts. Their lines include all the latest styles and materials for Fall. In ladies' skirts they have built up a good trade, making a fashionable and serviceable line at moderate prices. Their gent's shirts also are made from some very tasty fabrics, and are bound to be sellers. Their travellers will shortly be visiting all old and new customers, and they will be glad also to hear through the mails from any wanting prompt shipment.

A Raid on Leather Goods.

The premises of the Champion Mfg. Co., 1586 Notre Dame street, Montreal, manufacturers of fine leather goods, were entered by thieves on the night of March 15th, and about $200 worth of goods, consisting of small fancy leather chatelaines, etc., carried away.

New York Silk Waist Co.

The New York Silk Waist Company have been working on their Easter novelties with much success and were very pleased that they are able to ship all orders in good time.

The travellers are all out with mid-Summer lines, and orders are coming in quite satisfactorily. They have had particular success with their allover lace waists. They have already secured several novelties from New York for Fall trade which will be in keeping with the firm's reputation.

The Canadian Show Case Co.

Among the many orders filled during the past month by this firm, E. L. Christie, bookseller, stationer and publisher of the Brandon Times, writes that the show cases he had ordered arrived in good condition. He reports himself as more than pleased with them and expresses gratification at the promptness of delivery.

CATALOGUES, BOOKLETS, ETC.

The Barlow Mfg. Co., Holyoke, manufacturers of display fixtures, have sent their neat little catalogue containing illustrations and price lists of the hundreds of fixtures, small and large, which this firm produces. In addition they issue from time to time supplements filled with the latest inventions, and newest shapes, as they appear. Almost every conceivable fixture necessary for a retail store is illustrated in this 290-page book.

WELCH, MARGETSON & CO.'S NEW LIST.

Mr. James Gilmore, Coristine Building, Montreal, who represents the great English shirt manufacturers, Welch, Margetson & Co., has sent us their revised list catalogue for 1904. It is an exceedingly neatly designed booklet, illustrating all styles of their shirts, giving sizes, descriptions and list prices. Orders can be satisfactorily placed through this catalogue. It will be found a very handy reference in the hands of any furnisher.

SELLING ACCORDING TO AGREEMENT.

WHAT is known as the "dress shield case" has been attracting a great deal of attention in England recently, the latest phase of which is the appeal of Mr. Lake, the defendant in the case, against the decision of Mr. Justice Joyce in favor of the Kleinert Rubber Co., who had carried a suit against him for cutting prices. The court of appeal has now emphatically confirmed this ruling of the lower court.

The case is simply this. With a view to prevent that mistaken cutting in price that leads to a practical surrender of all profit, the Kleinert Company require all their customers to agree not to sell their shields at less than list price, the company, on its part, undertaking not to supply any merchant who, directly or indirectly, violates the spirit of the agreement.

Mr. Lake signed a contract to this effect, but almost immediately after signing it he proceeded to break it. He sold goods 10 per cent. off the list price, and used methods that were obviously framed to evade detection. The Kleinert Company discovered that some one was cutting, though it was some time before they located who was doing so.

As has been mentioned, the plaintiffs won the first case, and were unqualifiedly successful in the appeal. An attempt was made to prove that when the Kleinert Co. sold to merchants who allowed a discount in place of so many months' credit, they themselves broke the agreement. This objection, however, was dismissed with the remark from one of the judges that it was merely a pretence.

FIRE IN HOUSE FURNISHINGS.

A FIRE which broke out at 1674 Notre Dame street, on March 9, did damage to several stores in the building, including the Metropolitan House Furnishing Company. This company's stock, however, suffered much less than the others, the greater part of the damage being done by fire and smoke. Their premises are now being repaired. The company were not prevented in any way from filling their orders. The stock was fully covered by insurance.

A NEW RIBBON FIRM.

The Canada Ribbon Company is the name of a new firm starting in Montreal who have taken over the stock of ribbons, trimmings, etc., formerly of Thos. May & Co. Mr. Frank May is the manager of the new company, and they have opened warerooms at No. 10 St. Helen street.

The name of Thos. May & Co., which has been associated with the dry goods trade in Montreal for many years, is thus lost sight of.

A MANTLE FIRM'S CAPITAL.

As a result of the expansion of their business the Merchants' Mantle Mfg. Co., Limited, of Toronto, have found it necessary to increase their authorized capital stock, and have made application to the Government to have the capitalization increased to $60,000, the present stockholders having more than doubled their previously subscribed stock.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word first insertion, 1c. a word each subsequent insertion.

Contractions count as one word, but five figures (as $1.000) are allowed as one word.

Cash remittance to cover cost must accompany all advertisements In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

BUSINESS CHANCES.

WE have eighteen general stocks for sale in Canadian Northwest, varying in stock from three to seventeen thousand dollars; send for list. The Locators, Winnipeg, Man., Business Chance Brokers. (5)

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Merson, Geo. O., Toronto.
Williamson, F. G., Toronto.

Advertisement Writers.
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Smith, Geo. J., New York.

Auctioneers.
Stevens, G. E., & Co., Chicago.

Barristers, Solicitors, etc.
Atwater, Duclos & Chauvin, Montreal.
Beatty, Blackstock, Fasken and Riddell, Toronto.
Burritt, Jas. H., Pembroke.
Cameron, D. O., Toronto and Oakville.
Hamilton, J. C., Toronto.
Tupper, Phippen & Tupper, Winnipeg.
Vidal, L. L. O., Quebec and Montmagny.

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Whitfield, Mayall & Co., Montreal.

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Alaska Feather & Down Co., Montreal and Winnipeg
Hassberger, E. S., Montreal.
Rylands & Sons, Manchester, Eng.
Toronto Feather & Down Co., Toronto.

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"Paton's"—Ross, Geo. D., & Co., Montreal and Toronto.

Boots, Shoes and Rubbers.
Ryan, Thos. & Co., Winnipeg.

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Defiance Button Machine Co., New York.

Carpets, Curtains, Rugs, etc.
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Dominion Oil Cloth Co., Montreal.
Garneau, Fils & Cie, Quebec.
Greenshields Limited, Montreal.
Hamilton Cotton Co., Hamilton.
Hassberger, E. S., Montreal.
Hees, Geo. H., Son & Co., Montreal and Toronto.
Imperial Carpet Co., Toronto.
Macdonald, John & Co., Toronto.
McKinnon, S. F., & Co., Toronto & Montreal
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Welch, Margetson & Co, London, Eng.

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Cutting, F. C., Toronto.
Hallwood Cash Register Co., Toronto.
National Cash Register, Toronto.

Cloaks, Costumes, Skirts, Shirt Waists, etc.
American Silk Waist Co., Montreal.
Greenshields Limited, Montreal.
Empire Mfg., Co., Montreal.
Hassberger, E. S., Montreal.
Hitchcock, Williams & Co., London, Eng.
Kyle, Cheesbrough & Co., Montreal.
Macdonald, John & Co., Toronto.
McKinnon & Co., Montreal, Quebec and Toronto.
Merchants' Mantle Mfg., Co, Toronto.
New York Silk Waist Mfg. Co., Montreal.
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Pugh Mfg. Co., 33 Church St., Toronto.
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Sniderman, Max, Toronto.
Star Mantle Mfg. Co., Montreal.
Whitfield, Mayall & Co., Montreal.

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Konig & Stuffman, Montreal.

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Garneau, P., Fils & Cie., Quebec.
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Brock, W. R., Co., Montreal and Toronto
Brophy, Cains & Co., Montreal
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Debenham, Caldecott & Co., Montreal, Quebec and Toronto
Garland, John M., Son & Co., Ottawa.
Garneau, P., Fils & Cie Quebec
Greenshields Limited, Montreal.
Hassberger, E. S., Montreal
Hitchcock, Williams & Co., London, Eng
Ishikawa, K., & Co., Toronto.
Knox, Morgan & Co., Hamilton.
Kyle, Cheesbrough & Co., Montreal.
Leigh Mills, London, Eng., and Bradford.
Macdonald, John, & Co., Toronto.
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Peck, John W., & Co., Montreal, Winnipeg and Vancouver.

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Gault Brothers Co., Montreal.
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Hitchcock, Williams & Co., London, Eng.
Kyle, Cheesbrough & Co., Montreal.
Leigh Mills Co., London, Eng., and Bradford.
Macdonald, John, & Co., Toronto.
McDougall, A., & Co., Montreal.
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Nisbet & Auld, Toronto.
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Wyld-Darling Co., Toronto.

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Hudson Bay Knitting Co., Montreal and Winnipeg.
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McLean, Andrew & Co., New York
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Welch, Margetson & Co., London, Eng.
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Wreyford & Co., Toronto.
Wyld-Darling Co., Toronto.

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Dominion Show Case Co., Toronto.

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National Sweeper Co.

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"ORLWOOLA"

(REGD.)

The high-class, pure wool, unshrinkable flannel

— FOR —

LADIES'	CHILDREN'S	GENTLEMEN'S
SHIRT WAISTS	DRESSES	SHIRTS and PYJAMAS
BLOUSES	and	GOLFING and CYCLING
TEA GOWNS	ALL UNDERWEAR	SHIRTS, Etc., Etc.

Hundreds of dainty designs in both printed and woven effects.

"ADMIRALTY"

ALL WOOL SERGES

UNSURPASSED FOR { EXCELLENCE OF QUALITY
FASTNESS OF DYE
PURITY OF FINISH

Produced in over **100** different qualities embracing all the various makes in demand.

EVERY YARD ABSOLUTELY GUARANTEED

SEE OUR VARIED AND EXTENSIVE RANGE OF

PLAIN AND FANCY DRESS FABRICS

Including **ALPACAS, MOHAIRS, WOOL SATIN CLOTHS, VENETIANS, TWEEDS, AMAZONS, VOILES, SILK AND WOOL MIXTURES, ETC., ETC.**

SOLE AGENT FOR CANADA **H. V. COWIE,** 69 Bay Street, **TORONTO.**

To the Trade: April, 1904

Specialties

Men's Furnishings Department

Men's Summer Vests in White Pique and a variety of Fancy Materials, single and double-breasted.
Black Cashmere Half-Hose, to retail at 25c.

Carpets and House Furnishing Department

50 patterns in Floor Oil Cloths, various patterns.
80 patterns 8/4 Linoleums.
40 patterns 16/4 Linoleums, from the lowest to the highest grade.

Filling Letter Orders a Specialty.

Dress Goods Department

Cream Mohair Lustres in plain and fancies.
Cream Mohair Sicillians.
Ladies' Black Cotton Hose, at $1.25.
Ladies' New Silk Waists, both plain and trimmed.

Woollen Department

Belwarp Worsteds, Serges and Trouserings — all our popular numbers now in stock.

Staple Department

Crum's Prints in light and dark fancies, reds and blues.
Fancy Dress Ginghams in a great variety of the latest colorings in Stripes and Checks.

John Macdonald & Co.

Wellington and Front Streets East, Toronto

VOL. XIV. NO. 5.

$2.00 PER YEAR.

MAY

THE DRY GOODS REVIEW

1904



The MacLean Publishing Co. Limited.

Montreal
Toronto
Winnipeg

WYLD-DARLING

WHOLESALE DRY GOODS **COMPANY, LIMITED.** MANUFACTURERS, TORONTO.

VESTINGS	TABLINGS	SATEENS	BATHING SUITS	COVERTS
SICILIANS	**LINENS**	**GINGHAMS**	**UNDERWEAR**	**WORSTEDS**
VOILES	HANDKERCHIEFS	SHIRTINGS	DRESS SHIRTS	LININGS

LUSTRES

Bird's eye effects, navy and white, black and white, sell at 50c.

Black, cream, navy, etc., all prices in stock.

TOWELS AND TOWELLINGS

Complete assortment in Huck and Damask, Fringed and Hemmed.

Irish and Scotch Crashes, all prices.

BLANKETS

Union—"Buzzer" and "Pacific." All Wool—Super and Lambsdown. Two "Specials" in large sizes to retail from $2.50 to $3.00.

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Fine Blue Cashmere two-piece suits, plain and stripe, sizes from youth's to 44-inch, men's.

ATHLETIC SERGES

"Victoria."
"Trinity."
"Ridley."
"Queen's."

SICILIANS

54-inch "Special" to sell at 50c., in Cream, Navy and Black. Waistings—Novelties in Silk Embroidered and Striped Voiles, Lustres, Flannels, etc.

HANDKERCHIEFS

Special values in ladies' and men's Hemstitched Linen Handkerchiefs, to retail from 5c. to 50c. each.

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Travellers now out with Fall samples. Grey and Navy Union, and all wool in our well-known numbers. Extra values in Military and Fancy Shirting lines.

VESTS

Summer Washing Vests in White Piques, Ducks and Fancies, all detachable buttons, to retail from $1.00 to $2.50 per garment.

"McGill."
"Ottawa."
"Argonaut."
"Varsity."

Sample cards supplied.

"GLORIA" TAFFETA RIBBON

Widths: 5, 9, 16, 30, 40 and 60, colors White, Ivory, Maize, Ciel, Mexico, Navy, Rose, Coquelicot, Nile, Turquoise and Black, sell from 5c. to 25c. per yard.

WRITE FOR SAMPLES. VISIT OUR DEPARTMENTS.

Letter-Orders-Promptly-Shipped. **WYLD-DARLING COMPANY, Limited**

THERE'S A DIFFERENCE IN GLOVES.





SEE THAT YOU GET THE RIGHT KIND.

STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS and MITTENS IN ALL NOVELTIES.

W. H. STOREY & SON

THE GLOVERS OF CANADA. LIMITED

ACTON, ONT.



UNION MADE

ROOSTER BRAND

.. Fall 1904 ..

A few of our excellent selling lines are here enumerated:

Overalls and Jackets superior to any in Canada, not excelled on earth.

Pants and Trousers. Everything from the cheapest working Pant to the highest-class moulded Trouser.

Smox. Duck Sheepskin, lined, Corduroy Sheepskin, lined, Tweed, Etaffe, Mackinaw, Buffalo, Duck, Triplex, etc., etc. A Smox proposition that will interest you.

Shirts. An excellent range of easy selling lines.

COMPLETE SAMPLES ARE NOW IN THE HANDS OF OUR TRAVELLERS WHO ARE BUSY TAKING FALL ORDERS.

ROBERT C. WILKINS,

Manufacturer. MONTREAL

Sort Up Your Stock!

You can do this with the goods we have. Our assortments are all new, and include the most saleable goods.

COTTONS---We have some good snaps here.

FLANNELETTES
GINGHAMS
PRINTS

Newest patterns and latest colorings.

At close prices, notwithstanding recent advances.

CARPETS AND... **HOUSE-FURNISHINGS**

A department which receives most calls at this time of the year. Lines are the latest importations, at prices to suit every trade. Our assortment is large.

MEN'S FURNISHINGS

Underwear for Summer, Necktles.
Collars and Shirts in endless variety.
Special Lines in Men's Half-Hose.

SMALLWARES

Summer goods for Ladies and Misses are a special feature here. Our lines of Laces and Embroideries are well assorted.

READY-TO-WEAR DEPT.

You will find here lines specially wanted for early Summer trade

SEND US A LIST OF YOUR WANTS OR SEE OUR TRAVELLERS' SAMPLES.
YOU WILL BE EQUALLY SATISFIED.

GREENSHIELDS LIMITED

MONTREAL.

STILL IN THE LEAD.

RETURNED
MAY 5 1904
Cut Book 18
Page 55
Lot
Qua



Priestleys' Dress Goods

are always staple lines.

Good Sellers
Good Stock
—AND—
Bring the Best Trade

The Dress Goods
of Distinction.

GREENSHIELDS LIMITED
MONTREAL.

GREENSHIELDS WESTERN LIMITED,
Winnipeg.

GREENSHIELDS & CO., Limited,
Vancouver, B.C.

"CEETEE"

Underwear
Unshrinkable
Full-Fashioned

Never gets hard with washing
Keeps its shape.
Retains its elasticity.
Is soft and warm
Made from fine pure wool

We replace any that shrink. Made in light weight India Gauze, for Spring and Summer. Medium and heavy natural for Winter.

Elastic Ribbed Underwear for 1904

Our Ladies', Children's, Infants', Vests, Drawers, Union Suits, Corset Covers, Tights, etc., will be right at the top for quality, new designs, new trimmings.

Our travellers will call on you shortly

The C. Turnbull Co.,
of GALT, Limited.

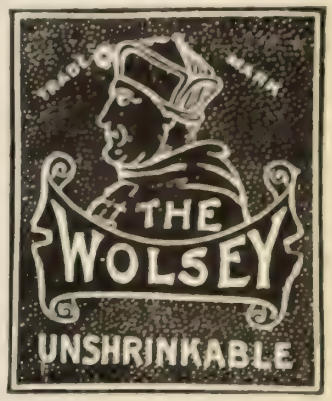
GOULDING & CO.,
30 Wellington St. East,
TORONTO.

JOS. W. WEY,
7 Bastion Square,
VICTORIA, B. C.

The Wolsey

UNSHRINKABLE UNDERWEAR

THERE ARE INNUMERABLE SO-CALLED IMITATIONS OF "WOLSEY," BUT THERE IS NO SUBSTITUTE FOR IT AND NOTHING JUST AS GOOD



The Canadian Public knowing its unrivalled qualities and that it is in every respect all that the manufacturers claim for it--

Being Absolutely Unshrinkable Pure Wool, Durable, Well-Fitting

--are insisting on being supplied with "Wolsey," which has stood the test of time and is one of the greatest successes of modern times.

AVOID SUBSTITUTES.

Linen Threads

STANDARD QUALITY

BARBOUR'S
KNOX'S
FINLAYSON'S
DUNBAR'S
STEWART'S

FULL STOCKS ALSO OF BOOT AND SHOE LACES

All Kinds. Best Values.

FRANK & BRYCE, Limited

TORONTO MONTREAL QUEBEC

RYLANDS & SONS

LIMITED

MANCHESTER, ENG.

Cotton Spinners

Merchants

Manufacturers



Bleachers

Dyers

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS Heapey, Longford works, Gorton, Swinton, Wigan, Crewe, Chorley, Bolton.

Capital, $14,500,000; Employees, 12,000

LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign
Fancy Dress Goods, British and Foreign
Silks and Velvets
Velveteens
Irish and Scotch Linens
Table Damasks, Towels and Tray Linens
Muslins, Curtains and Handkerchiefs
Flannelettes, Hosiery
Flannels and Blankets, Quilts
Smallwares, Haberdashery and Trimmings.
Bleached Calicoes, Sheetings
Oxfords, Harvards, Galateas
Dyed Linings
Floor Oilcloths
Laces
Prints and Cretonnes
Shirts, Underclothing
Ladies' Blouses
Boys' Blouses and Sailor Suits
Umbrellas, Gloves

"A Burning Question"

at present is where to secure a full assortment of Novelties in **Fancy Dry Goods**, also **Dress Goods, Printed Cotton Goods** and **Muslins, Ribbons, Silks, Velvets, Hosiery** and **Underwear, Etc**, for the assorting trade which is just now upon us.

Toronto Stocks of these lines have **gone up in smoke** but we can fill the gap in almost every line, as our stock is unusually large and well assorted, and our **Eighteen** travelers now all on their respective routes will give your orders the best of attention and anything you don't see in our samples ask for it and we will furnish it or procure it for you.

KYLE, CHEESBROUGH & CO.,

93 St. Peter St., Montreal.
216 Bannatyne St., Winnipeg.
35 Milk St., London, England.

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR,
CRESCENT and
PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

North Star, Crescent and Pearl Batting.



This label is on every package of

McLean's Mosquito Netting,

Manufactured by

Andrew McLean Co.
NEW YORK,

the largest manufacturers of Mosquito Nettings in the world, whose nettings are sold by the leading dealers throughout the country.

Two Qualities: { **Regular Gauze.** **A A (Finest Grade).**

When you sell these goods you are selling something you can guarantee. ASK YOUR DEALER TO SUPPLY McLEAN'S MOSQUITO NETTING.

Established 1785.

TRADE MARK



REGISTERED

BEE HIVE Knitting Wools

MADE BY

J. & J. BALDWIN, & PARTNERS, Limited, HALIFAX, ENG.

The Oldest Established and Largest Makers of

All Kinds of Knitting Wools

KNOWN ALL OVER THE CIVILIZED WORLD.

Scotch Fingering	Berlin Fingering	Vest & Silk Vest Wools	Cocoon and Eider Wools
Wheeling	Balmoral Fingering	Lady Betty	Pyrenees
Petticoat Fingering	Merino Fingering	Shetland	Fleecy
Soft Merino	Soft Knitting Wool	Andalusian	Dresden
			Mending

All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering

Especially adapted for Hand and Machine Knitting.

We claim that they will knit further and wear longer than any other make.

New Qualities: BEEHIVE Cocoon and Eider Wools.

Wholesale Only. **Send for Samples.**

Agent . . .

Duncan Bell

MONTREAL and TORONTO

You've noticed it!

Velvets

are steadily advancing in beauty and softness of finish!

Quality is rising every season. It's next to impossible now to sell **Velvets** that fall short of the Worrall standard of finish!

In buying don't fail to look for the trade mark of

J. & J. M. WORRALL

Limited

Of MANCHESTER, ENGLAND



This Piece is Warranted to be in Our Best Dye and Finish

J. & J. M. Worrall

REGISTERED TRADE MARK

The W. R. Brock Company, (Limited)

TORONTO

Temporary Offices: Royal Insurance Bldg., South-east corner Wellington and Yonge Streets.

Temporary Warehouse: 8 and 10 Wellington St. East.

Sorting up orders filled for the present from our Montreal Warehouse, where there is as large and complete a stock as was carried in our Toronto Warehouse before the fire.

We have purchased the large Warehouse, No. 87 Front St. West, formerly occupied by Harvey & Van Norman, to do business in until our new Warehouse is built, and very soon will have it filled with a well-assorted stock, as our buyers are now in Europe and

NEW GOODS

are arriving daily.

Workmen are now busily engaged on our new Warehouse, which will be more than double the size of the old one, as we have purchased the Rolph, Smith property and will have a frontage of 75 feet on Bay St., by 165 feet on Wellington St., with a building in rear 40 x 130 feet, to be used for entering, packing and shipping purposes only, thus ensuring prompt despatch of customers' orders.

We take this opportunity of thanking our customers for their many kind expressions of sympathy, and solicit a continuance of their patronage.

THE CANADIAN
DRY GOODS REVIEW

VOL. XIV. MONTREAL AND TORONTO, MAY, 1904. No. 5

THE DRYGOODSMAN'S WARES.

Their Origin and Characteristics.

THE fashion of wearing a cord of gold, silver or silk around the hat arose about the end of the 16th century and was maintained throughout the Stuart period. At this time some very elaborate hatbands were used, the Duke of Buckingham being mentioned as wearing one studded with diamonds, and jewelled bands were by no means unusual.

HATBAND.

So massive were they at times as to acquire the name of cable hatbands. In the reign of Elizabeth the omission of the band from a hat was an outward sign that a man was in love, as it was supposed to show a disregard for dress or for anything but for his love, or a despondency that made him forgetful of all outward appearances. The Hatband Makers were incorporated by letters patent in the reign of Charles I., 1638, but in the following year, together with many other charters, it was revoked in order to stem the tide of popular disfavor.

* * *

HEMP is a plant of the nettle family, cultivated for the fibres surrounding the stem, and also for the seed. The fibre is similar to that of flax, but is stronger and not as soft or fine. The seed contains twenty-five per cent. oil valuable for painting. Inhabitants of warm countries make another use of it, the juice of the plant and the seed being combined to form an intoxicating liquor. The narcotic poison, hashish, is obtained from the seed. The plant is a native of the hot regions of Asia, principally India, but adapts itself so well to climatic conditions that it is grown plentifully in Poland and Russia as well as in Italy. The use, culture and management of hemp are the same as with flax. In former times it was pulled by hand, but a heavy scythe now does the work. After being cut it is allowed to dry for two or three days, the stalks are bound up and put into stacks, and it is allowed to remain in this condition until cool weather. It is then rotted to separate the fibre from the woody stalk, by spreading thinly and evenly over a grass-covered field. This process is called dew-rotting and consumes three to six weeks. Another and better method known as water-retting is to submerge it in a pond or tank, occupying two or three weeks. The fibre is separated by machinery or hand, and the fibres are sometimes combed and straightened by being drawn through a hatchel made of long sharp iron teeth set in a plank. The finer kinds of hemp are used for weaving cloth, the coarser for sailcloth and ropes.

HEMP.

* * *

NO folly of fashion has provoked more ridicule and antagonism or caused more discomfort than hoops, the wearing of which is within the memory of the older men and women of to-day. Started in the reign of Elizabeth with a number of other frivolities, its use was not discontinued until well on in the nineteenth century. Its career has been attended with a number of variations in shape and size. At first it was triangular and made of whalebone, and of comparatively modest proportions, but in 1711 it swelled out to an enormous size. In 1735 it projected all around like the wheel fardingale and was worn with a short petticoat and without a train. In 1745 the shape was altered by increasing the projection at the sides and decreasing it in front. The year 1755 saw its almost entire disappearance, but two years later it reappeared with a great side extension. Towards the end of the eigtheenth century the large hoop was worn only at court or when in full dress, and George IV. abolished it as a court dress.

HOOP.

* * *

WHILE the term hosiery properly includes all kinds of knitted goods—stockings, gloves, shawls, bonnets, underclothing, etc.—and has at present that significance in England, in Canada it is applied solely to a covering for the feet and legs, and is woven of cotton, wool or silk. The use of hosiery originated in the cold countries of the north, and they were first made of skins and afterwards of cloth. The Anglo-Saxons and Normans were often spoken of as wearing them. When the art of knitting was invented in Scotland in the fifteen century, hose were made in this way, and the manufacture became quite an industry, spreading to France where a guild of stocking knitters was formed. In 1589 Wm. Lee, of Nottinghamshire, England, invented a knitting frame, and the old tailor-made hose went out of fashion. During the Protectorate the stocking frame knitters got a charter, but it was set aside as a monopoly in 1754. In 1758 the rubbing apparatus was added to Lee's machine. In 1816 the circular machine was invented, and improved in 1824 and 1847.

HOSIERY.

PARIS FASHIONS

By A. E. DACAM, for "Dry Goods Review."

Two Styles in "demi-saison" Models —Varieties in Sleeves—Some Embroidery Novelties—The "Radium" Shade in Ribbons.

April, 1901.

THE "demi-saison" models are in two distinct styles. The tailor-mades are severely plain and neat, while visiting and dress costumes are made of the softest silks and voiles, with very full skirts, without, however, having the hips enlarged; with wide frilled sleeves, finishing below the elbow, and with tucks, frills, embroideries and insertions enough to make the costume as complicated as a Chinese puzzle to the uninitiated.

Sleeves are varied but in all cases the shoulder line is brought low down on to the arm or the same effect is produced by means of epaulettes. Tailor-mades often have the sleeve and bodice cut in one, without seam, which gives a particularly smart effect. The double frills of lace, with one frill standing up and one falling down, divided by a little ruching or ribbon is often used for a finish at the cuff. Sometimes the sleeve has a gauntlet cuff of the same material, or to match revers, with a frill of lace falling over the hand. Again the sleeve is found full and gathered below the elbow, with a frill of the same material, if soft enough, or lace, falling loose from it.

A novelty is the tucked sleeve with tucks about an inch wide and round the sleeve instead of vertical, as has been so much in vogue during the past few seasons. These begin from just below the shoulder and continue to the wrist. The sleeve itself loosens at the elbow and gets gradually smaller till it fits into a wrist band, also an inch wide where it is finished by a neat lace frill.

One more sleeve that I must mention is the bell-shaped, which is generally "a deux ou trois etages," the first being of the same material as the corsage and the others of mousseline-de-soie or lace. They seldom reach below half way between elbow and wrist. Of course with these short sleeves long gloves must be worn and a large sale of these is anticipated. Many of them are works of art, having insertions of lace from wrist to elbow (which lace should match that on the sleeve) or embroidery and drawn thread work designs. Bracelets and wrist decorations of all descriptions also are likely to come into fashion again.

Embroidered gowns and blouses are being shown for Summer wear. The little embroidered star with button hole edging is called here "broderie a' l'anglaise."

The first of the accompanying sketches is in beige cloth with deep tucks taken round the skirt, separated by large insertions in white cloth and drawn thread work, which are continued all the way round. The bolero is tucked to correspond and edged with black velvet and silk fringe. The chemisette is of lace and the cuff of white cloth-edged velvet, trimmed with a frill of lace. The hat is of white crimp with black velvet band and motifs and with a long black feather fastened at the back. It will be noticed that the prevailing notes are roundness and fullness. The decolte bodice is cut round. Generally speaking yokes to dresses are often round and sometimes so deep that they fall below the shoulders. Tucks are usually made horizontally and insertions and trimmings are used in the same way.

In embroidery pretty novelties are birds, snakes and butterflies, embroidered in their natural tints on white or pale colored cloth, making particularly smart vests and waistcoats. The new color, radium, is being brought out in ribbons and in light evening goods and is particularly beautiful, having all the reflections of the opal on a mother-of-pearl background. A satin gown in this tint had several interlaced ruchings round the skirt, headed by a band of silver-grey panne. The corsage was trimmed to correspond with a vest and elbow bouffante of Indian muslin. The vest had revers of "peau-de-soie" trimmed with an "entre-deux" of lace and Indian muslin.



No. 1

No. II. model is in taffetas with a yoke and motifs of guipure. The yoke and cuffs are edged with black velvet, while below the yoke and above the cuff, the taffetas is gathered to form a "bouffant." The sleeves are very full

and finished with a lace "sabot." The hat, with raised brims is of straw with long ostrich plume and velvet bands.

Illustration No. III. is a smart jacket in dark green cloth with waistcoat, revers and collar in mauve "peluche" trimmed with old silver buttons and with small black velvet bow at the neck and frills of lace at the cuffs. The hat is simply trimmed with black velvet band and buckle in old silver.

Quite the favorite trimming for hats and toques is wreaths of small pink roses. A single or double wreath is posed round the crown or several small wreaths are



No. 2

placed round the brim, forming one large circle. In contrast, very large roses are also used, as large as a full blown peony, pale blue and pink being bunched together. A new and becoming hat recalls the last fashions of the Empire period. The back is shaped like a toque and bent on to the coiffeur at the back, while in front the brim frames the face instead of just surmounting it. This style is becoming to most people. The flat capelines of last Summer will still be worn, the trimming being always neat and methodically arranged.

Stoles are still flat. The newest feather shapes are uncurled. Those in silk, mousseline-de-soie and lace are elaborately trimmed on both sides and very fair. Little fancy cravattes and pompons in mousseline are selling readily. A large bow with half a forty inch hanging at different lengths from the same colored cord is very



No. 3.

pretty. So also are the long cravattes with the pompon slip-knot to close them at the throat.

A WELL-LIGHTED STORE.

IT is a recognized fact that the store that aims to hold the trade in the competition of modern retailing has found that the question of lighting is of vital importance. An example of a well-lighted place of business is the new store of Messrs. Belyea Bros. St. John, N. B. Instead of the ordinary box window there is a lofty vestibule some 14 feet wide at the street entrance converging to 5 feet at the swing doors which give entrance to the store. On either side are show windows backed by mirrors, together containing over 600 feet of plate glass and furnished with 52 sixteen candle power incandescent lamps suspended in reflectors from the ceiling. The walls, shelves and ceiling of the store are finished in pure white, serving as reflectors for the interior lighting which is done by four inverted cones furnished with 12 incandescent lamps. In addition, there are some 45 lamps arranged around the walls and over the shelves.

The woman was doing her shopping. The counter jumper handed her a package and she slowly turned away.

"Do I need anything else?" she absent-mindedly asked.

"You have just bought some yarn," returned the clerk. "Don't you think you will need some [illegible]?"—Princeton Tiger.

23 Scott Street

Corner Wellington Street, - TORONTO

Our new office and sample rooms are 23 Scott Street, corner Wellington Street, Toronto.

Our Mr. Fred. L. Cains is now there and will be glad to see you.

Mr. W. W. Burland will be resident representative.

A complete range of samples is shown, and, in addition thereto, full pieces of very desirable lines in Blousings, Waistings, Vestings, Muslins, Piques, Jap Silks, Umbrellas, Ribbons, etc.

We have bought several hundred packages of Grey Cottons, White Cottons, Flannelettes, Sateens, Linings, etc., which we will sell at less than mill prices.

RUSH orders will be wired to Montreal and goods shipped at once.

BROPHY, CAINS & CO.

MONTREAL.

FOLLOWING

we beg to give you a list of very scarce but most desirable lines of Dress Goods in light weights for present requirements — **Voiles, Crepolines, Canvas Cloths,** etc. They are all "**Brown**" but in different shades and qualities. There are no large quantities of any one number, and the safest way to get possession of them is to "**write at once for samples**" or give us a descriptive order for what you require and have them shipped forthwith.

AR12, AR14, AR16, B1, B2, B3, B4, B5, B6, B7, B8, B9, B10.

W331, special line of Colored Voiles, all shades.

Our representatives have no samples of the above lines, so kindly write us direct, they range in price from 37½ to 90c.

We have just passed into stock the following lines of plain, colored Silks much in demand.

20 inch Jap Silk, all shades.
27 " " " " "
T51, 19½-inch Taffatline, all shades.
L90, 20 " Tamaline, " "
L100, 21 " " Cream, White and Black.
B57, 20½ " Taffeta, all shades.
B58, 20½ " " " "

Send us your order for Black and Colored Silks and have them by return.

Brophy, Cains & Co.

MONTREAL.

WHO'S WHO

DAN. J. SULLY.

EARLY in 1903 indications began to point to a shortage in the cotton crop. When a superiority of demand over supply appears in any article of commerce there is usually a man daring enough, and strong enough to quickly grasp conditions and stepping forward as a bull leader, to throw the weight of money and influence into the collection of every bull argument and the cornering of the visible supply. In this case it was Theodore H. Price who first attempted to make millions from the indications of a short crop. After sending the price of cotton up about two or three cents, he sold out, fearing that the limit had been reached. But following him came a leader whose ambitions were far above Price's limit.

Dan. J. Sully had been for 19 years connected with a cotton house in Providence, and was thoroughly equipped with all the knowledge necessary to the closest study of cotton conditions. For a couple of years he had been carefully watching the market, and with the firmest belief that prices were lower than they need be, he was prepared to take advantage of the smallest event favorable to a manipulation for a higher level. With other brokers selling in the greatest haste after Price's retirement, Sully stepped forward and bought all in sight. Seizing the market at about ten cents he gradually and coolly worked it up until he could make a cent and a half, and then he as coolly sold out, making a profit of many millions. He sold not because he was frightened, but to secure his profits and allow some one else to do the work for a time.

Without any lapse of time, or any chance for the bears to get to work, W. P. Brown, a New Orleans cotton merchant broke in where Sully has quit, and his friends, having the greatest confidence in him, assisted him to raise the price in leaps and bounds. He bought in immense quantities and showed a reckless courage that staggered the bears. Sully in the meantime had made another fortune in Liverpool, and had returned to New York prepared to resume his operations. With Brown in New Orleans and Sully in New York it was a matter of no great difficulty, as far as the outside world could see, to run raw cotton up to seventeen and a half cents, a price without any equal since the Civil War in the United States. Sully's personality and experience were invaluable to him and his cool daring and self confidence met with the greatest success for a time. A man of only 42 years of age, he had seen cotton in all its stages, working with wholesale houses and doing considerable travelling as a cotton buyer and later as a cotton salesman, he was competent to express an opinion.

On February 1, with raw cotton at unheard of prices, holders of stocks threw them on the market, and Sully found himself unable to hold all. The result was a drop of three cents a pound, and a corresponding revival of life among the bears. But Sully proved that he was still "game" and with efforts that have since brought about his downfall, he ran the price up to sixteen and a half. Buying all the May cotton offered at such a price meant the necessity of a showing of unlimited millions, and at last he found himself in deep water. His calls on his friends for money came to the ears of the bears, and a combined attack was made. Sully had been intending to take a holiday, but scenting approaching trouble, he remained in New York. All in vain! The bears furiously beat at his position until a drop of three cents was recorded, and Sully's losses had used up all his capital. On March 18 the firm of Daniel J. Sully & Co. suspended with losses that from latest reports allow the payment of only 45 cents on the dollar.

When it is remembered that the cornering of cotton requires a ready capital of hundreds of millions, a courage that stops at nothing, a fight against the whole world clamoring for the material, and an indifference to previous failures in attempted corners, one must admire the spirit and nerve of Daniel J. Sully, while censuring the principle of speculating in a raw material necessary to the whole world, of manuipulating for excessively high prices a product sustaining thousands of workmen and a staple article in every country.

A POSSIBLE PRESIDENT.

OVER in the United States, as the days go by, the strength of Judge Alton Brooks Parker, of New York, as Democratic nominee for the Presidency grows. Substantially, but two things are known about him: that he is the chief judge of the highest court in the State of New York, and that he carried New York by a majority of sixty thousand on a Democratic ticket the year after Mr. Bryan lost it by two hundred and sixty-eight thousand. These two facts, and a venerable newspaper cut portraying a preternaturally solemn man with a mustache, and with a sombre gown hanging from his shoulders, make up the sum of what the public has founded its picture of Judge Parker on. With the listless interest of Americans regarding a high judicial person, the average man has not troubled himself to find out any more.

But Parker is no petifogging lawyer. He is big, strapping, red-haired, red-mustached, strenuous, and a six-footer! He has not lived in a city, and would rather take blue ribbons with his cattle at a county fair than be given dinners at Delmonico's; his favorite recreations, between his hours on the bench, are the occupations of his Hudson River farm,—yanking the scythe for an hour before breakfast, and generally joining with the farm hands in the work which he was trained to as a youth, and in the afternoons gossiping with his neighbors at the village, or galloping along the rough country roads on his favorite mount, a big black horse that he takes with him back and forth between Albany and the farm at Esopus.

He is a great lover of horseback riding, and every afternoon he may be seen galloping along the country roads. He stops to speak, and oftentimes for an extended chat, with his friends and neighbors. He is a frequent visitor to the big store in the village, where he joins the group of farmers and discusses the crops and the political situation.

Knox, Morgan & Co.

Wholesale Dry Goods

HAMILTON, ONT.

We sympathize with the wholesale trade in Toronto, one and all, in the severe loss they have sustained by the fire this week and by the equally severe loss in the interruption of their business. It will be impossible for our mutual friends to overcome the disturbance within two or three months, even under the most fortunate circumstances.

Permit us to say that our stock never was better assorted for the present season's wants, and as it is fuller than usual owing to the backward season we have confidence in directing your attention here for any sorting orders you may require in the meantime, and shall be pleased to have your inquiries and to put our stock and organization at your service at the present juncture.

Soliciting your orders by letter, or telephone, or traveller, or we will be pleased to send you samples and quotations, and offering you our best services, we are,

Yours truly,

Knox, Morgan & Co.

FALL 1904

"Laurus" Fabrics.

are

exclusive in manufacture and design.

We are the leading House for

RAINPROOF GOODS

The Latest Novelties.

Our Mr. Haley will be at the Windsor Hotel, Montreal, during the months of March, April and May, with a full collection of the above lines.

Law, Russell & Co.,

LIMITED.

BRADFORD——and——LONDON



* This department is conducted and prepared by Mr. J. C. Kirkwood, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. He will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

THE IMPORTANCE OF "POSITION" AND "DISPLAY."

AN examination of newspapers reveals a carelessness on the part of many advertisers which is costing them no small sum. This carelessness is in regard to the position and display of their advertisements.

There are always in every weekly paper certain pages of more general interest than others, pages which carry local or district news. There are other pages which are made up of re-printed matter, pages which are passed over unread by the majority of readers. An advertisement on such a page stands a very poor chance of being read, while on the other hand an advertisement on a page of local or district news has the best chance possible. Even on the most desirable pages there are some positions better than others. It is clear that not everybody can have the "best position" and it is a good thing that there is no general agreement as to what constitutes the best position. Some want the top of the page, others the bottom; some want to be next reading matter, others are indifferent; some want to be on the first page, others on the last; and some think the editorial page better than any other. If all were agreed, the poor publisher would have a sorry time of it.

To have a space that is always to be found in a certain place in the paper is a distinct advantage and ensures better results from advertising than are likely to be derived otherwise. In the matter of store location every

Men's Irish Linen Negligee Shirts, $1.

Cool, refined, dignified, and exceedingly serviceable Summer Shirts. Nicely made—in the natural linen color, now so popular—and supposed to be sold for $1.50. We say $1.

Each shirt has one pair of separate cuffs. Shirtmaking is excellent, and the laundering is handsome. Sizes 14 to 16½.

alert merchant is quick to perceive the advantages of having his store as close as possible to the chief highway, and to be on it if he can. To be where most people will pass is the thing to be desired, even though the transient business amount to very little. What is true of a store's location is true of the position of an advertisement in the local paper. The larger the community, the greater the number of competing merchants, the more particular should one be in having his weekly or daily announcement displayed in the most conspicuous position obtainable.

Granted that a good position has been secured there remains another consideration—the "set-up" or "display." Some well placed advertisements lose much of

LAWN DRESSER SETS

PRETTY BUREAU COVERS FOR THE SUMMER COTTAGE

They will match well with the bright chintz hanging or white Swiss muslin curtains of the airy Summer bedroom. Some are of white lawn, others with figured centre and fluted white borders, or vice v rsa—all with colored foundation of silesia. Bureau Scarf and mat comprise the set, and the price is trivial—

40c. a set.

their force by poor type arrangement. Some times this is attributable to the man at the "case,"—the compositor. Printers can make or mar an advertisement by their work on it, but printers will work out the advertiser's ideas if the writer of the advertisement will take some pains to indicate on his "copy" how he wants his advertisement set up. It is asking too much of the compositor to have him interpret the advertiser's purpose, to catch his thought, and to reproduce the same as faithfully as possible in type display. The compositor requires all the assistance it is possible to give him if he is to do good work.

To this end it will pay the advertising writer to "lay out" his copy on paper the size of which approximates the size of space engaged in the newspaper, and to indicate by pen and ink or pencil just what he wishes in the matter of display. The man who sets up this copy in the printing office will soon learn the advertiser's ideas as to set-up and will take genuine pleasure in working them out.

As to the matter of uniform style in the appearance of one's advertising, I am not disposed to be positive. There is an advantage in a certain uniformity of type display and arrangement—a style that the reading public is quick to recognize, and which if good will be read with ease and pleasure. On the other hand variations in style, if

not too pronounced or too frequent, may be wise. Generally, the uniform style will be found best. The printed firm name, if always in the same type and size, becomes the equivalent of the firm's signature, and is recognized and accepted as such. There is something staunch and trustworthy in an unvarying type-signature, something too good to forfeit by fickleness or carelessness in this regard.

It will be found a very profitable exercise to study the advertising styles of the big city dailies and of the magazines. This advertising is written almost invariably by specialists, men who have studied and learned the art of effective display. Of course different writers have different ideas on the subject of display and set-up, but even so it will be seen that there is produced strong, powerful, attractive advertising. The study of metropolitan advertising in profitable in other directions. Example is better than precept. The man who writes the best advertising is the man who practices the art most and who studies hardest. The school that makes for progress is the school of "try, try again."

A TENDENCY OF THE TIMES.

IN modern business evolution there is a tendency on the part of the public to trade with the larger markets rather than with small ones. The village store which once sufficed for the needs of the buyer no longer flourishes as in the olden days. The county seat is likewise losing some of its prestige as a trading centre, especially so if there be within twenty, thirty or forty miles a city mart. This encroaching of the city upon the business of the local merchant is becoming year by year more pronounced, and the protest by those adversely affected is growing in volume.

There are several reasons for this condition of things, but the two principal ones are transportation facilities and advertising. Passenger, freight and express service has improved remarkably in recent years, places that once seemed remote are now comparatively near at hand.

Closely related to better transportation facilities in connection with the diversion of rural or inland trade is the growth of advertising. Newspapers and periodicals are being read more than ever, and the advertising therein contained is being depended upon to no small extent by all classes of people as a guide to buying. "Far away fields are green." Perhaps it is something of this conviction that tempts buyers to get their merchandise from afar. There are other influences, however, at work persuading them to send their money to big city stores, whose advertisements are filled to overflowing with "bargains" or offerings that create and intensify desire to the yielding point. The daily paper is replacing the humbler weekly among the well-to-do, and these dailies carry six times a week into their homes the alluring announcements of city tradesmen. It is not to be wondered at that trade responds to these repeated appeals, to the profit of the remote merchant and the loss of the merchant at home.

It has been said that one must fight the devil with fire. In regard to the matter in hand to offset the growing advantage of city tradesmen there must be counter advertising,—a persistent, powerful campaign. The very existence of the local tradesman depends upon his resolute and unremitting efforts to establish an acquaintance with his store and wares, and a conviction that the advantages supposed to be obtained through trading in the city are more fanciful than real. Loud talk won't win the fight; neither will grumbling or complaint. What attracted the customer to go abroad was the concise, priced, temptingly stated advertisement of the city dealer. The way to recover a wayward customer is just such concise, priced,

Men's Summer Suits That We're Proud Of.

A HINT ABOUT THE BEST AND COOLEST SUMMER SUITS.

It has always been a problem, to select fabrics that would not only be cool and comfortable in warm weather, but would be serviceable as well The thin fabric that lets the air through is often quick to wear out. This season fashion has aided us; and we were quick to profit by it.

For our Men's Sack Suits we have selected hard twisted worsteds and cassimeres, weighing 11 to 13 ounces to the yard—light, cool, and long wearing. Then we have them half-lined. Just as you would order them, if made to order. Patterns are the most attractive brought out this season. Prices, $15 to $30.

While we have been telling about single-breasted sack suits, there are many handsome double-breasted suits in the same range.

Why Not Trade Near Home?

A GREETING

TO OUR FRIENDS AND CUSTOMERS:

We are here to stay. We are here to make a success.

We like the country and the people. We like our business and strive to increase it by all honorable means.

OUR CREED:

The best goods and the lowest prices are what count.

We believe in selling only such goods as give entire satisfaction.

We believe what we say and say what we think.

We want you to believe what we say and that when we say it, IT'S SO.

We believe in giving one dollar's worth for $1.00.

We are convinced that your interests and our own are closely allied. If we show you it is to your advantage to trade with us, you will give us your patronage.

We fully expect fairness and think you will admit: If our goods and prices are equal with those of other reliable merchants, it is just and right to patronize home enterprise.

We trust that this appeal will bring response and that business may open between us which may continue long, pleasantly and profitable. Careful thinking, wise decisions, prompt acts will win every time.

WHAT WE CLAIM.

We have devoted much time studying how to satisfy the wants of our customers, and now with our facilities we are able to meet any would-be competitor's prices who undertakes to undersell us.

We claim that $1.000 of our money will buy as many goods as $1.000 of our competitor's.

We have light expenses, no electric light, no water privileges, no city taxes. We can and do buy cheap and sell cheap.

We carry as large and as well assorted a stock of standard goods as there is in the country and sell lower than ever before. Our stock consists of general merchandise of all kinds.

I. G. DIETRICH, St Agatha, Ont.

temptingly stated advertising on the part of the local dealer. To go into the battle with the city merchant for the home trade the local dealer will have to use his local newspaper and special circulars. If he honestly believes the people of his community can trade at home to their distinct advantage, and at his store rather than at the

Children's Dresses and Underwear.

A FINE BUDGET OF NEWS FOR MOTHERS.

Summer Outfitting Time. Muslin Underwear, Wash Petticoats, Wash Dresses to be bought for the children—from the baby up to the girl of 18.

Hence this is fine news—of new, crisp garments, in a variety of styles, and at very low special prices

Girls' Wash Petticoats at 50c. to 75c.

Of gingham, percale, or linen crash; skirts trimmed with ruffles, in plain colors or assorted stripes, cut full and neatly made. Sizes 14 to 18 years.

Children's White Dresses at $1 each.

Add half as much again to get the value. The best dresses for the price we have ever offered. Of fine white lawn, circular yoke of fine plaits; large bertha with deep embroidery ruffle. Sizes 2 to 5 years.

Children's Muslin Underwear.

New, pretty styles, trimmed with embroidery, lace or hemstitched plaits.

Drawers, sizes 4 to 18 years, 25c. to 50c.

Petticoats, 4 to 18 years, 50c. to $1.

Nightgowns, slightly mussed, in broken sizes, 4 to 12 years 25c. to 75c.

stores of other merchants, he must let the public know it. The burden of teaching the public rests upon the merchant. It costs money to carry on this work of education and persuasion, but it surely costs every merchant more money in business shrinkage to neglect or refuse to meet this pressing obligation.

China Silk Waists.

THE PRETTIEST, NEWEST STYLES ARE HERE.

A much finer, thinner quality of China silk is being used this season in making Summer waists than formerly. And the waists promise no end of hot-weather comfort, as well as being assuredly attractive, with their liberal insertions of lace, embroidery and hand-drawn work.

Some of the dressier waists in this collection run up to $22 50, but then there are others of black and white China silk, in simpler styles, that cost far less. For instance

At $2 75—In white or black; two styles; stitched plaits to bust, or broad plaits with inlaid vest.

At $3 75—In white or black, entire front, back or sleeves with broad stitched plaits.

At $4.50—In white or black; front with pointed yoke of Valenciennes insertion; buttoned in back; cluster plaited back and sleeves, or broad plaits with hand-stitching.

At $5—In white or black, plaited to bust with insertion of Valenciennes lace and trimmed with French knots.

At $6—Of Louisine or taffeta; unlined front of broad stitched plaits; back and sleeves plaited.

Doubtless it is such a condition of affairs as has been herewith outlined that led I. G. Dietrich, of St. Agatha, Ont., to make the statements found in his advertisement,—an advertisement, by the way, to be commended for its hearty, straightforward, convincing quality. One is safe in saying this advertiser will compel trade even though, judging from his advertisement, he is a new man in the section of country from which he hopes to draw his trade.

NOTES.

As an indication of the growing hold that advertising has upon the general reader, it is estimated that 90 per cent of all readers look at the advertising pages of a magazine first. This ought to be strong circumstantial evidence as to the interest the public has in advertisements and advertising.

There are reproduced this month specimen advertisements from a New York paper. They ought to prove instructive to merchants catering to both men's and women's needs. The style is acquired by practice. It will be noticed that there is a personal, chatty, intimate quality about these advertisements, a feature that makes them readable and memorable.

Merchants will find it good business to brighten up their trade by rushing off lines of "specials"—lines that are continually being offered by one firm and another. It is well to buy too little rather than too much of any

Policy Points.

Our guest is sure to become our patron. The reliability of our merchandise warrants it.

Our doors are open to all with a special invitation to come and look around. It is not necessary to buy.

Secure is the mercantile establishment whose foundation is sterling honesty and absolute reliability.

The one price to all system is firmly established here—and that is always the very lowest price possible to quote on high-grade merchandise.

such lines. If the "special" is a good one, to sell it out early is desirable. Suppose it to be ribbons at 5 cents a yard—ribbons that are worth in the ordinary way four or five times as much—clear the line out fast, and let the fortunate buyers tell of the "bargain" to those who "didn't know of it," or who "didn't hurry."

Statistics recently compiled relating to the expenditures of the average household are instructive. These figures appeared in Mahin's Magazine

	Per cent
Fuel and light	06
Furniture	04
Wife's and children's clothing	10½
Amusements	.02
Books and papers	.01
Food	42½
Rent	15
Husband's clothing	04½
Societies, clubs, religion and charity	04
Taxes, insurance, intoxicants, tobacco	10½
	100

Of course these figures vary considerably when individual families and communities are regarded, but they may be accepted as trustworthy as representing the average outlay.

PROGRESSIVE RETAILING

IRREGULAR PRICES.

IN a large Canadian city a high-class furrier, who has recently added ladies' ready-to-wear hats, jackets and waists to his stock, gave a striking example of poor business methods. A customer was examining the hats with a view to purchase, and had selected the one that suited best, but when the price—ten dollars—was learned, she refused to take it, as being higher than she wished to go.

"Well," said the clerk, with scarcely any hesitation, "we can let you have it for $8.50."

The customer said, however, that she had not intended to go above $6, and would like to look at some about that price.

"Does this one suit you best?" asked the saleslady. Upon receiving answer that it did, she went to the head of the department, and in a minute returned, and asked the customer if she would be willing to give $6.50 for it."

The customer, of course, accepted the offer, and the sale was made, but at what a sacrifice. All faith in the system and marked price of that store was destroyed, and as the lady did not fail to tell all her friends, the very worst kind of a reputation spread. Had it been late in the season, a reduction would not have been wondered at, but that a week before Easter a $10 hat could be bought for $6.50 and without a word of "dickering," could mean nothing else than that prices were marked ridiculously high, without any intention of sticking to them, and it was merely a matter of waiting to have them reduced 35 per cent.

That firm started out with the intention of carrying only high-class, exclusive ready-to-wear hats, and charging accordingly, but for some reason, ill-success or poor business methods, the lack of backbone was soon revealed. The customer in this case knew that the hat had very likely cost less than $5 so that a profit of 100 per cent. or more was asked. And there was a feeling of being cheated, for had she been willing to go as high as $10, she liked the hat sufficiently well to have paid that price without demur, and would have spent just $3.50 more than she needed.

Any business run on methods of this kind is sure to be unsuccessful. When a price is marked on an article it must be adhered to through thick and thin, unless a special bargain price is offered, or the goods are old and in no demand. In any case of reduced prices, the bargain must be plainly marked so that everyone will have the same advantage. It is a poor advertisement for a business, when a customer compares an article purchased at the store with another purchased by someone else, and finds he has paid 50 cents or a dollar more for it.

But the lack of trust in the firm is the principal evil which results. The merchant who sticks to the marked price with everyone inspires a confidence that will deprive customers of all cause for "haggling" and comparing prices with other customers. There is a dignity in business, which is a prime requisite, and the wavering and uncertainty of irregular prices is death to it. The store of one price does business in half the time, and however high its prices may be, it will draw a better class of trade than its rival whose prices are never fixed.

A customer seldom considers it a personal favor to receive a better quotation, as he always thinks that if he can buy at that price, some greater friend or better customer can buy more cheaply still. The "seeing as it's you" level of prices is in the gold brick class in these days. There are still old time merchants who make so much use of it, as to forego any consideration of intimacy with the customer, and, of course, the latter takes it all for what it is worth, and unless he knows exactly what an article is worth, will go elsewhere where prices are set and he knows he will pay the same as anyone else. Much of the popularity of the large department stores is accounted for by the fact that no favors are given, the entire system is "one price," and a customer is not put to the trouble and worry of complaining about prices in order to get goods more cheaply. Ask the average country woman and she will deny this, and claim a greater love for her home store, where she can get reductions. But the fact still remains that she is willing in many cases to go without articles of daily need for months, in anticipation of a visit to the city, and the opportunity of getting them in the department store. And then she is willing to pay twenty-five cents for a broom sh could have got at home for the same price or less. The dignity of the department store impresses her, and in no way is the dignity sustained so strongly as in the positive refusal to reconsider prices.

The "cash and one price" store is the store of to-day, and the latter characteristic is much more important than the former. No successful business can be carried on without it, while "cash" is not necessary but wise. To further carry out the one price idea it is well to have prices marked in plain figures. Refuse positively to alter prices for anyone and it will not be long before they cease to expect it.

SOMETHING ABOUT REMNANTS.

EVERYBODY in the store, says the Drygoodsman, is now thinking about making good sales and everybody is looking after the dress patterns and the new coats and the new suits and the big sales of linens and cottons and everything that counts up big. It is the most natural thing in the world to expect to make good sales to the people who want the goods and to think little of the smaller matters of the store, allowing them to accumulate

SAMUEL KIRK & SONS, LTD

Woodhouse Dye Works



LEEDS ENGLAND.

IMPORTANT TO TAILORS & CLOTHIERS

Black Italians, Alpaca, Mohair and Lustre Linings in

PERMANENT FINISH

THE MERITS OF THIS FINISH ARE—

1. Proof against Damp Cloth and Hot-pressing Iron.
2. Finish and Handle unequalled by any other Process.
3. Goods kept in stock gain in appearance.

GOODS ARE STAMPED ON THE BACK AT REGULAR DISTANCES.

S. KIRK & SONS' PERMANENT FINISH

FACSIMILE OF STAMP.

STRENGTH UNEQUALLED

BEWARE OF IMITATIONS

SUPPLIED BY ALL THE LEADING HOUSES IN

Bradford, London, Manchester, Glasgow.

for a time when things don't look and act quite so booming.

While all this hustle and bustle is going on, the remnants you are making are forgotten by everybody. It's a mighty sight handier to clip ten yards from a whole piece than it is to get hold of two remnants and try to close them out to a customer; it's so much easier to cut a whole strip from an apron check than it is to attempt to sell the two or three yards left of the old piece; it's a fault of the hurry that a piece of table linen is cut so as to leave only a yard and a half on the board—unless.

The Cost of Accumulated Ends.

At rare intervals there is a store where the policy of saving up remnants for a whoop-up time is believed in. In the meantime good, nice dollars that are needed in the business are being daily tied up in little ends of this and that and the other, sometimes enough to eat up the profits of the whole piece that has gone before. If you clerks will have your eyes open for opportunities to get rid of these little pieces you'll do favors to the concern for which you work that you can bet your wages will be appreciated sooner or later.

If you have stocks to personally look after, you will be surprised at the amount of money tied up in short ends, if you will go over the stock and make even a rough calculation of the cost of the goods thus bound up. Every dollar you take out of short ends is almost like money made for the store. Of course, there will be remnant sales by and by and lots of opportunities to get rid of these little pieces, but at remnant sales the goods are expected to be low in price and the customer looks for nothing but a great big bargain. Dozens of short pieces can be disposed of in regular trade at much better prices than can be obtained in remnant sales, and, bless your soul, it is the easiest matter in the world to make remnants when you want a sale—a pair of scissors will make more than you can count in a short time.

Care in Cutting Goods.

Let us take up the one fault of carelessly making remnants. It is a very prominent one in all stores, and especially among the younger clerks. The older ones are not without blame, but many of the younger are so completely heedless that they blunder into trouble with goods without thought, and many times even without subsequently knowing what they have done. Suppose a woman comes in for a dress pattern. She asks for a shade of brown. You have one full piece and another that contains ten yards. She tells you to cut her eight yards and you slash into the ten-yard piece, leaving two almost useless yards as a remnant. Why didn't you have your wits about you and cut from the larger piece? Before night another woman comes in and buys ten yards from the full piece, or perhaps two come in and each take a five-yard skirt length.

Be Sure You're Right.

You have carelessly made a remnant for which there was no real cause. It will have to be sold at a reduction that will take a good bit of the profit from the eight yards you sold. Suppose you have no other piece to cut from? Well, be careful with your customer and only show her that piece as a last resort after you have found out how many yards are wanted. It will not pay to lose the customer even for the saving of a remnant, but there are many times that a customer can be persuaded to take the ten yards at a price that would net more than would be the case were the two cut off and allowed to lie around for weeks and months.

A Little Too Excited.

In one linen stock that I remember, we had a young clerk who was a pretty fair salesman, but given to thinking after he had done a thing. We had to watch him to prevent his cutting a piece of damask in a way that would leave a yard or a yard and a quarter on the board. He showed a great many goods and sold many pieces in the course of a season, but in his enthusiasm at making a sale he would run his scissors through the piece before he stopped to think that it was best to look at a small piece before cutting. A piece of damask less than two yards in length is a poor piece of stock for any store.

Similar acts I have known to happen all over the store. Remnants of prints and ginghams, seemingly small matters, would figure up to a sum sometimes almost as great as the profits of the day's sales in those goods. Remnants of lace carelessly left by salespeople who "didn't have time," meant the profits on many yards sold. Remnants of linings of unsalable lengths hung to a stock until every one was sick and tired of seeing them. Three-quarters of them were the result of thoughtlessness and carelessness in cutting and could have easily been avoided had the clerk who was guilty in each case only looked at the small piece before he cut and been sure that he was not going to make a bad mess of it.

Keeping Ends Measured and Marked.

In connection with this care about making remnants, let me speak of keeping the short ends of pieces in your stock measured up as close as possible—and that means pretty close. When a piece of goods gets down near the board it is the matter of five minutes of work to unroll, measure, ticket and reroll. It will make a sale easier before the day is over and it will make possible the selling of that piece of goods to a customer who may enquire for something like it and which you or another clerk will hardly dare show for fear there is not enough in the piece, if there be no ticket on it.

An easier way is to keep all goods yard-marked. If you have ever kept stock under this system you will never give it up.

In the case of linens, you know every piece must be rolled before it can be put in stock. You take the piece, before you roll it, measure two yards from the end and mark 2, measure two more and mark 4, two more and mark, and so on to the end of the piece. Then roll it on your board, beginning at the same end that you began to measure from. After the job is done you can tell at any time just how many yards are in the piece by rolling off two yards or less—you will have the figures right before you.

In the linen stock use an ordinary lead pencil to mark the figures. Use the same for all light colored wool and cotton fabrics. For black and dark colored goods use tailors' chalk.

Be careful always to make the figures neat and as small as possible.

No. 5



The Draper of Australasia,

The Organ of the Drapery and Kindred Trades of the Antipodes.

SUBSCRIPTION $2.50 PER ANN.

post free to any part of the world. A handsome Diary is presented free to annual subscribers.

Publishing Offices:
Melbourne, Fink's Buildings.
Sydney, Post Office Chambers.

American and Canadian inquiries will receive prompt attention if sent to the
British Offices: 42 Cannon St, London, E.C

Specimen Copies free on application.

NOTICEABLE ADVERTISING

Have YOUR advertising noticeable? Sometimes a cut does it, sometimes a judicious choice of types, sometimes a border. However it is brought about, it requires knowledge and skill.

Let us prepare your newspaper advertising or your other advertising matter — we will make it noticeable. Haven't you noticed our ads?

We will make your advertising attractive, interesting, convincing,—increase its effectiveness. We will make it our business to increase your business.

Our terms are reasonable. Don't delay, write us TO-DAY.



RETURNED
MAY 10 1904
Cut Book 17
Page 71

SPECIAL OFFER.

If you prepare your own advertising we would like to help you with it.
A few pertinent suggestions on the typography or on the copy may greatly increase the attractiveness or effectiveness of your matter.
They will also greatly increase our chances of doing business with you.
If we show you that we have no ideas that will increase the returns from your advertising we will accomplish what we seek in making this offer.
Send your matter to us and we will give it immediate attention. We believe you will find our suggestions beneficial. Anyway it will cost you nothing.

CHILD & FALL
78 W. Chestnut St.,
WAKEFIELD, MASS.



RETURNED
AUG 13 1904

No Need to Lose Money on Old and Faded Stock.

Leave on your shelves any fabric that is faded, soiled, or off-color, and you will surely lose money on it. But send these stocks here to be re-dyed and finished, and they will go back to you like new stock fresh from the manufacturer.

Dress Fabrics, Braids, Hosiery, Ribbons, Feathers may be sent to these works and undergo a complete transformation by our new and thoroughly up-to-date methods of re-dyeing merchants' goods.

There is no experiment about this business, so far as we are concerned. For nearly 30 years we have been doing this sort of work, and our customers include leading men in the business in all parts of the Dominion.

Write for booklet and any particulars you feel like asking about.

R. PARKER & CO.

Dyers and Finishers,

HEAD OFFICE and WORKS: 787-791 YONGE ST., TORONTO.

BRANCHES: MONTREAL, LONDON, HAMILTON, GALT, ST. CATHARINES, BRANTFORD, WOODSTOCK.

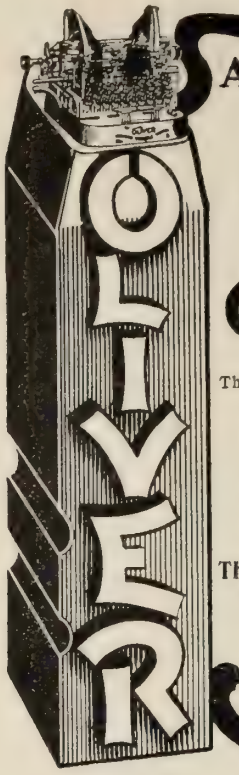
3 in One



A good line for your notion counter. Easy to sell and makes friends wherever it goes. Splendid for furniture and the best lubricant in the world. Sold by all leading jobbers. Write for samples and advertising.

G. W. COLE CO.

143 Broadway, - - New York.



A DISTINCT TYPE

The OLIVER has certain superior features and unique improvements exclusively its own.

The

OLIVER

Typewriter

The Standard VISIBLE Writer.

Operates as smoothly as the delicate mechanism of a watch, durability unquestioned.

Works in a Whisper

Art Catalogue Free.

THE CANADIAN OLIVER TYPEWRITER CO.

156-8 St. Antoine St.

MONTREAL.

Agents wanted in all unoccupied territory.

A Merchant's Judgment.

is sure to approve the mechanism and system of . . .

THE HALLWOOD CASH REGISTER

The Hallwood is the best cash register constructed to-day;—that is the first point. It is simpler than any other, has fewer parts, is stronger, is cheaper.

It does all that other registers can do, and something in addition.

There is no good reason why progressive merchants should be without a Hallwood.

SEND FOR DESCRIPTIVE LITERATURE.

THE

Hallwood Cash Register Co. of Canada

78-80 King St. E., TORONTO. **1782 Notre Dame St., MONTREAL.**

The

National Cash Register Company

GUARANTEE

To furnish a **BETTER** cash register for less money than any other concern in the world.

This guarantee is **GILT-EDGED**. We have sold over $50,000,000 worth of cash registers.

50c. to $2.00

Thousands of good business men will tell you that a National Cash Register will save from 5 c. to $2.00 a day. **WHY** don't you take advantage of this saving?

Inquire from some of these merchants in your own town. Do not buy a cash register unless you **KNOW** it **IS** recommended.

Drop us a card and our traveller will **PROVE** our statements. It will cost you nothing to investigate.

NATIONAL CASH REGISTER COMPANY

129 King W., - TORONTO.

THE OFFICE

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

VALUE OF GOOD STATIONERY.

THE stationery which a business house uses in its correspondence will always be one of the first and most important criterions by which the world will judge that firm's standing. First impressions are lasting and in many cases the first impression that a correspondent gets of a firm's business methods is the stationery on which the correspondence is carried on. Cheap printing, or worse yet, poor writing paper without any printing at all, can hardly produce a favorable impression of careful, up-to-date methods. On the other hand, neat and cleanly printed stationery cannot help but give an impression of financial soundness, which evidences of seemingly lower standards in other lines cannot efface.

Many small retail merchants complain of the difficulty they find in procuring credit from large manufacturers. "We always pay our bills promptly, our credit rating is good, but there seems to be something else that is wrong which makes it so hard for us to get credit." This "something" which makes it so difficult for these merchants to get the desired credit is the carelessness shown in the get-up of their correspondence stationery.

In many instances, the appearance of the letters which merchants write to the manufacturers is so slip-shop and careless that the credit man rightly takes it for granted that that merchant is not running his business on lines which will enable him to take care of himself in competition with twentieth century methods, and therefore he is doubly watchful before he will take this merchant as an acceptable risk.

Nor is this effect of cheap stationery confined alone to dealings with the large manufacturers, but to the dealings with small customers, in the merchant's own city. If they receive letters and statements written on poor stationery they will have a correspondingly poor opinion of the merchant's methods and they will regulate their dealings with him according to this standard.

If, however, a merchant's stationery is neat, clean and attractive, it will at once produce a favorable impression both on the manufacturer and on the customer. The credit man will find it harder to refuse credit, and the small customer, impressed by the business-like appearance of letters and statements, will pay his bills more promptly and place greater confidence in any statement which a merchant may make in his letter.

Good business-like stationery is not expensive. In fact, it costs but little, if anything, more than cheap printing. Go to a good, reliable printer, and see to it that he gives you good service. An investment here will pay big dividends, but economy in stationery is a penny saved and dollars thrown away.

THE TELEPHONE.

ONE outward expression of the business is the girl who answers the telephone. What would you think if I told you that a prospective customer called you up the other day and that the nasty, harsh-voiced, ill-tempered treatment he received over the wire gave him a most disagreeable impression of your concern.

He got neither the telephone connection, the attention, nor the consideration he expected—and you did not get the business. By such a slender thread sometimes hangs an order.

Or would you believe that a certain buyer intended to divide his order between your house and a competitor's that sweet of a girl answered the phone, her well-modulated voice her respectful interest in his behalf put him in a pleasant and receptive frame of mind.

She said: "Mr. Blank is not in his office at the moment, but I shall send for him at once."

By being at the 'phone in person you got the entire order. Perhaps you recall the incident.

PRICING STOCKS.

THE inability to fix prices properly is one of the most prolific sources of failure in business." This remark was made by the manager of a large department store. In speaking of the various problems that confront the retailer, he said: "A great deal has been written on the subject of advertising and store management; but writers in trade journals have had very little to say about pricing goods. My experience has taught me that no branch of merchandising is more important or requires more careful study than does the pricing of the stock. Pricing goods is an art which requires much experience and rare judgment.

"In a great many stores it is the custom to fix prices on what is practically a horizontal basis of percentage. The merchant estimates the running expenses of the store at, say 15 per cent. to this he adds his profits which we will also call 15 per cent. This makes a total of 30 per cent which is added to the cost price on every thing in the store. Of course there are a few exceptions, but the merchant may be said to have but one percentage of profit on his entire stock.' It saves trouble, perhaps to mark goods in this way, but it is extremely poor business policy.

"There are many things to be taken into consideration in figuring prices. Competition is, perhaps, the strongest factor, but the nature of the goods and the demand for them are also important. Then, too, the style and popularity of goods give the price-maker an opportunity to display his judgment. For instance in a lot of suits costing practically the same amount, some will, on account of the style, sell easily for a third more than others. The same is true of dress goods, silks, or in fact, almost any other class of merchandise. There are always some customers who are willing to pay a little more for style and the merchant who does not take advantage of this fact is not alive to his own interests. By marking up the more salable goods he is enabled to reduce the selling price on goods that are less desirable.

"Again, in pricing goods, the merchant will often find it a good advertising policy to mark certain articles down to a very narrow margin of profit. This gives a store the best possible kind of advertising but it also cuts down the average of profit and every merchant is in

business for profit, so, if some goods are marked down, others must be marked up to maintain the average.

"To sum the matter up, I would say that in making prices the merchant should use his judgment rather than a fixed scale. It is necessary to hold himself as nearly as possible to an average of profit but in different articles he should vary widely from the given percentage."

WATCHING THE ACCOUNTS.

ETERNAL vigilance is necessary in extending credit, not only to new accounts, but to many old ones as well. There is a constant tendency on the part of the purchaser to overbuy and to increase the standing balance. Payments are less than purchases, and if not guarded against the excess is soon out of all proportion.

A safeguard must be provided before the balance becomes too great. How then shall we check the rash buyer and stir up the slow payers?

Business must be done and we cannot draw the lines too tight without affecting sales.

We have developed a plan for regulating credits which is quite satisfactory.

On opening an account, we use Dun and Bradstreet as a preliminary basis. Both of these agencies, as well as the report of the salesman, are used to prepare a private mercantile rating.

This consists of a card system of the ordinary kind, ruled up to permit a full history of the customer.

This card (No. 2) is put into service, as already stated, as soon as an account becomes in any way under disapproval.

A cabinet arranged according to the days of the month is provided, and after sending out form letter "D," the card is moved ahead a sufficient number of days to permit a reply.

The "stock" requests for payments are sent out at intervals and the tone of each gradually becomes more imperative.

Salesmen and repeated "duns" proving ineffective, the account passes into the attorney's hands.

By guarding the account in this way, the losses are kept within reasonable limits.—Business World.

INSURANCE. IS IT DUE?

HOW is your insurance policy? The business that does not to-day carry insurance, and all of it that can be carried, is staking its capital on a gamble. It may win out, but if fire comes it loses more than it gains by saving its premiums. It is like betting on the weather of next week.

The fires this Winter have exceeded in number and destruction those of any other year, and they will no doubt be a warning to merchants. Insurance companies claim that the amounts of insurance taken by them have increased very rapidly since the first of the year, not only the number of insurers having grown, but also the amounts carried.

A merchant's credit with his supply houses is based strongly on the amount of insurance he carries, and reasonably so. The strictest cash customer, while controlling good credit by this method of doing business, may be rendered bankrupt by an hour's fire, and his supply house be absolutely unprotected. A hundred dollars a year may protect a man from sure poverty, and strengthen his credit as nothing else can.

The approaching termination of the policy should be treated as one of the bills payable, a strict matter of busi-

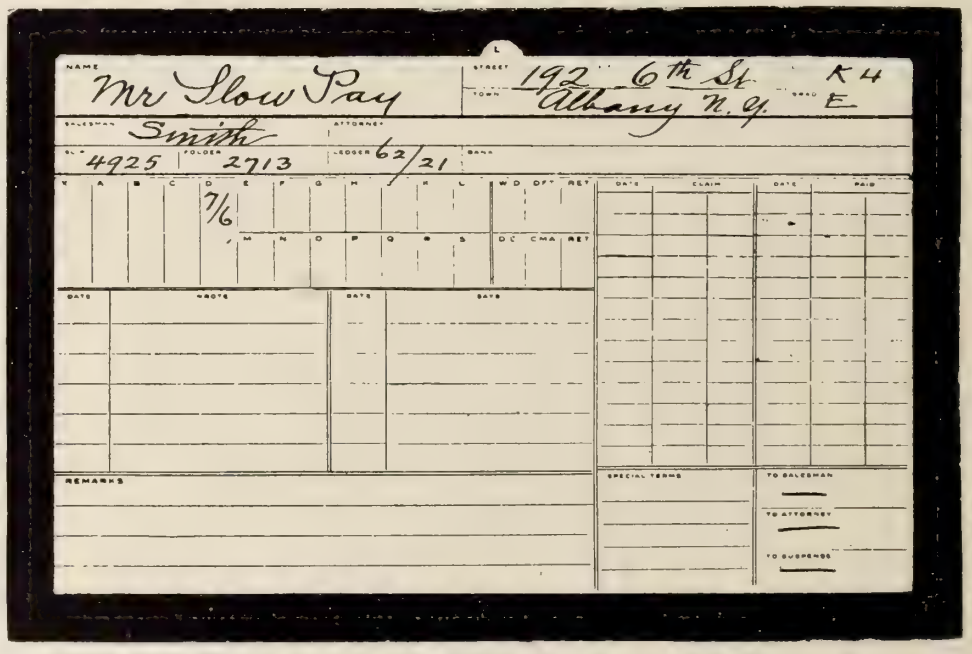
BLANK & CO.

Name .....

Date.....Town.....

	Purchases.		Payments.	
January	429	42	316	—
February	192	—	90	—
March	314	—	76	41
April	137	—	175	90
May	62	41	70	—
June	312	67	212	—
July				
August				
September				
October				
November				
December				

No. 1. Form of blank to show excess of amount purchased as against amounts paid. It is sent to the credit man by the bookkeeper.



Form No. 2.

Items are added from time to time, and eventually this private report arrangement contains more valuable information than could be obtained otherwise.

Form No. 1 is a statement furnished by the bookkeeper at intervals. As will be seen by the figures, the payments have been a little less than the purchases; and while there is no cause for suspicions, yet the alarm has been sounded and this particular account must be kept under constant attention.

Form No. 2 might be termed a restless watchdog that will not be pacified until proper action is taken.

THE BEST STOCK

TEES
DESKS!!!

THE LOWEST PRICES

TEES & CO.

300 St. James St., - - MONTREAL

TRUCKS

FOR WAREHOUSE AND FACTORY.



Save You Money.
Do Men's Work
Draw No Salary.

Our Trucks are guaranteed satisfactory. Turn in their own length.

MADE IN CANADA.

H. C. SLINGSBY FOR CANADA.

Factory, Ontario Street. Temple Building, MONTREAL.

ESTABLISHED 1855

TAYLOR'S
DOUBLE TONGUE & GROOVE
SAFES

145 & 147 FRONT ST. EAST. TORONTO.

TRADE MARK

This design a guarantee of quality

FIBRE
WRAPPING PAPER

STRONG, TOUGH AND STIFF

Will Carry all Kinds of Packages Safely to Destination.

WRITE US FOR SAMPLES AND PRICES.

CANADA PAPER CO.

TORONTO LIMITED MONTREAL

Are You Neglecting Your Accounts?

To have good collections you must render your accounts promptly and accurately on the first of every month. With

THE BRIGGS LEDGER SYSTEM

you can do this. Write for our latest illustrated catalogue, free.

The Briggs Ledger System Co.,
Limited

75 York St., - Toronto, Can.

YOU ARE INTERESTED IN SOMETHING.

Why not get the best items that are printed on the subject?

We read and clip thousands of newspapers every week - therefore we can equip you **speedily** and **economically** for a debate, speech, lecture essay or anything else requiring up-to-date information and more of it than your competitors are likely to get

Terms	100 Clippings.	$ 5 00
	250 "	12 00
	500 "	22 00
	1,000 "	40 00

Send for our Booklet which fully explains the scope of the clipping industry.

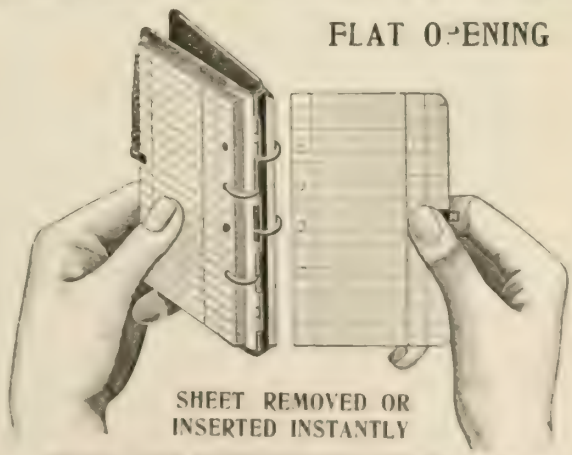
We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street, MONTREAL. 10 Front St. East, TORONTO

TENGWALL LOOSE LEAF PRICE BOOK

FLAT OPENING



SHEET REMOVED OR INSERTED INSTANTLY

SEND FOR DESCRIPTIVE PRICE LIST.

HART & RIDDELL, Manufacturers Loose Leaf Ledgers and all kinds of Binders. TORONTO

ness, and one calling for attention as loudly as the limit of the terms on a consignment of goods. Not one day should be allowed to elapse between the old policy and a renewal. Last month a dry goods store in the Maritime Provinces was burned out at a loss of some thousands. The proprietor, with considerable calmness, watched his goods going up in smoke, and lost no time in informing the companies interested, in order to commence his rebuilding immediately. Imagine his chagrin and disappointment upon finding his policy had run out just five days before the fire. A mere act of carelessness and oversight cost him his life's savings.

The recent Baltimore fire taught the advisability of dividing the insurance among several companies if a large amount is carried. Although it seems more the duty of the company interested to see that too large an amount is not carried in one district of a town, it is important to the merchant that this be fully inquired into. A considerable sum lost by a company in a single fire may mean its downfall, and consequent loss to the merchant, or if the solvency of the company is still assured, he may have to wait some time for his insurance. This is happening in the payments following the Baltimore fire. It is a wise detail, also, to insure building and stock with different companies. In a case of a small fire where both building and stock are injured to a trifling extent, it is much easier to exact payment fully covering the loss, if negotiations on the separate losses have not to be carried on with the one company.

CAPTAINS OF INDUSTRY OF TO-MORROW.

IN the Atlantic Monthly for March, Mr. Henry A. Stimpson in his article on "The Small Business as a School of Manhood," asks the question: Inasmuch as the small business house is being replaced more and more by the great corporations and the trusts, and inasmuch as the great commercial leaders of to-day were trained in this small business, what effect will come to the business world from the fact that the young men of to-day have not the opportunity of this training?

The problem is this: These few great corporations and trusts need men of remarkable superior ability and talent and wide experience to direct them. A man who has been a clerk all his life has gotten not only into the routine methods of a clerk, but his character has been more or less weakened by a lack of immediate responsibility, so that he is not fit for such a position by the time he reaches his fortieth year. The very methods of the trust have made it impossible for a man to gain such experience and develop his ability in a business of his own. Where, then, are those few great men to be found?

The other day I asked the auditor of a great trust: "What is the method upon which your new business is being organized—to make a machine so perfect that no knave can take advantage of it, or to develop individual character to such an extent that the machinery will be relatively secondary?" He looked at me for a moment, and then, with a curious smile, said: "The latter is what I should be glad to do, but my directors have different ideas. We are trying to make a machine which will be as absolutely perfect as possible." "Then," I said, "you will be beaten, for a man is always cleverer than a machine." "Yes," he said, "I fear so." He has himself since resigned and gone back into private business.

The great corporation is unquestionably the necessity of the hour. It will continue to take on constantly new forms of development. It is already playing and will continue to play a tremendous part in the progress of civilization. But its limitations are none the less real. The evils that are inevitably connected with it must be clearly realized if they are to be offset. Among them all none is so serious as this radical one of the effect upon the character of many of the employes, who, under former conditions, would have been either managing their own business or ambitious for the opportunity of doing so. The life, in a multitude of homes where the salary takes the place of business earnings, is doubtless calmer and steadier, and also in many cases ampler, in that the income is larger. A certain stability is hoped for in a society where anxiety over business conditions is exchanged for the contentment of an assured stipend. And the steadying and quieting of the temper, no longer made irritable by the daily anxiety, is unquestionably a notable social contribution.

FAULTS AT THE START.

MAX FRANKENSTEIN writes: "After six years of observation in several of the largest establishments in New York, I find the great fault with most boys to be their fear of hard work or their bashfulness to do hard work; no matter which of the foregoing is the cause, they are all looking for 9-3 jobs—cinches, in plain words. They are filled with the idea that they know it all, and can, therefore, command large salaries.

"Fortunate indeed is the young man, who, on leaving school, secures a position that nets him $5 per.

"When we consider a little it is easy to see why large salaries are impossible.

"First, the young man must learn his business (this takes time); then he must learn to work properly (more time required); packing goods while looking out of the window is not attention to the work in hand, and it takes time to work steady without fooling. So until the young man learns his business and learns to work he is a loss to the firm. Hence the small salary.

"Even if you start on a small salary (most of us started that way), don't wear that I-don't-care expression, but put your shoulder to the wheel."

WHY SHE DID NOT SUIT.

SENATOR DEPEW was discussing with a railroad president the difficulty of obtaining competent office help. "Not long ago," said the railroad man, "I engaged a stenographer who was highly recommended for efficiency and accuracy, but I found she wouldn't do at all."

"What was the trouble?"

"Why, she wrote all my letters exactly the way I dictated them."

There is a great difference between quick action and undue haste. It is one thing to get at a task promptly, and perform it thoroughly, and another thing to leave it until the last moment and then hurry through with it in a confused manner.

This list is for the purpose of placing retailers, manufacturers, jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,

Leading Canadian Accountants and Auditors

advertising and collecting accounts, arranging partnerships or assignments, and other transactions demanding special skill, judgment, tact or experience, and whose reputation and responsibility entitle them to the confidence of the business community.

DAVID HOSKINS, F.C.A.
Chartered Accountant,
Auditor,
Financial Valuator.
207 Manning Chambers, City Hall Sq.,
Toronto, Canada.

Cable Address: "Wigwam."
T. G. WILLIAMSON,
Chartered Accountant and Auditor,
15 Toronto St., Toronto, Canada.

F. H. KIDD,
Chartered Accountant, Auditor,
Assignee, Etc.
505 McKinnon Bldg., Toronto.

JENKINS & HARDY,
Assignees, Chartered Accountants,
Estate and Fire Insurance Agents.
15½ Toronto Street Toronto
465 Temple Building, Montreal.
100 William Street, New York.

This space $15 a year

HENRY BARBER & CO.,
Accountants and Assignees
Offices
18 Wellington St. E., Toronto, Ont.

WILLIAM FAHEY,
Accountant and Auditor
402 McKinnon Building, Toronto.

This space $15 a year

GEO. O. MERSON
Chartered Accountant
Auditor Assignee etc.
Regular and Special Audits
27 Wellington St. E.,
'Phone Main 4744 Toronto.

This space $15 a year.

This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,

LEGAL CARDS.

organization of companies, the arrangement or dissolution of partnerships or assignments, as well as all other matters of a legal nature.

For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto.

BEATTY, BLACKSTOCK, FASKEN & RIDDELL,
BEATTY, BLACKSTOCK, CHADWICK & GALT,
Barristers, Solicitors, Notaries, Etc.
Offices, Bank of Toronto.
Tel., Main 3813. Toronto, Ont.

JAS. H. BURRITT, K.C.
Solicitor, Notary, Etc.
Pembroke, - - Ont.

D. O. CAMERON, Barrister.
Equity Chambers, Toronto.
Branch Office, Oakville, Ont.

L. L. O. VIDAL,
Barrister, Solicitor, etc. Collections and Commercial Law.
Montmagny and Quebec City, Que.

TUPPER, PHIPPEN & TUPPER,
Barristers, Solicitors, Etc.
Winnipeg - - Canada.

J. C. HAMILTON, LL.B.,
Barrister, Solicitor and Notary.
McKinnon Building, Toronto.
'Phone, Main 65.

ATWATER, DUCLOS & CHAUVIN
Advocates Montreal
Albert W. Atwater, Q.C. Consulting Counsel for City of Montreal Chas. A. Duclos Henry N. Chauvin

Educational Department.

The following institutions for the education of business men's sons and daughters are recommended by this paper:

Do You Want to Learn Shorthand?

EVERYBODY NEEDS IT.

It is an assistance to students, teachers, lawyers, physicians, secretaries, clergymen, editors, reporters, business men,—everybody in fact.

We can teach you at home, the fastest, easiest system known

BY MAIL

Some of our pupils have written 100 words a minute by this system within a month.

Write for information about our Shorthand course.

CANADIAN CORRESPONDENCE COLLEGE, Limited
TORONTO, CANADA.

Western Business College

Cor. College and Spadina avenue, **TORONTO.**

Thorough courses in Bookkeeping, Stenography, Typewriting and **Penmanship**; individual instruction.

A. J. HOARE, Principal.

St. Margaret's College, Toronto

A Boarding and Day School for Girls
Thorough courses in every department
Only teachers of the highest academical and professional standing employed

GEORGE DICKSON, M.A., Director
MRS. GEORGE DICKSON, Lady Principal

Typewriting.

Bookkeeping and Shorthand are sure stepping stones to success.

Teachers who have had practical business experience teach these branches in

THE WILLIS BUSINESS COLLEGE.

A school of genuine merit. Send for our beautiful catalogue

S. T. Willis, Principal, Cor. Bank and Albert Sts., OTTAWA.

The Belleville Business College,

Limited

BELLEVILLE, ONTARIO.

Send for handsome catalogue describing fully all courses.

J. Frith Jeffers, M.A., Principal

Special Advertising Rates have been arranged for space in "The Office," and will be gladly quoted on request.

ADVERTISE YOUR BUSINESS

Write for particulars about our cuts and ads from 30 cents up. To advertise in newspapers. Catchy ideas to catch business. Circular to one merchant in a town. Send us your ads and we will criticise them free. WRITE TO-DAY.

GEO. J. SMITH BUREAU, 621 BROADWAY, N.Y.

WE WRITE ADS. IN FRENCH.

NEW TELEPHONE LINE

A new copper metallic line has just been completed from Simcoe to Port Rowan. The towns listed below can now be reached from Toronto at the following rates:

PORT ROWAN	50c.
ST. WILLIAMS	50c.
VITTORIA	40c.

The Bell Telephone Co. of Canada

ALWAYS AT THE TOP

TRADE W.G.R. MARK

NEGLIGEE SHIRTS

Dainty Materials. Handsome Designs.
Especially Suitable for Warm Summer Weather.

Newest Summer Collar for Men:

"MONARCH"

Comfortable. Stylish.

LADIES' COLLAR NOVELTIES

Exclusive. Elegant.
Difficult to Make. Easy to Sell.

The Williams, Greene & Rome Co.

BERLIN, ONTARIO.

SUMMER FASHIONS AND SUMMER GOODS

"A PLACE for everything, and everything in its place," is a trite old adage that we all have had more or less forcibly impressed on our minds at an earlier period of our lives, and one whose precept we have more or less lived up to ever since, according to our disposition and temperament.

Nowadays to this good old motto must be added another, viz: "A dress for every occasion, and the right dress to be worn for the occasion for which it is designed." That all powerful lady, whose name is Fashion, steps imperiously forth and tells us in terms that are unmistakable that the modern woman must on all occasions wear the proper garb. This edict is not, however, so arbitrary as at first sight it appears. Costumes are now made and designed to be both becoming and comfortable. The expense is not greater, either, for fashion no longer demands silks and brocades that stand alone, but is content with materials at a moderate price. Dress goods men all remark that to-day the questions, "How will this wear?" "It it all wool?" are rarely put. Prospective purchasers rely on looks and style. Moreover, modern manufacturing processes are such that beautiful materials may now be bought at quite reasonable prices.

The fact that we are modeling our styles of dress on 1830 and 1860 lines makes the changes in habits and consequently in dress since those comparatively recent days all the more remarkable.

The largely increased needs of the modern woman must strike all who even in the most cursory manner make a comparison. Many factors have been at work to bring about this change, but the entrance of women into the world of business and into that of sport have been the chief causes. The modern manufacturer takes almost all need for sewing at home out of the hands of the 20th century woman and leaves her more time for healthful recreation.

The Summer Girl.

Almost all women go in for out door sports in some form or other in these days, and even before the snow is fairly off the ground in Spring many are wending their way to the golf links or are preparing for Summer outings. The dear, delightful Summer girl is totally a modern product and at no point can the contrast between the women of 10 or 50 years ago and those of to-day be greater than between the Summer girl of 1904 and her prototype of 1854.

Old-fashioned novels tell us how rigidly the styles of that time prevented girls from indulging in healthful exercise out of doors. Stiff stays, crinolines, many petticoats and thin shoes were not conducive to freedom of motion. Athletics for girls were unheard of, and the modern girl would have given somewhat of a shock to the people of that time.

Instead of being out on the golf links, or spinning along in a motor car, or either on or in the water, women then spent their time in doing interminable fancy work on shady piazzas, in reading novels or in idle talk, and not in the health-giving exercise that now take up so much of the modern woman's time.

From the hat she wears to her boot heel the woman who goes in for out door sports must be correctly attired. The cloak, the suit and the waist manufacturer, as well as the milliner, are all united in seeing that she is so in a comfortable and becoming manner, and at not too great a cost.

Motoring for Women.

Motoring is becoming extremely popular both in America and in Europe, and as improvements are made in motors and the price drops within the reach of many who cannot now afford them they will become more and more popular. Costumes for motoring are only in the trial stage as yet, and some of those worn have been both ugly and eccentric, but they are toning down now.

Clothes for motoring must be warm above all things, for even on a mild day the swift rush through the air brings a glacial coldness with it. Coats of suede, of leather, or of cloth with a chamois lining are recommended. Furs and fur lined garments are used for colder days. In warm weather that general utility coat, the rain coat, is pressed into service. Head gear, however, seems to give the most trouble and a veil of some sort both as a protector to the face and to keep the hat on is a necessity. Walking costumes with the skirt fairly long built of all wool tweeds or heavy frieze, are always smart for motoring.

Motoring should help the sales in the toilet department as it is a general practice with experienced motorists of the gentler sex to rub the face with cold cream, lanolin, or glycerine, etc., and then powder it thick before putting on the veil. This is to protect the skin.

Golf Costumes.

A golf costume is a necessity in the wardrobe of many women and it is requisite that it should be both smart and practical. Any trimming beyond stitchings and strappings is tabooed on golf suits and the skirts are just about ankle length. English, Scotch and Irish tweeds, homespuns, etc., make admirable costumes, but coverts, cheviots, mohairs and serges are all used. Linens, crashes, ducks, cotton suitings, etc., all make up into acceptable golf suits. Sweaters and knitted jackets are much used to complete these outfits, and when their utility is considered it more than accounts for their popularity. Very smart ones are in the form of Norfolk jackets, while others hug the figure closely, Jersey style. The variety of colors is great and there is no trouble in discovering combinations that match skirts and go with complexions. Shirt waists, too, are much used for wear on the gold links, and for this purpose the pretty unshrinkable flannels, such as viyella, orlwoola, etc., make both comfortable and useful waists. In cotton fabrics for waists the list is large. There are mercerized mattings, linens, cotton etamines and canvas cloths, cotton cheviots, madras cloths and many others.

Outing Dress.

For boating suits serges have always been considered leaders, either in cream or navy, but this year mohair

cloths such as panamas and lusters (always providing that they have been properly shrunk before making up) will give good satisfaction.

For the regular knockabout outing suit nothing can equal the luster and mohair fabrics if of fairly good quality. They give splendid wear, they shed dust and are practicably uncrushable; in fact they are an ideal material for camping and outing wear.

For tennis one may dress more daintily, and in many of the new cotton and linen voiles, poplins, bareges, etc., will be found the material for pretty tennis gowns.

If the vacation is to be spent anywhere near the lake or sea, a bathing suit will be indispensable, and for making them there is quite a choice of materials. Serge, alpaca, mohair or flannel are all good and inexpensive materials. Taffeta is chosen by some. A fancy handkerchief or cap is generally worn over one of oiled silk while bathing slippers with cork soles, and stockings, generally in plain colors, complete the costume.

No outing wardrobe for Summer wear is complete without a few lounging robes and kimonas. These garments are prettier and more popular each year and are more appreciated and sought after. Shirt waist suits will also be wanted and smart and dressy little gowns in the sheer Summer cotton fabrics that are so beautiful this season will have to be planned for Summer hops and other festivities. Millinery, whitewear, hosiery, neck wear, belts, etc., will all be needed and should all be brought under the notice of those who are preparing for their Summer outing.



Handling Summer Trade.

The number of families who spend either the whole Summer or a goodly portion of it at some Summer resort is increasing, and merchants should see to it that they get their share of the trade in materials for the Summer holidays. Surely when so many wants are to be supplied it is worth while to make a special display, to call attention to the fact that you have the goods and that it is not necessary to send to the mail order houses to get them. If your store is large and your clientele warrants it, a room display like that described in our last number would be a good method, but if not bring suitable goods to the front and ticket them as such in each department.

Nothing draws attention to goods like a little store decoration, and for this display branches of budding greenery and spicy fir would be most appropriate. These could be obtained at no great expense and would lead the imagination of your customers back to pleasant days in the open air.

Displays of this kind take not a little trouble and thought to plan, but they draw attention to the fact that you have the goods as nothing else can, and it is by displaying your wares that sales are made. Nowadays many people will not even take the trouble to ask for things. If they don't see just what they want they go elsewhere; but, on the other hand, they make purchases of goods they had no notion of buying just because they were brought to their attention by a tempting display. Impress upon your staff that lookers to-day may be buyers to-morrow, and as such should be treated with all possible courtesy. What you are aiming at is to get the people into your store and to make them feel at home there. Do this and if your goods are right you will not fail to make the sales.

The Man Who Succeeds.

Success in business is not to be reached nowadays in the easy-going methods that obtained a generation or two ago. Times have changed, and the people have changed with them. Push is the only thing that will carry a business ahead, and it is the liveliest pusher that gets there first. He must not sit down and wait for business to come to him. The chronic pusher, the dyed-in-the-wool hustler, he is the man that lets other fellows wait while he rushes ahead and pockets what they are after. What is the manner of his pushing? How does he do it? Well, in two or three ways, but here is one in which he puts implicit faith. As a general rule, the chronic pusher is a chronic advertiser. Printer's ink is the lubricating oil of his business wheels, and he never allows them to lag or creak for the want of it. He may pinch and economize in other directions, but he would look upon "cutting his ad" as only another phase of cutting his throat. Hard times and poor business are incentives to increasing his advertising rather than any argument to him for cutting it down — upon the principle that it needs more power to drag a cart up than down hill. It will pay the semi-occasional advertiser to ponder over the pusher's success, and he may possibly find in the cause of it some cause for the lack of his own.

UNITED STATES COMMERCE.

THE imports of raw materials for manufacture in the United States showed practically no increase in February, but the imports of articles partly or wholly manufactured to be used by the mills and factories decreased $2,000,000 from last year. Almost the same amount of goods ready for consumption were received last year. There is considerable significance in the falling off of cotton cloth exports. For the month they decreased from 50,512,164 yards to 28,423,792, and for the eight months they were only 171,340,436 yards, against 329,006,346 yards. During the same month British exports of piece goods increased nearly 4 per cent.

ESTABLISHED 1791.

Horrockses'

Longcloths, Nainsooks,

Cambrics,

India Longcloths,

Sheetings,

Ready-made Sheets,

(plain and hemstitched).
HORROCKSES' name on each sheet.

Flannelettes of the highest quality.

N B.—SEE "HORROCKSES" ON SELVEDGE.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.

THE YOUNG MAN IN BUSINESS

THE CLERK WHO BRINGS TRADE.

A CLERK'S value to his employer is not properly ascertained when measured by his ability to sell goods to those who enter the store. He is a poor salesman without this ability, and one who will be unprofitable to keep, but the clerk who cannot be done without, the one whose presence in a place of business means the most to his employer, is he who can not only sell goods but can also bring customers to the store.

In selecting the clerk too much importance is attached to experience. A salesman with ten years of counter work to his credit may be less profitable to the merchant than the novice who has yet to learn the difference between valenciennes and cluny lace, even though the older man has sound common sense and the desire to work.

Experience is valuable, and it is not the intention of this article to lessen its value. But instead of representing one hundred per cent. of desirable qualities it should be placed at about forty, and the remaining portion filled up with the ability of the clerk to draw trade. This refers more particularly to towns and villages, where the salespeople mingle with the townspeople, know everyone, and are known by everyone. In cities the drawing attractions of a good clerk, unless in a small store, are diminished by the fact that he is but one of a great number of salespeople, and the reputation of the store and price level of the stock are the all important characteristics.

Personal appearance, therefore, counts much, and if a clerk well and favorably known locally can be secured his services will be of the most value. A clerk with many friends is invaluable. His friends do business in the store where he is engaged whether he can wait on them or not. A nod or look of recognition, or an occasional endeavor to serve them personally is sufficient for them, and whether they consciously buy on account of the friendly clerk's presence or not, the fact remains that they will continue to do so.

With a knowledge of the amount of business he can bring his employer, the clerk should conduct himself in and out of business with a view to increasing his influence. If he has been brought up in or near the town his acquaintance with the people and individual tastes should enable him to so treat them as to bring them to the store. His old school friends should be remembered, the children, with whom he is on speaking terms, should not be neglected, and he should strive to extend his acquaintance.

One of the most telling ways of doing this is to enter heartily into local enterprises, such as games, clubs, societies, etc., and by working hard for their welfare become so popular as to be constantly before the minds of his fellow townspeople. The young man who throws himself into church work is sure to profit in other ways than from the good he will receive or do to others. The church man is favorably known and the class of trade with which he is brought into contact is of the very best. If he is truly desirous of drawing trade to his employer's store, opportunity is not lacking in the smallest village

That this trade-bringing ability is highly appreciated by many a merchant is evidenced by the desire of stores newly opened to employ salesmen who are well known in the locality. There are in many towns clerks whose only claim to recognition as valuable salespeople is their popularity, and the hold they keep on their customers. And yet they are usually the best paid, for their employers know that whatever store they work in will secure a great amount of business.

Of course all these efforts after trade must be more or less concealed. The public will not endure open soliciting but can be led with invisible ropes, or wheedled into anything. The clerk's work in this line is solely to make himself popular, to render himself so indispensable in some outside events or tasks that people will lean on him and come to feel that the business in which he is engaged is the better for having him.

Through these trade-bringing methods the clerk who is a little above the average can find an outlet for his ambitions. He will find that his sphere of influence can be ever widened and that his surplus energies can be fully employed. He will benefit his employer so much that his pay and his position will be above those of the salesman who is satisfied with trying to sell goods in the store, and considers his life outside as totally disconnected with the business.

CLERKS AND THEIR FINANCES.

ONE thing to be commended to the young man starting in business and especially to him who is serving an apprenticeship at a small salary, is the book of debit and credit. Many forget or do not know how, to strike a balance between income received and spent, and are constantly confronted with debt, which drags them down into poverty. Let the young clerk remember that it is always in his best interest to pay as he goes—to earn as he spends, and always to plan for a good margin on the cash on hand side of his account.

* * *

"GOOD men are in demand more than they ever were. The man who succeeds is the man who is not satisfied merely to do the work laid out for him, but does more."—William Ellis Corey, 37 years old, new executive head of the United States Steel Corporation.

"Make yourself invaluable to your employer; study his interests in every particular; apply yourself to your task to the best of your ability, and your merit is bound to be recognized."—Alfred H. Smith, 39 years old, recently appointed general manager of the New York Central Railroad Company.

"If a young man will devote himself conscientiously, with his whole soul to the work he has to do, his rise is as certain as that of the sun each morning."—George W. Perkins, 39 years old, partner in J. P. Morgan & Company, vice-president of the New York Life Insurance Company, and chairman of its finance committee.

UNDERWEAR

REG'D

TIGER BRAND

THE TIGER BRAND

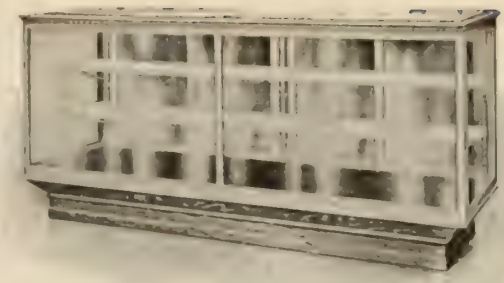
Samples of these well-known Goods are now being shown to the trade.

Elastic Rib, Unshrinkable,
Fine Worsted, Unshrinkable,
Plain Knit, Unshrinkable,
Fleece Lined, Unshrinkable.

Ontario	Quebec	Maritime Prov.	West
McCLUNG & BURNS.	P. de GRUCHY.	J. A. MURRAY.	BRYCE & CO.

THE GALT KNITTING CO., Limited.

GALT.



NO. 30 6 AND 8 FT.

DISPLAY CASE

This handsome Silent Salesman Case, 42 inches high, 26 inches wide, receding base, sliding glass doors, two finished wood shelves in hand-polished golden oak and with Plate Top Beveled, $5.75 per ft.; with double-strength glass top, $4.75 per ft. Boxed F.O.B. Windsor.

THE REID MFG. CO.
Detroit, Mich.

IMPERIAL JOBBING CO., Lock-Box 347, WINDSOR, ONT., Agents.

Write for Catalogue.

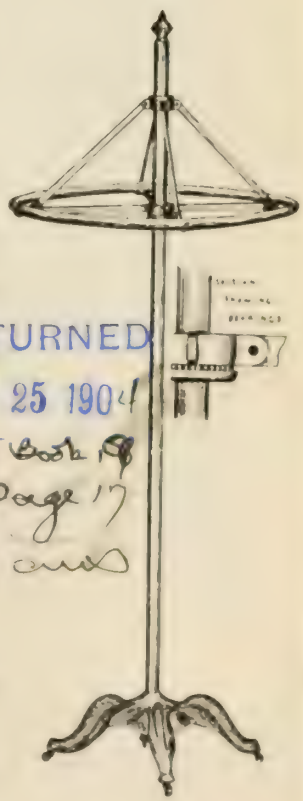
For Sale—Five comparatively new Show Cases with plain P.P. glass tops, mirror doors, three plate glass shelves, heavy D.S. front and ends, 43 inches high, 26 inches wide. All in every particular, same very cheap. Address the Imperial Jobbing Co., Lock Box 347, Windsor, Ont.

WE HAVE THE LARGEST AND BEST FIXTURE FACTORY IN CANADA.

Well, what's the result?

Why: we can give you Fixtures on shortest notice and give you the very latest.

Just look at this "Mantle Rack," mounted on ball-bearings. A child can turn it round with the heaviest load. It's made to beat them all, and for price, why: you simply can't get past it. Standard and Base in Black Japan, Ring and Fittings in Oxidized Copper. Carried in stock. Can supply one or one hundred Get our prices and ask for Catalogue.



The TORONTO BRASS MFG. CO.

98-100 LOMBARD STREET, - - TORONTO

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MAY 25 1904
Cut Book 8
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YOUR CHOICE.

"THE NEW IDEA MEN"

Will reduce or sell entire stock by powerful plans strictly honorable. You control stock, prices and expenses: we draw the crowds and keep up the interest until sold.

Will conduct any kind of sale you wish, but earnestly advise one of our Powerful "New Idea Sales" (independent of auction), which will obtain results that will far exceed your highest expectations.

Highest references including this and all other leading Trade Journals.

Correspondence confidential.

Write main office for terms.

State size of stock.

G. E. STEVENS & CO.

SPECIAL SALESMEN

..New Idea Salesmen .

ALSO

AUCTIONEERS

Who have Elevated Sale Proposition to High Standard Desired by Merchants

Main Office, 2134 Michigan Ave.—22nd St. Business Center
CHICAGO

Western Office, 212 Sansome St
SAN FRANCISCO

Eastern Office, 45 Leonard Street
NEW YORK

Phone, 2532 Brown Long Distance and Local

GOODWIN'S

PERFECT FITTING

STANDS

ARE USED THROUGHOUT THE

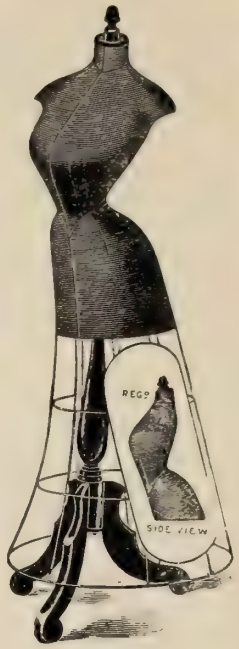
EMPIRE

THEY ARE KNOWN IN THE **TRADE** AS THE

STANDARD SHAPES

AND ARE

SMART, FASHIONABLE, AND NATURAL.



1904 MODL

SHOWROOMS
119 CHARTERHOUSE ST.

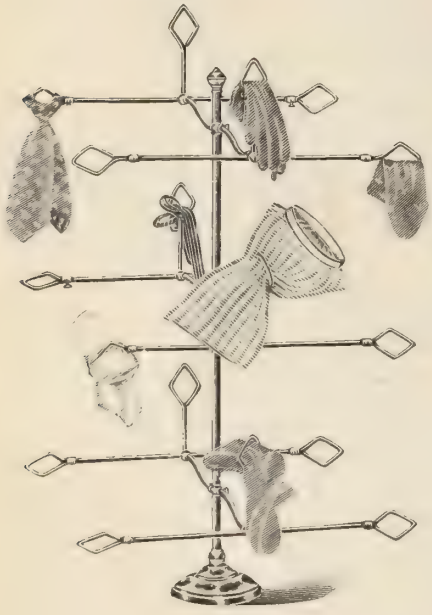
FACTORY
HATTON WALL,
HATTON GARDEN,

WRITE FOR LISTS

LONDON, ENG.

PRICE AS ILLUSTRATION, - - $4.00.
WITHOUT EPAULETTE SHOULDERS, $3.50.

GUARANTEED CORRECT FORM



No. 399.

They make you a better Merchant—that is, you sell more goods with them than without them.

But buy right.

We operate the largest and best equipped plant in the world for the manufacture of

Window and Interior Display Fixtures, Papier Mache Forms, Wax Figures, Triplicate Mirrors, Wall Mirrors, Stools, Show Cases—

Everything needed of this description.



No. 387.

SEND FOR SHOW CASE AND DISPLAY FIXTURE CATALOGUES—FREE ON REQUEST.

Hugh Lyons & Co.

LANSING, MICH.

CHICAGO SALESROOM,
238 MADISON ST.

NEW YORK SALESROOM,
679 BROADWAY.

WINDOW DRESSING

THE ART OF DISPLAY

INTERIOR DECORATION

BACKGROUNDS.

THE plain pine partition so long in use as a background is fast giving way to elaborate cabinet work and artistic treatment in many forms, in order that every spot which comes within the range of vision may reflect the firm's possession of a sense of the "eternal fitness of things."

Clothiers Lead the Way.

There is a strong tendency in the better class of clothing houses to back up their trims with elaborate quartered oak grills. Many of these come in beautifully designed patterns, with dados, scrolls, arches, pillars, and quaint designs.

Housefurnishers Follow.

The housefurnishing people are following close after the clothiers. Occasionally they go a little further in beautifying their windows by adding a side wall and ceiling effect of upholstered buns fastened with buttons similar to a sofa back. Both add quartered oak platforms, about six inches high, with the faces close to glass, bevelled, the edges trimmed with inch round stuff and the whole finished with piano finish. While every merchant will think twice before incurring so much expense, these accessories improve any establishment wonderfully and give a tone of prosperity and richness that must and does attract notice, comment and business.

Results Without Expense

To dodge the expense of quartered oak and upholstering and still have beautiful backgrounds, stretch heavy unbleached cotton upon frames that fit your window back from floor to ceiling, and with a common whitewash brush apply glue size mixed with a little gilder's whiting, to improve the surface. The size is applied to prevent the cotton from stretching or sagging. Now mix alabastine of any color desired and apply to the sized cotton with the same brush, applying the material evenly and leaving no bare spots.

Stippling.

To give the surface a stippled effect, oil a sheet of smooth manilla paper, lay it over the wet alabastine and rub down smoothly, allowing no air bubbles to form underneath, then take hold of the paper at the top and peel it off, pulling back and down. The peeling process causes a suction and raises the soft surface up into a roughened or stippled design, which dries quickly and looks very effective.

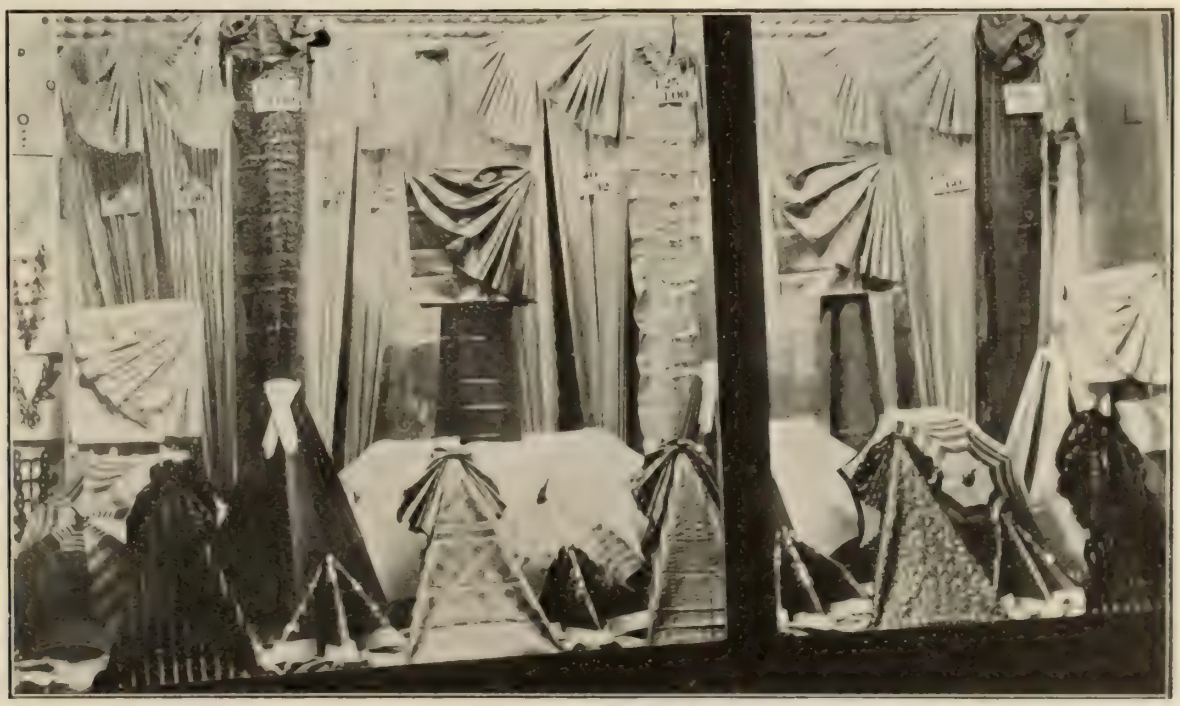


Illustration No. 1

Decoration of Panels.

So far each panel is of one tint only, with a stippled surface. To beautify the panels is largely a question of the ability or ingenuity of the decorator. A good plan

is to form the centre of each panel into a large diamond shape and using alabastine and brush fill in the diamond with a contrasting shade to the ground work. The following week, or for next trim, make the panels into a fine large oval and treat the same as before, making the border around the oval in fancy design, or make the oval fancy and the border plain. To ring in another change mark off the large panels into smaller ones like door panels, treating the small panels in darker tints than the ground work around them and reversing this order for the next trim. The expense of this process is merely nominal but the result is most gratifying.

Another Treatment.

Upon the stippled ground work arrange any design required, blocks, diamonds, ovals, panels, scrolls, etc., and cut these shapes out of fancy denims, cretonnes, or art sateens. Paste them in place with good flour paste. After the edges have been carefully smoothed down a neat border of half-round narrow picture moulding may be fitted like a frame around each square or design and tacked from the rear or attached with prepared glue in the desired position.

Onyx Paper.

A desirable and beautiful substitute for the denim, etc., is the marbleized onyx paper, which can usually be purchased from any dealer in wall paper. When the paper is smoothly applied and kept clean it is really handsome. When used with any of the soft neutral tints so readily procurable in alabastine, beautiful results are obtained.

Pillars.

The writer has been asked many times how to make or procure those beautiful pillars which so many of the

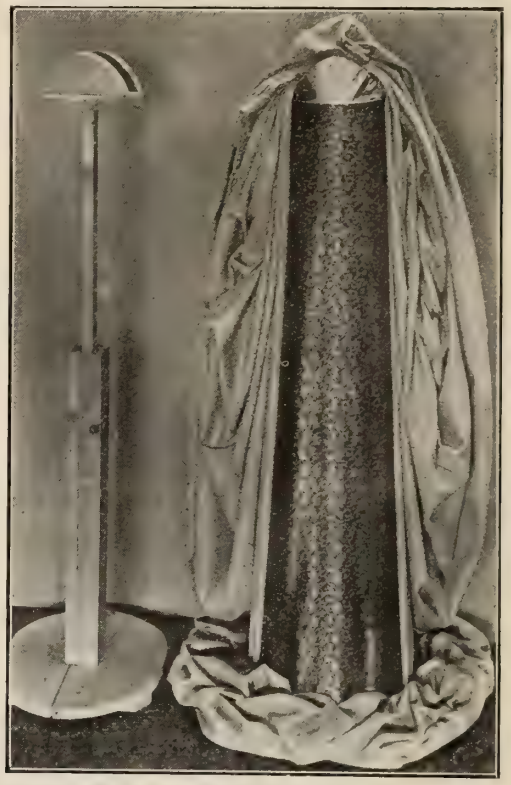


Illustration No. 2.

large American houses utilize in their window displays. This, like everything else, is easy when one knows how. The pillars are largely procured from the large daily papers at a nominal price, and are made of the wooden cores which come in the large rolls of white printing paper. These are four or five inches in diameter, about six feet long, and are sometimes given away for the asking. For cap and base nail circles or squares in graduated sizes to complete the pillar. Brush the caps with white alabastine and paste onyx paper around the pillar, and you have an inexpensive but beautiful marbled pillar suitable to set in any window trim. Set these pillars in the spaces between panels and spring arches from the one to the other, or use each as a pedestal upon which to stand a jardiniere of flowers, a corset bust form or shirt waist stand, and note the splendid result.

Elaborate Backgrounds.

For millinery openings or trims, when it is thought desirable to expend more time and perhaps money,



Illu-tration No. 3.

stretch over the wooden panels before mentioned tarlatan, white scrim, white fly net or bobinette. Over this attach fancy fret work or wood scrolls, puffed with cheesecloth. Upon the plain groundword of net pin wisteria vines as nearly true to nature as you can, always running them up but in different forms. After the groundwork has been treated in this manner attach to the vines buds or flowers in bright shades, and the result will repay you for all the trouble taken.

Borders.

With the exception of the last trim all the alabastine backgrounds require a border at the ceiling which can be readily prepared by the proficient decorator. The quickest way is to use a wall paper border that harmonizes with the groundwork of panels used. The next plan is to stencil a design with perforated tin such as painters use. But the handsomest and best way is to draw your own design and execute it in relief work by using modelers' alabastine, mixed rather thickly, and applied with a collapsable rubber funnel, with different shaped brass tips forming round, grooved or fluted effects (according to tip used) and resembling the candied decorations used by confectioners on fancy cakes. Mix only one funnel full at

Practical—Strong—Efficient—Sightly—Cheap



"Model" Complete.

Thousands of our racks in use and doing good work every day.
Place your orders early. The Spring rush is here.
Write for Catalogue "G."

THE "UNEEDIT" RACK

Appeals to Every Merchant and Clerk

This device is built along the same lines as the Model, but made heavier and stronger. No unfolding nor refolding of your stock Invaluable for showing **Tapestry, Chenille and Rope Portieres, Rugs, Table Covers, Buggy Robes and Piece Goods of all kinds.** Your stock will show no wrinkles nor folds when hung on the "UNEEDIT," but will hang perfectly straight.

Your Portieres will show to the best advantage, for arms may be swung in any position to get the best light. Occupies 46 inches space when closed. Arms are 38 inches long.

Price list same as Model.

WILL SELL CANADIAN PATENT ON BOTH RACKS.

STANDARD MFG. CO., Xenia, Ohio

SAMPLES MAY BE SEEN AT OFFICE OF

R. H. COSBIE, 30 W. Wellington St., Toronto, Canadian Agent.

Increase your Curtain Sales by showing them with the

IMPROVED MODEL RACK.

Saves enough Time and Space to pay for itself every day.

No dust nor dirt—for the dust curtain covers the whole rack.
No wear tear worry nor labor
Any child can operate it
Your whole stock always ready
Every curtain shown in front of colored background
Placed against the wall it occupies only 6x60 inches of space

	Naked Rack Plain Finish	Complete Rack Plain Finish	Complete Rack Nickel Finish
No. 1—Holds 24 Curtains,	$ 8.00	$10.75	$12.50
No. 2—Holds 50 Curtains,	12.00	15.00	18 00
No. 3—Holds 74 Curtains,	18.50	22.50	26.00

Complete Rack includes Dust Curtains, Display Curtains, back ground, Display Rod, Overhead Board, Etc.

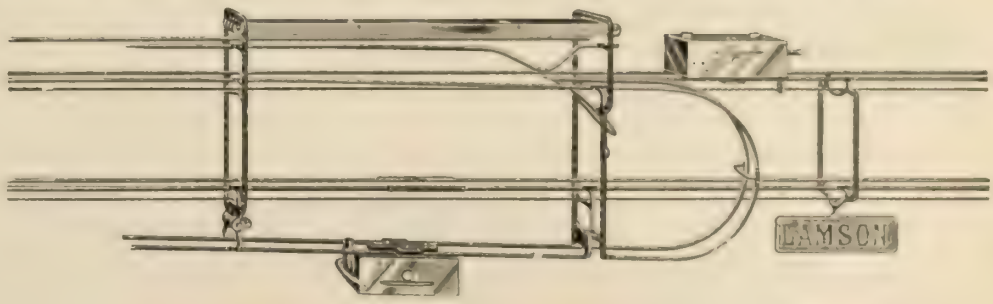


"Uneedit" Rack, Naked.

Lamson Perfection Cable Cash Carrier

Serves any number of floors from one cash desk.

Hundreds of users testify to its excellence.



Write for particulars . . .

FREDERICK C. CUTTING, - No. 73 Adelaide St. West, TORONTO, ONT.

a time, as it dries quickly. Clean out the brass tips with a stiff brush poked through them while being held under water.

Pillar Tops.

To add to the beauty of pillar tops, decorations can be applied in the same manner as relief work on backgrounds. The designs may be small, colored panels with white raised borders, striping, discs, waves, curves, zizzags, dots, angles, or any design desired. Even leaves and foliage can be made in this manner after the operator has had a little practice. To enhance the beauty of all relief work use a bottle of liquid bronze and apply the same by touching up with a small soft sponge.

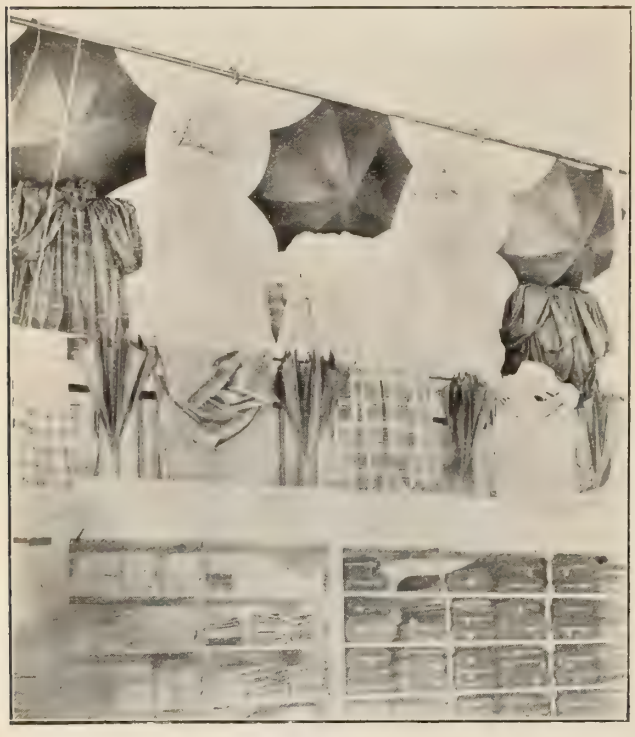


Illustration No. 4.

SILK DISPLAY.

(Illustration No. 1.)

Three large V shaped forms with an upright standard supporting their points are nailed to the back of the window at the ceiling. Immediately below each on the floor are fastened three similar forms much smaller in size. Silks are attached to the upper form first, leaving out sufficient to form a fan shaped top drapery, and are carried down and pinned to the lower form in tapering, fluted folds. The spaces between each form are closed with fine lace curtains. Pointed silk folds near the glass are draped over millinery stands, the goods being laid in pleats for top dressing. Between these silks are folded in cone shapes. In the second row silks are draped in spear-point designs, between which are three and five foot stands upon the top of which webs of satin are laid over a stock board and caught up in a fan drape. Opened fancy parasols fill in the spaces on the floor, which is covered with rippled silk.

WASH GOODS WINDOW.

(Illustration No. 2.)

Ceiling :—In the centre of the ceiling fasten a 9 inch hoop flat to the ceiling. Around the window top, 1 inch from the glass and walls, stretch a strong wire line, and pull it taut with pincers. With short ends of alternate light and dark shades of wash goods make a radiated design by fastening one end to wire line around ceiling, and the other end to hoop in ceiling centre. When finished cover the opening in the hoop with a sailor hat or fan.

Walls :—Cut barrel hoops in halves; nail each half-hoop to a strip of board 1x1½ inches thick and as long as the hoop's diameter. Nail these on the side wall and back of the window, six inches apart, and exactly half way between floor and ceiling, with the rounded sides forward. Four inches from the ceiling suspend ceiling poles at the rear and side of the window. Over these poles pin eight shades of wash goods; shirr full and carry down to window floor, gathering the ends into an hour-glass shape in the six inch spaces left between the projecting hoops. With darker shades of similar material proceed in the same manner for the diamond-shaped design, carrying the material over the projecting hoops and fastening to a screw eye on the window floor.

The encircling puffing may be made from the same material as was used for each section of background and is made by tying a string around the goods at intervals of 12 inches, and pulling the fullness out into a soft puff. This is pinned at 6 inch intervals and the balance of the web hung up inside or behind the projecting hoop. In the four inch space left between background and ceiling puff a contrasting piece of wash material to give the ceiling a handsome finished appearance.

DRESS GOODS DRAPE.

(Illustration No. 3.)

Over a similar stand to that illustrated in the cut place fancy silk. Then lay wide pleats of dress goods on each side of the stand over the silk. Catch up the out side pleat on each side and raise up, disposing the fulness on the top of stand.

LEDGE TRIM.

(Illustration No. 4.)

Upon a twenty-four inch shelf are adapted prints in fluted cone shaped designs alternating with dress goods in soft draped folds. Upon this is opened a sunshade, divided by cards of dress trimmings. The rail is trimmed with puffed silks and fancy dress goods, divided by parasols partly opened and tied to the rail.

Shingles that Stand Every Test

That's what you're sure of when you buy

EASTLAKES

They prevent fire, are lightning proof, can't rust or leak, and give perfect, durable satisfaction.

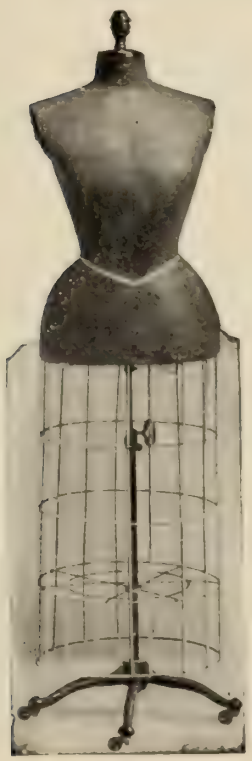
Made of steel, either galvanized or painted, and quicker and easier to apply than others.

TRY THEM—FOR YOUR OWN SAKE.

THE . . .
METALLIC ROOFING Co.
Limited
TORONTO MONTREAL WINNIPEG

YOU WILL PROMOTE YOUR OWN BUSINESS BY INSISTING UPON HAVING

THE
PALMENBERG
FORM



(Patented September 15, 1903.)

For Manufacturers and Retailers

It is made in latest shapes, absolutely correct in style and measurements and is constructed so that operators in fitting a garment over it can determine the exact position of the center lines by grooves in front and back which can be readily felt through the material of the garment which is being fitted.

Arm-hole caps are made exact size and shape of human arm so that the distance from waist line to armpit can be determined accurately.

Of course this form being the best made is also indispensable to RETAILERS for their store displays.

(Cork and Seat Made).

J. R. PALMENBERG'S SONS
710 BROADWAY, NEW YORK, U.S.A.
(ESTABLISHED OVER 50 YEARS)
Factory: 89 and 91 West Third Street.
Manufacturers of Paper Mache Forms, Wax Figures, Finest Metal Display Fixtures, etc.

Luxfer Prism Clear White Light

Do not forget that when we undertake to light your Premises

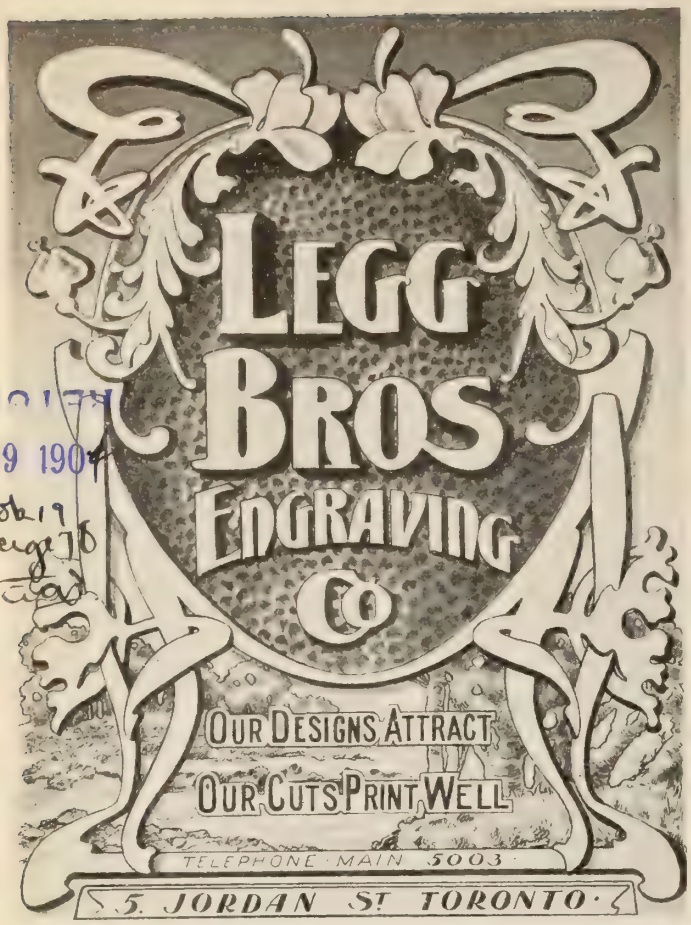
We do not do it by chance, but figure scientifically and correctly the angles to give the proper results.

A HOMELY ILLUSTRATION

The man from away back is satisfied with a pair of "Specs" at a quarter, but there is good value made to suit the eye, to the man who can appreciate it, at three to five dollars

The First-Class
Business Man
Uses
First-Class Fittings
Luxfer Prisms
Fill The Bill.

Luxfer Prism Co.
LIMITED
Toronto and Montreal.



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After the Fire

McLAREN & DALLAS

Boots, Shoes And Rubbers

Temporary Office and Warehouse—

13 Toronto St. and 2 Court St.

New Goods arriving every day, and **Sorting Orders** being filled promptly.

All orders for Leather Goods and Rubbers for **Fall Shipment** will go forward at usual time.

McLaren & Dallas

TORONTO

BE SURE YOU GET THE BEST

Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

See Name on Every Box.
Better value Cannot be Got.
Send for Samples and Prices.

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide.

"Paton's Cotton Twine."

Paton's Wax Machine and Sole Sewing Threads.

Paton's Tailors' Linen Threads, Unexcelled in Quality.

Paton's Super Machine Twist. The best substitute for Silk. Retains Color and Lustre under Damp and Heat.

"Milward's Sewing Needles."

SOLE AGENTS FOR CANADA. **GEO. D. ROSS & CO.** 52 Wellington St. West, TORONTO. 648 Craig Street, - MONTREAL.

BOOTS AND SHOES

ONE PRICE vs. MIXED LINES.

THERE is at the present time some disagreement among retailers as to the respective advantages of handling one-priced or mixed-line shoes. Of late in cities and larger towns have appeared stores confining themselves to one line, and a few departmental stores are inclining the same way. Many retailers, too, are selling only the one make of shoes and staking their reputation on that. The following reasons are given by each side in support of their method of doing business.

The mixed-price dealers say that they are able to carry a greater assortment of shoes of all grades, and it is a rare occasion when a customer of any class cannot be suited, whereas the store that sells only one-price shoes at, say $3.50 per pair, cannot expect the patronage of persons who customarily wear either higher or lower priced shoes. The one-priced store can sell only to persons wanting a shoe at that particular price.

A store carrying a mixed stock frequently carries a line of popular high-priced shoes as well as several grades of cheaper shoes, so that any customer may find just what he wants, from the cheapest to the best.

In a store carrying a mixed line, a good reliable clerk, who will show a customer just what he asks for will rarely lose a sale.

It is also claimed by the mixed dealers that there are so many one-price stores, each different from the other, that a prospective customer is as much confused is selecting a store as he would be in deciding between the several lines in a mixed store.

The mixed stores say that they are having no trouble to hold their customers.

The one-price stores claim, first of all, superiority. They say it is possible for a factory turning out only one grade of shoes to make them a little cheaper than a factory making a number of grades. Another point is, that the one-price manufacturer buys materials in much larger quantities and is, therefore, able to get a little advantage, not only in price, but in the selection of stock. It is claimed that the one-price shoes are better for the money, because the factory making only one grade devotes its best efforts toward making the shoe as good as possible in material, workmanship and finish. A factory making several grades cannot put their best workmanship into a medium-priced shoe, as they have to reserve it for their best grade.

It is said that the difference between the medium-priced shoe and the more expensive grade lies chiefly in the inside finish and that is of no real advantage, as it does not materially add to the shoe, either in wearing qualities or in comfort to the wearer.

The storekeeper can carry a larger stock of one-price shoes, thus affording his customers a larger variety of styles to select from.

The one-price dealers also say that their running expenses are lighter, as a customer knows the price of all the shoes, and is, of course, satisfied with the amount he is to pay or he would not have come into the store. Hence, there is no time lost arguing about price and the customer has no chance to become dissatisfied because a clerk has showed him a $5 or $6 shoe when asked for a cheaper one. For this reason fewer clerks are required. To illustrate this point, a manager in a popular one-price store stated that two of his clerks fitted and sold two hundred and eight four pairs of shoes in one day. In a mixed-price store, where twenty clerks are employed, the highest number of sales made by one man in one day was twenty seven.

In the matter of advertising, the one-price men say that they have a decided advantage, as they have but one line they can concentrate their advertising in a way that is impossible to the handler of mixed lines.

As the buying public knows the price and other details it is necessary only to push the point of "quality." The dealer handling several makes and prices of shoes necessarily must be more general, and his advertising loses in force.

A MAN AND HIS SHOES.

A CONVICT whose soul soared above his cell and whose sentence allowed him some spare time to himself, produced the following verses:

"How much a man is like old shoes—
For instance both a soul may lose.
Both have been tanned—both made right
By cobblers; both get left and right.
Both need a mate to be complete.
And both are made to go on feet.
They both need "heeling," oft are "sold."
And both in time will turn to mould.
With shoes the last is first; with
Men, the first shall be the last, and while
The shoes wear out before they're mended new,
When men wear out they're men dead, too.
They both are trod upon, and both
Will tread on others, nothing loath
Both have their ties and both incline,
When polished, in the world to shine.
And both peg out—and would you choose
To be a man or be his shoes?"

RECIPROCITY FOR SHOEMAKERS.

NOT satisfied with their present trade with Canadian dealers, the shoe manufacturers of the United States are coming out strongly in favor of reciprocity with Canada. The intense competition in their own country makes the Canadian market very desirable. They recognize the possibilities of the shoe business on this side of the border and are making strenuous efforts to capture a large share of it. At the present time with an annual importation of over seven hundred thousand dollars worth of shoes, many manufacturers in the United States depend largely upon our market. The influx of 125,000 emigrants last year, 67,000 of whom came from the States, has opened the eyes of the Yankee manufacturer to the increased demand for shoes that will arise year after year.

The New England Shoe and Leather Association, at a meeting of the directors of that body, the largest of its kind in the United States, unanimously passed the following resolution :

"Resolved, That the New England Shoe and Leather Association reaffirm its former action in favor of reciprocity arrangements with Canada, whereby the products of our factories may be admitted to that country without duty, in exchange for similar concessions on Canadian made goods, and that the association is heartily in favor of reconvening the joint high commission for the purpose of negotiating such a treaty, or for taking such steps as will bring about this result in any other manner."

SHOE NOTES.

Canadian dealers in United States rubber goods have been notified of an advance in rubber footwear of from 7 to 10 per cent.

Belgium is greatly exercised over the increasing importations of Yankee shoes, and the native factories are petitioning the Government to impose a prohibitive duty.

The Roehr shoe factory, Waterloo, has been sold to Mr. Valentine, Point Levis, Que., and a new shoe business will be commenced. New machinery is to be installed and thirty hands employed at the start, the number increasing to forty before the end of the second year. Operations are to commence about June 1st. This will be the eleventh shoe factory in Waterloo county.

Williams, Limited, boot and shoe manufacturers, Galt, Ontario, are proposing to commence the manufacture of felt boots in addition to their present business. William Silver, Jr., superintendent of the Rumpel Felt Factory, Berlin, has entered their employ and will be put in charge of the new factory. Waterloo county has already three felt boot mills, said to be the only ones in the Dominion.

AFTER THE SHUTTERS ARE UP.

Another Fish Story.

This one is told by ex-President Cleveland about a shop-keeper in a town visited by the ex-President last summer on a fishing excursion.

"For the purpose of advertising fishing-rods which he had for sale, the shop-keeper had a large rod hanging outside his shop, with an artificial fish at the end of it. Late one night a townsman who had been dining a bit too well happened to see this fish. He looked at it, then went cautiously to the door and knocked gently.

"Who's there?" demanded the shop-keeper from an upper window.

"Sh-h! Don't make a noise, but come down as quietly as you can," was the reply.

Thinking something serious was the matter, the man dressed and stole down-stairs.

"Now, what's the matter?" he inquired.

"Hist! Pull your line in quick; you've got a bite!" admonished the bibulous one. New York Times.

* * *

Economy.

The Husband. "What! You don't mean to say these furs were three hundred dollars?"

Wife. "Yes; but I'm to be very careful of them. In fact, I ordered another set for only a hundred, so as to keep these for best." Life.

* * *

Father B—— was a very popular man in the old border town, W——, up in Northern New York. Beloved by Protestant and Catholic alike, he lived a contented life among his people and his books.

At the time of the miners' strike, when the price of coal was soaring, the good Father discovered that the coal supply of the church was practically exhausted and there was no money in the treasury to purchase more. Accordingly he announced that he intended taking up a collection for this purpose, and taking a plate, after his sermon, he went up and down the aisles, giving everyone a chance to contribute.

Much to his surprise, as he extended the plate towards one "old son of the sod" he was given a shrewd smile and wink instead of money. The Father, however, thought this meant that Patrick was not prepared to give that day and would do so later.

Not securing enough money at this time, the following Sunday he made another collection, paying particular attention to those who had not given the previous time. Coming again to Patrick, he was greeted in the same manner. Meeting him on the street a day or two later, the Father said, "Patrick why did you not help us last Sunday?"

"Ah, that's alright, Father, it's alright, an' I niver'll say wan wurd."

"Why, Patrick," said the mystified priest, "you'll not say a word——"

"It's alright——"

"What do you mean?"

"Ha, Father," said Patrick, pulling his forelock, "beggin' yer pardin, sor, but don't yer think I know that th' church air het be stame?"

* * *

A steamer was stopped in the mouth of a river owing to fog. An old lady inquired of the captain the cause of the delay. "Can't see up the river," replied the captain.

"But I can see the stars overhead," continued the old lady.

"Yes," said the captain gruffly, "but until the boiler bust, we ain't a-going that way."—Lyre.

* * *

"We are told that salvation is free," said Mark Twain while chatting about religion a few days before he sailed for Italy, "but I think few realize the fact as thoroughly as a good old soul who lives near my Summer home at Elmira. She told me not long ago that she had enjoyed religion for fifteen years at a cost of but 10c. 'And,' she added, 'it would not have cost that much, but I went to a church sociable and did not know that they charged for ice cream.' "

The Original and Only Successful 10c. Pattern

THE BULK OF THE MIDDLE CLASS TRADE IN ANY TOWN MEANS FORTUNE to the Drygoodsman who holds it. You can gain this by selling

The New Idea 10c. Pattern

the most reliable Paper Pattern Manufactured. You can retain it because your customers will be pleased realizing that the purchase of **an absolutely** first-class paper pattern at such a low price is

A Genuine Bargain

Naturally they will look for more. Then it's up to you.



We start the ball rolling and help keep it moving with the most attractive advertising matter ever devised for the drygoodsman. If the standard of excellence is as high in your other departments **Fortune is Yours.** Let us tell you more about it.

THE NEW IDEA PATTERN CO.

Home Office: 636-638 Broadway, NEW YORK CITY.
Western Office: 232-234 Fifth Ave., CHICAGO, ILL. 202 Board of Education Building, St. LOUIS, MO.
Canadian Office: 50-52-54 Bay St., TORONTO

THE WATSON FOSTER Co LTD MONTREAL.



RETURNED
MAY 11 190
Cut Booth 18
Page 74

THERE ARE OTHERS—BUT THIS IS THE WALL PAPER WHICH IS BRINGING PRACTICAL RESULTS. THE PEOPLE LIKE IT. THE WATSON, FOSTER COMPANY MAKE IT.

MAY '04

WALL PAPERS



CARPETS.

HINTS TO THE SALESMAN.

LAST month suggestions were made that were intended to assist the carpet salesman by informing him how best to show a carpet to a prospective customer, how to take advantage of the best lights, and the little tricks that, while in no way deceiving the customer, bring the goods out in the most favorable way, thus helping to sell them. In addition to these pointers, which every salesman must know to be as successful as possible, there are certain rules which must be followed in the handling of the carpets and of the customer.

When a salesman selects from the shelves a certain roll which he intends to show the customer he usually, with a knowledge that it will not hurt the roll, simply gives it a pull and lets it fall to the floor. The jar is exceedingly disagreeable to the majority of people, and there is a disregard shown by the clerk for the goods that tells against the impression the roll will have on the customer. Tasty, attractive patterns are associated in his mind with careful handling. This may seem a trivial matter, but it is more important than will appear to the salesman, as each point, however small, counts in the end. It is an easy matter for the clerk to ease the fall of the roll so that the jarring thud is avoided and a care in handling observed.

Before commencing to show the carpets the salesman should obtain all the information he can as to the use of the room in which the carpet is to be laid, the light, the color of the wall paper, etc., or if the customer has decided views, these should be obtained. By this means a great deal of time and labor is saved, and the customer has less worry in looking at patterns and colors entirely unsuitable and unattractive for the purpose. A salesman with any of the instinct necessary to his position will quickly discover whether suggestions on his part are acceptable or will be resented. Two faults common to two class of salesmen are, obtrusiveness and almost impertinence in offering suggestions, or a carelessness in attending to the wants of the buyer. The former is the worst of the two and will, without fail, drive the customer away, the latter creates a bad impression of the business methods of the store but may not spoil that particular sale. If a customer shows an indecision, a carefully-worded, quietly-given suggestion will be appreciated, but it should not be insisted upon, as tastes in carpets vary as in little else. With the higher class of trade a strict attention to business, with none of the "clerky" talk which characterizes too many transactions is the proper thing. This trade, as a rule, knows exactly what it wants and has as good an idea of what is suitable as the salesman. However, in every case let the clerk show by his care in waiting on the customer that he is prepared to render all the help desired. This willingness can be shown without a deal of talking.

And above all things don't contradict. The customer who expresses a certain opinion about a carpet does not care to have his opinion opposed or even corrected. Ideas as to quality and respective durability may be corrected quietly if they are radically wrong, but great care must be exercised even in this. Questions as to colors and pattern should be left entirely to the customer—at least questions where taste alone enters.

The salesman cannot know too much about carpets. Only by having an accurate knowledge of the goods can he intelligently wait on a customer. He must be able to explain the beauties or advantages of every make, and of all kinds of patterns and colors. No ignorance should be apparent to the customer, but it is far better to acknowledge ignorance on a disputed point than to answer haphazard. Misrepresentation is sure to happen, and that is fatal to any business. It is not a difficult matter to pass off a tapestry for a Brussels or a Wilton for an Axminster, on certain people, but it will be discovered in time. The concealment of defects is in the same class of error. As mentioned before, there are ways of showing a defective carpet which will conceal the defect even if it is laid in the room. Defects that count should always be drawn to the attention of the customer and the circumstances explained. In a majority of cases these small defects can be shown up as of little consequence and a small reduction will be sufficient. Full price for a defective carpet means a customer lost.

Many salesmen make for themselves an unnecessary amount of labor and spoil their chances of making a sale by showing too many rolls. Carpets should be shown slowly and carefully, sufficient time being allowed for the customer to fully appreciate the beauty of each roll. If he is satisfied, or a little talking can make him so, cease showing, as any further patterns will but serve to confuse

him and unsettle his choice. A rapid succession of patterns and colors wearies the eye, and less satisfaction is felt as each roll succeeds another. The more quickly a customer is pleased the better he is satisfied. If a roll seems to suit him fairly well allow it time to show itself and add a word or two concerning it. If two or three patterns are liked don't continue showing in the hopes of finding one that is unconditionally accepted; instead, place the two or three chosen rolls near each other and let the customer select. And as soon as one is selected immediately roll the others out of sight.

SHERBROOKE'S NEW INDUSTRY.

IN the superior court the liquidator of the Dominion Carpet Co., Sherbrooke, Que., made application for authority to sell the property to Mr. H. A. Moore of Worcester, Mass., and the application was granted.

The agreement is that the city withdraw its claim and action to set aside the discharge of the mortgage held by the city as security for the fulfillment of the contract and the buildings and plant are to be exempt from municipal taxation for a term of five years. In consideration of this Mr. Moore is to pay the city $2,186.16, the arrears of taxes on the property, to pay the costs incurred by the city in connection with its claim and action (now amounting to $566.80), and also to hold the city harmless against any demand for costs or damages on account of such claim and action by the liquidator of the company. He is to continuously employ during eleven months in the year not less than fifty hands, not including officials, to whom there shall be paid not less than $25,000 per annum. As security for these provisions and that the industry will be carried on for at least ten years, Mr. Moore has to bind himself personally and give a surety to the satisfaction of the city to the extent of $10,000. If he fulfills these requirements, however, he is to be refunded $2,000 each year that he does so. Thus at the end of five years the city will have received nothing but the costs above mentioned. The price offered for the factory is $25,000. The by-law has passed almost unanimously.

The original contract in connection with this factory was made between the city and the Dominion Brussels Carpet Co. in 1899, under which the corporation gave the company a bonus and exemption from taxation. The company afterwards sold out their property and factory to a new company organized in England under the name of the Dominion Carpet Co., Limited. Neither of these companies complied with the terms of the contract with the city, and the latter company not long ago was placed in liquidation.

Boston papers announce that Boston, New York and Worcester capitalists are interested in the new company to the extent of $150,000, and state that Wilton and Brussels carpets are to be manufactured. The industry is to be started in Canada on account of the high tariff.

JAPANESE MATTINGS.

AFTER interviewing several importers of Japan mattings as to the condition of the trade, the American Carpet and Upholstery Journal publishes the following as an epitome of the replies :

The farmers of Japan planted about one-third less matting rush this year than last, owing to a decrease in the demand for Japan mattings.

The effects of the war will depend upon the success of the Japanese army. If it is necessary to call out the reserves, many workers will be taken from their looms. Those who do not go into the army will be obliged to work in the fields to produce food stuffs.

The consensus of opinion is that Japan mattings will undoubtedly command higher prices during this year, and that deliveries are likely to be irregular.

At the present time the market is decidedly firm, with a marked upward tendency. No stocks are to be had in the Kobe market. Such goods as are offered in stock mattings are in the hands of dealers, not manufacturers. The latter have practically all been cleaned out.

In view of these conditions, it is safe to predict that prices will be higher, or at least absolutely firm until present stocks are exhausted. The future depends greatly upon the length of the war.

ADVANCE IN BRITISH CARPETS.

AT a meeting of the Brussels manufacturers of the Brussels and Royal Axminster Manufacturers' Association of Great Britain, an advance of 2, 3, and 4d. a yard on Brussels and Wilton carpets, according to quality, was decided upon. Mr. G. Marchetti, of John Crossley & Co., Limited, was elected president. At the meeting of the Royal Axminster section it was decided to make no alteration in the prevailing prices in that kind of carpet.

This means that prices for next Spring will be higher in Canada. A great part of the Brussels and Wiltons used here has come, heretofore, from England, but at the end of this year, in addition to the Guelph carpet mills which have been manufacturing these for some years, there will be two other firms, one in Ontario and another in Quebec. Prices will not be affected for Fall except in cases of direct buying, as the wholesale buying has already been done for that season.

CARPET NOTES.

The Windsor Ont., board of trade is in communication with representatives of a carpet establishment of Birmingham, England, with a view to having a branch established at Windsor.

The bursting of a steam cylinder in the Guelph Carpet Mills blew out the windows in one of the departments and slightly injured one man. The Brussels department alone was affected, and little time will be lost in the repairs.

WALL PAPER.

THE SAMPLE BOOK.

IN the majority of stores the salesmen consider that the only way open to them to display wall paper to a customer is by means of the sample book. A small stand is kept in a convenient, well-lighted position and beside it are the sample books ready to hand. A customer states the price he wishes to go, and possibly the room for which the paper is being bought, and the salesman simply selects a sample book, throws it on the stand, and proceeds to show its contents. Seldom does it enter his head that there are better or even other ways. If that is not the use of sample books, what are they for?

As a matter of fact the sample book need, and should, seldom be called into service. It would have been far better for the trade had they never been introduced. At the present time in spite of the prevalence of this method of showing goods, the first class wall paper stores do entirely without them. It may occasionally be found ex-

GEO. H. HEES, SON & CO., Limited

We are manufacturing a great variety of

Muslin and Bobbinet Ruffled Curtains

in Arabian, Renaissance and other popular styles.

These goods are always saleable, and, as changes in styles are never radical, they are safe goods to stock, and, besides, they afford the retailer large profits.

Lace Curtains

in prices all the way from 20 cts. a pair to $20.00 a a pair. Also

Lace Door Panels

in all grades and qualities.

We carry in stock ready to deliver an immense quantity of the above goods.

GEO. H. HEES, SON & CO., Limited

71 Bay Street, TORONTO.

pedient to bring into use the book of samples, but this occurs only when a customer demands it, on account of having a perfectly definite and settled idea what he wants, such as he will have if looking for a sample to match a paper already in use.

In nineteen cases out of twenty the rolls themselves should be shown. For this purpose a permanent rack about six feet in height and of as great a width as is convenient should be built where the light falls squarely on the front of it. The width should be great in order to allow several rolls to be shown together, in order to make a choice between them. A little trough at the back of the top will hold the roll, while four or five feet hang over the front.

After serving a few customers by showing the rolls, the salesman will be thoroughly convinced of the advantages of this method, and if he has the interests of his employer at heart, rather than a sole idea of saving himself a little work, he will never return to the sample book. No sample a foot and a half or two feet long does justice to the pattern or coloring, and the customer has little idea of how the paper will look on the wall. The appearance of a five-foot strip hanging over the rack can be readily grasped, and when another strip of the same pattern is placed beside it and matched, there is no doubt as to its beauties or defects.

By this method of showing the salesman is called upon to display many less samples, and the customer is more quickly and better satisfied. The hasty turning over of the leaves of a sample book confuses and unsettles, and far more difficulty is encountered in making a selection. The two or three previous choices are forgotten because out of sight, while with the rolls, they are placed side by side and a final selection easily made. Sales can be made from rolls that would be lost if the sample book were used, and there is no chance of the customer being disappointed when the paper is put in place.

AN ENGLISH DECORATIVE CLOTH.

A NEW decorative cloth, says an exchange, has been lately introduced in England. The canvases of coarse texture in use hitherto served well on the walls of large halls or staircases, but for spaces of a more confined area a texture of a different kind is desirable. This is met by the new crush and buckram cloths. They all have that manifestation of being a woven fabric which is not to be imitated in paper. At the same time the surface is sufficiently smooth to prevent the accumulation of dust, which is one of the drawbacks of a coarser material. An immense variety of agreeable colors is available, and the artist and decorator can, therefore, obtain any kind of ground which he may seek in order to apply stenciling or other decoration. For ceilings and places where a colored ground is unnecessary there is a white buckram. It should be noted that the colors are not dyed. Pigment colors are employed, and the cloth itself is consequently suitable for covering walls. The hanging is not difficult, and the cloths are supplied in rolls. A thicker paste than is used in papering is sufficient.

AN UNFAIR DUTY.

A CORRESPONDENT directs our attention to a grievance in the wall paper trade. He writes: "I wish to direct your attention to the uncalled for and most unfair duty of 15 cents a pound that has been placed on wall paper sample books, at least on part of them, I should properly say. The duty itself is an excellent one as regards the books sent broadcast through the country by the jobbers on the other side of the line, but I think it is very unfair that a dealer who buys from one of the manufacturers and pays 35 per cent. duty on his goods, should be charged fifteen cents a pound for three or four sample books made up from the exact patterns and designs that he imports. In the smaller towns the average dealer cannot procure the facilities for putting these books together and consequently asks the manufacturer to do it for him so that he can show his goods to better advantage. I think if the wall paper dealers sent a deputation to Ottawa and put the matter before the Government they could procure a new ruling to govern the case. Say for instance that a limited number of sample books coming with a bona fide purchase of say $10 or over and which are shown to be and sworn as being only the same designs as said purchase, that they should come in free or as wall paper with a duty of 35 per cent. This would only be just and fair and I am sure that Canadian manufacturers would not object in the least to such a ruling. I have no doubt but that all dealers will agree with me on this matter as it means a duty of five or six dollars extra on the cost of their paper at the present rating."

CHINA AND GLASSWARE.

CREPE PAPER IN THE WINDOW.

MANY of the backgrounds suitable to other displays cannot be used with china and glassware. Something delicate seems to be required and oftentimes the window dresser is in a quandary as to what he can use that has not already been done to death. In crepe paper he will find the novelty he wishes, and one that will provide him with lots of scope for decorative planning.

On next page is shown a successful window in which crepe paper has been employed. The material used consisted of 20 rolls, an amount that would vary according to the size of the window and the plan adopted.

The back of the window was covered with a yellow crepe paper. Over this background, at top and back of window, plaited crepe paper is draped, the folds or plaits dropping perpendicularly. For this a large yellow poppy design of decorated crepe paper was used, lined with plain yellow, one inch of the latter being allowed to show. Festooned with rope and four green tassels made of crepe paper.

Around the top (sides and front) the same design of decorated crepe is tacked on straight (without pulling), forming a very pretty border. In each of the corners

WALL PAPER

This month's sales will show the lines you are short of; don't delay sending us your

Repeat Orders.

We will make immediate shipment. Our assortment is good now, but daily deliveries are cutting down the selection.

STAUNTON'S Limited
TORONTO S CANADA

DOWN COMFORTERS
WOOL COMFORTERS
COTTON COMFORTERS
BED PILLOWS
WHITE CUSHIONS
COSIES, MUFF BEDS, etc.

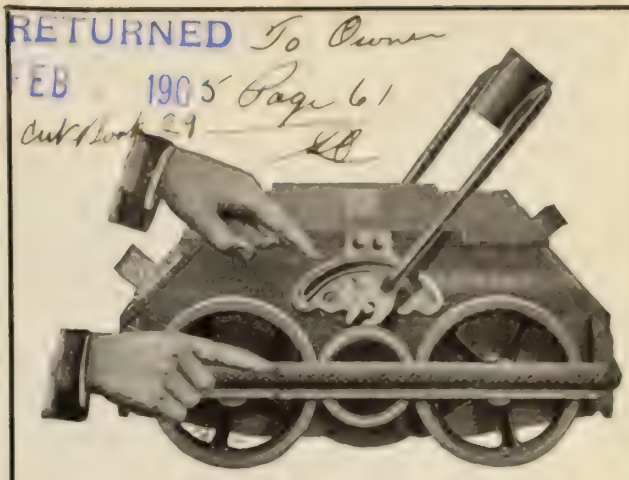
FANCY CUSHIONS.



FANCY COSIES.

PRICE LIST ON APPLICATION. FEATHERS BOUGHT.

THE TORONTO FEATHER & DOWN CO., Limited
74 KING ST. WEST, TORONTO



ADDITIONS TO THE FAMILY

To increase is to prosper. To stand still is to deteriorate and eventually die. This applies to our family, which originated and was founded on a substantial basis. First came "Roller Bearings," next our "Steel Handle Ferrule," followed by the "National Way" of packing sweepers in cardboard cartons. Each one of these features has added to efficiency, practicability and salability of

"NATIONAL" ROLLER BEARING SWEEPERS

1904 has brought two new offsprings to the "National Family"— the "Anti-Tipping Device" and "Brush-Releasing End Band Device"—both patented. Their birth has been well fostered—they will stand the test of time—live, thrive and proclaim their superiority over any other yet devised. They are "National." *How could they do anything else?*

NATIONAL SWEEPER COMPANY,

MARION, INDIANA.

Canadian Branch:

45 Colborne St. - Toronto.

half a fold of crepe (cut lengthwise) is bunched at top and tacked, then stretched to the bottom and again tacked, forming a pillar effect.

The brackets are made of ordinary boards, the top pieces six inches square, nailed on a piece six inches by twelve inches. This is covered with green crepe paper and finishd with a rope border on edges.

The bottom of the window is covered with plain yellow crepe, the decorated border being cut from a fold of decorated crepe and laid around the edges.



CURTAINS AND DRAPERIES.

TAPESTRY WEAVING IN AMERICA.

GOBELINS tapestries, which have, since their first introduction, been connected in all minds with the Gobelin works in France, have been manufactured for five years on a small scale, but with considerable success, in New York. Wm. Baumgarten, of New York, some years ago, conceived the idea that Gobelins tapestry could be produced in America and made to pay. Following out his idea he engaged a weaver in the Gobelin factory, and brought him, with his wife, daughter and three sons from Aubusson, France, to Williamsbridge. The start was made with one loom imported from France, and the yarns to be used also were brought over. Only a few years previously an attempt to establish a similar industry in England under royal patronage had failed, and a like result was confidently predicted for the Yankee concern.

Nothing daunted, however, the dyeing was commenced with a few small kettles in a cellar, and the result awaited with considerable anxiety. The first piece was a chair covering, and the production was satisfactory. With a view to branching out, some native female labor was tried, though with misgivings. But they soon proved themselves capable of undertaking the work and the industry is being enlarged by adding more hands as the demand increases.

The method of manufacture is precisely the same as that employed in the Gobelins works. The same looms

Be Sure They Bear the Label
"PURITAS"

All "**Puritas**" **Cotton Comforters** are guaranteed to be as represented on the tag, or money refunded. For sale by all leading jobbers, or direct from the manufacturers.

The Alaska Feather & Down Co., Limited
Montreal and Winnipeg

Hamilton Cotton Co.
HAMILTON.

We are now manufacturing a complete range of . . . .

CHENILLE CURTAINS
AND
TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent
W. B. STEWART
27 Front Street West, TORONTO

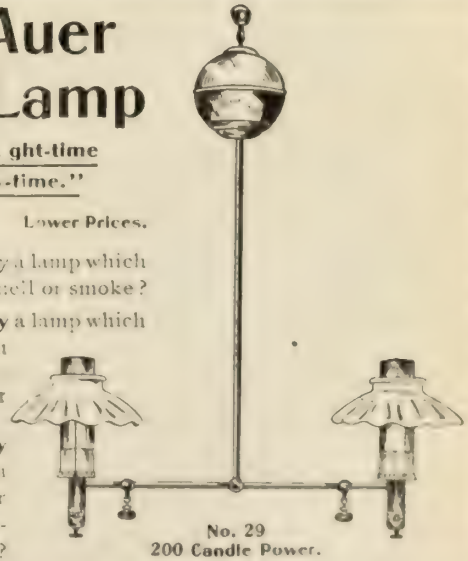
The Auer Gas Lamp
"Turns night-time into day-time."

New Models. Lower Prices.

Would you buy a lamp which doesn't smell or smoke?

Would you buy a lamp which will save you half your expense for coal oil?

Would you buy a lamp which shows your goods in daylight colors?


No. 29
200 Candle Power.

Would you buy a lamp which you can return, for full price, if you don't like it?

That's the kind of a lamp we make.

EVERY LAMP GUARANTEED

Write for our Catalogue and Discounts.

AUER LIGHT CO., 1682 NOTRE DAME ST., MONTREAL.

and handwork are used and the yarns are handled in the same way. The workman imported from France is possessed of the old secret dyeing processes that have been connected with the French works since their commencement, and this man himself attends to all the dyeing. It is said that the productions are entirely worthy of the famous mills, and are favorably treated by artistic people.

CARE IN DISPLAYING CURTAINS.

MANY a sale is lost in the curtain department by the lack of interest the window dresser takes in the stock shown there. Very few exclusive curtain windows can be used in the regular way, but a bargain sale in this line affords an opportunity that should not be allowed to pass. A large department store recently devoted five windows to displays of curtains that were offered at reduced prices. Starting at the cheapest grade each successive window contained a better class of goods, and nothing but curtains was shown. At another time the same store threw the same five windows into one, and used the space for a very striking display of house furnishings, consisting of rugs and mats, curtains and draperies, and art furniture. The curtains and draperies were the most important feature and were shown up well with a studied carelessness. They were thrown loosely over chairs, easels, racks, tables, etc., and hung along the back. On the more important pieces of each variety were pinned neatly printed cards telling the name of the material or style. With all the apparent carelessness each piece was draped in its most effective way, and delicate colors were used. Over many of the draperies were hung lace curtains, a good method of showing both up.

At this season of the year some merchants make a practice of introducing curtains in almost every window, an agreeable background being thus provided, and a good advertisement obtained. A rug window with the rugs slanting down to the front corner from the top back, had lace curtains strung between each. One of the very best window schemes is to bend a thin strip of wood out into the window from the back about two and a half yards up, making the radius of the half circle formed by the hoop equal to or a little less than the width of a curtain. From the centre of the diameter between the ends of the hoop, run wires out to the hoop and from these suspend the curtains. They can either be gathered back near the bottom or left to hang straight.

For the room or section where the goods are sold there is merit in the suggestion offered by a firm that a model window be built and placed on rollers. Over this is placed the curtain and in this way the appearance of both sides can be shown just as it is when hung at home. Draperies also can be effectively shown in this way.

It is an excellent idea to display lace curtains over a dark background as only in this way does the pattern and weave show up with proper distinctness. A wooden frame filled with black velvetine or goods of a similar description is useful to throw curtains over.

CARPETS

DOMESTIC and IMPORTED
CARPETS, RUGS and SQUARES,
LINOLEUMS and OILCLOTHS,
JAPANESE and CHINESE MATTINGS.

IMPERIAL CARPET CO.,
11 Front St. East, - TORONTO.

Owing to increase of business it has become necessary to move into more COMMODIOUS PREMISES, and after May 1st our address will be as above.

LETTER ORDERS GIVEN PROMPT ATTENTION.

A.R. BURROWS & CO.

—Manufacturers of—

Rug Fringes,
Carriage Fringes and
Carriage Dusters

GUELPH, ONT.

Write us for Samples and Prices.

JAPANESE GOODS.

E. Orth & Co.

YOKOHAMA.

E. S. HASSBERGER, Sole Agent, 10 St. Helen St. MONTREAL

Echizen, Kawamata and Kaga Silks, Silk Kimonas, Dressing Jackets, Dressing Gowns, Embroidered Quilts, Table Covers, Beadspreads, Curtains, Doilies, Quilted Petticoats, Smoking Jackets, etc. Samples of all lines. Telephone Main 3025

CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

TORONTO FIRE

Debenham, Caldecott & Co.

Toronto

beg to inform their friends that they have taken offices, temporarily, **509 Carlaw Building, Wellington Street West,** where they will carry a select stock of Silks, Ribbons and Linings.

We shall be pleased to see our friends at this address until we can complete our future arrangements. We tender best thanks for expressed sympathy from our many kind friends.

Travellers now on the road with a complete range Fall Samples.

"Old Bleach" Towels



MD20—Water Lily

Towels that last a life time.

Ask to see the highly artistic series of Damask Towels—the

"Daisy," "Water Lily," "Poppy," "Shamrock."



K13 Lily

London, England, Branch, Honey Lane Market, Cheapside, E.C. New York Branch, 101 Franklin St.

THE OLD BLEACH LINEN CO., RANDALSTOWN, IRELAND.

R. H. COSBIE,

Sole Agent for the Dominion. **30 West Wellington St., TORONTO.**

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office Toronto, Ont.

Capital - $2,000,000.00
Assets, over - - 3,546,000.00
Annual Income - 3,678,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $1,000,000.00.
TOTAL ASSETS, $2,024,096.02.
LOSSES PAID SINCE ORGANIZATION, $23,886,005.32.

HEAD OFFICE, - BRITISH AMERICA BUILDING, Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J. KENNY, Vice-President and Managing Director
P. H. SIMS, Secretary.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life ASSOCIATION.

W. H. BEATTY, PRESIDENT.

W. C. MACDONALD, ACTUARY.

J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

THE CANADIAN BANK OF COMMERCE.

Paid-up Capital, - - $8,700,000
Rest, - - - - $3,000,000

HEAD OFFICE: TORONTO, CANADA.

HON. GEO. A. COX, President. B. E. WALKER, General Manager.

The offices of this Bank number 109, distributed as follows:

LONDON, ENG., 60 Lombard St., E.C., S. Cameron Alexander, Manager.

NEW YORK, N.Y., 16 Exchange Place, Wm. Gray and H. B. Walker, Agents

103 Branches throughout Canada, including the following:

MONTREAL, F. H. Mathewson, Manager.
HALIFAX, H. N. Wallace, Manager.
WINNIPEG, John Aird, Manager.
ST. JOHN, N.B., J. G. Taylor, Manager.
DAWSON, D. A. Cameron, Manager.
TORONTO, John C. Kemp, Manager.
VANCOUVER, Wm. Murray, Manager.
OTTAWA, Robert Gill, Manager.
VICTORIA, Geo. Gillespie, Manager.
HAMILTON, D. B. Dewar, Manager.

5 Branches in the United States, including the principal cities of the Pacific Coast:

SAN FRANCISCO, CAL., Arch. Kains, Manager.
SKAGWAY, ALASKA, H. M. Lay, Manager.
SEATTLE, WASHINGTON, G. V. Holt, Manager.
PORTLAND, OREGON, E. A. Wyld, Manager.

A General Banking Business Transacted.

Foreign Exchange Bought and Sold.

The distribution of its Canadian branches covering all the principal cities and towns throughout the Dominion, its own offices in England and the United States, and its correspondents in all parts of the world, enable The Canadian Bank of Commerce to offer unexcelled facilities to merchants, manufacturers and exporters for the transaction of their business.

MANUFACTURERS AND MERCHANTS.

It may be necessary for your staff to have fidelity bonds. We act as surety on such. We are known the world over.

Write to us for terms and particulars.

The London Guarantee & Accident Co., Limited,

D. W. ALEXANDER, General Manager for Canada,
Canada Life Building, - - - TORONTO.

CAPITAL PAID UP, - - $1,000,000.
RESERVE FUND, - - 1,000,000.

The Metropolitan Bank

—DIRECTORS—

REV. R. H. WARDEN, D.D., President. S. J. MOORE, Esq., Vice-President
D. E. THOMSON, Esq., K.C. His Honor Mr. W. MORTIMER CLARK, K.C
THOS. BRADSHAW, Esq.

HEAD OFFICE, - - TORONTO.
W. D. ROSS, - GENERAL MANAGER.

GENERAL BANKING BUSINESS TRANSACTED

SAVINGS DEPARTMENT at all Branches.
ACCOUNTS SOLICITED.
Drafts Bought and Sold.
Letters of Credit Issued.

FINANCE AND INSURANCE

BANK clearings for March in the United States have been the smallest since 1901, and bank failures the heaviest since 1897. Especially has this been the case in the West. Following up the decline in stocks, commodities are now beginning to recede as well, making the cost of living cheaper for the wage-earner. The fact that at length prices are declining is proof, as in the stock market, that decline is a necessity at last and must go further, unless there is to be a revival of trade, which seems impossible. That the old level was abnormal and that the new level is more reasonable may both be admitted without making the marking-down process painful to sellers. In plain English, commercial classes are about to experience something of what Wall street has already passed through.

* * *

THE thirty-fourth annual report and list of shareholders of the Royal Bank of Canada has been issued in the form of a handsome booklet. The report exhibits a satisfactory increase in the business of the bank during 1903. Deposits have grown considerably. Both the paid-up capital and the reserve fund have been increased to $3,000,000 and the balance of profits carried forward exceeded the same balance in 1902 by nearly one hundred per cent. The assets of the bank exhibit a corresponding increase, being now well over $25,000,000. Altogether the report is a most satisfactory one.

In addition to the list of shareholders, with their holdings, several pages of statistics about the Dominion of Canada are appended, supplying in concise form much useful information.

* * *

SOME writers, in this country, have been making very favorable criticisms on the great advances made by the Canadian banking institutions. Taking 1st January, 1903, as a basis, comparisons have been made of the Dominion and Australian banking systems.

Thus, the Canadian banking returns—approximately—compare as follows with those of the Commonwealth:

	Canada.	Commonwealth
Note circulation	£13,185,147	£ 5,128,184
Deposits	79,725,886	88,543,660
Specie	2,578,117	19,413,191
Government notes	4,916,115	631,068
Paid-up capital	15,679,716	16,911,280
Reserves	10,071,817	5,783,689

The comparison is an interesting one as it clearly shows the difference between the two systems of banking.

* * *

A pretty little desk calendar has just been issued by the savings bank department of the Canadian Bank of Commerce. It begins with April, 1904, and runs to March, 1905. Appended is a statement showing the general healthy condition of the bank.

* * *

ONE of the results of the disastrous fire in Toronto on April 19th was to facilitate a movement which has been smouldering in New York for some time, in regard to insurance rates and regulations. The day following the fire the New York insurance men held a meeting to discuss ways and means of classifying risks, suggesting regulations in regard to the construction of buildings, and other kindred matters. No definite conclusions appear to have been arrived at, but it is evident that the movement will be productive of some results.

* * *

IT is a dull argument that both in England and on the continent money appears to be very plentiful. One sees the rate for call money in New York constantly quoted below 3 per cent., and we hear also of long time loans being made for 4 per cent. and even lower. In England the position with regard to the supply of money is very clearly demonstrated by the action of the Bank of England. They have reduced their discount rate twice within a short period of time, an unusual thing for them to do. The reduction is from 3½ per cent. to 3 per cent., and this is the lowest it has been for more than a year past.

* * *

IN their review of the stock market, under date of April 22, Aemilius Jarvis & Co., Toronto, say: "Money locally appears to be gradually working easier. It is not unlikely, however, that there may be a temporary check in this direction as the result of the heavy sums the insurance companies will be called upon to pay to the owners of buildings destroyed by fire here. It is too early to express a very definite opinion as to whether this fire may have any serious effect on our local stock markets. None has been evidenced so far, and it would appear to us probable that none of the companies affected would be the owners of any considerable quantities of the stocks ordinarily dealt in on our exchange. In the absence of any forced liquidation, the financial situation is sufficiently easy to justify our feeling that the call of loans by fire insurance companies should not materially affect prices."

* * *

ON April 22 the Toronto Board of Underwriters ratified the schedule increasing fire insurance rates in Toronto by 75 per cent. The schedule reads: "Extra rates and tariff changes operative on and after 20th inst., for all business new and renewal.

"Congested Districts—On all mercantile wholesale and other specially rated risks building and contents, except dwellings, add $1 00 to rate. Where three year policies are permitted, the extra to be added to the three year rate.

"Outside Districts—On all risks building and contents, except dwellings, add 50c to rate. A reduction of 25c may be made on residential stone risks in outside district, with the usual warranty. Where three year policies are permitted, the extra to be added to the three year rate.

"Sprinklered risks and fire-proof buildings—Half the foregoing extras to be added to rate—buildings and contents.

"Co-insurance—A reduction of 15 per cent. from rate on building and 10 per cent. on contents may be allowed for the 80 per cent. co-insurance clause.

"New policies—New policies must be issued on all risks affected by these changes."

* * *

The Western Assurance Co. have purchased the Canadian business of the National Assurance Co. of Ireland.

WHITE GOODS

MANUFACTURERS of whitewear are showing Fall samples in flannelette garments and, in spite of the weather and raised prices, good-sized orders are being daily received. Flannelette, like all other cotton fabrics, is from 1c to 1½c higher in price and this means a corresponding advance to cover this in the made-up garment. Prices will range from $1 to $2 per dozen higher than last Fall according to the quantity of material used.

* * *

From time to time there are rumors stirring to the effect that there is to be a revision of the tariff soon and that, when this takes place, there will be an advance in the present duty on imported cottons,—not a large one, perhaps 5 per cent. However, even this will make quite a difference to large users of cotton fabrics, particularly in the lower-priced lines where profit is figured down pretty close. Should this added protection be given to the Canadian cotton manufacturers the makers of whitewear will certainly have to have some compensation. It has been suggested to The Review that this in part might be accomplished by lowering the duty on laces and cotton embroideries. Laces and cotton embroideries really form part of the raw material of the whitewear manufacturer, and a part that plays no inconsiderable part in his business. No vested interest, so far as can be seen, would be disturbed, as none of this class of goods is manufactured in the Dominion. Then, the fact that a good deal of the lace used for trimming whitewear is of Nottingham origin is another point in favor of a reduction and might serve to reconcile the Old Country to an additional tariff on Lancashire goods. Should there be any tariff changes it might be that prices for whitewear would again advance, so that while not over-buying retailers should keep pretty well stocked ahead in whitewear.

———

FLANNELETTE LINES.

MANUFACTURERS of underwear are well satisfied with the flannelette that has been supplied to them for making up for the Fall trade. There has been a marked improvement in the weave. The cloth is firm and even, and this gives it a better appearance and makes it easier to work up. Those who know anything about making up flannelette will have an idea of the saving in trouble this makes.

It would seem that the colors selling are mostly a matter of class of trade and difference in territory. While one firm declares that colors, i. e., pink and blue, are decidedly in the lead, another large maker says he finds that blue is being dropped.

As warmth and comfort is what is looked for in flannelette underwear, there is not the scope for the designer's fancy that exists in the white lines. However, the most has been made of both materials and trimmings. While a great deal of manipulation is not possible on flannelette, there are no lack of attractive lines. The embroideries, too, are in decidedly better patterns, and there are some crescents and fleur-de-lys motifs that are very taking. Extremely pretty are the colored embroideries on a white ground. The pinks in flannelette are particularly soft and pretty in shade and this is a help to the appearance of the finished garment. Motifs to match the embroidery patterns are again being used and are likely to meet with favor. Fine Torchon edgings are used as trimmings on some lines.

The old-fashioned gown, with yoke and opening in front, is of course most favored, but there are some Empires that button on the shoulder which are most attractive. Sleeves of course are long for Winter wear and a deep Cavalier cuff is a welcome variation to the regulation straight band and frill.

Flannelette chemises are among the samples but it is said the sale is largely confined to Quebec Province, and even there it is in Montreal that the majority are sold.

———

INDICATIONS FOR SPRING, 1905.

IT seems rather premature to talk about garments for Spring, 1905, before we have even caught a glimpse of Spring, 1904. However when it is considered that Spring deliveries of whitewear are due in the early part of December, and that it is for Spring trade that the largest orders are booked, it is quite in order for manufacturers to be securing materials now and thinking of styles, thought it will be some time yet before they are ready to show.

That the whitewear season of 1905 is to be a lace season is conceded on all sides. The frou-frou effect is what is wanted and it is only by the lavish use of lace that it can be gained. Soft sheer materials are those in use and the trade generally is going in for the better quality goods. It is in anticipation of a continuance of this demand that preparations are being made.

This tendency for buying a better grade garment on the part of the consumer is one that should be encouraged and cultivated in every possible manner, as not only is there more profit on the better goods but they are more carefully made and being of better material they wear better and help to build up the reputation of the whitewear department. Women love pretty underwear and it pays to put a tempting display before them.

Valenciennes is, however, the lace that stands away above all others when it is a matter of trimming for underwear, and the makers of this kind of lace have excelled themselves in producing new and striking designs. Edgings and flouncings come in all widths, some of which indeed are extra wide. These will be used for skirts and for sleeve frills on the new Empire gowns. A great deal is to be made of these wide drapery frills, and some very artistic sleeves are to be trimmed with them.

Coin spot or disc patterns are strong in lace designs and the variety of patterns that have been evolved from this one simple motif have to be seen to be believed. Drawn work motifs are freely introduced in the patterns of the new valenciennes and others are burdened with the macrame idea, having knotted designs along the lower edge. Then again, a cordonnet or raised cord outlines the principal parts of the pattern. In fact all varieties of valenciennes are popular and the laces of this make are simply exquisite.

Vandyked galoons and galoons that are a series of fan patterns are novelty features for use on fine whitewear and some novel trimming schemes are to be evolved with their aid. Point de Paris is also among the whitewear laces shown and there are some lovely valenciennes medallions with centres of this lace.

Embroideries are always wanted, but if embroidery is used on a garment there will generally be a trimming of lace as well, with the exception of children's wear, and for the little folks embroidery stands better than lace

The High-Class Washing Material

"Viyella"

(Registered



The famous "TWO GIRLS." TRADE MARK (Regd.)

DOES NOT SHRINK.

The Greatest Textile Success of the Age.

FOR

Nightdresses,
Dayshirts,
Blouses,
Pyjamas, etc.

DAY AND NIGHT WEAR.

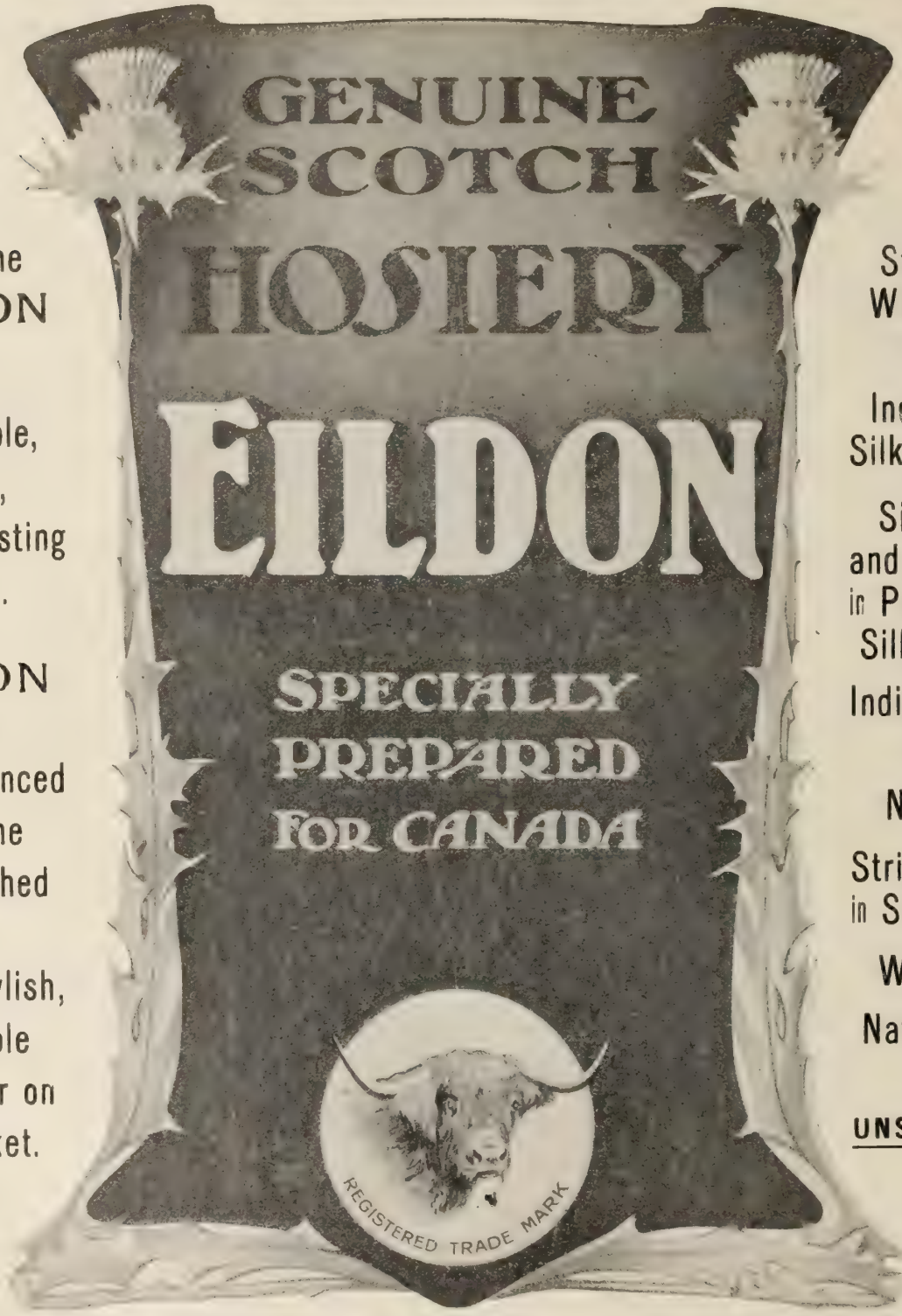
Wm. Hollins & Co., Limited

Spinners and Manufacturers

Friday Street, LONDON, ENG. (SOLE PROPRIETORS.

Canadian Agent. Mr. William C. Meredith, 3 Wellington Street East, TORONTO.

ABSOLUTELY RELIABLE UNDERWEAR.



Stock the EILDON Only.

Unshrinkable, Reliable, Wear-Resisting Elastic.

EILDON Goods are pronounced to be the Best Finished and Most Stylish, Unshrinkable Underwear on the Market.

Stocked in White Gauze Merino,

Indian Gauze Silk and Merino,

Silver Grey and Art Shades in Pure Wool and Silk and Wool,

Indian Cashmere,

Novi Spun,

Striped Effects in Silk and Wool,

White Wool and Natural Wool.

ALL UNSHRINKABLE

OUR LEADING LINE

EILDON "Guaranteed Unshrinkable Pure Wool."

These compare favorably with any other make on the market, and we give an unqualified guarantee with every garment. These are labelled **"GUARANTEED UNSHRINKABLE,"** in addition to Eildon tab.

If your wholesaler cannot supply you, drop us a card, and we will arrange to have samples and a price list submitted to you.

Montreal Representative:
J. L. WOODS,
214 CORISTINE BUILDING.

TRY THEM

Toronto Representative:
A. ROLAND WILLIAMS,
MANCHESTER BUILDING.

Ladies' Wear | KNITTED GOODS | Men's Wear

SOME Canadian jobbing houses were about a month earlier than usual this year in showing to the trade, through their representatives, their Fall samples of women's and children's knitted garments, and, by all accounts, it appears that the move was a wise and profitable one. The retail trade in many cases bought freely from these houses, in evident recognition of the fact that for repeats they might easily have to pay about 15 per cent higher.

In general the trade are showing a justifiable readiness to make purchases of Fall supplies of knit goods early, and large orders are the rule with the closest observation on the woollen market.

* * *

Most of the wholesale houses had some trouble to get deliveries of their purchases of Spring and Summer knit garments on time but, though they arrived some two months late, there was yet time to have them placed in retail hands before the rush for Spring goods began. In hosiery this was particularly the case. The mills have been exceedingly hard pushed to fill orders, from one reason or another, and a number of the repeat orders placed with them by jobbers were cancelled by the latter when they found that they could not depend on receiving the goods in time for the season's trade. Thus some lines may run short, and it is advisable to see to all hosiery requirements early.

* * *

Cashmere hosiery has been in excellent demand, and cotton and lisle are going well. The popularity of silk and mercerized cotton hosiery has been fully attested by the demands made upon wholesale stocks this Spring, some houses reporting themselves completely out of some numbers, which will not be again found in stock this season.

* * *

The strong position occupied by linen mesh underwear in the men's trade is a feature well worth noting. The proof that the linen mesh was a decided success was easily seen in the numbers of cheaper imitations, or rather cheaper meshes, which followed it. Many of these in cotton and lisle are good of their kind, though no one claims for them either the wearing qualities or the hygienic properties of the original linen mesh goods. That the latter are accounted equally suitable for Summer and Winter wear is a significant fact.

* * *

There are many makes of garments advertised as the "only and original" linen mesh, but most of them come and go with the seasons, while those which we have been accustomed to see on the market for years are steadily growing in favor.

* * *

There is not much that is new in the way of fancy underwear. The staple blues, pinks, tans, helios and sal

* * *

There has, during the past month, been a determined effort of the knitted goods manufacturers to catch up to their orders, and wholesalers are making less complaints. The fault does not apply to all the mills, but to a great number of them in both hosiery and underwear. The backward season has helped the retailer very much as the demand for light weight underwear has been delayed. In ladies' goods supplies are fairly well in hand, but there is more complaint in the lines for men, and in hosiery. Quantities of these lines are never received until June and even July, but they are only for a setting trade, the regular orders demanding to be filled by April and May at the latest so as to be of use to the retailer.

* * *

There is a conspicuous demand for a higher class of goods for both men and women. The cheap clap trap lines that have been a feature of our German importations are carried in far smaller quantities. The public is turning to something better, realizing it is not money lost. This demand for better goods is something that should be encouraged by the merchant, and to do so he must carry more expensive qualities. There have not been so many new things introduced on account of this sale for higher priced goods, but many that were put on the market some years ago without meeting with any success on account of their prices, are now handled with satisfactory results.

* * *

The German surtax has turned the supply of cotton hosiery from Germany to our home factories. Canada has long manufactured a first-class article, but Germany continued to keep a great part of the trade until this year. Wholesalers report themselves well satisfied with the qualities that are being shown and the prices quoted by Canadian houses. This benefit to the home knitting mills is one of the principal beneficial results of the surtax.

* * *

A correspondent of an English exchange speaks very strongly of the manufacturer who takes orders on the promise of last year's prices. And he incidentally ridicules the buying abilities of buyers who are caught by such bait. Manufacturers cannot sell hosiery [which in England means knitted goods] at last year's prices except at a loss, and no man is foolish enough for that. "He must, under the circumstances, act dishonestly, and take the corresponding value out, either by using inferior wool, or by making the goods less in weight." The buyer who insists upon it, lays himself open to being cheated. If he is a good business man he will know such prices are impossible. It is such methods of doing business that [illegible] sound and honest trade.

A WOOLLEN MILL REMOVING.

THERE is considerable danger that the woollen mill will soon be numbered among the industries that have been, so far as Woodstock is concerned. The company owning the plant have been approached by certain parties in another town who offer a free site, free water power and exemption from taxation for a long period. The proposed location would place the business more in touch with the lumber operators, who are heavy buyers of the mill products. Within the past month much correspondence has been carried on between the company and the parties desiring the removal of the mill. —Sentinel.

A NEW KNITTING FACTORY.

ST. THOMAS, ONT., has succeeded in getting a knitting factory. F. S. Johnstone, Hardwick, Mass., has started up on Talbot street with five to ten hands, and will speedily increase the number. At first only the manufacture of hosiery will be carried on. The lowest manufacturing rates on water was all that was asked.

The Chicago Hosiery Co., Windsor, Ont., has resumed operations after an all-Winter close down. The company manufacture socks, leggings and mitts for the Northwest trade. The heavy snow held up all their shipments and their wool, making it impossible for them to either get stock or ship it for a great part of the time.

FADS IN HOSIERY.

A NEW YORK paper has the following: Many girls have one particular hobby as regards their personal appearance. They may be totally devoid of vanity on all but one point, and on this they are full of information and self-glorification. It is in the matter of shoes and stockings.

A well-shod foot in a pretty stocking gives one a feeling of satisfaction. To some this satisfaction is above anything that the other articles of dress can inspire. This season the girl whose heart is set on fancy stockings will be in her glory. Never were such marvels seen before. Openwork stockings with lace medallions and stockings of all kinds are merely incidental in the stocking parade.

The proper thing is to have one's favorite flower embroidered on one's instep; tiny rosebuds in a basket, all in the most artistic and natural colors—or shall it be violets? A small bunch of violets is embroidered on a black silk ankle.

Flowers of painted velvet even are seen, and a flight of hand-painted velvet smallows may not make a Summer, but they do make a most charming novelty at least.

STYLES IN LADIES' WEAR.

COMPLICATIONS are still the rule in knitted goods lines and many merchants are complaining that deliveries from the mills are annoyingly slow. Merchants are daily writing after goods that are wanted for Spring trade, and that ought to have been in stock long ago. The weather has certainly favored the manufacturers so far, but as soon as a spell of fine weather comes these goods will be wanted for selling, and enquiries over the counter will commence to be frequent.

It is in the 25c line, and in lines about that price that the delay occurs, and in the meanwhile, if manufacturers are not making the goods, they are at least manufacturing a varied and select supply of excuses. Shortage of help, insufficient capacity, etc., are put forward and no doubt with some truth, but the fact that the knitting men are husbanding their stocks of cotton is more likely to be nearer the mark.

Hope has been entertained for some time that there would be a break in cotton prices, but still the markets remain firm, and, when present stocks in the manufacturers' hands are used up, they know that they cannot replace them, except at a higher price.

Pink and blue underwear is more in evidence than ever before, as there is a decided feeling in its favor; black in vests, drawers and combinations is shown by some of the best stores. This underwear is intended for business women, or for wear when travelling. There is quite a demand for black underwear in the States, and it is quite likely to become popular in the cities here, as the wearing of it saves laundry bills.

Another feature that should not be overlooked is the demand for all wool underwear from women who go in for outdoor sports. This should be of light Summer texture and weight, as it is found that though a woollen fabric readily absorbs perspiration there is no chilly feeling resulting or danger of catching cold or chills when this kind of underwear is worn.

GOLF JERSEYS AND SWEATERS.

IT is not only the woman who golfs who appreciates the smartness and comfort of the many knitted articles that are now shown under the name of golf blouses, sweaters, etc. They provide ideal wraps for boating or for throwing on in the cool of a Summer evening when camping out or staying at one of the many Summer resorts. They are both sensible and stylish, for they are light in weight and so elastic in texture that they yield to the slightest movement, and at the same time they protect the body from cold. In fact, they are both hygienic and practical.



One of the popular styles in Golf Blouses.

Besides the golf blouses, there are smart little fancy vests, which come either with or without sleeves. These, indeed, are useful all the year round, as they are just the thing to wear under a loose wrap at any time when added warmth is needed.

There are quite a few novelties in these popular goods, one of which is illustrated. This is a blouse with a turn-over band down the front and round the neck, and this band is trimmed with medium sized brass buttons. This blouse fastens only at the waist. Another style has a sailor collar and buttons down the front. Quite a few are in the style that was popular last year with the high collar. One of the latest is in the form of a knitted Norfolk, with pleats and belt.

The principal colors are white, red and navy, and occasionally these are dotted or flecked with white or black or both. Besides these principal colors there are many other combinations which will harmonize with any suit or skirt.

To wear with these jerseys are the knitted tan caps in patterns and plaids and in long-haired zibeline effects. These caps have a little wire frame in the crown and can be bent into the shape that is most becoming to the wearer's face. The golf blouse shown in one of a large line manufactured by Cooper, Corah & Sons, Leicester, England.

SATISFACTION FOUND IN ELLIS UNDERWEAR

Our representatives are now out with samples of our lines of SPRING NEEDLE RIBBED UNDERWEAR for

FALL AND WINTER, 1904.

One of them will call upon you and it will be to your advantage to look at our samples of high-grade Underwear before placing your orders elsewhere. SPRING NEEDLE RIBBED is bound to displace the ordinary Ribbed Goods on account of its SUPERIOR ELASTICITY AND UNSHRINKABLENESS, and you will find it necessary to have THE ELLIS SPRING NEEDLE RIBBED to have your lines complete.

The Ellis Manufacturing Co., LIMITED,

SELLING AGENTS,
DIGNUM & MONYPENNY. TORONTO AND MONTREAL

HAMILTON, ONT.

To the Retail Merchant:

"DO IT NOW."

Have you yet given your attention to the placing of your order for Fall Hosiery with a reliable mill? If not, we assure you that you would make no mistake in giving the necessary time to inspect our full range of samples of



"MAPLE LEAF BRAND"

Hose, Over Hose, Half Hose, Fine Mitts and Toques,

and **"ALASKA BRAND"**

Lumbermen's Socks and Mitts.



ALASKA BRAND

Our travellers are now on the road soliciting orders in their respective districts as below and will call on you in due time. Be sure and see them before placing.

Retail Trade Only.

PROMPT DELIVERIES. SATISFACTION GUARANTEED. EVERY PAIR WARRANTED.

The Goderich Knitting Co., LIMITED, ...Goderich, Ont.

J. E. LEWITT, Manager. Established 1895.

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The Fancy House of London



Established 70 years.

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Special Attention to Canadian Requirements

Buyers will always find the latest Novelties in Stock, and the Specialties for which this House is so widely known, are:

**Millinery Materials, Fancy Lace Goods,
Prints, Silks, Velvets and
British and Foreign Dress Materials,
Chiffons, Ribbons and Trimmings,
Blouses, Fancy Costumes, Mantles and Furs.**

OUR CANADIAN REPRESENTATIVE, Mr. Cliffe, takes a full line of samples of these goods twice a year, and if you are not now on his calling list, drop him a line at Windsor Hotel, Montreal.

Requests for Samples sent direct to London will receive immediate attention.

Hitchcock, Williams & Co., St. Paul's Churchyard
LONDON, England

SIR G. WILLIAMS, F. G. WILLIAMS,
H. WILLIAMS, A. T. WILLIAMS.

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MONTREAL AND TORONTO, MAY, 1904.

EFFECT OF WAR ON FUR PRICES.

THE effect of war upon prices is not always "bullish." An instance of this is to be seen in the effect of the war between Russia and Japan on the fur market. Since the war broke out there have been some sharp declines in the prices of furs throughout the world. The decline is possibly more marked in coon skins than in any other kind, quotations in the United States having declined about 25 per cent. up to the time of writing. Large quantities of coon skins are exported to Russia from St Louis and other ports of the North American Continent, where they are used as linings for winter overcoats and not as the outside shell, as on this continent.

While generally speaking the fur market has become depressed on account of the war, in some of the commoner and cheaper furs the effect has been the opposite. For instance dog skins which are being used for the purpose of clothing common soldiers in Manchuria, have become dearer, the demand being so great that quite a scarcity exists under normal conditions. Manchuria exports large quantities of dog skins. With the war on, however, all that can be obtained are required for the use of Russian soldiers. Dogs are bred in Manchuria, largely for the purpose of their skins, the flesh being eaten by the natives of that country.

On account of the depressed condition of the fur market the merchants in the Northwest who deal largely in furs, which are brought in by the trader, are said to have lost heavily during the past few months.

Advices from the fur centres in Russia are to the effect that the war is causing much demoralization in trade and that the outlook is not by any means bright.

* * *

Adversity, like weeds, comes without effort; success, to be won, must be cultivated.

* * *

SYMPATHY IN BUSINESS ADVERSITY.

IT is in the moment of danger or disaster that the better side of human nature is brought into action. It is the same in business as in private life.

When the weather is fair rivalry is keen and the efforts of the thoughtful business man are concentrated upon the purpose to outstrip his competitor.

The disastrous fire which visited Toronto a couple of weeks ago showed that among the business men there "Friendship, peculiar boon of heaven," is not an "obsolete sentiment," as Carlyle declared it to be.

Every general wholesale dry goods house but one, every wholesale furrier and hatter, every wholesale stationery and paper house, two of the leading wholesale metal and hardware firms, to say nothing of many others, were reduced to ashes.

But those who under cold business conditions might have benefitted by the calamity which had befallen their business competitors were indisposed to do so. The promptness with which they came forward with offers of assistance was astonishing.

Merchandise was loaned to fill urgent orders, parts of offices, warehouses and factories were shared with firms who had hitherto been keen rivals. In the hour of necessity the spirit of competition was forgotten.

The breach which competition digs between business men is not, after all, as deep or as broad as it sometimes appears to be. At any rate it is not so broad that it cannot be bridged by sympathy.

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The judicious "ad." is forerunner to the energetic salesman.

* * *

THE CRIPPLED WOOLLEN INDUSTRY.

THE condition of the woollen industry in Canada is anything but satisfactory. There is no doubt about this. In part it may be due to the out-of-date character of the plant of some of the mills. Some of the mill owners have unhesitatingly said so to The Review, but the chief difficulty is the tariff.

Under the preferential tariff the protection against British woollens is 23 per cent. All things being equal this might be termed a moderate degree of protection. But all things are not equal. In the item of wages, for example, the Canadian woollen manufacturer pays a rate approximately 10 per cent. higher than his British com-

petitor. What this means is obvious to those who are even but tyros in the economics of manufacturing.

The remedy proposed by the woollen manufacturers is a customs duty of 35 per cent. over and above any preference. This, it will be remembered, is what they had before the preferential tariff came into existence.

Naturally the garment manufacturers are not as a rule advocates of a higher tariff on woollens. The finished product of the woollen mills is their raw material. They import a good deal of this raw material. Some of the mantle and cloak manufacturers, for example, claim that two-thirds or more of the cloths used by them are imported, and they fear that an increase in the tariff would mean an increase in the cost of this line of goods.

The industries engaged in the manufacture of men's and women's garments have grown enormously during the last few years. They employ several thousand hands, and their interests cannot be ignored. They already have a tariff grievance. When the present tariff was framed there was practically no cloak and mantle industry worthy of the name. Mantles and cloaks are not even enumerated in the tariff schedule. They come in under "clothing" and are dutiable at 35 per cent. This is the same rate the manufacturers pay on the cloths they import, except that which comes in from Great Britain under the preference. They want a distinct classification and a specific instead of an ad valorem duty.

It ought not to be difficult to adjust the tariff to suit the two interests. Neither, as far as The Review can discern, are disposed to be arbitrary. Business commonsense, therefore, on the part of the tariff framers ought to be able to do justice to both.

One thing is certain, the woollen industry cannot thrive while the conditions remain as they are. A mill here and there is on a fairly paying basis, but it is the exception and not the rule, and while this state of affairs exists capitalists cannot be induced to invest their money in developing an industry which is seriously menaced by outside competition.

* * *

Business in its essence is the pleasing of customers.

* * *

ANOTHER EFFORT TO LEGALIZE UNION LABEL.

ANOTHER attempt is to be made to induce Parliament to legalize the union label. Similar attempts have been made before; in fact, on two occasions the House of Commons adopted such a bill but the Senate threw it out.

It is to be hoped that this attempt will, like its predecessors, meet with defeat. The union label is not a guarantee of quality; it is a badge of exclusiveness for the special benefit of a certain class, whose efforts are not, as a rule, for the well-being of Canada.

Unionism is, undoubtedly, a good thing in its proper place, but when it interfered unwarrantably with the trade and commerce of the country and the rights of both employers and employes it is an evil.

It is to be hoped that the attempt to foist the union label upon the country will, like previous efforts, prove abortive.

HISTORY REPEATED AFTER FORTY YEARS.

THE action of the Ontario Government in coming to the financial aid of the Sault Ste. Marie iron industries is not altogether without parallel in the history of Ontario.

Forty years or more ago the Government of the day came to the aid of a certain wholesale dry goods house in Toronto, which was financially embarrassed. Trade matters at the time were in a precarious condition. The firm concerned was a large one and it was felt that, if it was allowed to go to the "wall," the result would be serious to the commercial interests of the province. Money was accordingly advanced by the Government for the purpose of tiding the firm over its period of difficulty. Fortunately the action had the desired effect and not only was a benefit to the firm but helped to steady trade in general in that part of Canada. This was, of course, before confederation.

The case of the Sault Ste Marie industries is in some respects similar. In fact, if forty years ago the Government of the day were warranted in aiding a particular business firm for the sake, not only of the firm itself, but of the province as a whole, in the present instance the reason is all the greater. It is very doubtful, indeed, if a new company under the present condition of the money market could have successfully floated sufficient capital to start up the industries owned by the Lake Superior Co., unless the Government guaranteed the interest on the bonds. Such a failure would be a calamity which would be felt to a more or less extent in nearly every part of Canada, and would seriously impair one of the staple industries of the country. It is only in exceptional cases that the Government comes to the aid financially of a private interest. This is one of the instances when it seems to see such aid is warranted.

* * *

He who is discourteous behind the counter is very far behind the times

* * *

CASH IN THE DRY GOODS STORE.

A DRY goods merchant doing business in a town of 1,000 inhabitants proposes to inaugurate the cash system at the beginning of next year, and he asks The Review for some suggestions.

Not being acquainted with all the circumstances surrounding the business in question, we are naturally somewhat handicapped in our consideration of the subject, and what might be applicable in one case might not be in another. There are, however, certain general principles which can be considered.

The merchant referred to is wise in selecting a date somewhat remote for the inauguration of the cash system. It gives him an opportunity of informing his customers of his intention and of educating them to look at the matter from a proper standpoint.

The cash system is good for the customer as well as for the merchant. When credit is given losses from bad debts cannot be avoided. All this adds to the cost of

doing business and, of course, indirectly to the selling price of the merchandise in the store.

In other words, merchandise can be sold cheaper under a cash than under a credit system. The modern giant of retailing—the departmental store—has its very foundation resting upon the cash system.

To educate his customers to understand this should be the effort of every retail merchant who proposes to adopt the cash system. This means that he must advertise, not alone after he has adopted it, but before as well.

In the advertising space which he occupies in his local paper he should continuously have some reference to it, in fact each and every advertising medium and method employed should be utilized to further the cause. Before the cash system is put into force it would not be a bad idea to either stamp or print on the invoices, billheads and letter heads words to the effect that on and after a certain date goods would be sold for cash only, with possibly these words added: "It will pay you as well as us."

The local editors could no doubt be induced to lend their assistance by writing an occasional editorial descanting upon the advantages of the cash system.

The store windows might also be used to advantage. If there are two windows, how would it do to dress them both with the same class of goods, and in one put price tickets based on the credit system and in the other those based on the cash system? It would be an ocular demonstration of the advantage to the customer of the cash system, and if done well would be effective.

The adoption of the cash system might be followed by a temporary curtailment in the volume of business, but scarcely in the profits, and by adopting a vigorous and judicious campaign even in volume it should be possible to make the business larger than ever.

Remember the largest retail stores in both Canada and the United States are conducted upon strictly cash lines.

The Review would like an expression of opinion from its readers on this important question, and particularly from those who have had experience with the cash system.

* * *

The big fire which visited Toronto was hot enough to warm the hearts of business men towards each other.

* * *

A NEW SYSTEM IN THE CUSTOMS.

AN important change is being made by the customs authorities in office departments in which imports are checked at the chief ports of entry. The change is being made on account of the allegation that in some instances the clerks whose duty it is to check over these imports have been in collusion with importers and have allowed entries to go through without being properly examined.

In order to overcome this, it has been decided to adopt the system in vogue in the United States, that is, some responsible official will be placed at each of the entry ports at which the new system is to go into operation. He will pass the documents to different clerks to examine. In the past instead of going to such an official the documents have been taken direct by the importer to any particular clerk they may choose in the department, whose duty it was to do the necessary checking. It was this which gave importers, who desired to partially evade the customs, the opportunity to do so. The new system is in operation in Montreal and arrangements are being made to put it into operation in Toronto also.

* * *

An advertisement that is without aim, like a gun that is badly sighted, is not effective.

* * *

ARBITRARY FIRE INSURANCE RATES.

FIRE insurance rates are supposed to be based on the law of average. The actuaries do not base their calculations on the losses and profits of a year. They group the years into periods and from the experience of that fix their rates.

The rates which the fire insurance companies have suddenly seen fit to levy on the business men in the chief commercial centres in Canada are not based upon the law of average. They are based on an abnormal condition—the Toronto conflagration, the equal of which had never been witnessed in the Dominion.

One cannot believe that the clever actuaries have been so far astray in their figures that one abnormal condition should have knocked their calculations into a cocked hat and brought bankruptcy and poverty to the door of the poor confiding companies who were relying upon them for guidance.

We refuse to believe it. On account of the recent heavy call upon the resources of the insurance companies no fair-minded man would begrudge them a moderate increase in rates, but this abnormal advance of something like 100 per cent. in certain instances is unreasonable, unjust, and were it not for the fact that the Underwriters' Association practically enjoy a monopoly, would not have been proposed, let alone enforced.

If the profits from insurance of late years in Canada have not been up to the standard which the companies have set as their ideal, we do not believe it is as much due to the rates of insurance charged as to the expense of getting business. Competition among the companies is keen. In no line of business, probably, is it keener. And in their eagerness to outstrip one another they do not always count the cost with sufficient care.

It is only, apparently, when they are after higher rates that they pull together. And of course when they pull so well together in this particular they can afford to act independently in the hunt for business. It is a last entrenchment which they can always fall back upon with confidence. But in the meantime the assured pay for the ammunition—and pay dearly.

Canada's Underpaid Judiciary.

FROM time to time, out of as well as in Parliament, public attention is called to the meagre salaries paid in Canada to the judiciary, and the bad results which are the inevitable consequence of such misplaced economy.

Canada has become a great and wealthy nation, her industrial and commercial interests are expanding with exceptional rapidity. So matters litigated in our superior courts are often of great magnitude, involving very large sums of money. It is becoming more and more imperative, in the interest of Canadian industry and commerce, that they should have for their determination the best legal talent our country can produce.

No feature of British institutions has been more universally recognized than the importance of having, as the expounders of the law, those who in their day have been the most brilliant members of the British bar. This fact, more than any other, has induced that profound respect for the law which has always characterized the English nation.

Most of the British self-governing colonies have recognized how important it is that the highest legal excellence should be attracted to the bench, and have followed the English precedent as far as possible by making the salaries commensurate with the importance of the office. Consequently, we find that whereas in England the lord justices have salaries of $25,000, correspondingly adequate salaries have been provided by statute in most British colonies. For example: In Victoria, with a population of 1,200,000, the chief justice receives $17,000, and each of the puisne judges $15,000. In Queensland, with a population of only half a million, the chief justice receives $17,500, and each of the puisne judges $10,000. In Cape Colony, with a European population of 400,000, the salary of the chief justice is $15,000, the puisne judges $10,000. And even in little Tasmania, with a population of only 175,000, the chief justice receives $7,500, and each of the puisne judges $6,000, and most recently of all, in the new Commonwealth of Australia, the salaries of the supreme court judges were, at the last session of Parliament, fixed for the chief justice at $17,500 and the puisne judges $15,000. In Ireland, with a population considerably less than Canada's, the salaries are fixed as follows: Lord chancellor, $40,000; master of the rolls, $20,000; vice-chancellor, $20,000; land judge, $19,500; lord chief justice, $25,000; chief baron, $23,000; eight puisne judges each $17,500. The lord chancellor may be eliminated as not offering any comparison, but the salaries of the other judges, and especially those of the puisne judges, are fair matters for comparison.

In Canada alone do we find this English precedent not followed, and the judiciary treated with the utmost parsimony. The average salary of our superior court judges is but little above $4,000, and the salary of the chief justice of the supreme court of Canada is only $8,000, and the puisne judges $7,000, a sum little more than that given to the corresponding judges in Tasmania, notwithstanding the fact that we have in Canada a population of nearly six millions, and a wealth per capita higher than many of the leading nations of the world.

When the salaries of the supreme court of Canada were fixed the standard adopted by the then prime minister, Hon. Alexander Mackenzie, and his minister of justice, was the salaries paid to the ministers of the crown. At first sight that looks eminently fair. But when it is remembered that these salaries of ministers were fixed at a time when the cost of living in Ottawa was certainly not two-thirds of what it is to-day, and further that the ministers receive $1,500 a year for sessional allowance in addition to their salaries, and enjoy with their families the privilege of travelling free over all the great railway lines of Canada, it will at once be seen how unfair to the judges the standard taken is. No one contends the ministers are overpaid. On the contrary, the opinion of all those whose opinion is worth anything is that they are under paid. Still they receive a good deal more than $2,000 per year beyond the salaries paid to the judges of the highest appeal court in Canada.

Here is a court, comparing smaller things with greater, ranking in Canada on a par with the supreme court of the United States and the appeal court of Great Britain in those countries, and from which is demanded a comprehensive knowledge of both the civil and the common law, who sit in appeal upon cases from the Yukon to Halifax, who by their judgments settle the judicial foundations on which the future of this great country will be raised up, and we pay them about between one-third and one-half of what men in similar positions in other parts of the empire with equal responsibilities or lesser ones receive.

Heretofore mere politicians have succeeded in defeating every proposition to remedy this wrong. A judge, to them, is a judge and no more, whether sitting in a county court or a superior court, settling disputes between their neighbors or sitting as the highest Canadian court of appeal and determining the meaning of the constitution of the country or matters involving millions in money and property to its Government or its people.

We do not desire to under-rate the importance of the duties discharged by the county or superior court judges. But we do maintain that if a general levelling up of the salaries of the judges cannot at present be attained, there can be no question that the time has arrived when at any rate the supreme court of Canada, the appellate tribunal to which cases are carried from the highest appellate courts of every province, should have paid to its judges salaries in some respects commensurate with the importance of the office, and which will avail to attract the best legal talent of our country.

We desire to express in the strongest terms at our command our view that the first step at any rate should at once be taken to remedy this evil, by a substantial in-

crease being voted by parliament for the salaries of the judges of the supreme court of Canada. And we are convinced that in doing so we are voicing the sentiments of the business men of Canada generally.

The absurd answer which from time to time we find made to this state of affairs, and at the last session of parliament we regret to say expounded by members on the floor of the House, is that there is no difficulty in getting judges at the present salaries. This is quite true, but the question is not can you get lawyers to fill the judicial positions, as to which there can be no doubt, but the important question is, can you get the best lawyers in Canada to go on the bench with the meagre salaries at present paid to the judiciary? We are convinced to the contrary.

It is indeed lamentable that politicians, merely desirous of the approval of the unthinking, should be permitted to obstruct the carrying out of a national duty by declaring that unless the complicated and difficult question of county court and superior court salaries be considered those of the higher courts must not be touched.

Such a position is unwarrantable, indefensible, and it is to be hoped that the present House of Commons will have sufficient regard for the industrial and commercial interests of the Dominion to bear down such petty obstructions and to do justice to the judiciary, beginning where the need is most vital by dealing with the appeal courts, where injustice in the shape of inadequate salaries for the responsibilities and duties appertaining to the judges has too long prevailed.

No business man would allow such a relationship between himself and a valued, trusted employe. Why should the Dominion of Canada treat her most trusted and honored servants as no business man would his employe? The remedy is simple. Increase the salaries to an equitable figure.

This important subject is at present receiving more than ordinary attention from the more thoughtful business men of Canada. It is felt by them to be a matter of supreme importance, not only that the services of the best men should be obtained for our appeal courts, but that when secured they should be paid salaries commensurate with the dignity and responsibilities of their position, and which would ensure the devotion of all their time to the study and decision of the cases before them.

It is a matter of public notoriety that in some, at least, of our principal cities this is not so and that the members of the court have found themselves compelled to accept outside positions of emolument, acceptance of which, while perhaps not absolutely inconsistent with their position as judges, at least gives a great shock to the traditions which Canadians have inherited and maintained with respect to the judiciary. For our own part we have no hesitation in saying that a system which not only tolerates but in the cases of those judges who have large families compels a resort to these methods of eking out an insufficient income is an intolerable one.

PROTECT THE CLERK.

DID you ever see the picture entitled "Breaking Home Ties"? Just study it. The small, sturdy lad going out into the world with all its great temptations is destined to—what? Will he become faithful and famous through devotion to duty, or will he fall before the temptations that beset him on all sides?

The weeping mother, down deep in her heart, fears for his future. She knows of the trials and tribulations of the world, the temptations that trap the unwary, and the allurements of vice and luxury. Will her son be strong enough to resist them?

Ah! that is the rub—will he? The boy perhaps is to enter the mercantile trade. He will start at the bottom, hoping to rise to the top. If he is strong of character, resolute, progressive and honest, he will succeed. If he is vacillating, weak, disobedient and inclined to the lighter side of life—well, the world has seen the wrecks of many just such lads as he, through temptation.

In the store in which he is to enter there is an old, open cash-drawer. The boy's pay is not large. Luxuries abound that are not for him. Before him money is exposed hourly with no check upon it.

Is he strong enough to resist the temptation of taking just a small sum?

Perhaps he is. Perhaps his sturdy parentage makes him honest. Perhaps the teachings of his mother may follow him through his life and always be a safeguard to him. But is it right to place such a temptation before a lad just entering the commercial world amid strange surroundings, free from the restraining influences of a good home, while around him are others more fortunate in the world's goods? Is it just to the boy, to his parents, to society in general?

It is due to the honest clerk that all protections should be drawn around the money received by him and by his fellow clerks. He should know that when he receives money on his employer's account a proper record is made of it. He should also know that when he paid out money belonging to his employer a like record is made. He should not be placed in a position where, through a temporary lapse of memory, goods could be taken from the store not paid for or charged.

If he changed money for a customer or a casual caller in the store, there should be something to make an instant record of that fact. It is only in this manner that suspicion is taken from employes. Where there are more than one or two or three men in a store, it is very easy for mistakes to occur, wrong change to be given, and other transactions happen that, in the long run, create a loss for the employer.

It is the duty of the employer to guard against these errors. It is his duty to keep temptation away from not only his clerks, but the children who from time to time may call at his store, his customers, and even his own family.

It is very easy to abstract a coin or a bill from an open cash-drawer. It is impossible to abstract money from a mechanical register without giving warning of that fact. In that alone is temptation removed by the fear of detection.

A NEW SPECIALTY

SEAM TAPE AND BIAS STRIPS

In Silk, Satin, Lawn, Sateen, etc., in every description, width, and style. Put up specially for

The Manufacturing Trade

We have added special machinery for this purpose, and are in a position to save manufacturers the duty which they are required to pay in laying down these goods from New York.

Send samples of what you are using and get our quotations.

To the Retail Trade

We are putting up these goods in 12-yard lengths, to be retailed over the counter. These Seam Tape and Bias Strips are among the biggest profit paying articles in the Smallware department.

Write for our Aids to Selling

Foundation Collars

We still command the trade. Orders shipped same day as received. If these goods are not strictly the best values going, buyers may return same at our expense.

Fancy Stock Collars

Unquestionably the finest showing made in this country; new creations daily. Insist upon seeing our new samples.

Pleatings.

Sun, Accordion, Knife. Equal to anything turned out in Paris. Write us about them, or send your goods. We return them the same day as received.

Ruchings.

We confirm for Summer and Fall our prediction for Spring. The call for our Ruchings is heavy. Something new produced every day. Nothing turned out in New York that we don't make.

Our Old Staples,

New Century Skirt Binding, Venus Underskirts are still unexcelled.

A. E. REA & CO.

LIMITED

20-22 Wellington Street West, *TORONTO.*

WITH THE TRAVELLERS

WM. H. NIDDRIE.

WITH hundreds of pounds of excess baggage, for twenty-four years Wm. H. Niddrie has patrolled the Niagara Peninsula and southern division of the Grand Trunk from Niagara Falls to St. Thomas, for John Macdonald & Co.

Mr. Niddrie's life has been spent in the dry goods business. In giving particulars about his career, he gave his age by saying: "A gentleman was asked how old he was, and replied, 'I am seventy years young.' This is the feeling I intend to have until I reach 95—and then I guess I'll be 95 years young." He is a native of Old Meldrum, Aberdeenshire, Scotland, and served his apprenticeship with John Edminston in that village. In



Wm. H. Niddrie, with John Macdonald & Co.

1868 he went to Mungo, Lander & Sons, Glasgow, and remained with them until the Spring of 1871.

Through Wm. Steel, of I. & W. Campbell & Co., Glasgow, he was engaged for MacDougall & Snowball, Chatham, New Brunswick, and landed in Canada May 1, 1871. In 1878 he left for Hamilton, Ont., and was with the firm of D. McInness, at that time one of the largest wholesale dry goods houses in Western Canada, until 1880, when they were burnt out.

Then on October 15, 1880, Mr. Niddrie entered the employ of John Macdonald & Co., and he "doesn't know where he will be next."

VOTING IN THE UNITED STATES.

A MEMBER of the New York Assembly is introducing a resolution for an amendment to the voting laws. It reads as follows: "Except that upon the filing of such sworn proofs as shall be required by law, voters may be registered provisionally, which provisional registration shall not be effective unless such voter shall appear in person previous to election day before the officers having charge of the registry of voters."

The idea is to make it possible for commercial travellers and others who may be absent on registration day to register. Under the old law travellers have been compelled to be present on registration day or lose their vote.

TRAVELLERS AT CRICKET.

THE travellers down in Nova Scotia are going to squeeze in a little fun this Summer. About fifteen of them are managing their routes in such a way as to be on the north shore of Nova Scotia at about the same time. They have formed a sort of association and are going to show a few fortunate towns how knights of the grip play cricket. Of course business is not going to suffer, but it is not going to be allowed to take any of their heart out of the game. Annapolis, Digby and Weymouth are the towns to be favored in the present plans, but many others hope to have a game and are making negotiations. Several first-class cricketers are included among the travelling men, and they can be depended upon to uphold their end. Mr. Frank Fairweather is secretary.

TRAVELLERS' CONVERSAT.

THE city commercial travellers of Winnipeg recently held a very successful conversat in Manitoba Hall. The first part of the evening was occupied with a musical program of songs, recitations and piano solos, and afterwards came the dances with Wigston's orchestra supplying the music. The entire affair was carried on with an enthusiasm that assured the committee their efforts were appreciated.

The committee in charge consisted of Messrs. Gibson, Coyle, Lamb, Irwin, Patterson, McIntosh, Richardson and McRae.

NOTES.

The transportation companies in Toronto have decided not to enforce storage baggage charges for a reasonable time on travellers representing firms that have been burnt out.

Commercial travellers will be glad to learn that the Baggage Transfer Company, Montreal, have agreed with the association to transfer trunks between depots for twenty-five cents a trunk.

The travellers whose work has been interfered with by Toronto's great fire have the hearty sympathy of The Dry Goods Review, which hopes that the interruption will be for a few weeks at the outside. Most of them continue to take orders except for assorting.

The Ontario Provincial Secretary has received from the Secretary of State an Imperial paper giving full details of the regulations governing commercial travellers in foreign countries. It is open to inspection by business men.

The Western Ontario Commercial Travellers Association has presented ex-President Wm. Turnbull with a case of one hundred pieces of solid silver cutlery. President W. R. Grant made the presentation. The address was enclosed in a leather cover, bearing the association monogram in silver.

FEATHERBONE

FORTUNATELY, we were out of the fire zone and wish to announce to the Trade that, our factories being untouched, we are in a position to fill all orders, correctly and expeditiously, for

Ladies' Neckwear,

A multitude of styles in wash and silk materials.

Ruchings,

Frillings,

Pleated Chiffon and

Pleated Muslin,

Silk and Leather Belts,

Wide, narrow and medium effects.

Featherbone Girdle Frames,

In skeleton form and Crinolette

Featherbone Collar Forms,

All heights and styles, in soft and firm finish.

Veilings, all kinds, face and drape.

Sole Agents for FEATHERBONE, all grades and makes, and featherboned articles of every description.

FEATHERBONE NOVELRY MFG. CO. LIMITED

Head Offices and Factories: TORONTO.

Branch Offices:
MONTREAL, WINNIPEG.

N.B.—Have you seen the latest Skirt Stiffening? FEATHERBONE CRINOLETTE.

DRESS ACCESSORIES

BELTS.

MANUFACTURERS of fabric belts have made an extra effort on their Summer lines. Belt styles are exceedingly varied, not only in make up but in colors and materials as well. The crushed leather belt has proved so popular that fabric belt manufacturers have had to make extra efforts to keep up the interest in their lines.

Last Spring, belt lines were dull affairs in comparison with what they are now. Materials were all black. At the most only a few white belts were shown, and trimmings were in either oxidized or black gun metal. This Spring belts have blossomed forth in bright colors and trimmings are in gilt, silver or cut or pressed steel. A great many white belts are shown, and in colored lines red, green and navy are being exploited.

What is expected to take well for wear with white Summer wash dresses are belts of gay colored Dresden ribbons. These come in crush effects and the trimmings are either gilt, silver or steel.

The leading style of belt at present is the crush effect with the wide back, held in place by a back buckle, button ornaments, etc. The same effect is gained in elastics and narrow stitched banded materials by extra pieces at the back.

A few narrow straight band belts are shown, and girdles are not quite out of the market. Some manufacturers are making what may be called a patriotic belt, the trimmings of which consist of beavers and maple leaves.

In Summer wash belts much is made of the crush idea. Duck and linen are the favored materials, though quite a few belts are made from figured pique. Lines of faggoting and Bulgarian embroidery are used as trimming on the newest wash belts. Belts of colored linen bound in white with stocks to match are showing. Harness buckles in round, oval and square shapes are the most used fastenings.

There is a light, and it must be confessed, a rather cheap, look about brilliant gilt clasps and buckles that are used for belt ornaments, but the new belt trimmings in gilt toned with black, while retaining all the richness and brightness of gilt, are both richer and more artistic in appearance and much heavier and more massive in effect.

HANDKERCHIEFS.

Importing houses say that real lace handkerchiefs are being brought into the country in increasing quantities, and that their sale has increased largely in the past few years. This is a sign both of prosperity and increased culture, as hand-made lace appeals to the finer and more cultivated artistic taste.

Most women, in these days, like to possess one, if not more than one, real lace handkerchief, and a present of one is sure to be acceptable. This is a point to be borne in mind when wedding and Christmas gifts are being selected. Women are fascinated by the cobwebby texture and by the beauty of the patterns in real lace. Then, the fact that it is in a measure allied with needle work, is another point that interests them. Brussels, or rose point, duchesse and other Flemish laces are the ones that are chiefly imported.

Some very effective handkerchiefs are shown of lace braid with the pattern filled in by hand. While very attractive they are considerably cheaper in price than the laces mentioned above.

Though white is still popular, there seems to be a trace of a reaction, and bridal attire and handkerchiefs, two generally accepted types of snowy white—are strangely enough the first to show the leaning towards colors. Fine linen handkerchiefs are shown with a narrow border in color, and the border color is repeated in corners, groups and lines of French knots worked into the white centres. The handkerchief, if it is a colored one, must match the dress, is fashion's decree. Of course, these are novelty lines and are not expected to interfere with the sale of the white handkerchief, but, as they are so dainty, and pretty, they bid fair to take.

ALLOVER LACES.

APROPOS of lace, says a writer in Vogue, there is a new allover round-meshed net upon which little balls of the same shade are liberally showered. It does not sound half as attractive as it is, and would be highly desirable for a fancy blouse with a yoke and high cuffs of heavy lace. The width is twenty-seven inches, and the price only $2.10 a yard. Tobacco brown and Chantilly in the same width can be had for $2 a yard, and is being made up into blouses by many clever dressmakers to be worn with coats and skirts of similar shade. That effective punched lace is prettier than ever this year, for it is combined with heavier raised motives like little seeds, and makes up into stunning blouses as it can be had in deep cream, as well as pure white. Prices vary greatly according to quality, but for a handsome, well-covered pattern, $2.85 a yard must be given.

NEW SPRING PARASOLS.

DREAMS and plannings of Spring wardrobes are carried into Summer by the exquisite parasols shown in several of the prominent shops, remarks a writer in Vogue, who has been going the rounds of New York shops. These make one of the accessories whose selection is of more importance than the negligent woman imagines, a touch which may add distinction to the simplest of frocks. The woman who wishes to be considered well groomed must never forget that it is in the small details that true understanding of dress is shown, no point is in

significant to the artist in these matters, and in this fact lies the secret of a perfect ensemble. Exceedingly dainty is a sunshade of white chiffon over a lining of the same. Smocking is used for quite half its width, and draws the soft, pretty folds of white together in the most attractive manner. A full ruching of chiffon is added at the edge, both inside and out, giving the only semblance of fluffiness. Natural wood is used for the handle and the price is $12. Very new is the model of a second parasol where shirred puffs of white chiffon form quite an intricate design at half its width. These are emphasized by an edging of black baby ribbon put on in a little frill, and around the extreme border runs a plain band of the same. This model can be had with pink, blue or mauve ribbon, the background in every case being white taffeta.

LACE.

THAT there is no trimming quite so popular as lace in the opinion of the Summer girl, and that all but her plainest tailor-made costume will be trimmed with it, is apparent, when counter sales are considered. The dressier Summer gowns are lavishly trimmed with



D'Alencon Lace with raised braid.

lace, and this applies to woollen, as well as linen and cotton fabrics. Frills of lace or of material edged with lace are used and these are matched by the bertha effects that are used to give the long shoulder to fashionable waists. Valenciennes trims, lawns, organdies, D'Alencon, Lierre and other net top laces are very much in demand, particularly for the fluffy frills on most sleeves .

Insertions of Guipure, Venice and heavier laces are much seen on the lightweight woollens so well worn now. Shirt waist suits are trimmed with bands of heavy lace and Clunys are good for this purpose.

Three-quarter coats of Renaissance lace and lovely net robes incrusted with it are still most fashionable.



D'Alencon Galoon.

Transparent coats of net and filmy laces are the latest to wear over gowns of chiffon and printed net. These coats are both black, white and creamy in tint.

Fiber laces retain their popularity in ivory, cream and the deeper tints as well as black. There are any number of widths and designs, motifs and allovers as well as bands and galoons in this lace. The newest patterns show the heavy button effect that is so popular in all laces this season.

Allover laces in both heavy and light kinds are used for blouses and figured or sprigged nets, particularly in repousse patterns, are much seen for the same purpose.

RIBBONS.

AS the season opens up the prospects for the ribbon trade grow brighter, their use being more extended every day. The milliners have all adopted ribbon as a prominent feature in hat trimmings; while sashes and ribbons for belt and girdle purposes are much sought after.

Ribbon velvet in all shades, but more particularly in red and emerald green, and gilt trimmings are the latest in belt lines.

Stiff ribbon hair bows and ornaments are again making a demand on ribbon stocks, and quite a few ruchings and quillings of ribbon are used for elaborate dress trimmings.

The demand is centred in the plain ribbons in the bright makes and those of soft finish. Some fancies, however, are shown, but the general trade have not had such a brilliant success with fancies in the past few seasons as to dispose them to buy heavily this Summer. Canvas weaves with gold figures and embroidered set figures in colored silk are the most popular fancies. Then there are Oriental designs and colorings in canvas grounds that are very striking.

FANCY PARASOLS

SPRING 1904.

LADIES'
MISSES'
CHILDS' } at all prices.

Samples now on the road.

THE
Irving Umbrella Company
MANUFACTURERS

20 Front St. West, - **TORONTO**

PEWNY'S KID GLOVES

For your Easter Trade put in an assortment of these gloves.

EVERY PAIR IS GUARANTEED.

Pewny's Gloves are GOOD GLOVES.

GREENSHIELDS LIMITED
MONTREAL
AGENTS FOR CANADA

I. B. Kleinert Rubber Co.
TORONTO

Dress Shields,
Hose Supporters, Etc.

New Premises

Dowling Ave. and Queen St. W.

Business continued with slight interruption.

Many novelties have threads of gold running through them. Moons, spots, shadow spots and rings in different materials on a satin taffeta ground are among the new weaves. There are also a few ombres, but the steady trade is being done in the plain ribbons.

GLOVES.

DO not think that, because it is after Easter, the season for selling kid gloves is over. Both the early date at which Easter came, and the state of the weather, point to a prolonged season for selling kid gloves. The exceptional popularity of brown is sure to influence the glove lines and browns are sure to be called for, both now and in the Fall.

White is always prominent in Easter lines but, while well shown, white does not seem to occupy quite the supreme place it used to do.

Novelties are generally on show for Easter, and this year was no exception. Such colors as the new mauve, Chinese blue and almond green were seen. However, white gloves with stitching and wide binding around the cuffs in mauve, blue, yellow, pink and green are more practical and likely to take. These are all in one-clasp gloves, which seem to be gaining favor with the better trade.

SMUGGLING AMERICAN GOODS.

TOWARD the end of Easter week a sensation was caused in Montreal by the detention at the customs offices of many Montrealers, who had been spending the Easter season in New York and who had tried to profit by it by smuggling into Montreal laces and other valuable dress accessories.

They did not reckon, however, on the increased vigilance of the customs officers, who had been advised by Hon. Mr. Paterson, Minister of Customs, to keep a strict watch on holiday visitors to the United States and others who went there for a purpose. The minister's attention had been called to the yearly practice of not only private individuals but also of tradesmen, dressmakers, milliners, etc., of taking the reduced rates to New York, ostensibly for a holiday, but in reality to purchase certain articles of dress, perhaps at much lower prices than obtained here. A deputation of Montreal dry goods men waited upon the minister with the result that the smugglers received a cruel shock.

Of course most of the smugglers were women. Their method of dressing gives greater advantages for concealing smuggled goods about the person than does that of the male sex, who would doubtless avoid the customs just as cheerfully as their sisters if they were able.

This sort of thing has doubtless been going on for a long time, but so little has been made public in regard to it by the customs officials that many people have become emboldened to visit New York for the sole purpose of purchasing dress luxuries; and, as a result, a great deal of the very best trade is lost to Canadian stores. What is most to be deplored is that the very people who so purchase their fancy goods in the United States are the ones who could best afford to pay the price here for the same goods.

One of the dry goods merchants who has taken a great interest in the matter contrasted the conduct of our customs officers with that of the United States customs men. "I would not like to see people coming to Canada subjected to the same rudeness that characterizes the American customs official," he said to a representative of this paper, "but if they had a little more of their severity it would stop a good deal of the wholesale smuggling that I feel sure is now going on.

"What these people bring in here are practically all American-made goods. All imported lines can be obtained here fully as cheap, if not considerably cheaper, than in the United States on account of their very high tariff. Coming from the States I think our customs should be all the more strict—as strict, in fact, as they are with people going from here to there, and we all know what that means.

"Doubtless the big New York stores have a strong attraction for Canadian visitors, especially ladies, but, whether they know it or not, in most cases they can get what they want and receive just as good value here as there."

Another merchant did not think so much of the private individuals who made these "purchasing visits" as of the trades people. "Many a dressmaker and milliner," he told us, "make periodical trips to the States for laces, trimmings, etc., and I don't think a great percentage of them pay the duty, or at least all they should. A little of the smuggled goods is shown for a 'bluff.' These people take a great deal of trade from the city stores. It would be impossible to estimate how much, but it is serious enough for the Customs Department to devise some means by which they could be more closely watched, and have the officials at the wharves and stations make stricter examinations. I think our people have always been too lax in this matter all along the boundary line."

AN EXCEPTIONALLY "FREE" OPPORTUNITY.

THERE are, undoubtedly, many readers of The Review interested in good advertising. Undoubtedly there are many who realize the importance of, and would take pride in, having their advertising the best and most effective in their city or town. At the same time it isn't the best or most effective, and they cannot make it so.

Perhaps you are one. Maybe you are struggling along with your advertising, putting in time on it you could more profitably use in other ways, working at a thing you dislike,—perhaps slighting it.

If this is so you would of course welcome having your advertising prepared for you, if you thought it would not be an expense. That is what you stick at. You would gladly be relieved of your advertising worries right now if you were convinced that it would pay you—that the money you would pay an expert would be returned many fold in increased business.

Child & Fall, ad. writers of Wakefield, Mass., (whose ads. have been appearing in The Review for some months, and who have an ad. in this issue on page 23) offer you, through this paper, just the opportunity you seek. To give you conviction, they will prepare your newspaper ads. for a time free of expense.

They believe they can convince you. If they succeed, and prove to you that they have the ideas that will increase your business, if they show you that they take the burden of your advertising from you, save you time, save you bother and can make it pay you to have them work for you, your advertising difficulties will be solved.

Isn't this an opportunity you should not let pass? In accepting the offer, you have everything to gain, nothing to lose. You will find Child & Fall conscientious workers, who will do their best for you. You will find them free to answer any questions you wish to ask.

But need we say more? Write them.

Ladies'

Crush Leather Belts

If you wish to get good profits on these goods, place your orders with us at once.

We are offering belts--2 ½ inches--turned at the edges and stitched, for

$27.00 a gross.

A PRICE THAT WILL CREATE A DEMAND FOR SUCH GOODS.

Our stock includes

Black, White, Brown, Tan,
Red, Grey, and Black, and
Black Patent Leather.

WE ARE LOOKING FOR YOUR ORDERS.

GREENSHIELDS LIMITED

MONTREAL.

WE ARE AGAIN DOING BUSINESS

ALL ORDERS with the exception of a very few lines will be filled with only a very little delay. Our building was just slightly damaged, and we expect to be back in it in the course of two or three weeks.

Our HOSE SUPPORTER MANUFACTURING DEPARTMENT was only damaged by water, and we will be able to fill orders for our well-known brands at once.

SEND US YOUR ORDERS FOR

HOSE SUPPORTERS, LADIES' and MEN'S BELTS

and the LATEST NOVELTIES in

BELT BUCKLES, BELT SETS, WAIST SETS,
HAT PINS, HAIR ORNAMENTS,
SMALLWARES,
SIDE, BACK and POMPADOUR COMBS,
HAIR PINS, PINS, SAFETY PINS,
PLATED JEWELLERY, Etc.

PHILLIPS & WRINCH
LIMITED

Temporary Premises: 5 Jordan St., Toronto

We have a full stock of "CAPSHEAF" COILLESS SAFETY PINS.

BUSINESS MEN AND THEIR STORES

UP in Portage la Prairie, in the Province of Manitoba, there is a store which astonishes the visitor. It is so unlike what an easterner would expect to find in a western town. In saying this no injustice is intended to the great and growing West, of which all Canadians are rightly proud. Only in the case of the Garland Company's store in Portage la Prairie the size of the store, the assortment of stock and the number of departments, are more than it seems possible for a western town to support.

The Garland store is a large and handsome modern structure, four storeys in height, including the basement and with a frontage of fifty-three feet on Saskatchewan avenue. For eighty feet down Ann street the same height is continued and then an additional seventy feet consists of three storeys. The store front is handsome in appearance with a large area of plate glass and with doors cut in quarter-oak supported by iron columns in Egyptian style.

The basement of the Garland store is devoted to groceries, crockery, glassware and canned fruits. On the ground floor the entire space of eight thousand square feet contains dry goods, clothing, furs, boots and shoes, fancy goods, etc. On the second flat are to be found millinery and mantles, carpets and curtains, oilcloths and rugs, ribbons and flowers. On the top flat is situated the manufacturing department and work rooms, where a large staff is continually employed in dressmaking and millinery work. The total stock carried is over $90,000.

A somewhat remarkable fact about the Garland store is that the main three-storey portion was not originally erected where it now stands. The whole of this portion of the building, 53x80 feet in extent, was moved fully half a mile to its present location. When it is remembered that the structure is of brick and when it is further added that the moving was done without even cracking the plaster, the wonder of it all is greatly enhanced.

The present manager of the Garland Company, who recently succeeded Mr. T. A. Garland, its founder, is Mr. T. C. Howard, as progressive a business man as can be found in Western Canada. To his enterprise and sound business methods, no small portion of the success of the Garland Company is to be attributed.

THE COTTON TRADE IN LANCASHIRE.

CHARLES W. MACARA, president of the Federation of the Master Cotton Spinners' Association of England, when interviewed recently gave a statement of the losses incurred by workers and employers in the Lancashire region, owing to the high price of cotton. No one else is in the position of Mr. Macara for giving an authoritative account of conditions as they are.

"In the first place," he said, "the value of the raw cotton imported into England each year, after deducting re-exports, may be taken at thirty-five million pounds, calculated on the basis of cotton at an average price of 5d per pound. The value of the exports of cotton goods calculated on the same basis is over seventy million pounds, and the total value, including the home consumption, over ninety millions. It will thus be seen that there is a difference of about fifty-five million pounds between the value of the raw material and the finished goods.

"Where do the fifty millions go? When the mills are working full time the wages paid in the spinning and weaving departments will be found to be about twenty million pounds a year. Then there are the subsidiary and dependent industries including calico printing, bleaching, dyeing, finishing, packing, ready-made clothing manufacture, carrying, coal, stores, replacement and repair of machinery, the handling of the raw material at ports and inland, warehousemen and the staffs engaged in importation and the distribution of the manufactured products. All these and many others have to be paid wages, and it is estimated that the amount that is paid to them each year equals the amount paid to the spinners and weavers, namely, twenty million pounds.

"You will see that in this way we have accounted for forty of the fifty-five million pounds which is earned by our importation and manipulation of the cotton crop. The remaining fifteen millions go to pay taxation, insurance, ground rent, cost of depreciation of machinery in the cotton and subsidiary trades, and the return on the capital invested, including the capital supplied by bankers as well as the proportion of the capital of railway companies and other carriers and shippers.

"Now, I think, we have cleared the field for the consideration of the question you ask. What is the cost of the short-time movement to the whole of the wage-earners engaged, directly and indirectly, in the cotton trade? Of the fifty-five millions earned by the manipulation of the raw material, as we have seen, forty millions go in wages. One half the workers are on full time, and, it may be assumed, are earning at the rate of twenty millions annually—one half the total of forty millions. The other half are working forty instead of fifty-five and a half hours a week. By this lessening of their working hours they earn, not the twenty millions which is secured by the fortunate full timers, but only fourteen and a half millions. They lose at the rate of five and a half million pounds a year, or in round figures (for in these estimates one can never hop to be absolutely exact) 110,000 pounds a week. Probably the people directly bearing this loss number about 500,000, only half of them, bear in mind, being engaged in spinning and weaving. The others are associated with the dependent and subsidiary trades.

"To this extent, in my opinion, the wage-earners engaged in the cotton trade of this country, and the trades dependent upon it, are suffering by the short-time movement.

"As already indicated, the same method of calculation would show that capitalists in the cotton trade, and the trades dependent upon it, are suffering to the extent of over two millions per annum, or about £40,000 per week, making the total loss to capital and labor of those engaged in the cotton trade and the trades dependent upon it £150,000 a week.

"It is obvious that it is impossible to reduce the working hours of the first process—spinning—without every other branch of the trade and every dependent industry being proportionately affected. In addition to all this the reduced purchasing power of such a large population must have far-reaching effects on all other sections of the community, and in its degree exert on the national welfare.

"The curtailment of production during the present year, I may add, has been confined to the users of American cotton."

WAISTS

UNDOUBTEDLY the white waist is to be the popular one for the Summer of 1904 and, notwithstanding the weather, white wash waists have had already a large sale. The fact that the weather was so cold did not prevent many women from wearing white wash waists in the heavier materials all Winter, and now that finer and milder weather is due they are putting on thin cotton and linen waists in white. These they are wearing under the suit or smart Spring coat.

Is the inconvenient fashion of buttoning the waist up the back coming in again ? is the question asked by many when viewing the new imported waists. Certainly many of them button up the back, but it would seem to be only the very dressy and elaborate styles that are made in this manner, and for the useful, every-day waist the majority of women buy the one that fastens down the front. Waist manufacturers have not much faith in the waist that buttons up the back. They submitted samples to the trade and almost invariably they were refused or the request was made that the opening might come in front.

STYLES FOR FALL.

MANY manufacturers have samples on the road of Fall waists, and a very big return is expected to be made from them, as sample lines are larger and more elaborate than ever before. It is predicted that the separate waist will have a greater run than ever this Fall. Mohair and lustre fabrics will, it seems at present, be the favored materials, but flannels, cashmeres and other materials are being made up; in fact the variety is greater this Fall than usual. Cream and ivory lustres are selling extremely well, and so is a kind of fine striped flannel material, with a small Dresden pattern in the stripe.

Styles run more to the tailor-made, and wide tucks and stitchings take the place of the narrow tuckings this season; in fact the blouses for Fall are built on plainer lines. This means that cut and finish have to be more carefully looked to, as there is no fussy trimming to conceal bad lines. Bright gold and gun metal buttons are much used on the Fall blouses.

MONTREAL NOTES.

MONTREAL waist manufacturers state that the big fire in Toronto has not seriously interfered with their business and that, though the prolonged Spring to a certain extent retarded the demand, yet the factories are now very busy. The retail trade, having been blessed with a few fine days, are quite confident of doing a volume of business up to the average.

Buying for Fall has not commenced yet, but manufacturers report a satisfactory outlook. Owing to the lateness of Spring, the sorting of Summer stocks has not yet commenced.

Laces in the Fall waists are showing up stronger than ever. Particularly is this the case in all-overs, some of the most attractive of the Fall waists being made of that material. Embroideries also are again in good demand for Fall.

Flannels are spoken well of and as the Fall season approaches the manufacturers' confidence in them increases. They state that they will to a certain extent displace other heavy goods.

China silks, as we have already predicted, are looked upon as first-class property for Fall, and several manufacturers are making them among the leading articles.

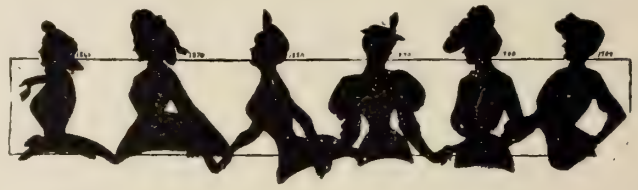
SIX CHANGES IN FORTY YEARS.

WELL, I'll have to give up and just adopt that hopeless style of figure described as a pillow with a string around it, announced the woman who at 56 was the proud possessor of a shapely figure and who had just learned on good authority that tight lacing was coming into fashion again. "No less than six times in the last forty years I have completely changed the outline of my figure, and I am afraid I am now getting to an age where comfort is almost as much of a consideration as appearance.

"I well remember when I was 16 how pretty the fashionable figure was with its neat, small waist in the place where a waist ought to be. How trim and dainty we were. But I'm afraid a little tight lacing was needed to get the desired effect.

"Next we had those short waisted shapes which brought the squeezing away above the natural waist line. Absurd enough they would look now, but we thought them charming when they were in fashion.

"Then came those long, slim figures of the '80s with the bust unnaturally high, the waist compressed as far



as possible into the hips. Pert, smart, and saucy they looked, and they were only acquired at the expense of a good deal of squeezing all along the line.

"In the '90s we had a genuine hour glass figure, girt tight around the waist and bulging above and below. I always thought it stupid.

"The low bust and sudden hip effect which came in next was thought to be free and natural, but was really decadent and the little girdle corset then worn could be drawn as tight as any other.

"The straight front wide waisted fashion—bless it !—is the only one I know which combines comfort and style. O, why can't it last ?"

INESON vs. HAMILTON COTTON CO.

PLAINTIFF, an infant, brought action against the defendants under the Workman's Compensation for Injuries Act. He was working at a carding machine in company's factory when the machine became clogged and the plaintiff pulled off a belt with which the machine was equipped, and began removing the cotton waste which caused the clogging. While doing so the belting slipped on the pulley and set the machine in motion, crushing the plaintiff's hand so badly that it was necessary to amputate three fingers. Plaintiff alleged that the appliances were defective, and that there should have been a guard to prevent the belt slipping on again. In the first trial the jury found no defective machinery, but negligence on the part of the plaintiff. The appeal was dismissed with costs.



FALL SAMPLES
in operation.
THE BEST
ever
shown.

The American Silk Waist Co., Montreal

Spring
Sorting
Orders
Delivered
in 10 Days.



JAP WAISTS THE THING



OURS THE LINE

A host of new styles especially adapted for late Spring and Summer sales now to be seen in our already large assortment. Also a showing of attractive and up-to-date unlined leaders in all fashionable silk fabrics.

"A Popular Line at Popular Prices."

FULL RANGE READY NEXT WEEK.

The New York Silk Waist Mnfg. Co., Limited

40 ST. ANTOINE ST., MONTREAL.

HIGHEST
GRADE
MADE

SALEM

Men's Shirts	Ladies' Waists
Vests	Jap Silk, Tussor Silk
Pyjamas	Messeline Silk
Night Shirts	Peau de Soie Silk
Boys' Shirts	Lawn, Muslin
Waists	Vestings, etc., etc.

A well-assorted stock carried of the above lines for the sorting trade. See our our new drawn work Jap Silk Waists for 10 days' delivery.

SALEM COMPANY, Limited **323 St. James Street, MONTREAL**

To Our Wholesale Friends



who suffered from the recent Toronto fire, we extend our sincere sympathy.

To Our Retail Friends

and to those who may be inconvenienced by the destruction of their regular house, we would impress upon you the many advantages of buying in Ottawa :

1st. We sell a very large percentage of our turnover in the house, thus reducing the actual cost of selling, while doing one of the largest businesses in Canada. We feel confident that there is **something** in this **statement** for every buyer.

2nd. The constant attention that each department receives assures newness, right price and reliability.

3rd. We fill your mail orders same day as received, and no charge for cases, bales or crates.

Yours to serve,

John M. Garland, Son & Co.
OTTAWA, CAN.

OUR LONDON FASHION LETTER

The Revival of White Muslins Stage Gowns of a Famous Actress Princess of Wales wears Bradford Cloth Millinery Styles

MANY of the Summer costume models destined for park wear and many visiting gowns are of silk muslin or hand-painted gauzes, the foundations being of mousseline de soie in some light shade, covered with pompadour or old-world floral designs. Such fabrics are admirably adapted to the new gauged skirt, the elbow sleeve, and the fichu-like bodice. They are nearly always finished by a sash of some brilliant color to match the flowers

In addition to these high-class printed muslins there is a very decided revival of the simple white muslin, plain or spotted. The Paris designers make excellent use of these and contrive by insertions of narrow Valenciennes ruches to trim very stylish gowns that have the most elaborate effect. For Ascot, the most important dress parade of the London season, there are in preparation at the fashionable costumers for more muslin toilettes than silken gowns. As a hot Summer is anticipated this should help the muslin vogue. The new soft silks (as muslin taffetas) are having, however, a wonderful run, and whole costumes of taffetas in white, black, and the various pastel shades in vogue are amongst the smartest toilettes seen. This fabric, with rich lace ornamentation, provides too a number of very novel, long, or three-quarter sack coats, or the new shawl draped and pointed coats.

Shantung silk with lace trimmings and insertions are in immense demand for coats intended for Summer wraps, driving or theatre coats. Some of the models on exhibition in the splendid shows now being made in the west end shops are of great beauty and attractive qualities.

Miss Forbes-Robertson's Gowns.

On the stage we get in the new plays some of the best ideas and efforts made by the London and Paris designers. As an instance, in the new play at the St. James' Theatre, Miss Beatrice Forbes-Robertson wore three frocks, which gave very clear indications of the fashionable trend of the Summer mode. First mention should be made of a wonderful travelling coat. This is of pale blue-faced cloth, long and straight, and loose, and bearing novel revers to the waist, lined with cherry color. Her Tuscan straw hat is upturned with a flat bunch of roses, and she changes to an evening dress of roseate chiffon with ruchings of a deeper pink Next comes a white dress with conventional designs of silken strappings about the skirt, and the loosely-hanging bolero, with its outline of Chinese tendency, that shows a full under-bodice and shirt of lace. Another dress is of pale pink voile, ruched in pointed scollops, with taffetas, and broad insertions of linen lace about the hem and the knees and round the shoulders In the same play is a tea gown of shaded chiffon in pale green, the top of the sleeves being outlined with small pink roses in a novel fashion, while the waist, which is partially concealed beneath flowing draperies, is belted with a deep band of lace Black velvet ribbons appear on the small neck tucker, at the wrists, and in the hair

Dress Stuffs for a Princess.

English crepe de chines are having a wonderful vogue, and the fact that H. R. H. the Princess of Wales desires it to be made known that she has recently chosen a number of Bradford manufactured dress fabrics will have the effect of making these cloths still more fashionable and popular. The Princess will go early in May to Bradford to open a most important exhibition of Bradford manufactures in the new "Cartwright Memorial Hall Learning that the royal patronage would do much to help a great British industry, the Princess of Wales determined to select for her gown worn on the occasion cloth woven in Bradford itself When Messrs. Priestley's collection of silk and wool dress stuffs were submitted to H. R. H. their beauty of coloring and softness of texture evidently surprised and delighted her, as an extensive order followed Not only did the Princess choose a dress piece for the special purpose of the Bradford visit, but made further choice of a number of such beautiful stuffs a



An original Japanese Design from "Coming Modes" for May

"Estrella" to be made up into stylish gowns for the coming season's needs. These English made crepe de chines and similar soft finished weaves were previously in high repute with the court and fashionable dressmakers but it stands to reason that this pronounced royal favor will give an immense impetus to their present vogue

The extra lustre effects in silk and ribbon manufactures are now in very great favor and it is curious and sometimes amusing to note how the variations on "Ra-

dium" and radium effects are used in their distinctive appellations.

Millinery Styles and Trimmings.

In millinery trimmings, metallic finished taffetas and ribbons have a very prominent position, and the new radium ribbons sparkle on many a Summer model. Next in popularity come the canvas or crush ribbons in natural shades, with brightly toned silk spots. On ready-to-wear or tailored hat styles these ribbons show to great advantage. They are usually in very wide widths and are chiefly employed in the form of broad folds or strappings across the front and over the brims of the more than ever popular French sailor hat.

In dressy millinery styles the effects are most artistic and it is a matter of frequent observation that the present millinery modes were never more pleasing. There is no very extreme or pronounced effect, and the shapes are on the whole becoming to the many rather than the few. Chiffon and tulle have played their parts well in the construction of the season's models, but now there is a disposition on the part of the best designers to go in for spot net, or all-over lace for the advanced Summer models. These make charming transparent hat brims that are made very becoming by the addition of narrow lace ruches. In this connection narrow Valenciennes straight-edge lace has a considerable call. This type of ruche is much used to ornament by means of several rows the under brim of the large and picturesque Leghorn and fine chip hats so much in request in the best class trade. With this type of hat the approved trimming schemes include many large roses and still more many small roses in tightly mounted wreaths or bands, laid around the somewhat higher crowns making their appearance now. Paris elegantes favor what are now generally spoken of as Lingerie hats, this meaning very smart and becoming models formed of embroidered batiste or muslin. The most frequent idea under this head is a kind of large flop or baby hat, with a gathered crown that stands well up out of an encircling band of wide black or colored velvet ribbon that falls into long ends at the back. Over the brim is draped a wide flounce of the muslin in the now well established "Madeira" embroidery. The edge droops from the hat in curtain fashion and this brings me to the question of the lace veil drapery mode which came in at the opening of the season. It is already on the wane; indeed, some of the best class millinery houses now exclude it from their trimming schemes. Very cheap and, it follows, poor imitations of a good and quickly accepted mode have the inevitable effect of killing it, and the end of the lace veil trimming is approaching.



One of London's Latest.

The most acceptable back trimming for the Summer hats and toques appears to be an artistic disposition of three tones in ribbons on the one side, and a charming arrangement of roses in three tones on the other side, forming a stylish "Cachepeigne."

Feathers are by no means out of it, and there is a revival of the full and handsome Paradise plume in natural or dyed effects. The feeling for yellow and orange tones makes the richly shaded amber and deep orange tones of the natural Paradise plume very fashionable as an ornament to handsome hat models for Summer.



A Summer Hat Model. Pale blue, fancy silk plait, wreathed with forget-me-nots and trimmed with blue radium taffeta ribbon.

Irish linens and Irish lace and applique trimmings are the most stylish ideas for ornamental notes upon Summer costumes and skirts. The newest dust coats or carriage wraps are in loose spun Irish linens with much elaboration in the trimming detail.

For morning skirts, Irish linens and crash cloths are embroidered with coarse colored cotton, cremel or rope silks. Others have bold medallions or insertions of Yak lace. The deep collar or shawl pointed cape effect is most pronounced in the newest blouse and blouse coat patterns. Under the latter head there comes from the continent some surprising ideas in coat blouses for outdoor wear that have very novel tabbed shaped basques or skirts attached to them. These are very smart in effect and it is thought that the idea will be more pronounced in the Autumn coat styles.

A. McEHAN.

We have secured new Sample Rooms at

CARLAW BUILDING

28 WELLINGTON ST.,

TORONTO.

Our representative has now full sets of samples of all our lines.

All orders will be shipped same day as received.

GREENSHIELDS LIMITED

MONTREAL.

FANCY WORK

FANCY WORK.

MANY women are embellishing their shirt waists, stocks and other accessories with the product of their needle, and materials and patterns for their use are largely shown. There is a particularly large assortment of patterns in ladies' neckwear, both in cross-stitch and in various embroidery designs. There are turnovers, which are perhaps most popular, sets and stocks. These are worked on butchers' linen, scrim, etamine, etc., with various bright colored threads in which red and blue predominate. Thought there is nothing that can be said to be particularly new, yet there are many little changes and novelties that are sure of a broad acceptance and a reasonably long lease of favor.

The fad for using handkerchiefs both for fancy articles and wearing apparel such as kimonas, aprons, etc., is daily growing and fancy stores and departments are showing many designs in them. Indeed it is said that there is considerable trouble experienced in getting orders filled promptly. The use of these handkerchiefs is a fad that is not likely to have a very extended duration, but while it lasts quantities will be sold. The handkerchiefs are specially designed for this use in bright colored floral and other designs, three of which we illustrate.



Handkerchiefs for making up into kimonas and fancy articles.

Besides these gay cotton handkerchiefs the mercerized handkerchiefs known under the trade name of Excelda, are also made use of for fancy work, etc. The cushions made from these Excelda handkerchiefs are very handsome, and the kimonas, particularly when "Paisley" patterns are used, are quite Oriental in appearance. Men's red bandanas are sometimes used for kimonas, but are a little too bright for the ordinary taste.

Now that heavy linens, basket-weave fabrics, and etamines and voiles in linen and cotton are so popular in wash lines, a new kind of embroidery that must be done on any one of these even meshed fabrics is coming to the front. It is a variety of drawn-work that has the square for the basis of its pattern and is known as Hardanger embroidery or lace. It makes particularly effective bands and medallions for shirt waist trimmings and is quite within the range of the ordinary needlewoman, as it is by no means difficult to accomplish.

Mercerized floss is used for the squares and linen thread of a heavy make for weaving the lace stitches. A blunt pointed needle with a long eye should be sold for this work.

BEADWORK.

THE revival of 1830 modes has brought beadwork into prominent notice, and last Summer beadwork was all the rage in the many Summer resorts in the big Republic to the south of us. The craze did not strike this country until too late in the season for it to be well developed here, but still quite an amount of it has been done this Winter. There are so many articles of personal adornment that can easily be fashioned with the aid of a loom, so many pretty chains, belts, etc., that many will be tempted to fill in their spare moments with a work that will add to their adornment. Then, beads are very fascinating to work with, as the play of color is very beautiful; and as the work is easily learned, any one with a little artistic taste can produce really beautiful effects.

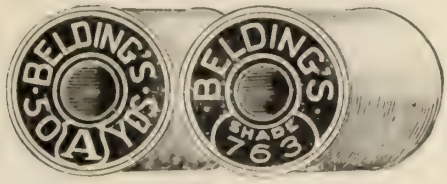
The beads used have quite a little history attached, as they have been made in Venice and Bohemia for hundreds of years; indeed Columbus himself, it is said, first brought them to America, and they were used by the early traders for barter with the Indians. Quite a little history could be made out of these facts, and if told to a child when a present of a loom and beads were made, it would greatly add to their interest in this kind of work—for beadwork is so easily done that it forms an ideal present for a child, and will keep fingers and brains busy on many a rainy afternoon, as well as provide a means of education in color, form and numbers at the same time.

Beautiful purses, bags, coin purses, etc., can be made from beads, and you can buy the metal tops so arranged that they require no riveting to fix them; and as all the tools required to attach them to the beadwork are a pair of pliers or scissors, you can easily do that yourself.

For those who can knit there are some pretty designs in purses, etc. Drake, Hambley, and Cockburn of Bay street, Toronto have gotten out a splendid little book on beadwork, replete with hints and instructions for making chains, fobs, belts, bags, purses, etc., of beadwork and they also carry the looms, beads and other materials for the work.

WE LEAD

Belding's Spool Silks



SHADE NUMBERS PRINTED ON EACH SPOOL.

A matchless benefit to buyers and all users of Spool Silks. No time lost in matching. Mistakes prevented. We are the only manufacturers in Canada who can supply you with Spool Silks with this progressive improvement.

COLOR NUMBERS PRINTED ON EACH SPOOL.

BELDING, PAUL & CO., Limited, Montreal

TORONTO, WINNIPEG and VANCOUVER.



This cut shows one of our latest creations in Long Hip Straight Front effects, which we carry in stock—all prices. Ask for sample and price list.

THE CELEBRATED

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CORSETS

ARE THE RECOGNIZED STANDARD OF ALL

High-Class **CORSETS**

They have undoubtedly the largest sale in all countries. This has been reached solely through the merit and high qualities of the goods.

KONIG & STUFFMANN,

SOLE AGENTS FOR CANADA.

11 Victoria Square, MONTREAL.

The W. R. Brock Company, (Limited)

MONTREAL.

THE GREAT ASSORTING HOUSE
OF MONTREAL.

We have a **large stock** of **Sorting Goods,** nearly **all at old prices.**

We have every facility for **prompt filling** of **orders.**

We invite a visit to our warehouse this month; **many clearing lines** and **jobs** to **offer.**

SEE OUR TRAVELLERS' SAMPLES.

LETTER ORDERS FILLED SAME DAY AS RECEIVED.

VIEWS AND INTERVIEWS

MR. HERBERT C. FOX, representing Booth & Fox, Limited, Cork, London and Manchester, spent some time in Canada and United States last month in the interest of his firm. Booth & Fox are large manufacturers and dealers in eiderdown quilts, sateens and cottons and have for some years been doing business with Canadian firms.

Eiderdown and War

They employ about 600 hands. This is the first time, however, that a representative has been sent to Canada. Mr. Fox was very much impressed with what he saw in Canada and anticipates a bright future for this country. His reception by the trade here was cordial and he did a good business as a result. In speaking of the trade in his particular line he said that the material for their eiderdown quilts had been much enhanced on account of the war between Russia and Japan. "It is not," he said, "directly due to any advance in the price of material but to the greatly increased cost of freight rates from Russia, from where we get a great deal of our raw material for our second quality goods. Of course down comes from practically all cold countries."

Mr. Fox remarked during the conversation that a great deal of dishonesty was practiced by the exporters of down from some countries. For example, in China, some of the shippers would liberally sprinkle sand over the down while it was spread on the floors of their warehouses, thus greatly increasing its weight.

* * *

MR. R. C. WILKINS returned to Montreal on April 27 after a seven weeks' trip through the West as far as Regina, calling upon all his friends in the trade and making many new ones. Mr. Wilkins reports that business has been quiet in the West during the Winter. Merchants laid in heavy stocks, but the trade did not materialize, owing to the bad weather and consequent poor roads, which to a certain extent prevented the farmers from visiting the stores.

A Montrealer in the West

In conversation with a Dry Goods Review representative, Mr. Wilkins said that the great majority of the merchants whom he met were in favor of a protective policy for Canada, especially was this the case among the Americans who had settled in the West, and who had been firmly convinced of the need of an adequate protective tariff in their own country.

"The retails stores in the West," continued Mr. Wilkins, "are as attractive and up-to-date as can be found anywhere. The stocks are exceedingly well kept, and they are large, well assorted and of a very high class. No expense is spared to make the stores the most modern and improved of their kind, and a very pleasant feature in all the towns is that no one seems to be looking for cheap truck. They want the best of everything. The merchants themselves, mostly Canadians from the east, are affable and very pleasant men to meet, and I found them as keen buyers as I have ever met. The different races which go to make up our great West do not take long, the majority of them, to become good Canadians. The Galacians are hard workers and make good money. The Galacian girls have shed their sheepskin coats for pink silk waists, and instead of wooden clogs, their feet are daintily encased in patent leather slippers. The Doukobors are looked upon as exceedingly honest people, but are very fanatical, from a religious point of view. It will take a long time, I think, to make anything out of them. All the Americans I met were enthusiastic over Canada. One man told me that he was dilating to his friends at home in Watertown, New York State, on the glories of Canada; he told them them could put the whole of the United States in Canada and then leave lots of room to drive all round it in a buggy on Canadian soil.

"As to my own business, I was very well satisfied. Instead of selling cowboy pants I sold them high class overalls from $9 to $13.50 per dozen, and lots of them, too."

* * *

MR. S. A. JACOBS, of the New York Silk Waist Co., Montreal, returned lately from a trip through the Southern States, feeling fully recovered from his recent illness, and has again taken charge of the company's interests. On his way home he spent some days in New York looking up novelties for Fall trade, and promises that some very handsome things will be shown in the Canadian market. Mr. Jacobs found manufacturers in New York busy with Spring goods. A great many buyers were in the city, and all looked forward confidently to a good season's business.

Returned From the South

FOR BOOTS and SHOES

RETURNED
MAY 23 1904
Cut Book 19
Page 7
Ans.



in which style and finish are evident, Shoes that fit, and give pleasure to the wearer, you should send to us for samples and quotations.

We Handle High-Class Shoes.

We also handle Shoes suitable for the Western farmer.

Our **"Superior"** Box Calf Bal. is one you should have in stock. The price is right.

Our Seven Salesmen will shortly call upon the Trade for Sorting.

We have an immense Stock in Winnipeg, and can give your requirements immediate and careful attention.

Thomas Ryan & Co.,

LIMITED

WINNIPEG, CANADA

TRADE CONDITIONS IN BRITISH COLUMBIA

Vancouver, April 21, 1904.

TRADE in the coast section of the province has has been for a week or more almost entirely entirely cut off. In fact the movement of passenger traffic to the interior has been almost confined to local business, as both freight and freight has been practically suspended until to-day. There was no freight in and none was sent forward, till the yards were piled up with loaded cars. Now that the snow-slides, which have been the cause of the trouble, are cleared away traffic has begun again and is being rushed. There are some belated shipments, especially of produce from the east, which have not yet reached the city and which are badly needed. It is difficult to get any trace of such shipments, one dealer having had to wire his Winnipeg agent to trace his up. They succeeded in locating one car in the Winnipeg yards where it had been held up for six days. The other one is somewhere between Winnipeg and the coast.

* * *

Northern shipments are fairly active considering that the state of the trails in the north will stop travel largely until the river opens, which will be some weeks yet. The steamer Princess May, sailing last night for Skagway, had 200 tons of cargo for the White Horse and Dawson trade. Much of it was destined to be shipped into the Alsek district to which large numbers of people have been heading for over a month now. It is possible to get in yet, as the frost has not all gone, but there will be a time for several weeks when it is altogether likely the trails will be impassable, as the district is entirely new.

* * *

To indicate the influence of the recent announcement that there was likely to be a direct service instituted between New Zealand and Vancouver, the Canadian-Australian line announces that it will resume the call at Auckland, New Zealand which has been cut out for nearly two years from the route of their steamers. To do this the call at Brisbane will be cut out. The proposed New Zealand line is to go ahead, according to the statement of Mr. R. A. Alley, of Tacoma, head of the firm which is promoting the line. Mr. Alley was in Vancouver on Saturday last and he was very positive in his assertions that in July next the first trip by a steamer for the new line would begin. He says that the steamer Maori King has been chartered and that two other steamers are under option. The outbreak of the Russo-Japanese war interfered with his plans, the Japanese Government outbidding him for a number of vessels which he was trying to secure. The price of steamer charters has gone up nearly 40 per cent. since the war began.

* * *

Because they have no relief from conditions which they consider oppressive in freight rates, the citizens of Nelson engaged in mercantile business have taken the matter up with the Railway Commission. Five weeks ago, when Mr. F. W. Peters, assistant western freight manager of the C.P.R., was in Nelson, the difficulties complained of were brought to his attention, but no reply has been received. The wholesalers of the city at a largely attended meeting adopted the following resolution:

"That the secretary wire the secretary of the Railway Commissioners asking on what date they will meet in Winnipeg, and if they will receive a delegation from the Nelson wholesalers and Nelson Board of Trade, to present their grievances re freight rate discrimination."

* * *

Active steps are being taken by the Great Northern Railway Co., or as it is known in this province, the Vancouver, Westminster & Yukon Railway, to secure location and establish central terminal facilities. A large portion of the central part of the city, just off Hastings street, at the junction with Carrall street, has been bought up for station grounds. This is known at present as Chinatown, and the Orientals who have been dispossed by the sales of land will have to find some other location for their quarter, with its odd business houses and queer stocks of goods. The V., W. & Y. will have a splendid location, close to the centre of the city, near the inter-urban tram line and but three blocks from the Burrard Inlet waterfront, where it is said the railway now owns the Hastings mill site, one of the best pieces of frontage on the harbor, and at present occupied by the biggest saw-mill plant in the city. Work will begin at once for clearing the Chinatown site of all buildings, as the railway aims to be ready to run its trains direct into the city by time the bridge across the Fraser River at New Westminster is complete, which will be some time in June or July. Before the V., W. & Y. can reach its proposed terminal, it will have to build a bridge across False Creek, but this is to be nearly all piling and trestle work, with an 80-foot draw in the centre. The plans for it were approved by the Railway Committee of the Privy Council last year. The V., W. & Y. line between Vancouver and New Westminster is complete and trains are now running into Vancouver from the Royal City. At present the terminus is at Westminster avenue, south of False Creek. The Great Northern, which owns this line, is also moving to build that section of the V., V. & E. Railway up the Fraser River Valley this season. If it is carried right through to the Boundary country it will cross the Hope Mountains and tap the rich Similkameen Valley, which is virtually the only section of Southern B. C. still without railway connection.

ENERGY WASTED AFTER BUSINESS HOURS.

A GREAT many people dissipate more energy between the time when they leave their work at night and when they return to it in the morning than they expend all day in their vocations, though they would be shocked and offended if any one were to tell them so. They think that physical dissipation is the only method of energy-sapping. But men and women of exemplary moral habits dissipate their vitality in a hundred ways. They indulge in wrong thinking; they worry; they fret; they fear this, that, and the other imaginary thing, and they carry their business home with them, and work as hard mentally after business hours as during them.—Orison Swett Marden.

William Liddell & Co, - BELFAST, IRELAND,

TRADE MARK
UNUS ET IDEM

Beg to announce that their new collection of

The Celebrated Gold Medal Brand Linens

for the coming season is now complete, comprising many new and elegant designs especially produced to meet the demand of a critical clientele. All lovers of high, artistic designs combined with excellence in quality, at POPULAR PRICES, should carefully examine THESE WORLD-RENOWNED LINENS before placing their orders elsewhere, a full range of which is now being shown by our representatives.

Sole Agents for
WEBB & CO., Newtownards, Ireland,
Manufacturers of the celebrated "DEW BLEACH" TOWELS, Etc.

Represented in Canada by JAS. A. CANTLIE, 22 St. John Street, MONTREAL.



JOHN W. PECK & CO.
LIMITED

MANUFACTURERS OF

Clothing, Fur Goods and Shirts, Hats and Caps

Montreal Winnipeg Vancouver

"Shirt Chat"

"Waller's Shirts"

have the custom look. The designs have been carefully chosen so as to bar the commonplace, and in every way these Shirts are such as a haberdasher may be proud to hand over his counter.

If your Shirt Department is run down, stock up with "WALLER'S SHIRTS," and they will enable you to keep your old customers and will win you some new ones.

JOHN L. WALLER & CO.

Wholesale Men's Furnishings

214-218 Princess St., WINNIPEG

BEST THINGS FROM THE MAGAZINES

WAR AND THE MARKETS.

The Forum

THE reason why an international war should have a far-reaching effect on financial values deserves explanation, because it is very imperfectly grasped by the community at large. To most people the matter seems simple enough. In ordinary comment on such events there will be found a prevalent inference that the securities of a given State, in time of war, rise or fall according as that State is victorious or unsuccessful, because success in the contest will make for national adversity. Security values are affected simply and solely because of the enormous expense of war, which leads to sales of new securities, whereby the general level of values necessarily is lowered. The underlying principle of war markets is that the enormous costliness of war, particularly in modern times, makes absolutely necessary very large borrowing operations by the contending governments. Estimates of recent wars indicate that even a small war cannot be fought to a finish except by an average expenditure of fully a million dollars daily. French statistics have lately reckoned that a conflict in Europe between two first-class continental powers would cost each of them in the neighborhood of $5,000,000 a day. These estimates may or may not be exaggerated, but they show what financial requirements may be involved in such a conflict.

Now, no government possesses a fund of money sufficient to wage such a war for any long period, nor is it possible for any government to introduce new taxes such as would raise from its people the sum required. Hence it must have recourse to the accumulated capital of the world's money market. But since the resources of the world's capital have some limit, it follows that such sudden and enormous demands will necessitate withdrawal of invested capital from its previous location.

HOW COTTON ROSE AND SULLY FELL

World's Work

FIVE years ago, at 4¾ cents a pound, the South lost money on every bale of cotton marketed. But prices kept on increasing. A bale of cotton is now worth one-third more than a year ago. Three speculative campaigns led to the present high prices. Theodore H. Price was the first "bull leader." He pushed cotton up to 8½ cents and retired from the market. Then Daniel J. Sully appeared. He had served for fourteen years in a Providence, Rhode Island, cotton house. Later, in the South, he had seen the cottonseed oil mills springing up on every hand until this by-product was yielding nearly $100,000,000 annually. An inferior quality of seed was being saved for the next year's planting. Mr. Sully thought that poor seed would mean a small future yield. Indeed, in 1902, with 3,000,000 more acres cultivated, the production fell off. Sully forced cotton to 9 cents, and then came into the open as a buyer. He had strong backing. In May he had raised the price to 11 cents and added $150,000,000 to the value of the crop.

Then Sully stopped, whereupon W. P. Brown, of New Orleans, came to New York with a record of having made $2,000,000 in a "squeeze" in the New Orleans market. He at once drove December cotton upward until he had contracted for 200,000 bales of the July delivery, and was ready with the cash when settling time came. Then one day he bid 13 cents for 1,000 bales of August cotton and not a bale was offered. He had bought four times as much cotton as was in the country. Then in September Sully returned to the market. His estimate of the Government crop report was within 24,000 bales of the official figures, and prices went skyward. Finally cotton dropped and Sully failed.

ETHICS OF THE BARGAIN COUNTER

Everybody's Magazine

THAT women really enjoy a scrimmage with each other, when no men are by to see that they are not living up to their blue china reputation for tenderness, is beyond doubt. Witness the bargain rushes when women make an onslaught on a counter of shirt waists. Are any of the virtues—the gentleness, the tenderness, the sympathy for the weak and needy—for which woman is so justly famed, exhibited on such occasions to women older, feebler, poorer, and more in need of bargains than herself? Nay, verily. It is a brutal struggle to get the best, in which the feeble are trampled under foot, gowns are torn and hats smashed, a struggle in which women of stature and grip do not hesitate to snatch a bargain out of the hands of another woman and bear it off in triumph. In the peculiar creed of ethics that governs woman's conduct toward her sister-woman, it is considered perfectly legitimate to covet your neighbor's garments or her cook, and to get them away from her if you can.

CONTRABAND OF WAR.

McClure's Magazine

BY the Declaration of Paris in 1856, the principal nations of Europe bound themselves to respect certain principles. The first and most important has been expressed in the jingle, "Free ships, free goods." The early practice of nations had been to seize their enemies' goods where they could get them. Sometimes they confiscated the neutral carrier as well; occasionally they went so far as to prohibit all trade with the enemy at all. The leading innovation of the Declaration of Paris was, accordingly, the protection of the property of belligerents when on board neutral merchant vessels. Clearly the new rule, "Free ships, free goods," protected the neutrals' carrying trade; for under its operation belligerents could safely put their goods on board neutral carriers without fear of capture, and, moreover, the vexations ancillary incidents of stoppage, search, and adjudication, were gone. On the other hand, neutral property still remained safe on belligerent ships; the converse rule, "Enemy's ships, enemy's goods," was unrecognized, and neutral goods, which could have been confiscated if lying on an enemy's wharves, were safe at sea under the flag. The Declaration, however, has never been signed by the United States, Spain, or Mexico, and Japan and Russia can accordingly seize each other's goods on United States ships, though they are not in the least likely to do so.

S. F. McKINNON & CO.

LIMITED

Mantles and Skirts

Our Range of . . .

Fall and Winter Jackets and Skirts

are in the hands of our Representatives.

The Range includes——

Ladies', Misses' and Children's Jackets, and Ladies' Capes and Skirts.

Fall 1904

You will find the Style, Fit and Values Right.

S. F. McKINNON & CO.

LIMITED

TORONTO

Corner Wellington and York Streets.

CLOAKS, COSTUMES AND SKIRTS

THE LATE SPRING.

THE state of the weather means a good deal to both manufacturer and merchant, and the present unseasonable Spring is making its presence felt in both the manufacturing and retailing branches of the trade.

This is particularly the case with the suit trade. The Fall trade for suits was very satisfactory, and it was felt that they would be in great demand for Spring. This led to the placing of heavy orders for Spring lines, and had the weather been anything like normal merchants would have had no trouble in selling their purchases.

In the larger centres where the people have been able to get about a good business has been done, but in small towns and places where a good deal of the trade comes from the outside, business has been disappointing. In the early part of the season roads were blocked with snow, and since the snow began to melt they have been all but impassable. At this late date it is felt that Spring trade is pretty well lost, as the time is at hand for Summer selling.

Manufacturers are beginning to feel the effects of these conditions, as they are missing the Spring sorting trade that always comes in about now.

Then the merchant who has not done his usual Spring business is sure to be conservative about placing Fall orders. This will tend to increase the difficulties of the manufacturers, as it will make it difficult to keep their hands employed in the early part of the Season, while later on it will be difficult to rush out the work fast enough.

GERMAN TAILORS AND CLOAK MAKERS.

THE following facts, taken from a correspondent to one of our Canadian daily papers, will probably throw some light on the reason why Germany, in spite of tariff regulations, can compete in the way she does with our Canadian manufacturers of ready-to-wear garments.

"It is," says this correspondent, "in the ready-to-wear garment trade that the greatest misery is brought to light, for the people employed in this trade work under the very worst conditions. In Berlin, out of 92 workwomen it was found that 88 earn less than $2.50 a week. Many earn only 75c or $1.00, and some even as low as 25c."

There is no wonder that the greater part of children's wear—that is in the shape of frocks and coats—comes from Germany, when it is found that for three hours work on a child's frock the workwoman only receives 16c, and from this 2c is deducted for sewing materials.

For making a woman's jacket a German tailoress receives the large sum of 45c, and taking the working day of these women at 10 hours, they receive as a reward for their labor the munificent sum of 3c an hour. For making an elegant silk blouse, the worker receives pay at the rate of 4c per hour, while the whitewear operator has to be content with 16c for 15 hours' work.

As the greater part of this work is given out and done by the work people in their own homes, the kind of places in which the work is done can be well imagined, and as an aid to the imagination it is stated that in the majority of cases the same room serves as workroom, bedroom and kitchen as well. This is a fact that, borne in mind, will cause a good many to handle imported German coats in a very gingerly manner.

WASH GOODS.

THERE are crowds daily about the counters where the new wash goos are shown, and much admiration is expressed for them. Great interest is taken in the cotton voiles and other open-weave fabrics. Cotton materials take a much higher place in the trade than ever before. There has been forged what one of our leading stores characterizes as "an aristocracy of cotton goods" this year, and the process of mercerization is chiefly responsible. Prices that were never before dreamed of in



Jacket of biscuit-colored fine faced cloth, stitched with narrow straps of the same ornamenting front and cuffs, also inside the fronts; to wear open or closed; buttons are of silver with rim of gold, smaller buttons of same; silk cord down the front edge and silk-piped cape. The front ornamentations are of stitched cloth over satin of same color. Hat of cream straw edged with black velvet; black rosette; Hussar aigrette.

connection with cotton fabrics are now a matter of course, and many of the new materials sell readily at 75c, $1, $1.50, and even as high as $2. Low-priced mercerized vestings are very hard to sell, but in these higher priced lines they are just as good as ever. There are some lovely Dresdens and black and white patterns in these high grade goods.

LUSTRES AND MOHAIRS.

LUSTRES and sicilians are much inquired for, and in both plain and fancy weaves are having a great success. This can be put to so many Summer uses that this is only to be expected. This fabric will be in the popular class for shirt waist suits. Another use has been found for it, and that is for automobile wear, for which it is very appropriate, as it is unequalled for shedding dust and will stand a good deal of rough wear. The new lustres and mohair goods have a beautiful silky appearance, and as they are soft in finish drape beautifully.

BATHING SUITS.

WHEN it is considered how many people spend from two weeks to two months, or have Summer homes on the borders of our many lakes, or go to a seaside resort, it is strange that ready-made bathing suits should be so little stocked. No doubt the materials are often sold, but it is only lately that bathing suits have been considered as a feature in ready-to-wear lines. This Spring orders have been given more freely for them, and the fact that retailers are beginning to realize that there is a demand is shown by the increasing number of inquiries received,—inquiries that have come from places far removed from any resort where they could be utilized. A good-sized order of this class was sent in to one whitewear house from a town in the Territories.

Ladies' and misses' suits are the only ones that, as yet, figure in ready-to-wear departments, but it would seem as if children's could be added with advantage. Possibly the lower-priced lines might be profitably made of flannelette and the better ones of luster.

That there is a demand for children's bathing suits, and from the country trade, too, is proved by the fact that they are illustrated in the mail order catalogues prepared for country circulation by the large dry goods houses. The suit they feature is a combination garment, buttoning up the front, and is for either boys or girls between the ages of 5 and 10 years. It sells at $1.25, while the lines for ladies and misses retail from $1.75 to $3.

Though styles do not change much in bathing suits, more care is being taken to make them smart and attractive looking. It would seem, however, from those that are on show, that there is still room for improvement in this direction.

At one time flannel and serge were the recognized materials for bathing suits, but, owing doubtless to the fact that they become so heavy and burdensome when wet, they have been discarded in favor of luster and mohair fabrics. Luster and mohair bathing suits are shown in varying qualities, but not, at any rate in Canada, in varying colors, for the average woman here will not stand for a white or startling colored suit. Black and navy are the colors generally sold, but a few reds are also included.

Black taffeta and black peau de soie are also used for bathing suits, but cannot be obtained in any Canadian ready-to-wear department. They are much favored, however, by the better class woman as a material for a bathing suit.

Though the lines may be smartened, the general cut of a bathing dress is much the same from season to season. It is invariably a two-piece affair, consisting of blouse and bloomers in one and a separate skirt. Sometimes, though very rarely, the order is reversed and skirt and blouse will make the one garment, with the bloomers a separate article. Blouses sometimes have white yokes but oftener they have collars in the sailor style which are more or less ornate. Convenience demands that skirts



Bathing suit of two shades of blue mohair.

shall be short and full and the blouse amply wide and long, while freedom of action is given to the arms by short, easy-fitting sleeves.

Trimmings consist chiefly of rows of braid, either in cotton or wool or even silk, and are generally white on the dark material. Graduated widths of braid form a favorite trimming and one suit seen had, besides the rows at the bottom of the skirt, a simulated yoke of rows of the same braid.

An important accessory to the suit is the bathing cap. Rubber caps in check zephyr or in red, navy, or sky are all to be had; but the newest kind is in the shape of a folded handkerchief with the rubber cap attached to the triangle underneath. The handkerchief is a fancy one and, when the cap is adjusted to the head, the corners

A.B.C. Code used

Cable "WENER" Montreal

THE MONTREAL WATERPROOF CLOTHING CO.

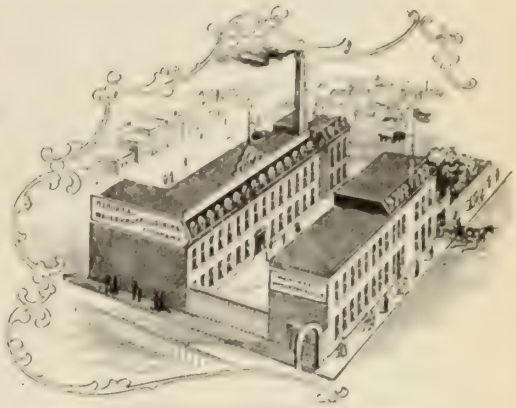


OFFICES & WAREHOUSE
1873 NOTRE DAME ST.

WHOLESALE MANUFACTURERS OF

LADIES & GENTLEMENS WATERPROOF & RAINPROOF CLOTHING.

MONTREAL AND WINNIPEG.



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Page 54

THE QUESTION OF SELECTION.

When you select a line of Waterproof and Rainproof Clothing you should ask yourself, ''Does this line give satisfaction?''

''Satisfaction'' is the one word which expresses the secret of success.

The ''ELITE'' brand Waterproof and Rainproof Clothing is made to satisfy the wearer, and that we have been successful is shown by the big increase of our establishments, as well as the big increase of orders received for Spring delivery.

Our lines for Fall and also for sorting embrace all the new materials, patterns and styles, as well as the old standbys.

The ''ELITE'' brand is well adapted to both large and small dealers, commencing at the cheapest and running to the best that money can buy.

THE MONTREAL WATERPROOF CLOTHING CO.

are brought forward and tied in a smart little knot in front.

Shoes may be high or low, according to choice, and are made of black or white canvas or heavy duck. They have no heels and the soles are generally of cork. The sandals that are coming so much into favor ought to be just the thing for bathing.

SUMMER WRAPS.

FOR the late Spring and for the early Summer—the between seasons when there is a necessity for a light wrap that will afford some protection and yet not be heavy enough to be a burden when the sun shines, —there are a number of fascinating little coats. These coats are delightfully simple, and prettily trimmed, and there is no end to the fabrics that they are made of. Taffeta of course leads, but peau de soie and the new soft satin known as messaline is also used, as well as pongee and the heavier shantung. Crepes are pressed into service and many other weaves in silk. Siciliennes, wool voiles, etamines, are all seen in the sample coats. Entire coats, that come just below the waist line and are fashioned of lace mounted over chiffon with a silk lining in matching or contrasting color, are shown for the high-class trade. The dyed laces are considered smart for these coats.

There is more than a hint of color in the more fashionable coat lines. White we are used to, but it is the tones just off white that are asked for nowadays, and there is quite a long list of them, viz., ivory and old ivory, pearl, bread crumb, dusty miller, as well as ecru and champagne tints, and the latest shades—onion. Besides the natural shades in shangtungs and pongees, the blues and greens, red and mauve, as well as tans and browns, are seen. These little coats are fancifully trimmed with laces and lace braids. The very swell ones have trimmings of real lace, while on the cheaper ones imitation laces in the heavier makes and patterns find a ready acceptance. Shirrings, accordion pleatings, plaitings and cordings are extensively used. The sleeves are very full and are often double. The top one flares widely and the under one is of lace, or net, or chiffon drawn into a band and finished with a ruffle of lace.

The plainer garments can be worn over a shirt waist and the dressier ones are suitable for the most ceremonious functions. The lace ones are to be worn with a lace evening or theatre gown. Instead of a cape, some of the newest have the Capuchin hood, which can be becomingly drawn over the head for evening wear. These coats are all built on the same general lines. They are in sacque shape, and come just over the curves of the hip, which is a becoming length to both tall and short figures. There is no attempt to fit the figure. Popular lines are perhaps not quite so elaborate, and black is most favored for them, but the general outlines are much the same.

POPULARITY OF MOHAIR FABRICS.

ONE of the most popular materials for outing and Summer suits and one that suit-buyers cannot afford to overlook, is mohair in its many varieties. With more prosperous times there is very much more travelling about than was indulged in a few years back, and what is more practical and sensible for wear when travelling than a suit of a material that is light in weight, cool, and yet will not crush, and get limp, and tumbled looking? For outing wear, for camping out, for boating, etc., this material is ideal, and will stand the hardest usage if of fairly good quality.

For a long time manufacturers of these fabrics were content to follow in a rut, and while the wearing merits of these materials were realized, their sameness from season to season prevented them taking a high place in the trade. Then, too, the finish was wiry and harsh, and this was a point that ruled mohairs out of favor.

A couple of years back, however, the manufacturers of mohair and alpaca fabrics began to wake up to the fact that there were possibilities to be exploited in these goods, and the result was a number of fancies and a very much softer and more adaptable finish to their goods. These fabrics have had a great success, and for outing wear, shirt waist suits, and also for the short Spring coat, and for dressy dust coats, mohair will be very much in evidence this season.

It is not so much the plain weaves—the old alpacas, etc., in various colors, chiefly black and blue, or an occasional grey, or brown—that are popular. Though these are seen to some extent, the call is for the novelty weaves, for those that are akin to the Panama, or basket weaves, and Sicilians, and in mixed effects, such as blue and white, black and white, mixtures, etc. Then there are those that show a mingled stripe effect, with a narrow black line, that are patterned after mannish cloths in suitings.

Shepherds' plaids in black and white, brown and white, blue and white, etc., are also used, and then there are the knotted and boucle effects, as well as those with a raised cord. Stripes, dashes and dots are all represented, and there are many lace stripes and jacquard effects, but these are almost entirely confined to waist lines. Separate skirts are made from these mohairs, and besides the gored skirts there are the newer kilted or pleated varieties. Mohair suits are fashioned both with Eton and Norfolk jackets, and skirts are invariably walking length. The Norfolk suit is somewhat severe in outline and plainly tailored, but the Eton is much more dressy and trimmings and buttons are used in its make-up.

As a material for a dust coat, mohair leaves nothing to be desired, and a smart coat in a hair-lined navy mohair, made with bloused front and semi-fitting, box-pleated back, belted in at the waist and reaching to the hem of the gown, is very smart and comfortable. Mohairs are not easy materials to make up, but the Canadian manufacturer can manipulate them to perfection. He is always having new problems in material or style presented to him, and attacks them with an energy and persistence that makes victory sure.

THE WEATHER AND THE SPRING TRADE.

THE cold Spring has put a damper on the large suit trade that many merchants so confidently expected and prepared for. There was no Spring selling weather before Easter, which is the great time for the sale of Spring suits, and after Easter the weather again has interfered, and few women will at this late date expend money on a suit. They will buy a separate skirt, and most probably a light-weight Spring coat as well, knowing that they can find use for these garments right into the warm weather.

Last Spring the suit manufacturers had it all their own way,—the separate skirt and waist people were pretty well left out in the cold, but this year the reverse is the case.

The shirt waist and the shirt waist suit manufacturers are also reaping the benefit, and orders have been large with them. One waist house reports that for early Fall they made up a line of samples of flecked cotton etamines

Buy COATS, COSTUMES, SKIRTS
THAT ARE SAFE.

Safety in Garment buying consists in stocking only those goods that are absolutely correct in style and fabric.

The garments of our producing are absolutely correct in both style and fabric.

The larger retailers of Canada have been steadily coming our way, due solely to the superiority of the Coats, Suits and Skirts made by us.

In Coats the style for Fall is a demi-fitting back and a loose front.

One of the most difficult garments to make. The patterns have to be cut by expert designers, and the coat has to be put together by highly skilled operators. The excellence of all our garments is due to the class of designers and operators we employ.

The safest Coats, Suits, Skirts the Canadian merchant can buy

beyond question, are of our manufacture. Our representatives are now covering their territory. Withhold orders until you see our Fall offerings.

THE CONSOLIDATED CLOAK CO., Limited
142-144 Front St. West, - - - TORONTO.

BLACK UNDERSKIRTS

Our best sellers are 21 in number:

In Sateen:
1 line at $6.50 doz.
1 line $6.90.
1 line $8.00.
1 line $8.50.
4 lines $9.00.
1 line $10.80.
1 line $11.40.
2 lines $12.00.
1 line $13.20.
2 lines $15.00.
2 lines $18.00.

In Silkette:
1 line $15.00.

In Moirette:
1 line $12.00.
1 line $13.80.

In Moreen:
1 line $18.00.

A sample line, one of each of the 21, would amount to $20.84.

We will send this assortment, per express paid, to any place in Canada for $20.00. Terms, 2% 10 days, or net 30, June 1st. Return at our expense if not satisfactory.

We claim to make the widest, best made and most perfect fitting underskirt in Canada, and want you to test our claim. Skirts such as ours, "Perfect in Make, Fit and Finish," are trade winners.

THE PUGH MFG. CO.
33 Church St., - TORONTO.

NATIONAL RUBBER CO. OF CANADA
SNOW SHOE BRAND
EXTRA FINE TAILOR MADE
WARRANTED SHOWER PROOF
MONTREAL

This brand is a guarantee of Excellence in

WATER AND RAINPROOF CLOTHING

—FOR—

MEN, WOMEN and CHILDREN.

Our Garments are warranted to stand any climate.

OUR TRAVELLERS ARE NOW OUT with full range of samples, embodying all the

LATEST STYLES and DESIGNS in CLOTHS, CUTS and FINISH.

Wait for them, or write us direct, and we will arrange to show you samples.

National Rubber Co.
OF CANADA.
524 Craig St., - MONTREAL.

and voiles and that even before the samples were sent on the road orders for immediate delivery were placed.

Shirt waist suits in the many new fancy mohair weaves—the Panamas and those that so nearly resemble men's suitings—are likely to benefit by the late Spring. The smart little coats made of covert cloths are strongly in evidence, but there is a leaning towards loose coats of soft silk and wool voiles, etc. Shirtwaist suits in white Sicilian and champagne color; in white and colored linens, both lace and embroidery trimmed, and the thin Summer organdies, muslins, and lawns, are in strong demand.

FALL DEVELOPMENTS.

WHILE the coat illustrated in our last issue has all the indispensable points of the correct coat for the Fall of 1904, tendencies towards a few minor changes, that in nowise disturb the general contour of the coat, are being observed. One is that there is a feeling at present for a shorter length and 26 in. to 28 in. coats are the best selling lines. One authority says he would not be surprised to find 24 in. in best demand, as the season advances.

There is a strong feeling for military styles, and where this crops up the cape is removed. In fact there are likely to be just as many coats sold without the cape as with it. The shawl cape with the points at back and front and on each shoulder is also fancied, but the coat itself, the frame work as it may be termed, is not at all affected. It is just the same. There is the box front, not too loose, and the demi-fitting back, with its graceful waist curves—curves that are so shaped that while the waist is fully defined it will fit the average figure, even though a little long or a little short in the waist.

Though colored cloths are included in Fall lines, it would seem that the all black coat is the one favored. Fawns are being lightly touched on just at present, but later they may gain strength. Kerseys certainly are cloths that are favored, and indications are not wanting that the better trade will run largely on kerseys. For the country trade there is a decided feeling for rougher effects.

Neat effects in tweeds are also favored, though some houses report a decline in the sale of tweeds. A new tweed effect that shows a raised knot on the surface was shown as a cloth that was meeting with a good reception, and a very dark grey in tweed effect is another popular line.

Zibelines are selling pretty well at present but they do not occupy anything like the place they did at the beginning of last Fall. They were at the height of their popularity then; they are on the wane now, and retailers should watch the sale of coats in this material, as they will be less popular as the season progresses.

A great deal was expected of cloakings in imitation furs, such as bear skin, caracul, etc. These it was said would occupy quite a prominent place in Fall lines, but though shown they do not seem likely to take any great place, and considerable doubt is expressed as to whether they will do so later on. The seal plush is another innovation or revival of which great things were predicted, but as yet there is nothing doing in it.

THE LATE A. F. GAULT'S WILL.

BY the will of the late Andrew F. Gault, which has been filed for probate, many Montreal institutions are benefited. The will disposed of an estate of $2,292,653, of which $71,259.54 is in Ontario. The value of the Montreal estate is placed at $502,000, and of the Winnipeg property $96,000. The various bequests are as follows: McGill University, $10,000; the Protestant House of Industry, $10,000; the Synod of Montreal, $10,000; the Bishopric of Rupert's Land, $10,000; the Sabrevois Mission, $10,000; the Protestant Home for the Insane, $2,000; Montreal Protestant General Hospital, $5,000; Sheltering Home, $1,000; Y. M. C. A., $1,000; Montreal Diocesan Theological College, $12,000; Mrs. Frost's Evangelical Mission, $1,000.

The home and $65,000 and an annuity of $8,000 is left to Mrs. Gault; $40,000 is distributed among relatives and $11,640.50 is left in trust for the benefit of the children.

WHENCE THE SPOTS ON THE FUR OF ANIMALS.

ALTHOUGH we are told that the leopard can not change his spots, it is certain that the markings on the fur of some animals do change. Especially is this true where the animal has a distinctive Winter coat. This change has been studied by Barrett Hamilton, a British naturalist, who is of opinion that whitening of the fur generally accompanies development of fatty tissue, which is a manifestation of insufficient oxidation, and hence of atrophy, which shows itself in a whitening of the hair. In some animals,—man, for instance,—this atrophy is manifested by baldness. That fat men are often bald is thus something more than a coincidence.

FUR COATS THAT COST.

A NEW YORK paper comes forward with the statement that a Yankee manufacturer has taken the record for high priced coats from Canadian makers. The much-talked-of coat is lined with imperial crown Russian sable, and is worth $40,000. A New York horse fancier is the owner. It took just a year to find and make up the skins, although for two months the houses of the continent were ransacked for the sable.

Sixty-five skins were necessary and they were all to match. The difference in the width of stripes was the difficulty, and it required the stock of over twenty European fur houses to supply the want. The result is that the joinings cannot be detected.

The outside is made of broadcloth with cloth buttons to match. There are no buttonholes, binding on the edge providing the fastenings. The coat is made full and loose all the way around and is fifty-two inches long, reaching just below the knees. Parts of seven skins were required to make the collar.

A STRAIGHT TIP.

A GOOD card in a well-displayed window often elicits close and thus effective attention. An unique card was recently displayed in a St. John clothing store. The card, some three feet by four, in good, readable type, was placed in the centre of a well-displayed window, and read when transcribed as follows, the quoted words indicating where playing cards were utilized instead of the word: If you have been spending money like the "deuce," we give you a "straight" tip that our clothes are made to suit a "king." No need to be a "flush" to buy our clothes. You can buy "diamonds" on what you save by buying clothing from us. A "full house" of up-to-date styles is ready for your inspection. You can select to your "heart's" content, and we can give "cards and spades" to our competitors.

PERFECT-FITTING GARMENTS

are most essential if you wish to build up this department of your business. This is guaranteed with

"Empire" Brand

COATS, RAGLANS, and SEPARATE SKIRTS FOR LADIES



Our Designers and Cutters are all high-class experienced artists.

We make garments in all materials to suit any trade.

See Our Fall Samples before placing your order.

"Empire" Brand Shirts for men are all that our garments are for ladies

THE EMPIRE MANUFACTURING CO.

646 Craig Street, MONTREAL.



Canadian Buyers

can always count on seeing the latest, best, and choicest mantle modes in our showrooms. Our success is in saleable, medium-priced goods, not in extremes, and a look through our samples will show the extent of our range and the infinite variety of our ideas. We would like to mail our Pattern Book to buyers who cannot visit our showrooms. Any request will have prompt attention.

Specialties Ladies' Coats AND Costumes

ALSO MACINTOSHES, SKIRTS, BLOUSES and FURS.

OLD CHANGE BUILDINGS, OLD CHANGE E.C., LONDON, (Just out of St. Paul's Churchyard.)

THE LATE T. J. JERMYN.

FEW men in dying leave behind them the memories that remain since the death of Mr. T. J. Jermyn, vice-president of the W. R. Brock Co. A man of quiet life, a man who meant much to his friends but not one who was impartially friendly, no word of criticism, no remarks other than encomiums can be heard from anyone who knew him.

Mr. Jermyn has all his life of fifty-nine years been connected with the dry goods trade. Coming to this country in 1866 he entered the Hamilton wholesale dry goods firm of Kerr, Brown & McKenzie as entry clerk. Three years later he joined Servis & Wyld of the same city, in the capacity of bookkeeper, remaining with the firm when Mr. Servis left and the Darling Bros. entered.



The late T. J. Jermyn.

When two years later this firm moved to Toronto, Mr. Jermyn went with them, and continued after the amalgamation with W. R. Brock & Bro., the new firm going under the name of Wyld, Brock & Darling. After the name was changed to Wyld, Brock & Co., and when the firm of W. R. Brock & Co. was formed, Mr. Jermyn became a partner, and was made vice-president of the W. R. Brock Co., Limited, when that company became a limited company in 1898.

Mr. Jermyn was never fond of ostentation, but found his greatest joy at home with his family, or following the peaceful pursuits around his country residence at Mimico. In his younger days he had been a well-known athlete and in his later years devoted much of his spare time to aquatic sports and hunting, in both of which he was well known.

One cannot do better than quote from a tribute paid him by one who was intimately acquainted with him: "In the active work of the great business with which he was associated so long many came in contact with him. From all these he commanded respect and from those who had the opportunity of knowing him, he gained, besides, esteem and affection. To care and capacity he joined straightforwardness and kindliness, and there was in his example much that is best and highest in the man of affairs. While he took a keen interest in the main issues of the day he had neither the leisure nor the inclination for political life, and was content with the private friendly debate, in which he was no mean opponent. In all things the kindly gentleman, he was, perhaps, to be seen at his best in the hours of respite from business cares strolling quietly with some of his pet dogs among the flowers he loved and delighted in, or perchance enlivening with his Irish humor the friends his hospitable heart rejoiced in having about him. A firm believer in the great truths of Christianity, he, from his abhorrence of anything savoring of cant, kept his religious convictions to himself, allowing them to have expression in the main only in the preaching of the great gospel of help and kindness, which was in his own opinion the gospel most needed and best understood by the poor and sorrowful, to whom he was always ready to preach it."

There survive him Mrs. Jermyn, formerly Miss Bull, daughter of Mr. R. Bull, of Hamilton, a son and two daughters.

THE DOMINION COTTON CO.'S REPORT.

AT the annual meeting of the Dominion Cotton Co., held in Montreal, the report was as follows: The net profits for the year amounted to $297,516. Out of this sum $101,000 went to pay interest on bonds, etc. The sum of $81,000 was written off for depreciation, and $195,000 was added to the profit and loss account, making it total $864,000. During the year the sales amounted to $3,942,000. The wage account amounted to $806,000, and over three thousand hands were employed. The liabilities were reduced $800,000 during the year, mainly by reducing stocks. In answer to a question, the secretary said that the bonded indebtedness amounted to $3,300,000, and that the company owed the Bank of Montreal $1,659,000. The assets are placed at about $10,000,000.

THE UNION LABEL.

ROCHESTER has declared war on the union label. One of the largest wholesale manufacturers of clothing in that city has refused to use it, and more than thirty large wholesale houses have followed its example. There are now but three small clothing concerns using the label. The reason is that the manufacturers are disgusted at the attitude of the unions and refuse to be dictated to any longer. At any rate they claim that the customers are demanding goods without the label.

An instance of union tactics is shown in their refusal to grant a woman the union label and union cards for the members of her family and a couple of outside workmen. She had commenced the manufacture of overalls and sought the label which is provided manufacturers for $1, and $5 a month extra for its use. But this poor woman was refused it by the United Garment Workers as long as her sons worked for her. They said it was for the large concerns only.

NEWTONETTE.

Samples have been received from London, Eng., of a new cloth called newtonette. It is a rainproof material and from the score of samples submitted is of a superior nature and produced in good variety. A small circular issued with it states the reasons why the manufacturers have confidence in it as a rain and dust proof material. The cloth is soon to be put on the market and is to be pushed as a high-class article.

NORTHWAY GARMENTS

BUY
NORTHWAY
GARMENTS
AND
YOU
BUY
THE
BEST.



SELL
NORTHWAY
GARMENTS
AND
YOU
SELL
THE
BEST.

Our Travellers are now on the Road

showing a complete line of **NORTHWAY GARMENTS** in Women's Coats, Children's Coats, Misses' Coats, Women's and Misses' Suits and Separate Skirts. The most comprehensive range of splendid goods and exceptional values that our representatives have ever had the pleasure of soliciting your esteemed orders from. Northway Garments are business bringers and money makers. You know it—wait—see our man.

JOHN NORTHWAY & SON, LIMITED

91-93 Wellington Street W., TORONTO.

WITH THE MONTREAL RETAILERS

APRIL was a most annoying month to the dry goods window trimmers of Montreal. If Monday was bright and warm, that was no reason why one should not expect to see snow on Wednesday. Consequently there were some rather incongruous displays, and many forlorn trimmers. Most of the houses got out of the difficulty by keeping their "seasonable" goods out of the windows, and giving the space to carpets, men's clothing, boots and shoes, and other lines in continual demand.

Carpets were favorites and the carpet departments fared splendidly. In one of the big St. Catherine street stores three large windows were devoted to producing an immense display of rugs and art squares, together with handsomely designed Japanese mats and mattings. The third floor of another department store was entirely given up to carpets, rugs, curtains, tapestries, etc., and its manager told the writer that for the great part of the month the staff were kept busy by throngs of visitors.

W. H. Scroggie's large addition to his building is progressing very rapidly, and one can already perceive that when it is completed Mr. Scroggie will have an establishment second to none in Montreal.

A new place is now in preparation at 2206 St. Catherine street for the Dr. Jaeger underwear. This is in one of the best localities of the city, and is next door to the Dr. Deimel underwear. The store has two large windows and is being well fitted up inside. It will be ready for occupancy very shortly.

"First communion" displays were a feature in several stores, and in some cases the designs were executed with great taste. Fine French lawns and organdies, laces, ribbons, veilings, etc., combine prettily with boys' black suits and other lines.

R. J. Tooke has adopted an effective method of showing his men's shirts, collars, gloves and other furnishings. He divides his windows up into sections, separated by mirrors. On the floor, placed loosely over boxes on low stands of varying heights, are plush coverings, in red, green, yellow, white and blue, each section having a different colored floor. Stands upon these display the goods, each display being a design in itself. Mr. Tooke is a believer in individual displays, and certainly those he is now showing are most convincing.

NOTES OF THE MONTREAL RETAILERS.

The smuggling of laces, ribbons, whitewear, etc., from the other side of the line is a question which is always before the public, in one way or another. Whenever there is an excursion, at any time of the year, many houses in New York, and other large cities, get out all their old stocks of these goods and label them at ridiculously low prices to catch the eye of the Canadian lady looking for bargains. As is well known, this plan has worked very successfully; shoppers are so anxious to get all they can for their money, being actually carried away by their desire for bargains. If they would only stop to think, they would generally find that these same goods could be got at equally low prices in their own city.

* * *

A prominent retail merchant in speaking of this business said that on making enquiries he had found that many of the goods were the same lines which their own house sold cheaper.

* * *

This also applies to whitewear, and when asked if he did not think ladies' whitewear could be bought at lower prices in the States than here, this same gentleman said this was perfectly true, to a certain extent. Retailers here realized they had been charging too high prices for their goods, but were endeavoring to bring prices down to suit the demand, and so far had succeeded very well, as their sales were increasing daily. "But we must remember that if the United States manufacturers and stores sell at lower prices, it is because they have a larger field for their goods than Canada, and consequently can afford to sell cheaper."

* * *

An attractive line that will be shown shortly, and which ought to take well, are some new turnover stocks with cuffs to match. By the samples that are shown these will make a very neat finish to the shirt waist suits which we hear are to be worn so much. The most important point of their merit is their sheerness and the hand embroidery, and the way they are finished off with hemstitching.

* * *

Some of the new lines in dress goods which are being used by modistes in Paris, such as Paquin and others, but which will not be seen on this side this season, as the samples were received too late, are crepon, checked voiles and silks, in small pin checks and stripes. The crepon is in such light shades as creams, whites, pinks, pale blues, etc. Owing to its softness it requires more than the usual number of yards for a dress.

* * *

Checked voiles are to be shown not only in black and white, which is always a favorite, but in blue and white, pink, green, red, etc. The small pin checks in silk will be shown in much the same shades.

* * *

Veilings seem to be coming in quite strong again and manufacturers have been getting larger orders than for some time past. The demand is not quite so large in this country as it is in England, but it will no doubt come this way before long. Cloth of gold, which is very similar to champagne cloth which has been used so much, is seen more particularly in short, loose jackets, and dust or travelling coats.

* * *

In millinery the tricorne shape seems to be the favorite, while in flowers coque-de-coche shades are being extensively used. Net is taking the place of chiffon in this year's hats and will be much more serviceable.

The IMPERIAL BRAND

LONDON, ONT.

TRADE MARK



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AUG 10 19

Imperial

Men's Ladies'

Raincoats and Showerproofs

"The Standard of Excellency" is represented in an "Imperial" Raincoat or Waterproof. Style, Workmanship and Finish are the combination that sell our goods. We stand aback of all the goods we make with an absolute guarantee of satisfaction. Our styles are "up to the minute" and the workmanship and finish of our garments are unexcelled. In our Fall range of samples which are now complete we are showing one of the largest and most complete lines which we have ever yet shown. Exclusive designs, right goods and right prices. See our line before placing your orders. Our travellers are now out for Fall and sorting orders. If our representative has not already called upon you drop us a card and we will arrange to have you see our samples.

THE

Imperial Rubber Clothing Co.

London, Canada.

Makers of—High-grade Waterproof and Rainproof Clothing, Mantles, Rugs and Rubber Goods. Also Selling Agents for a leading manufacturer of Rubber Interlined, Imitation Persian Lamb and Buffalo Coats, Robes, etc.

There are places



where the styles in clothes never change, but none of us want to live there.

The demand for the latest in dress is what we are constantly on the look out for.

Our travellers are now out for Fall with the largest and best range of samples in

Ladies' and Misses' Skirts

we have ever turned out. We have added to our line,

Misses' and Children's Costumes, Coats and Reefers,

suitable for girls from 14 to 18 years of age. These are also specially adapted for ladies who are short-waisted.

Our former reputation for SKIRTS is a guarantee that our new lines will be all that is desired in FIT and STYLE, while different materials will suit all purses.

Remember, we manufacture for the CLASSES and the MASSES.

WE ARE WILLING TO SUBMIT OUR SAMPLES FOR YOUR CRITICS.

The New York Skirt Mfg. Co.

8 Lemoine St., Montreal

SEEN IN NEW YORK SHOPS

DEEP colors are used in gowns of all kinds this year, and what are called tub gowns, though there may never be a thought of their seeing the water, are quite as brilliant as any of the others. One handsome white linen waist of the butcher linen variety, is embroidered with yellow, of a deep, rich shade, the work very heavy. The yoke is embroidered almost solidly with the yellow, this running down on the tops of the sleeves. The stock and the deep cuffs are finished in the same way, and are smart and striking.

* * *

A handsome gown of a heavy linen is a bright, deep red. There is an entire skirt of this, and the waist is made up in jacket shape with a front and lower part of a fine white muslin of tucks and embroidery. The jacket is short, Eton in effect, the white under waist having a soft turn-down collar edged with lace and with fine, but heavy embroidery set on. There are tucks down the front and a shaped belt of the red gathers it in at the waist.

* * *

A parasol handle of smooth, polished red wood makes a short bend at the top, has the end sharp pointed, and becomes the small head of a bird with a sharp bill.

* * *

A white club parasol is effective, having a rough, all-black stick.

* * *

Cloth is used as an accessory to silk gowns, as it has been before. One of these gowns is made in one of the new-old styles peculiar to this season. It is of Champagne-colored silk. The skirt is finished around the lower edge with a plain band of cloth, not very wide. Above this is an old-fashioned puff, half as wide again, of the silk sewed on to the skirt and then turned up, with a heading at the top. Carried up from this are short, pointed tabs of cloth set on around the skirt at wide intervals. There is a short jacket of cloth finished with silk and the sleeves, reaching about to the elbows, are of silk with flowing lace ruffles in the lower edges.

* * *

A white lace parasol is mounted upon a cream foundation, with a ruffled edge of cream chiffon around the lower part.

* * *

Animals are still to the fore in parasol handles, but they vary from those seen in other seasons. One parasol in a smart shop is of green silk of a bright shade, and the handle of a light wood, having something the appearance of a mottled bamboo, rather large spots a shade darker than the light tan color of the foundation. The top of this forms a giraffe's head, a curve just below having the suggestion of a long neck.

* * *

A pale-blue parasol has an elephant's head, wearing a harness for the handle, and one of a champagne color has the handle of light wood as near the shade of the silk as possible, and upon this, more like the heads before seen, that of a poodle carved in the wood.

* * *

A white silk parasol with a wide band of Dresden flowers around the lower edge has a silver elephant's head at the end of the handle.

* * *

An all-violet toque has at the back, set in among the flowers, on either side a rosette of pale-blue chiffon.

* * *

A pale-blue straw hat, which is charming, has the rim on either side turned up over the crown, almost meeting at the top and forming a basket which is filled in with big double French violets. The edge of the rim of the hat is outlined with violets, and on the two sides are broad bands of deep purple velvet carried up to the top of the hat, as if holding the rim in place.

* * *

Genuine tartan plaids come for hat brands, though it is doubtful if a large assortment of them could be found. They are made up with a few braids of some plain color, a cream, perhaps, or a dark blue.

* * *

Also, one's old belts can be used for hat trimming. Belts have been seen on hats for some time now. One of the last seen was a large white straw hat, low crown, and straight wide brim. This brim is turned up over the crown in the back, and a broad leather belt of black is put around the hat from back to front, holding the brim in place and forming the only trimming. The buckle, which is a large but simple one of gilt, is on the top of the hat at the back.

* * *

A pretty black hat with a rim turning up on all sides has around the crown and filling in the rim a round boa of ostrich feathers in white. On the outside of the rim is appliqued a heavy lace, though one is doubtful whether to call it embroidery or lace. The design is of wheat in a deep cream color, and looking at a distance almost like the real wheat.

* * *

A dark green hat has the outer part of the rim covered with a thin lace edge dyed the exact shade of the hat.

* * *

A pretty hat trimming is the dandelion blossom, a few of the flowers in their natural condition looking like the first blossoms of the Summer. With these are more blossoms gone to seed, pretty white fluff, which is charming on a hat.

* * *

Fine silk nets are embroidered with the paillettes for pattern evening gowns. These come in delightful colors and combinations. A pale green net is embroidered with the paillettes in the same shade, a brown net has applied leaves of a dark brown velvet and brown gold paillettes, and one of the most elaborate gowns is of white net embroidered with paillettes of the fish scale variety, with the opalescent tones. With these are fine fringes of the paillettes.

DRESS GOODS

FEATURES OF THE TRADE

CONSIDERING the state of the weather, there is no cause for complaint about the size and number of sorting orders. Those Toronto houses which were burned out have not allowed the fire to interfere to any great extent with their sorting trade, as within at least a couple of days after the majority of them were filling orders. Luckily almost all the burned out firms had other branches or reserve stocks in buildings that the fire did not reach. Some of their buyers were still in Europe buying Fall goods, and others were despatched there immediately after the fire. The cable was put into requisition as well and duplicate orders were placed. It was lucky for both the wholesale and retail trade that the fire did not come a month sooner, or about a couple of months later, as, had it done so, the warehouses would have been crammed with either Spring or Fall stock, and both loss and inconvenience would have been infinitely greater than they were. Travellers too, can continue their work. Indeed some were out on the road with the early Fall samples when the fire occurred, and they can go right ahead selling goods that will not have to be shipped to Canada for some time yet—long enough to give the wholesaler a chance to make provision for storage. Then stocks will be fresh and clean, and there will be no old stock to work off on anybody, and there is not a merchant from Halifax to Vancouver who does not know what that means, and what an advantage that fact will give.

Effect of Toronto Fire

* * *

Dress goods men are unanimous in praising the lines of tweeds, homespuns, etc., put on the market by the Canadian mills for the Fall trade. They are right in line with what fashion demands, and coloring and finish leave little to be desired. Retailers and dress goods buyers should make a point of examining the sample lines of our own manufacturers, and they may rest assured that both profit and patriotism will go hand in hand if they include Canadian made goods in their Fall purchases.

Canadian Materials for Fall

* * *

Manufacturers in Europe are featuring crepons for the Fall trade, and many and various are the comments of dress goods authorities here. The majority appear to be a little doubtful about them and with reason, for crepon does not seem to be a fabric that is well adapted to the present style of dress. Pleats and shirrings are favored in skirts and crepon is adapted to neither style, still samples will be submitted to the trade. Though blister crepon may not take yet, novelties in a voile or similar weave with a blister stripe are likely to sell, according to one dress man. Matellasses are also shown, and as they finished the Winter season in strong favor they are likely to be popular with the trade this Fall. This material sets off handsome furs, and in this fact we may read the secret of its popularity.

Crepons for Fall

Though some dress goods buyers express a doubt about tweeds for the country trade for Fall, it is a debatable question as to whether their judgment is altogether right. Fancies seem to be firmly established in popular favor, and tweeds are certainly one of the leading materials in fancy lines. Tweeds and tweed effects are strongly featured in Fall lines in suitable ranges and colorings. Less white is seen in Fall patterns, but there are some very attractive combinations. Mannish cloths in suitings will again be extremely well worn, and if any retailer has in stock in his men's department any cloth in quiet designs that is too light in weight for men's wear for the Fall, provided lengths are suitable, he cannot do better than turn it over to his dress department, as it is just what is wanted for skirts and walking suits.

Fall Indications.

Basket and canvas weaves promise well ; in fact, the present popular weaves are all shown, only in thicker and heavier makes and in suitable colorings. Zibelines are shown, but are not the popular cloth they were when the Fall of 1903 was commencing. They were on the crest of the wave then, but now their prestige is waning. The close sheared varieties are the best. They are what is known as the panne, and have a short nap and a high finish.

Broadcloths have been good sellers all Spring, and are likely to be very popular for Fall. Venetians are also good and friezes, cheviots, etc., are also to maintain their hold on the trade. Serges have been somewhat at a discount lately, but the fact that Parisian women are beginning to wear them again points to a revival before long. In lightweight fabrics silk warps, such as epingles, eoliennes, poplin de soie, bengalines, etc., are likely to be leaders. Mohairs and lustres are in high favor at present, and there are any number of novelty weaves and combinations on the market. These are likely to sell right into Fall, and in blouse and waist lines right through the Winter.

* * *

Everything points to the predominance of brown for Fall, and the golden shades, running down to seal, will all be popular. Onion shades are also spoken of, and the yellowish tans that form the deeper shades in this color should not be overlooked. Green is pretty certain of a strong place, and rich myrtles and olives should not be overlooked. Blue is staple and always sells, and a variety of shades in both light and dark blues can be safely stocked. Shades bordering on purple are again bidding for favor, and in the better class trades they are likely to sell. Plum is one of them, and mulberry another ; and the wine shades, such as burgundy and bordeaux, are others of the same order. Tans and drabs and shades of white, such as pearl, oyster and blue grey, are likely to take in the light shades. Grey is a color about which there is some controversy, but many have faith in the nickel and taupe or mole shades.

Colors for Fall

HENRY MATIER & Co., Ltd
BELFAST.
LINEN & HANDKERCHIEF MANUFACTURERS,
BLEACHERS & FINISHERS
NEW YORK
17 & 19 WHITE STREET

WHOLESALE TRADE ONLY
PAQUETTE BROS., Sole Agents for Canada
527 Board of Trade, MONTREAL

MANTLE MFG. CO.

High Class Manufacturers of
Ladies' Cloaks, Mantles, Costumes

Our Spring Lines include the very latest styles such as are worn in New York, Paris and Berlin. We do not solicit the trade six months earlier than the styles are established, hence the trade can DEPEND ON THE VERY LATEST

CALL WHEN IN CITY

Our Garments are Leaders in FIT, STYLE, DURABILITY

Star Mantle Mfg. Co.
35 Lemoine St, MONTREAL

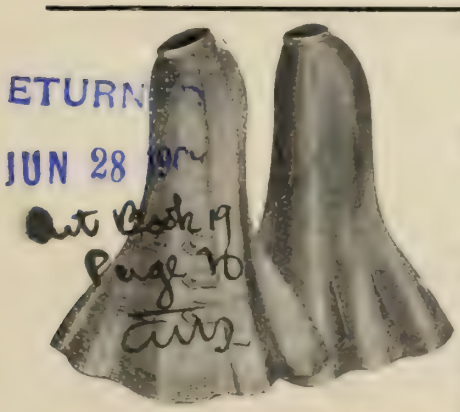
Special Line of MILITARY GARMENTS for LADIES

Whitfield, Mayall & Co.

Manufacturers' Agents and Importers of
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Style 320—7-gore Walking skirt, lap seams, tops and buttons finished with rows of stitching. Price only **$18.00** dozen.

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THE
'PIRLE' Finish
Indispensable for the Open-Air Girl.

"LADY'S REALM" says:

"The out-door girl who loves to cycle, walk and drive will never wear anything but a 'PIRLE' costume when she has once donned one. It may be the shower of May or the storm of November, her neat cloth dress will **remain unspotted** and unshrunk, and, when dry, will be as fresh as when it came from the tailor's hands."



REGISTERED TRADE MARK

"Madge" in "Truth" says:

"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer.

"The proprietors undertake to make good any material so stamped that has been actually damaged by rain."

TO BE OBTAINED FROM THE LEADING IMPORTERS,
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RETURN JUN 28 19

Summer Silks

Both wholesale and retail houses have been pursuing a very safe and conservative policy with regard to their silk stocks lately. Plain taffetas and blacks have been almost the only silks that have been bought with any confidence. For some time past there has been a tendency noted on the part of the smart set to return to the use of silk for the whole dress, and leaders of fashion in Paris and New York are using taffetas, glaces and other silks, elaborately shirred and trimmed, for ceremonious occasions.

The shirt-waist suit, made from many kinds of silk, is very popular, and the leading stores are all making large displays of silks suitable for these suits. Plain taffetas seem to be first favorites, and navy, black and brown are the leading colors, but they are closely run by shepherd's checks, from the smallest to a medium-sized plaid, in black and white, blue and white, brown and white, green and white, etc. Some of these plaids are further embellished with medium-sized spots, in green, red, navy, etc., and when these spots are present the shirt-waist suits are made up with pipings or strappings of the same colored silk as the spots.

Quaker-like striped silks in brown, fawn and white, and in dark and light grey and white, are shown. These sometimes have a contrasting stripe in color as well. There are also a number of effects in small, neat, jacquard figures being shown for shirt-waist suits. Foulards, chiefly in spot patterns, are being shown, and, as an object lesson in the variety of patterns that can be made out of different-sized and different-shaped spots, they are interesting, but as sellers to the general trade they are not an unqualified success. Foulards in good quality, however, are always wanted as a Summer silk by the better-class trade, and each season this silk is shown by them and sold.

The high-class trades are making a display of lovely patterns in champagnes, tans, mauves, greens, plum, soft pink, dull blues and navy. In plain taffetas there is a scarcity in browns, greys and navys. Black in taffeta, peau de soie and in other popular makes of silks are expected to be strong later on in the season, and possibly right on into the Fall. Greens in taffetas, such as resedas, hunter's green, etc., are selected for Fall. Champagne is selling well at present, and also is expected to be one of the chosen colors for the Fall trade.

One striking feature in silks and dress materials, as well as millinery, is the persistence of violet and mauve colors, for, notwithstanding the number of set-backs they have received, they come up again and again, and plum, one of these shades, is again featured for Fall.

Colored pongees are pretty well shown, but, while very effective in the lighter shades, the darker ones have a certain metallic look that does not recommend them. Pongees, however, in the natural color are very strong, and there is talk of a shortage in some desirable numbers. These silks are popular for waists, shirt-waist suits, coats and wraps, and are even shown made up into traveling sets of drawers, corset cover and gown.

* * *

Bridal Silks

White satin has always been the conventional wedding gown, but the 20th century girl is an adept at casting conventions to the winds and she allows herself a wide choice when she is looking after her wedding attire. Soft clinging fabrics such as crepe-de-chine, crepe-de-soie, chiffon, etc., are all favored, and next to these she makes choice of a silk in one of the soft bright makes such as pailette, satin-de-chine, liberty satin, louissine, merveilleux, or the new make known as messaline.

POSITION OF JAPANESE SILKS.

IT is a rather difficult matter to ascertain satisfactorily the position of Japanese silks. There is no doubt about their popularity. Waist manufacturers have cut quantities of them for Summer waists, and they promise to be a leading feature in Fall waist lines also. Underskirt and negligee and kimona makers also absorb a large yardage, and then there is the demand over the counter to be considered.

The recognition of the fact that the war must have a restricting effect both as regards to output and transportation has brought about a rise in price already of from 10 to 15 per cent., and if the war continues even a few months longer prices will go much higher than they are now, and there is likely to be a considerable difficulty in obtaining the goods as well. White, ivory and black are most in demand, bur colors are used for underwear, kimonas, etc., and for fancy work.

BUSINESS IN CAPE BRETON.

IN the Port Hood, C. B., Siftings, of recent date, the business outlook in that section of Canada was sized up thus :

After a comparatively severe Winter, an early Spring would be a welcome visitor. As this is a matter which rests with Providence people must submit and take these dispensations as they come.

No one that we are aware of suffered for the necessaries of life. We are cognizant of the fact, however, that the steady Winter weather has caused a scarcity of cattle feed in many sections of the county. Owing to the heavy snow storms lumbermen were prevented from prosecuting their industry as vigorously as during the preceding three years. Railway transportation facilities were also hampered, causing a general stagnation in the coal trade so far as the County of Inverness is concerned. A dullness in trade of every description has been the inevitable consequence.

Almost every person one meets asks, "What kind of Summer are we going to have?" Without taking a gloomy aspect of the future, we are inclined to put a conservative estimate on the success of the different undertakings for the remainder of the year. There will of course be considerable activity at the mining centres; but there is nothing in sight to warrant the belief that there will be a boom. If the prosperity which has been enjoyed for some years can be maintained at its normal condition, people will have reason to be thankful. The indications, however, point rather to a shrinkage than an overplus. Whether due to the war in the East or "a corner in wheat," breadstuff has advanced about 25 per cent., which will increase the cost of living without any corresponding increase in wages or better prices for commodities which farmers may wish to dispose of for cash or in exchange for manufactured goods.

As "after a storm there is always a calm," so it is that after a boom there is always a reaction. While there is nothing discouraging in sight we think it is better to realize that there is more or less stringency in every industry, and the only way of successfully combatting these conditions is by exercising the strictest economy. "Earn more and spend less" should be the motto.

C. H. WESTWOOD & Co.
LIMITED.

TEMPORARY PREMISES UNTIL WESTWOOD BUILDING IS REBUILT,

60 YONGE STREET

OUR warehouse and stock were totally destroyed in the disastrous fire of the 19th inst. We will rebuild as soon as possible, for the present 60 Yonge Street will answer. Orders on hand will be shipped fairly complete beginning May 2nd. We have lots of goods, owing to the fact we had all our fast sellers in transit and have been on the jump during the past week getting along other goods to complete our stock. To do this we have used the Cable and Telegraph freely, in addition to both Mr. Westwood and Mr. Switzer visiting the sources of supply.

Our travellers will start out Monday, May 9th. In the meantime send in your orders, they will receive usual prompt attention.

We thank our many customers for their kind expression of sympathy which has been much appreciated.

C. H. WESTWOOD & CO.
TORONTO. LIMITED.

THE
JAPANESE
HOUSE
K. Ishikawa & Co.
Toronto.

Japan Taffeta
Natural Habutai
China Silk
Corded Wash Silk
Black and Colored Taffeta
Japan and China Matting



"PESCO"

UNSHRINKABLE UNDERWEAR

UNSHRINKABLE "PESCO" FINISH GUARANTEED ALL WOOL

is ALL-WOOL or SILK and WOOL.

Is ELASTIC, SOFT, and COMFORTABLE.

Made for MEN, WOMEN and CHILDREN.

GUARANTEED ABSOLUTELY UNSHRINKABLE.

Any garment shrinking in washing will be replaced.



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ALFRED THOMPSON,
11-12, Foster Lane, E.C.

LIVERPOOL
JOHN ANSTEE,
Waterloo Buildings,
Wood St.

IMPORTANT NOTICE

NO doubt the Dry Goods and Tailoring Trade are aware that the recent fire did not in any way impair our assortment of stock or facilities for handling our trade.

We are offering to-day the largest assortments our several departments have ever shown and have ordered on new goods to meet the heavy demands already being made.

Samples will be sent on request to all merchants requiring goods for immediate use and their letter orders given prompt care.

NISBET & AULD

TORONTO

GOODS IN DEMAND

DRESS GOODS— Voiles, Eoliennes, Etamines, Mohairs, Alpacas, Sicillians, Cashmeres, Amazons, Broadcloths, Venetians, Whipcords, Coverts, Cravenettes, Tweeds, Serges, Plain Homespuns, Cheviots, Panamas, Granites, Silk Pongees, Grenadines, Barege, Linens. A fine range of better class Mercerised White Goods and the largest assortment of Black Goods in Canada. Waistings in exclusive novelties.

HOUSEHOLD LINENS—Cream Damasks 20c. to 82½c. per yard, Bleached Damasks, 27½c. to $1.28 per yard, Colored Cotton Damasks, Bleached Linen Waistings, Embroidery Linens, Union and Linen Hucks, Stair Linens, Dowlas, Diapers, Fronting Linen, Linen Sheeting, Pillow Linen, Glass Cloth, Towellings, Hemstitched, Hemmed and Fringed Towels, and an extensive assortment of Matched Cloths and Napkins.

WOOLLENS AND TAILORS' TRIMMINGS

Every Cloth used in the Tailoring Trade in stock from the low-grade Tweed to the finest Silk Lining. Sole Selling Agents in Canada for "VICKERMAN'S" Serges, etc., "HUMBERT" Italians and "STERLING" Mohairs.

Samples Furnished on Request.

NISBET & AULD

TORONTO

ARTIFICIAL SILK.

FOR about three months a new industry for Canada has been in operation in Toronto Junction. It is called the General Artificial Silk Co. and is a branch of a company of the same name which has been producing artificial silk for some time in Philadelphia. The yarn only is made, and then sold to the mills making use of it in manufacturing silk goods, principally laces and other trimmings.

A sample which was shown to a representative of The Dry Goods Review contained all the lustre, smoothness and whiteness of the natural silk, and by any but the closest observer would be readily taken for what it imitates. The success of the Canadian mills cannot be estimated until more time has been given them to introduce their goods.

Silk manufacturers of the United States who have awaited with interest the result of experiments in Philadelphia in the making of artificial silk from wood fibre have been informed that little real progress has been made and that the problem, successfully solved in France and Germany, still puzzles Yankee chemists and textile workers. All the wood silk yarn used in the factories of that country continues to come from abroad.

To the untrained eye the yarns produced from wood have the appearance of true silk, but an expert can tell the difference at a glance. There is none of the squeak or cry that is observed in the silk worm's product.

One of the largest importers has said that the reason it is not made successfully on this continent is that the proper chemical formula is not known here. He believed that wood alcohol and gun cotton enter into the process as principal factors. Speaking of the industry he said:

"The wood silk is commonly used as a filling with true silk, which forms the warp. With these materials, braid is made for women's dresses, cloaks, wraps, and millinery. There is a much higher lustre to the braids made in this manner than in those of true silk, and because of this quality the use of artificial silk yarns has been more extensive in the last year than ever before. The wood yarns can be used in any of the mills that make silk braid.

"Yarns made of wood are more expensive than true silk. We sell ordinary thrown silk at $7 or $8 a pound, and wood silk at $5 a pound, but wood silk is three times the heavier, requiring three times as much yarn as is required of true silk in weaving a fabric. The wood silk lacks elasticity, and does not wear as well as true silk."

LINEN INDUSTRY IN BELGIUM.

From U. S. Consul Roosevelt, Brussels, Belgium

FLAX has been successfully cultivated in this country since time immemorial. The area devoted to this special culture was, according to the latest agricultural census, 75,194 acres.

Linen weaving was in full prosperity long before the introduction of machinery. The progress of the industry has, however, been handicapped by bad crops for several consecutive years, which considerably affected prices of raw material, and, as far as concerns the creation of new mills, the industry may be said to have remained almost stationary during the last fifteen or twenty years. The census of October 31, 1896, shows the number of linen mills in Belgium operated by machinery to have been 28. The first important factory employing machinery was established in 1835-36. As per census of 1896, 14,084 persons, including 718 mill owners, directors, managers, engineers, clerks, and foremen, were interested and employed in the linen industry.

SPINNING.

About 500,000 spindles are in active operation in the various flax, hemp, and jute spinning mills of Belgium. Besides the extensive manufactory situated at Ruysbroeck, near Brussels, and annually exporting large quantities of linen of various kinds and qualities to the United States, there are important factories located at Ghent, Liege, Malines, Roulers, Tournai, Boulez, Chaumont Gistoux, Zele, Eyne, and Lokeren. The flax employed in these mills is principally indigenous and Russian flax with small contributions from Holland and France.

About four fifths of the total output of the spinning mills is exported. The exportation of linen thread during the last three years has been: In 1901, $48,195,327; in 1902, $56,725,917; in 1903, $55,539,556. England is the principal buyer of Belgian thread. France supplies about 60 per cent. of the entire importation of threads into Belgium.

A NEW MANAGER.

ON May 1 Mr. Rhys D. Fairbairn is to assume the position of managing director and secretary of A. E. Rea & Co., Toronto, Mr. Rea taking entire charge of the factory.

In 1887 Mr. Fairbairn entered the employ of W. R. Brock & Co., and remained in the warehouse until 1893,



Rhys D. Fairbairn.

having charge, for part of the time, of the hosiery department under Mr. Smallpeice. For eight years following he travelled the Niagara peninsula as far west as London and St. Thomas, and in 1901 became manager and buyer for three departments in the Montreal warehouse. When the company was made a limited company Mr. Fairbairn became a shareholder.

Although the factory and warehouse of A. E. Rea & Co. were within the fire area they escaped, and are continuing as usual.

Mrs. Jones, why don't you buy Penman's Pen-Angle Underwear ?

They don't Shrink."



RETURNED
JUN 29 1905
To Quinn
out Book 37
Page 11

Pen TRADE MARK WARRANTED HIGH GRADE PENMAN CO. UNSHRINKABLE *Angle*

Frank P. Graydon 1904

Men's Furnisher and Clothier

Devoted to the Canadian Dealer in Men's Goods

CLOTHING
NECKWEAR
UNDERWEAR
HOSIERY

SHIRTS
COLLARS
GLOVES
NICK-NACKS

FLOWING ENDS OF TALK.

DUBLIN tailors have for a long time been complaining of the practice of adjutants of regiments stationed in that city requiring junior officers to send to London for their clothes. A strong objection was sent to the War Office some months ago, and an answer has been received that gives the local tailors great satisfaction. Most of the adjutants denied any pressure on the younger officers, but the War Office has been convinced that the case of the Irish tailors was established. The Secretary of State for War has issued instructions that the practice of superior officers requiring inferior officers to obtain their outfits in London must be discontinued, and has asked that his attention be drawn to any infringement of the order which may occur in the future.

A Grievance Remedied..

* * *

ON the principle of the office supply companies that keep down town offices in clean towels, etc., has been started a company in Berlin, Germany, that goes many steps further and furnishes clean shirts, collars and cuffs to a man, at the same time removing the soiled ones. By this method the man pays for the washing only, and his old nightmare of a shirt returned from the laundry after the second washing troubles him no more. The laundry can certainly be depended upon to use its own linen with the greatest care, and a man will be assured of less raw edges, torn arm holes and button holes, broken wings, etc. Not only does the customer save money, therefore, but he saves his temper also and increases his comfort. With the present style of laundering such a scheme would be a total loss to the laundries, since the pay for two washings would scarcely cover the cost of a dollar-and-a-half shirt. It would be interesting to see just what a difference it would make in the duration of a shirt or collar, did it belong to the laundry. Of course a serious objection to the plan is the dislike a man would have to wearing the shirt his neighbor had worn last. It would be rather confusing to have a friend touch you on the shoulder and remark: "Why, yes! that's the shirt I had last week." And how could satisfaction be given in collars? What "sets" well-on one man would fall over itself on another.

The Linen Delivery Co.

* * *

A CORRESPONDENT of Bystander has been making a study of the sartorial aspect of the British House of Commons, and has written his impressions on dress as it is in that august body of legislators. Without any hesitation he accords the honor of standing pre-eminently at the head of the well-dressed members to Mr. Robert Spencer, upon the height of whose collar seems to depend much of the dignity of the House. "If the hon. exquisite were to come to the House some day in a low collar, it would mark the close of a great era, the abandonment of a memorable tradition. Time writes no wrinkle on his morning coat, and his trousers have long been the wonder of the age," for some untold reason. "His waistcoat and his necktie," again unaccounted for, "are regarded with admiring despair by his rivals." But evidently another member runs him close in waistcoat decoration, for Colonel Lockwood has earned for himself the appellation of Robin Redbreast. In contrast stands out Mr. Galloway Weir, whose garments are said to have been cut by the simple process of hanging some cloth on a clothes line and flinging a blunt hatchet at it.

Decoration in Parliament.

* * *

THERE are several unwritten laws among men who are thrown into constant contact, an infraction of which is met with speedy and effective punishment. There is the rule on the London Stock Exchange that every broker appearing there must wear a silk hat. Any other hat is unrecognizable after a few moments' experience. Every barrister practising in court in the same city must be garbed in a black coat and waistcoat. A careless observer of this law has been known to receive this upon addressing the judge: "I cannot hear you in that dress." On the New York Stock Exchange, Sept. 15 is set as the limit of the wearing of a straw hat. On the sixteenth, no matter how warm the day, a straw hat affords a minute's tussle among the brokers, and the owner has to visit the nearest hatter.

The Laws of The Medes.

FADS AND FASHIONS.

TO a casual observer it would be a difficult matter to select the styles which are correct. There are two kinds of neatly dressed men, the quiet gentleman with inconspicuous apparel, and he of immature years who rushes at fads but always exhibits the handiwork of a first-class tailor. The unfortunate part of it is that the former class is apt to be unnoticed, while the latter's aim is anything but that. The perfect gentleman must show little variation in his dressing from year to year in spite of what is new; he therefore is apt to be considered old-fashioned if a large number of men are wearing a novelty in coat, trousers, or hat. It is too often the case that the new effect is seized as the proper, and by an influence of this kind it really does attain in some degree to a position that might be considered proper. It is for this reason that he who endeavors to pick out the style that is right, has a wearisome maze to unsolve, and must depend upon his acquaintance (by sight at least) with men who have always been considered choice in their dress, and whose opinions are of recognized value.

* * *

A visitor to any large city at the present time might go away with the settled conviction that the peg-top trouser is the correct thing. Even though there may be only one of this style to a half dozen of more moderate and reasonable dimensions, these striking styles obtrude themselves wherever they come within the range of vision.

There are quite a number of peg-tops being worn, it is true, but I fail to see any of them outside of that ultra-fashionable class which is always sure to include a very great number of young men of from seventeen to well on in the twenties. The peg-top trouser is not the proper thing this Spring, and it is only on positive orders that first-class tailors will cut them. That loose, baggy, shapeless, unreasonable trouser never was adopted by the more tasteful men. He who clothes himself in the peg-top must forget that there is a rear view. The select trouser is sensible and neat; it is rather large, but just sufficiently so to allow it to fall straight without showing the contour of the leg.

* * *

A commendable sacrifice on the part of many is the elimination of the military coat from fashions or even fads. It is a couple of years since this sign of effeminacy appeared on our streets. With the main quality of all much-pushed styles to advertise it, it flashed into view—and almost as quickly disappeared. Unfortunately many a man was unable for monetary reasons to throw it aside at the end of a couple of months, and so it lingered on. This Spring I have not seen a dozen daring enough to resurrect it, and I am rather surprised when the peg-top trouser suits it so well. There is a modification of the military cut, however, which has taken its place. The surplus folds of the peg-top trouser over the hips demand some attention in the cut of the coat. Accordingly the skirt is made to flare out a trifle, providing a suggestion of a waist line. That is as far as they dare go.

* * *

What might be called a staple in the men's furnisher's stock is the polka dot cravat. Through all the summersaults of fashion, and the ups and downs of the many lines in the furnishings store, the polka dot tie suffers little variation. Usually with a dark blue ground, but often with a black, and with dots of all sizes, and in any number, it is found in every up-to-date store and on many carefully dressed men. There are men who never wear any other cravat, and who do not thereby show lack of taste. The furnisher who is asked for "the same old thing" knows what is wanted and shows his polka dots. One thing decidedly in favor of its popularity is the fact that it protects a man with little ability to select with taste, from glaring breaches. He is saved the worry of choosing, and feels assured of being neatly dressed as far as his cravat is concerned.

* * *

There is much talk of the patent leather shoe losing favor, and this means that it has lost favor with some. Patent leather is not so widely worn by a considerable quantity as it was a year ago, and the stores report a gradual falling off in the sales, particularly to the high-class trade. And it has only started as yet. The patent leather shoe, no matter by whom made, or of what price, has always been an extremely unsatisfactory article of wear. In the shop window it looks well, but the second time it is worn it may be very unsightly, and there is no preventive. With care it may last for weeks, but again, in spite of the closest attention, it may break badly the first time it is put on. New York and other large Yankee cities have for some time been striving to drive it out of popularity, and their success is considered worthy of comment. Varnished shoes are being introduced but the demand is small since a valet is necessary to keep them in shape. Glazed kid is the leather that is taking the place of patent leather both here and across the line, and is deservedly winning its way to the front. Easily polished, always the same, less conspicuous and hard than patent leather, it is a gentleman's leather and promises to be the gentleman's shoe. It is just possible that the marketing of cheap three dollar more or less patent leather shoes has placed them on feet that cheapen them. As in any line of wearing apparel, the general adoption of an article is the signal for its repudiation by the class that makes the styles. Patent leather Oxfords are being shown for Summer wear, and will be worn by many. Tan Oxfords are already appearing and although in very small quantities, are noticeable. Tan shoes will not be incorrect this Summer, and will be worthy of some attention on the part of city retailers. Country merchants can safely avoid them.

THE DON.








Don't Blame the Clerk

when your best customers refuse to buy unknown brands. Remember Stanfield's is the best advertised underwear on the market. It isn't the name that makes Stanfield's good. It is the underwear that makes the name good. A trade mark is valuable only because of what it represents. People ask for Stanfield's Unshrinkable Underwear because the experience of the greatest number of users has proved Stanfield's to be the **best.** Look into it ; you will find Stanfield's all it is cracked up to be.

OUR SALESMEN ARE ON THEIR WAY TO YOU.

The Truro Knitting Mills Co., Limited

TRURO, NOVA SCOTIA,

SOLE MANUFACTURERS.

Stanfield's TRURO - KNIT

Dr. Deimel Underwear

(LINEN-MESH)

The Dr. Deimel Composite Thread is guaranteed to be at least one-third more costly than pure linen yarn of equal length and weight.

Deimel Linen-Mesh means Evolution and Revolution in the Underwear Industry. This brand is extensively advertised alike to trade and consumer. Our constantly increasing business speaks volumes for the value of our goods.

DR. DEIMEL'S LINEN-MESH UNDERWEAR Registered

The mark that's always on the genuine. Look for it.

FOR DESCRIPTIVE BOOKLET AND PARTICULARS OF WHOLESALE TERMS

Address :

The Deimel Linen-Mesh Co.

(ORIGINATORS OF "LINEN-MESH").

2202 St. Catherine St., Montreal, Canada.

LONDON, E. C., ENG., 10-11-12 Bread St.

LOOKING AHEAD

That's what we are doing now in our

Woollens and Tailors' Trimmings

Department. We are looking ahead for

FALL 1904

Our special men will soon be around to see you with their samples of the latest creations in

Suitings
Trouserings and
Overcoatings

We are still showing a splendid range of

Black and Blue Serges and Vicunas

bought before the advance in wool, and we offer them to the trade at considerably below present quotations.

HAVE A LOOK AT OUR SAMPLES
WHEN THEY COME ROUND TO YOU

GREENSHIELDS LIMITED
MONTREAL

WOOLENS CLOTHING TRIMMINGS

THE MERCHANT TAILOR

STYLES AT HOME AND ABROAD.

So far this Spring the movement in woolens has been somewhat slower than either wholesaler or retailer would wish, but it has not been so backward as in some other lines. The Spring season is delayed and that is all Man must have his new suit some time before the last of May, but he will wait as long as he can for seasonable weather. April has shown that the demand is there, and the last half of the month has been quite satisfactory. Tailors are experiencing a good sale for high class fabrics that have been found the most profitable investment.

* * *

The English Textile Journal has the following to say of West of England cloths: Overchecks, bright both in color and in make, are pretty certain to have a good run; but stripes will be very indistinct, as people are beginning to tire of them; they have now had a very good innings. Silk will not be so largely used as latterly as the continental trade will neither have silk nor its imitation in mercerized cotton the duties debarring the former, and the unsatisfactory character of the latter is retaining its lustre being a drawback. Greys are still likely to remain favorites, and self-overchecks on these are likely to be in demand. By "self-overcheck" is meant an overcheck of the same character as the ground, but a trifle darker or lighter, just to show itself off with subtle effect on the ground color. A medium grey ground with dark or black stripe alternated with a light grey, and checked, in the same manner, looks very effective if properly balanced; but if the balance is not nicely adjusted, the effect is an eyesore.

* * *

The Norfolk jacket, which will without question be worn in some numbers this Summer, has a number of cuts that affords more choice than one might think. In the letter in this issue entitled, "As seen on London Streets," is shown a cut of four styles used in England, the home of the Norfolk. The one with the two bars running over the shoulder is easily the favorite here. There were last year a number of yoked jackets. It is not likely the Norfolk will have the run among the better class trade that it did last year.

* * *

The short covert overcoat has been the overcoat this Spring. The greater number of them have a pattern, usually a rather indistinct stripe with a still more indistinct overcheck. Many plain ones are seen, but the general public has steered clear of them on account of their lack of character and the intense popularity they had years ago. There are to be noticed a few of the old coats resurrected for present use.

LABELING WOOLENS.

In view of the agitation in Canada against shoddy goods, and in favor of the labeling of materials the following article from the Textile American will be of interest: There is a scheme for the unwary on the part of the wool growers of Ohio to have enacted by the General Assembly of that state, a law to take effect next July, requiring the tagging, labeling, or stamping of yarn, knit, woven or felted fabric, or article designed for clothing to wear, and made in part or in whole of wool, cotton or shoddy, in such a manner as to show to the purchaser the percentage of these materials entering into the fabrication of the manufactured product. The terms "wool" and "cotton" in this connection are construed to mean new fibres, such as have not been used, and the term "shoddy" is construed to mean any of the materials known commercially as shoddy, noils, flocks mungo and waste. Ready-made clothing also is required to be labeled in some conspicuous manner with this apparent concession to the dealer thereof, allowing a variation not to exceed 15 per cent., in the true estimate of the composition of the fabric, which shall be considered as not in violation of the provisions of the law. A pecuniary penalty is attached to any violation of this law. The duties of enforcing these legal requirements are to be devolved upon the dairy and food commissioners of Ohio, in the same manner as is provided by statute for the inspection of dairy and food products. A singular repository of authority.

The evident intent of this proposed act is to discredit the use of all-wool substitutes, so that the demand and use of wool shall be enhanced, with the crude idea that its production will be therefore encouraged and its employment in manufactures increased. To any sane mind this legislative policy is at once stamped with absurdity, in that of a state enacting a law that on its face militates against one of its leading manufacturing industries, without any off-setting advantages, even to the consumers of the manufactured product. The law can have no effect upon the manufacturers of other states, except accidentally as they may enter for sale into the State of Ohio, and then, only in a manner that can easily avoid the obnoxious provisions of the proposed act. All dealers and users of woolen fabrics made outside of Ohio may accept the statements of those from whom they buy their goods, regarding the composition of their purchases, and in doing so they must be considered as complying with the requirements of the law, else no purchase can be made. The manufacturer or seller of goods outside of the state cannot be subject directly to the penalties of the law.

It is beyond physical or chemical means to detect or determine the proportion of shoddy that is mixed with wool, and this being the case no one is competent to tell the proportion of the materials in any fabric, other than

WOOLLENS
AND
TAILORS' TRIMMINGS

Toronto Stocks Wiped Out by Fire

We can serve you on short notice.

Our FALL SAMPLES include 35 % more varieties than we have ever shown before.

We have a choice selection in

Tweeds Serges Suitings
Overcoatings, Etc.
Canvasses Italians
Assorted Silks
Hair Cloths Sleeve Linings
Holland Pocketings, Etc.

Sole proprietors of the celebrated **"TYKE"** and **"BLENHEIM"** Serges, also of Salt's **"YOTSMAN"** Serges, the best goods in the trade. Send for samples of them.

FREE SAMPLES ON APPLICATION

A. McDougall & Co.

BRANCHES—
McKinnon Building, Toronto.
Jarvis Building, St. John.
37 Queen St., Truro.
Bridge Street, Quebec.

196 McGill St.
MONTREAL.

the manufacturer himself, and the only manufacturer that can be affected by this law is the one who resides within the State of Ohio. We cannot but believe that the common sense of the legislators of that state will vote against encumbering their statutes with such an awkward and ineffectual law.

WEST OF ENGLAND TRADE.

WHILE we in Canada are complaining about the woolen situation, and noting all that has been imported from England, the trade of the West of England has been in just as unsatisfactory a condition. The year of 1903 has been the worst in its history, and many manufacturers have done business at a loss.

They were handicapped by following a bad year in 1902, and were further influenced by the general depression in all trades. Competition has been so keen that prices have been kept down in face of higher quotations for wool and yarns. It is a sad fact that the public seems to have withdrawn its favor from the high class goods made in this section of the country, and gone to tweeds made from cheviots and crossbred wools, for the manufacture of which the West of England machinery is not adapted. Ireland is getting the trade in Donegal tweeds and Scotland that in cheviots, while Yorkshire has a large share of all classes.

The weather has been unfavorable for the purchase of new goods, and as a West of England material lasts for years old clothes are loath to wear out, and make way for new ones.

THE PRESSING CLUB.

THE fashion of wearing well-creased trousers has made it more obligatory for the well dressed man to have his clothes regularly pressed, and of course no one can do it as well as the tailor. Coats, overcoats, vests, and trousers are all kept in a neat, trim shape that was unusual a few years ago. For this reason the pressing part of the business has become more important, and tailors have another source of revenue.

Many tailors keep in shape clothes made by them free of charge, and the advertisement very often proves of value, and is got at very little expense. When this is offered the customer seldom takes too great advantage of it, and yet it pleases him to know that he can have his clothes attended to whenever he wishes.

But there is another and more common way, which has assumed the nature of a business in many towns and in every city. This is the Pressing Club. A tailor or clothier starts it, as he has the appliances and the experienced men, and men naturally turn to him for any need in this line. A charge is made by the month or year, usually $1 to $1.50 per month or $10 and $15 per year. This fee entitles the member to have a suit of clothes attended to each week, and it is called for and delivered by a messenger. After a day or two the clothes are returned, cleaned, repaired and pressed, and the improvement in appearance is always gratifying to the owner, and obtained at little expense on the part of the tailor.

Oftentimes a reduction is made when the member is also a customer, and in this way a hold is kept on him.

Our stock for
Spring
is now complete

Travellers are now
out with
full range Fall Samples

JOHN FISHER

SON & CO'Y,

WOOLLENS

— AND —

Tailors' Trimmings

◆◆◆◆◆◆◆◆

WAREHOUSES :

Victoria Square, Montreal,

and

Dalhousie Street, Quebec.

◆◆◆◆

SAMPLE ROOM : 43 Scott St., TORONTO.
142 Princess St , WINNIPEG.

Letter Orders
receive
special attention

Customers wanting
anything for prompt
shipment should
communicate with us

or a member will become a customer to save the discount, and because he is familiar with the business.

There is no reason why a tailor in a small town could not make this profitable in itself and a great assistance in his business. The first one to start it will be the one to make the money. A personal canvas and a series of good advertisements in the local paper, assisted by handbills, will soon get men interested, and there will be found very many men who have been waiting for something of this kind. A dollar or a dollar and a half a month is next to nothing when it means only 25c. or 35c for a suit, including the pressing, cleaning and repairing of a coat, vest, and trousers. A popular phrase appropriated by a tailor doing this work is "my valet," and it is sufficiently descriptive to appeal to every man.

It is customary to supply heavy pasteboard boxes to the customers, so that the trouble of wrapping up is saved them.

CLOTHING TRADE DULL.

IT is not only in the woolen materials that trade is dull, nor is the retailer the only one to suffer from an unseasonable Spring and a severe Winter. The report comes from Hamilton that hundreds of tailors and tailoresses, who have been working for the Sanford and the Coppley wholesale houses have been laid off without any definite time to return. The stocks of clothing on the shelves of the retailer have diminished in such small quantities that there is no need of replenishing. The blockaded roads would not allow people to get into town to buy supplies. Unfortunately this business cannot be picked up until next Fall.

AN ADVERTISING SCHEME.

A LARGE clothing firm in Pennsylvania recently employed a scheme for advertising their business, that was novel and effective. They advertised that between certain hours on a certain day they would throw from the top of their building a number of packages containing full suits of men's wear or other lines in furnishings.

On the day, which was a market day, a large number of people were in town, and at the appointed hour the street around the store was blocked with a great crowd, anxious to get a parcel or to see others scramble for them. A band played while the things were thrown away, and the greatest enthusiasm prevailed. For weeks the event was talked of and the volume of business following proved how well the scheme had worked.

In reality it cost the firm but little as, with a few exceptions, old or unsalable stock was used, with only enough good things to create an impression. A tie worth only a few cents seems much when got for nothing, and a suit of clothes is always a suit of clothes, and wearable at certain times in every country home.

WOOLEN MILLS ASSIGN.

An application for the winding up of the Canada Woolens Mills Company has been granted. Mr. George Davidson was appointed liquidator. A short time ago this company was advertised for sale, and the assignment follows a number of writs issued against the company. The company was incorporated in 1900 with a capital stock of $2,000,000, half of which was subscribed and paid up. The mills of G. W. Brodie, Hespeler; the Waterloo Woolen Co., Waterloo; the Lambton Woolen Mills, Lambton Mills; the Maple Leaf Woolen Mills, Markham; and the Hawthorn Woolen Mills, Carleton Place, were all included. The creditors will be paid in full.

NOTES OF THE FURNISHERS.

W. A. Beacock, tailor, Holland, Man., has sold out.

Minse Bros. tailors, Digby, N. S., have dissolved partnership.

Heasley & Co., men's furnishers, Winnipeg, have sold out to C. Green.

Besharah Bros., men's furnishers, Minnedosa, Man., are removing to Tantallon.

The McDonald woolen mills property, Carleton Place, has been sold to Messrs. Brown.

Toronto tailors recently entertained the custom cutters of some of the adjacent towns and cities.

Turner, Beeton & Co., manufacturers of shirts and overalls, Victoria, B. C., are making additions to their factory.

R. A. Hart & Co., formerly of Winnipeg, are opening a new clothing and gents' furnishings store in Carman, Man.

Tully, Merrell & Meredith have bought out the property and interests of Gough Bros., clothiers, Peterborough, Ont.

Mr. A. K. Shorey, of the firm of H. Shorey & Co., Montreal, has been in Toronto for a few days on business for the firm.

W. J. Gibson has been admitted as partner to the firm of Caulfeild, Burns & Co., wholesale men's furnishers, Toronto, Ont.

U. Normandin, hatter and furrier, St. John, N. B., has removed his store to the premises lately occupied by Lavoie & Langelier.

Vassie & Co., St. John, have received the sole agency in Canada for the English Fleet Serges, and will shortly show samples to the trade.

The Canada Woolen Mills is being sued by the executors of the will of the late Edward T. Carter for $30,000 due on promissory notes and for goods sold.

J. A. Richard, Montreal, president of the Semi-Ready Clothing Co., has been in Winnipeg looking after the interests of capitalists who intend to erect an apartment house there.

A. McDougall & Co., wholesale dealers in woolens and tailors' trimmings, are making a strong bid for Fall trade this Summer. Their travellers are carrying 35 per cent. more samples than ever before.

G. Stephenson, one of Montreal's leading tailors and importers of cloths, has just removed his place of business from 259 St. James street, to 67 Beaver Hall Hill. This locality is becoming a favorite with the best tailors.

THE Richard L. Baker Co'y.

THE HOSIERY AND UNDERWEAR AGENCY OF CANADA.

wish to announce TO THE TRADE that their new address is

60 Yonge St., TORONTO,

where all correspondence will find us at your service in the interests of the following manufacturers:

S. Lennard & Sons, DUNDAS, ONT.

Manufacturers of Crescent Brand *HOSIERY and UNDERWEAR.*

Stratford Knitting Company, LIMITED. STRATFORD, ONT.

Manufacturers of MEN'S, WOMEN'S, BOYS' and GIRLS' KNITTED GLOVES and MITTS.

Clinton Knitting Company, LIMITED. CLINTON, ONT.

Manufacturers of RIBBED WORSTED HOSIERY.

The Bean & Stewart Skirt Co'y., LIMITED. St. Stephen, N.B.

Manufacturers of LADIES' BLACK SATEEN SKIRTS (the best cut skirts in the market).

J. M. Eisenstuck, CHEMNITZ, SAXONY.

Manufacturers of WOMEN'S, CHILDREN'S and MEN'S COTTON, LISLE and SILK HOSIERY of all descriptions.

Soliciting a continuance of your esteemed orders, we are, yours truly,

THE Richard L. Baker Co'y.

THE HOSIERY AND UNDERWEAR AGENCY OF CANADA.

WREYFORD & CO.
MANUFACTURERS' AGENTS
REGISTERED CABLE ADDRESS:
"STRIKO," TORONTO
WESTERN UNION TELEGRAPHIC CODE

BANKERS: BANK OF MONTREAL
TEL. 2611

ROMAIN BUILDING
KING ST. WEST
TORONTO

April 15th, 1904

Dear Sirs:-

We are now prepared to submit full ranges for Fall and Winter in following goods for which we are Sole Agents in Canada.

Young & Rochester's Shirts and Collars-New Neckwear-select designs in Dressing Gowns and Smoking Jackets, and latest shadings and styles in Winter Vests. Young & Rochester's Vests are in a class by themselves and we can say nothing that will be greater recommendation than that Style and Fit will be equal to our Summer lines.

In Underwear and Hosiery we will offer only reliable brands; the two lines in Unshrinkable Undyed Wool which gave such satisfaction this Winter will be continued and others of equal value in new shadings will be submitted for your approval.

In Golf Blouses, Sweaters and all Sporting Hosiery, in offering the "St. Margaret's" brand, buyers have the choice of the largest manufacturers of these goods in the world.

The "Tress" Hat is steadily growing in favor and we will be pleased to entertain agencies for towns unrepresented.

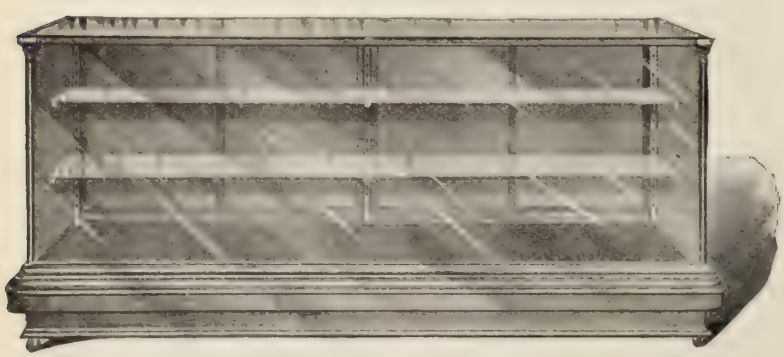
In Gloves we represent a Worcester manufacturer unequalled for English Dogskin and Cape both for gentlemen and ladies.

Our travellers are now on the road and a card will ensure your being called on.

For past favors we thank you; and assuring you at all times of our best services,

We are,
Yours truly,
WREYFORD & CO.

ALL GLASS Top. NO WOOD frame ABOVE or AROUND the glass to become scratched, dirty and unsightly in appearance.
If it's a "CORONATION" it's the greatest MONEY MAKER.



THE CORONATION (Patented.)
BEST ON EARTH. HAS NO EQUAL.

Our PATENT "CORONATION" Floor Case has taken the market by storm generally. It is the MOST POPULAR case made. WHY? Simply because it is the MOST EXQUISITE, ATTRACTIVE, SERVICEABLE and MONEY-MAKING case that is to be found anywhere in the world to-day.

We have quite recently supplied Messrs. J. W. T. Fairweather & Co., of this city, with $3,000.00 worth of show cases, $1,000.00 worth of these being "Coronation" cases for their Gents Furnishing Dept.

44 Market St., Brantford, Ont.,
April 17, '04.

DOMINION SHOW CASE CO., Toronto

Gentlemen, We are well pleased with the "CORONATION" case you supplied us with last January. It has increased our sales to DOUBLE of what they were. Later on we intend to enlarge when we will likely be able to give you a good order.
A. FLEMING.

DOMINION SHOW CASE CO.
N. R. LINDSAY, Manager.
Office and Factory:
53 Richmond St East. Toronto.
'Phone Main 3611.

CURRENT STYLES IN NEW YORK.

WHOEVER has waited in New York for something decided to come out in styles has been disappointed. There is scarcely any conspicuous trend in styles that can be set down as unalterably the only thing, and there is very little that cannot be said to be correct. A student of fashions has little to occupy his time this Spring, since it requires no student to say what a man can wear with propriety. Good taste and not good eyes is the requisite, and that alone.

To confine me to a description of fashions would call for one small paragraph only, accordingly I must allow myself to branch off into fads,—and by fads I do not mean what some eccentric individuals may adopt for the simple purpose of being different from others, but the ideas incorporated in the dress of well-dressed men who do not allow themselves to be bound by what a few declare correct, but have sufficient confidence in their own taste to dress accordingly. And even the novelties are few and far between, at least those that include some feature essentially new.

Odd Waistcoats.

The vogue of fancy waistcoats has provided an opportunity for the inventive powers of novelty makers, and in



A grey silk vest with braiding.

these each month brings out an array that have peculiarities of their own. The waistcoat shown is of gray silk material and is provided with a braiding that has appeared more or less for a year past. It is becoming more and more common. The cut is double-breasted and the long lapels now familiar on this style are a feature. The lapels are very prominent in this one and this will count against it as a general favorite. Flannel waistcoats are promising a good demand for Spring and Summer and are already meeting with success. They are worn with informal and business dress only and appear usually in stripe patterns, although some checks and plaids are seen. There is a great deal of variety provided in the pockets, some of which are simple slits, some are stitched, some have flaps, and some are patched on.

Hats.

Manufacturers of brown hats and a number of haberdashers are still pushing the brown hat with a zeal that seems to show a faith in its future. It has had a year now of opportunity and good advertising, but its hold on the market is very weak. In some cities in this country I hear it sells well, but in New York it is no more popular now than it was nine months ago, and that means it is being worn very little. There does not seem to be the desire on the part of the wearer to praise its good qualities as there was a year ago, although there is no doubt that many would like to see it come into general use.

There is no settled shape for the silk hat, all grades of bell and height being accepted by men.

The season is one of derbies, nine men out of ten preferring this style of hat. The fedora is the exception, the young man being its only advocate. Straws are appearing in the windows and are mostly of the split variety. Panamas are shown for outing or country use.

Spring Shirts.

Although the darker grounds, such as gun-metal, were shown in large quantities as the proper thing for Spring, and were at first taken with some avidity, the popularity of them has waned appreciably until now the light grounds with lines, dots, etc., are accepted with far greater favor. The dark grounds were unspringlike and very hard to wear for the average man. What was wanted was something light and suitable to the season, as well as something that would look well on any man.

Pleated shirts have been attacked by the manufacturers with vehemence, and have been pushed hither and thither by those whose interest it is to change the style. But all in vain. The pleated, in spite of prognostications, has come up and is far ahead of any other kind. Plain white pleateds are not so favorably received, but in white grounds with small pattern there is nothing that approaches it for sales. The pleats are not as narrow as last year, and are very frequently in box shape. A single box pleat at each side is often considered sufficient, but a couple of box pleats or three wide single pleats are most usual. Wavy thread designs as well as stripes and dots. In neat patterns and careful cuts it is fast supplanting the stiff bosom shirt for Winter as well as Summer wear, but for little reason, as the greater comfort it is only a theory.

Cross stripe bosoms are not going to meet any more favor than they have for months in spite of the efforts of some interested men in pushing them.

Collars.

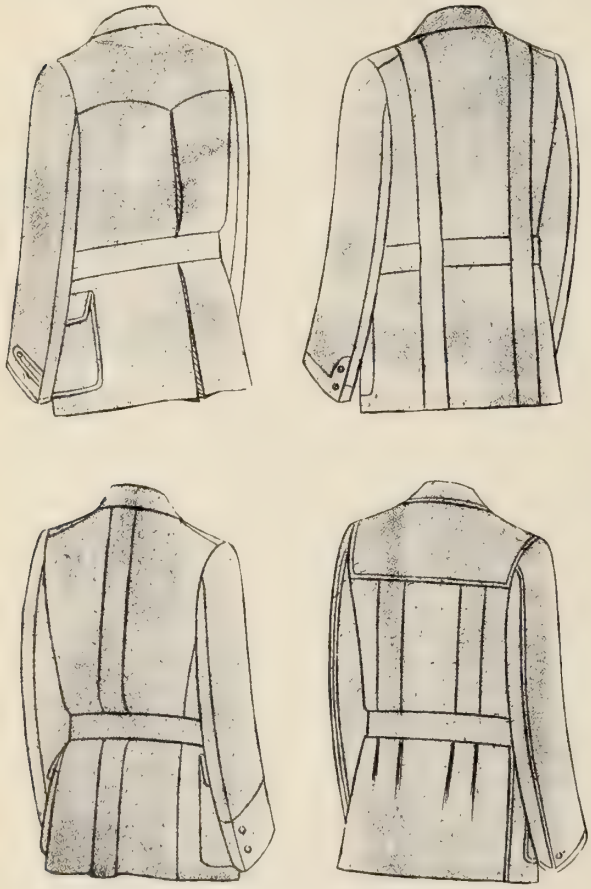
The wing collar is holding its ground with remarkable tenacity. It is certain that told collars will outsell it during the Summer, but from present appearances the wing will be a factor. The tabs are slightly smaller and the opening narrower. There has been some inclination to wear a fold that differs from the familiar round corner and close front. The result is that the pointed corner and wider opening is shown by all the best shops. It is not so effective in any way but it is a change and as such will sell. Many of them are already seen.

AS SEEN ON LONDON STREETS.

DURING the latter part of March was held in the Crystal Palace an International Exhibition of Dress and Clothing. Although principally devoted to ladies' apparel, there was a very seemly showing of men's wear that was all the more interesting as it was the first time we have ever had an exhibition of this kind; why, it is difficult to say. There is no doubt, too, that in another year the men's wear branch will grow to a proportion that will include more lines than it did this year. A great variety of old garments and styles were shown that were important as showing what was worn many years ago, but the display of modern goods was limited and devoted more to athletic lines. Burberry had the largest stall and made good use of it with his golf, automobile, hunting, military and shooting garments.

The Norfolk Jacket.

There is a great choice in the popular Norfolk jacket which goes with so many outing and athletic suits. As a



Norfolk Jacket backs—From The Tailor and Cutter.

rule it is made with two bands running over the shoulders, but this is varied by three other styles illustrated herewith. Two have yokes with inverted box pleats. These pleats allow for extra room over the seat, as they are loose. The double banded style shown will be the most popular.

Athletic Dress.

Athletic costumes are decidedly to the fore since Spring has opened up, golf, riding and bicycling being important pastimes in addition to automobiling. The golf dress is a tweed cap of goodly proportions, a stock scarf or collar and light cravat, Norfolk jacket, breeches (or knickerbockers as you call them) and stockings. An alternative is long trousers of light Summer material. The bicyclist wears much the same kind of a suit.

For riding in the city a dark grey riding coat cut after the morning coat, shepherd's plaid breeches, stand up collar and large cravat, black or brown bowler hat, and black patent leather riding boots, are usually worn.

Materials.

There is talked of a change in trousering material. We have been so long accustomed to the stripe pattern that it is with backwardness that a man attempts to wear anything else, but it is safe to say that if a few can be found brave enough to try it, men will not be backward in following. The stripe effect has been neat and will always be well thought of. The new style is not an improvement, but it has the advantage of being new and that is much. The change is that checks are going to be worn, and are already showing up in some quantity. They will not this year drive out stripes but they will be worn in sufficient quantity to make them correct.

The Lounge Suit.

I have noticed a remarkably sudden disposition to avoid the fancy waistcoat with the lounge suit. This garment, too, has departed from its tight collar cut with a low cut lounge. At present the waistcoat opening coincides with the coat opening, and is thus much neater than when showing a couple of inches. It seems, too, that the bottom of the coat is to be cut rounder. Roll collars were found so unsuitable for wearing with an overcoat that they quickly went out of fashion and are replaced by the flat collar almost universally. The patterns in material are quieter than they were, although many fairly loud mixtures are yet seen.

The morning coat does not seem to have fallen off much in favor. With it the fancy waistcoat has full sway and much lighter colors are appearing as the season advances. They are nearly always made with collars.

Cravats.

Large cravats are not so popular as they were, the Imperial large at both ends taking their place. This cravat is tied like an Ascot but has a different appearance as only one side shows. More knots and the smaller class of cravats are being worn, the former having become the usual thing with the morning coat. Dark colors are favored. Knots are worn with the lounge suit also and are very simple in design and color.

A Motor Suit.

The top coat and cap are about all there is in a motor suit and outside of these no energy of invention is expended. A coat that is bound to be well thought of for this sport extends to the ankles, and has a very deep but flat collar, which is provided with a tab for buttoning close around the neck when necessary. It has large buttons placed quite a distance apart. It is cut double breasted and fits close up to the neck. The back is, of course, loose and full, and strapped. This strap is a necessary part of every auto coat, as it takes in the slack when not needed. There are two pockets. Whipcord is a suitable cloth and is being shown a little.

On account of the recent . . .

FIRE

In Toronto

Tooke Bros., Limited

Have secured temporary premises at

117 King St. East, Oak Hall Building

TORONTO.

Full assortment of SHIRTS, COLLARS, MEN'S FURNISHINGS and Up-to-date NECKWEAR can be delivered at once.

Tooke Brothers., Limited

MONTREAL

THE STAR SHIRT

Spring and Summer, 1904



Our New Lines are now being submitted by our Representatives.

E. Van Allen & Co.

HAMILTON, ONT.

Belding, Paul & Co.

LIMITED,

MONTREAL,

will feel obliged if customers who have invoices dated **April 16th, 18th** and **19th,** will mail them copies, as records of these dates were destroyed.

SMALLWARES, NOTIONS, STATIONERY, a large stock on hand.

WE regret exceedingly the terrible loss to the trade of the Stationery and Notion Houses of Toronto, but rejoice in the fact that although the fire burned all around us, it left us untouched. We are left alone to take care of the trade and we do not wish one of the customers of those burned out to suffer any inconvenience.

We are therefore prepared to handle all Orders

Promptly and at Regular Prices.

All our lines not manufactured by ourselves are imported so that we are not dependent on the manufacturers here. New Goods are arriving every day and we hav large quantities on order for immediate shipment.

We have in stock a complete line of Notions, Collar Buttons, Cuff Buttons, Shoe Laces, Needles, Belts, Hatpins, Brooches; also Stationery, Blank Books, Scribblers, Tablets, Writing Paper, Envelopes, Pencils, Pens, etc. Send in your orders at once by mail.

G. A. WEESE & SON,

Wholesale Jobbers, **44 Yonge St., TORONTO.**

ONTARIO NECKWEAR CO., LIMITED

We beg to notify the Men's Furnishing trade of Canada that we have bought out the entire silk stock of a tie manufacturer who is retiring from the business, at an extremely low price. Goods that have been previously retailed at 50c., 75c. and $1.00 will be offered so as to retail at 25c.

Other new goods on order now arriving, consequently we are in a position to offer a full range of Staple and Fancy Silks. Our buyers are now in foreign markets, and their purchases are being rushed along.

LADIES' NECKWEAR NOVELTIES.

We are now showing an extensive line of Ladies' Neckwear, which includes the very latest designs and ideas of the New York and Foreign Markets, in both Wash Goods and combinations of Silk and Lace; also some very recent creations in Lace and Organdie.

WE ARE NOW IN COMMODIOUS PREMISES ON

Old Upper Canada College Grounds, King Street West.

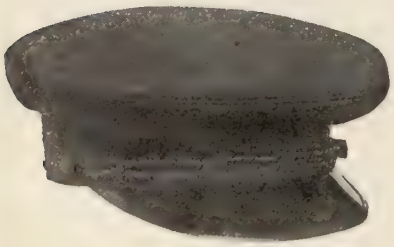
GAUNT & HUDSON, LTD.

Hat and Cap Manufacturers

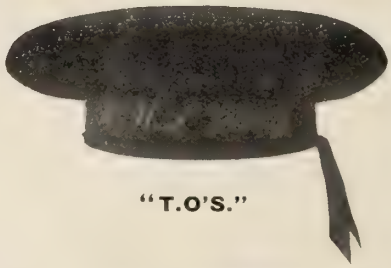
LEEDS, ENGLAND.



ST. GEORGE'S WORKS, LEEDS.



The "Yachting" Cap.



"T.O'S."



The "Motor."



The "Lounge" Hat.



The "Golf."



The "Terris" Hat.

TO BE HAD FROM ALL LEADING WHOLESALERS

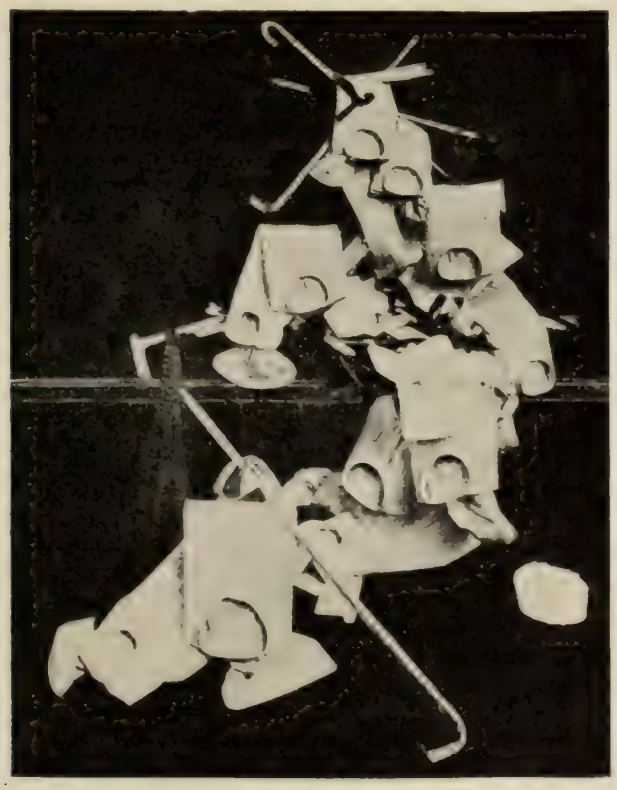
J. W. HOLDEN, Canadian Representative, 79 Piccadilly, Manchester.

SHIRTS AND COLLARS

THE unfavorable weather during April has told upon sales of shirts to some extent, and retailers are yet well stocked up. April is usually one of the best months of the year to the retailer of shirts, but May will without doubt take its place this season.

* * *

In spite of the efforts of some interested people to drive out the pleated shirt, there is not the least sign that they have succeeded. In fact there seems to be little else shown by retail establishments, and this style has a complete monopoly of the higher prices. Plain shirts appear only in the cheapest lines, and are being



One of the distinctive furnishing displays of Marshall Field & Co., Chicago.

disposed of at bargain sales. For some reason little care is shown in the display of the plain variety, and it is suffering from that. Pleated fronts are carefully shown and the impression is given that they are the proper thing and they only, whereas a display of soft fronts is almost invariably a helter skelter collection that places them low down in the estimation of a customer.

* *

The pleats are in four out of five cases quite wide, the one time popular narrow pleat being an unimportant part of all first-class stocks. Box pleats are not uncommon. There are few plain white pleated shirts. The narrow pleat is not incorrect, but favoritism is shown the one that is an inch to an inch and a half wide, two or three of them filling the entire half of the front.

* * *

During the early Spring a strong push was made for the dark backgrounds, such as gun metal, but although every high-class furnisher and manufacturer shouted them up as "the only way," the effect on the sales was felt only temporarily. They sold for a short time, but it was with hesitation that the public accepted them. For the past month they have been very much out of favor, men turning without hesitation to the light grounds with black and blue dots or lines, similar to last Fall. The approach of warm weather has driven out such heavy shades, the lighter having the advantage of appearing cooler and lighter.

* * *

There is still some talk of the cross stripe across the border, and a few manufacturers are said to be trying to feature them for Fall. It is not at all probable that their efforts will meet with success, and it is certain they will not here. The cross stripe shirt is rather an eye sore no matter how neatly it is designed.

* * *

The double band collar for Summer will be the rather close-fitting, rounded-corner style, but there are a few furnishers showing a pointed-corner shape which does not close so much in front. It may be worn to a certain extent on account of its newness, but it will not be the favorite. Preparations are being made to push the wing collar stronger than ever this Fall.

W. G. & R. ATHLETIC GROUNDS.

IN January, 1903, the Williams, Greene & Rome Company, of Berlin, manufacturers of the famous W. G. & R. brand of shirts, collars and cuffs, introduced a new system of factory government, modelled after that established by a cash register firm in Dayton, Ohio, which has been called, "The Right Idea," and which means a right relation between employer and employe, by which both are benefitted.

The plan has now been in practice for sixteen months and its value can be judged by its fruits. To-day the five hundred employes of the firm are distinguished by their loyalty to their firm and by their kindly behavior towards one another. They work fewer hours per day, yet earn more pay than they did under former conditions. They meet at stated intervals and discuss how conditions may be improved, and their suggestions are always welcomed. They have literary and musical organizations and hold entertainments. They have formed a benefit fund, to which all contribute and derive aid in case of illness.

Another fund supplies flowers to those who may become sick and for visits from a committee.

The W. G. & R. Co. works hand in hand with them, yet the idea of charity has been eliminated so that the

spirit of independence and self-respect might be retained among the employes. The firm established a coffee room and sells refreshments at cost. It is establishing a library now, providing the building, while the employes will supply the books, and own them, doing this by contributions ranging from one to ten cents each. Self-help is the foundation on which the new system rests.

The employes are at present looking forward to outdoor recreation and have formed various athletic clubs. Learning of this, the firm assembled its male employes and made them a proposition. Near the factory, on Benton street, is a large area of ground, 250 by 219 feet. It offered to purchase this and set it aside as a W., G. & R. athletic gound on condition that the men would put it into proper shape and care for it. They accepted readily and will lay it out into football, baseball, lawn tennis and croquet grounds, and no doubt take a pride in maintaining it.—Berlin News-Record.

IN CRAVATDOM.

OF great interest to retailers at this season of the year is the Summer cravat. To a greater or less extent the retailer must buy on a chance, more so than in other lines, since the taste in cravats is so fickle. Of late, however, since the quieter shades have been universally adopted, the furnisher is safer in the stock he carries. Quiet tones will sell any year and at all seasons of the year, and so he has been saved the risk of stocking up with a lot of pronounced styles that might go out of demand in a month. The greys this Spring have outsold all else, and certain styles of patterns with colored dots have taken particularly well. At present there is a favoritism shown greys without color, or at least color in fine broken lines rather than dots. Lined greys are exceedingly popular and so neat as to attract many buyers.

* * *

The newest thing on the market is the champagne silk, a color that is meeting with the greatest success in New York. The very newness of the coloring is sure to make it a factor in the Spring's business, and for this reason it should be seriously considered in the new stocks. The effect is very odd and in some lights quite attractive. Its shot effect gives it at one angle a pale brown, almost fawn color, while at another angle it is a silver white. The colors included are brown, white and black, and part of the pattern is formed by different weaves of the same color—brown, which is the ground shade.

* * *

Summer shapes will, of course, be narrow. Although many men wear fairly wide four-in-hands with double band collars all Winter, they seem to think they can't do it in Summer, and at any rate the narrow shape looks cooler and more comfortable. Flowing ends are out of place in the warm season. The narrow four-in-hands will be the thing, and the length will probably be less than last year and the year before. The long tie running inside the belt is very neat and a man may wear it if he wishes, but more will be favoring shorter lengths. Ends with designs on them will be seen, and some manufacturers are going to make a specialty of them. The bow tie will not be out of it, but it is doubtful if it can take the place of the four-in-hand for high-class trade.

* * *

There is quite a talk about Windsor ties in the United States, and it is apparent that it will be much seen this Summer. It is, of course, an outing tie, and for this purpose cannot be beaten as a cool, careless, summery looking tie. France is supplying the material for the best of them. There are very few of this style seen on men in Canada, as we connect it more with our childish days, and a man wearing it attracts some attention. It is quite likely that if it is very favorably received on the other side of the line that more of it will be worn here. Purple is one of the strongest colors of the season in New York, but being a striking shade its popularity will be only shortlived.

* * *

There are some signs that a renewed popularity will be shown the stock collar for outing purposes. For a couple of years the stock collar has had so little sale that it did not pay to handle it, a state of affairs brought about by the fact that they had been run to death for a season. They were used for street and all other kinds of wear, and their very untidy bundled-up appearance on the streets caused a revulsion of feeling that took away from them their proper place. It is likely now that they will be confined to outing purposes, and if so will be in some demand. Light shades will be the favorites, as in dark colors the stock collar looks too heavy and warm.

MISTAKES AT THE HORSE SHOW.

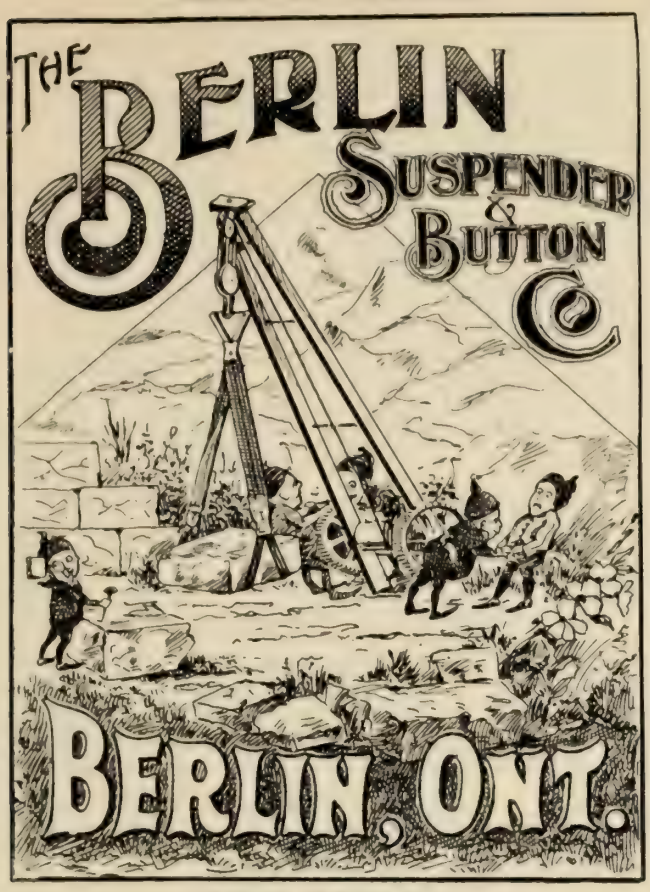
OF all the places and occasions in Canada when correct dress should be worn, it is when the governor-general and the lieutenant-governor are present at an afternoon or evening performance at the horse show in Toronto or Montreal.

The annual show closed in Toronto last week. The ladies were well dressed and, with a few exceptions, correctly. By correctly is meant in accordance with usage—the usage of people in Great Britain and the United States who make a study of what is both convenient, sensible and attractive. At the Toronto show it was quite evident that hundreds of men endeavored to dress correctly, but very few succeeded. It was quite a common thing to see a man with a dinner jacket, which should never be worn on an occasion of this kind. Strictly speaking, it should never be worn excepting at men's dinners, though the Americans wear it now at hotels and Winter resorts and in dining at home. With the dinner jacket went an opera hat and, in some cases, a silk hat, which is the worst of bad form. Other men wore white ties with either or both of these misfits.

Crush or opera hats were more numerous than ever before at any Canadian gathering although for the past two years fashionable society in London and New York have tabood them entirely, gentlemen there wearing the much handsomer silk hat.

The Review publishes from time to time a chart of correct dress. It is in the interest of the trade to educate men how to dress. If they interest men more in their personal appearance and dress they will sell more goods.

"MADE IN CANADA."



NONE BETTER.

Our lines complete as ever.

This is the season of the year when people need "bracing up."

We have the braces to do it.

Wait for our travellers or send in for sample order.

A Full Range



of samples
of our newest productions
for the Fall Season
is now in the hands of
our Agent,
JAMES GILMOUR,
and may be seen at his address,
205 CORISTINE BUILDINGS, MONTREAL.

Welch, Margetson & Co.

Manufacturers of
SHIRTS, COLLARS, TIES, BRACES, Etc.

16 Moor Lane, E.C.,
LONDON, ENGLAND.

HATS AND GLOVES.

THE derby hat has not receded any from its position at the front. Never before have such a large percentage of men decided to confine themselves to this style of hat, and, whether it is a result or not, the head of the average man has never been so well covered. There are some fedoras selling, because many men will always feel sure they cannot look becomingly dressed in a derby; but it is true that there is not one fedora this Spring to two last Spring. Hatters' windows are full of derbies in all shapes. The favorite seems to be a good staple shape with a well rounded fairly high crown and a brim that curls up more than was worn last year, but still stands out well from the crown. A prominent hatter in a large city is featuring a hat with the walls of the crown running up at an angle and the top quite flat. The height is about six inches and the top of the crown three-quarters to an inch narrower than the bottom.

* * *

The brown hat is carried in small quantities by the larger hatters and furnishers, but it is not wise for the smaller dealers to risk it. Jobbers report better sales in it than they expected. The best selling shade is not now the dark, rich brown that has some beauty, but the lighter shades up to a dark fawn. The latter has a darker brown band and edging. In spite of the sales that are said to be made, the color is scarcely ever seen on city streets. It cannot be called incorrect but simply uncommon.

* * *

Crush hats are meeting with a large demand, principally, of course, for outing wear. Two of the favorite shades are fawn and deep brown, although greys are shown. Furnishers as a rule pay too little attention to this line of stock. It is something in which the demand can be greatly stimulated, and a good stock and window displays with a little snowing now and then is all that is required to display its virtues to young men, and even young women. Tie a few up in the window, and show with others opened up and the advantage of a crush hat will be readily grasped.

* * *

Panama hats are selling in much larger quantities than was anticipated, although this does not mean that the Panama will be adopted as a hat for street wear. Panama hats were rushed so hard two and three years ago that their very commonness killed them. Last season, in expectation of a demand similar to 1902, many retailers stocked up well and had to dispose of them at a sacrifice. It was feared this would spoil the trade in them for this year, but events prove that the Panama has dropped into its normal position and sale, and under these circumstances will have a good sale. It will not approach the splits or even sennits, but it is a good hat to handle if there are customers who can afford to pay the price. The Panama is an outing hat and for this purpose cannot be beaten, but it is rather out of place on city streets. A Panama to retail at $10 or even less, will outlast a half-dozen of any other kind, and is in no danger of being broken. Its loss of shape is its principal and only fault.

* * *

The slump in Panama sales last year is evidenced in the testimony of a direct importer of Panama hats in the United States. He was appearing in a divorce suit and in answer to the question, "How much money did you make last year?" said: "I no make-a one-a cent. I make-a two, tree tousan' dolla one year, but notting last year, only my living an' travel an' expenses. I don' make-a no one-a dolla for myself. An' now I ain't got one-a dolla. I spen' tree tousan' dolla for dis-a case. Beezness is no good here no more. I make-a fair profits some-a years, but now no more can sell Panama hat in dis-a country. My beezness is all dead now here. I can no sell one dozen hat. An' dis-a case ruin me. No more-a money, no more-a credit, no more-a beezness, no more-a wife, no more-a nottings."

* * *

An important change in hat and cap circles has occurred in Montreal. Owing to the increase in their fur business, Silverman, Boulter & Co., some time ago decided to dispose of their hat and cap department, which they have successfully conducted for thirty years. The sale has been made to Swift, Copland & Co., who have taken over all the stock in trade, good will and brands. Mr. John J. Lonson, late of Greene & Sons Co., and Edgar, Coristine & Co., has been taken into partnership.

A NEW AMERICAN HAT AGENT.

HIGH-CLASS hats and neckwear made in the United States are to be handled by a new agent, Mr. A. Defriez, with office and showrooms in the Carlaw building, Wellington street, Toronto. Mr. Defriez is well adapted by experience for the successful handling of these goods, having been manager and buyer for the past eight years for Philip Jamieson, Toronto.

RETURNED
MAY 11 1904
Cut Book 1
Page 73
Ans.



Mr. A. Defriez.

His one aim is to provide for his customers goods that will prove perfectly satisfactory in every way. For this reason he is specializing on high-class goods—hats that are correct and durable, cravats that reflect the very latest of New York styles, and can be relied upon by the retailer to bring his customers back. So far Mr. Defriez states that he has ample reason to think that his goods are the kind that sell.

With his hats he presents his patrons with artistic show cards that will help to sell the goods, and add to any window. These cards are well printed and cleverly worded. His advertisement will be found on page 139.

RETURNED
MAY 3 1904
Art Book 18
Page 4
Ans.



"Scorch=Proof."

You can take a piece of Pinto Shell, **boil** it for an hour, and then **dry it out on a hot stove**, and it will be just as flexible, just as tough, as pliable, as wearable as ever. It's all in the tannage.

Now, with arguments and talking points like these, why should you not be able to sell "Pinto" goods at a fair profit---do a good, clean, satisfactory business? And what other line of mitt and glove stock have you got even a fighting chance with to day?

Hudson Bay Knitting Co.,

Montreal ❧ Winnipeg

THE CANADIAN DRESS CHART.

Article.	BUSINESS AND MORNING WEAR.	CHURCH, AFTER NOON TEAS, SHOWS.	DAY WEDDING, MATINEES, DAY RECEPTIONS.	EVENING WEDDINGS, BALLS, DINNERS, RECEPTIONS, THEATRES	STAG PARTIES, CLUB, INFORMAL DINNERS.
Coat.	Morning Coat. Cutaway or sack. Covert or Chesterfield overcoat.	Frock or cutaway Chesterfield or skirted overcoat	Frock. Skirted or Chesterfield overcoat.	Evening dress with Chesterfield or skirted overcoat.	Evening jacket with ordinary overcoat.
Waistcoat.	Of same material as or different from coat.	Same material as coat or of white duck.	Double or single breasted, of same material as coat, or of white duck.	S. B. or D. B. white or S. B. same material as coat.	S.B or D.B. white or S. B. same material as coat.
Trousers.	With S.B. coat to match, with D.B. either to match or not.	Striped worsted.	Striped worsted or dark cheviots.	Same material as coat.	Same material as coat.
Shirt.	Colored stiff front preferred, quiet colors.	White.	White.	White, with cuffs attached.	Plain or pleated white, with cuffs attached.
Collar.	Wing, standing, poke or double band.	Wing, standing or poke.	Wing, standing or poke.	Standing or poke.	Standing, poke double band or or wing.
Cravat.	Ascot, once over, Four-in-hand or flowing end.	Ascot, flowing end or once over.	Light or black, Ascot or once over.	White tie with broad or blunt ends.	Black silk or satin with broad ends.
Hat.	Derby or Fedora with sack, Silk with cutaway.	Silk.	Silk.	Silk or opera. Latter only to theatre.	Derby or Alpine
Gloves.	Tan or grey, the former preferred.	Tan, or light grey suede.	Grey suede.	Pearl or white glace.	Tan or grey.
Shoes.	Black Calf or Tan.	Patent leather.	Patent leather.	Patent leather shoes or pumps.	Patent leather high or low.
Jewellery.	Gold studs, links, pin and watch guard.	Gold studs, links and pin and guard.	Gold links, studs and pin.	Pearl or mother-of-pearl studs and mother-of-pearl links.	Gold studs and links

This Chart is corrected to date by a Canadian authority on men's fashions.

The Collar House

Full lines of Fall samples of Austrian Collars now in stock include some new and popular shapes.

These goods are well known.

Their style, fit and finish cannot be equalled by any Manufacturer, at anything like the price.

FAMOUS J BRAND

PATENT BUTTON HOLE.

Doubles the life of the COLLAR and the comfort of the WEARER.
We have also a full line of **CUFFS** and **SHIRTS**.

Mail Orders Promptly Filled.
Rubber Collars in all styles and shapes.

Canadian Underwear Company

Sole Agents for Canada for these goods 10 St. Helen St., MONTREAL.

DOMINION SUSPENDER CO.
NIAGARA FALLS
MAKERS OF
Trade D Mark
SUSPENDERS
GUARANTEED

NIAGARA NECKWEAR Co. LIMITED
NIAGARA FALLS



MAKERS OF
AMERICAN STYLES
OF NECKWEAR

EFFECTIVE WINDOW CARDS.

FOR BRAIN FAG
WEAR THESE LIGHT HATS

EXCLUSIVELY OURS

WHY DO WE LEAD IN HATS?
COME IN AND SEE

EVERYBODY CAN'T WEAR THIS TIE,
YOU DON'T WANT TO WEAR WHAT EVERYBODY
WEARS—THEN DEAL HERE

WE WANT YOUR CUSTOM
YOU WANT OUR GOODS

ONE OF THE LITTLE AIDS TO AN
ATTRACTIVE APPEARANCE

THESE GLOVES WANT TO CHANGE HANDS

IT DOES NOT REQUIRE A SMART MAN
TO SEE THESE STYLES ARE "SMART"

IN THE SPRING A YOUNG MAN'S FANCY
TURNS TO FURNISHINGS LIKE THESE

IT WAS ONE OF THESE CRAVATS CAUSED
THE FIRE AT TORONTO

CONSCIENCE AS WELL AS CAMBRIC
IS IN THESE SHIRTS

ALL WELL-DRESSED MEN
CALL HERE AGAIN

WHERE OPPOSITES IN PRICE AND
QUALITY MEET

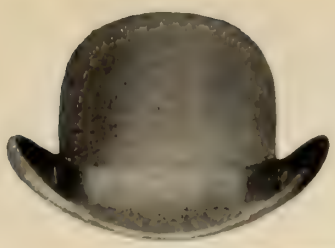
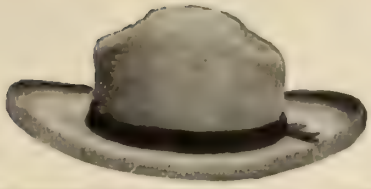
WHY NOT PAY 50C. MORE AND
EXPERIENCE THE COMFORT OF THIS UNDERWEAR?

TIES IN GREY
ARE ALL THE WAY

ALL SUSPENDERS SUPPORT TROUSERS
BUT FEW FEEL LIKE THESE

(FOR UNDERWEAR)
THESE COLORS ARE NOT LOUD,
BUT THEY'RE FAST

IF THERE'S A FAULT IN THIS,
WE'D LIKE TO KNOW IT


Liven up your Hat Stock with a few of our exclusive novelties. They have all the dash and style the fashions call for

ALFRED DEFRIEZ, Representing High-Class American Manufacturers of **STIFF and SOFT HATS.**

SELLING DIRECT FROM THE FACTORY TO THE RETAILER.

My lines for immediate or Fall delivery have been selected solely on their merits of Style and Durability, and are for progressive merchants who are after the Hat trade.

Sole representative for Canada for WM. H. PITTILLA, Danbury, Conn., manufacturer of Fine Stiff Hats

CORRESPONDENCE SOLICITED. **Sample Room, CARLAW BUILDING, 28 Wellington St. West, TORONTO**

Cartwright & Warners'

Celebrated All-Wool

UNSHRINKABLE UNDERWEAR.

CARTWRIGHT & WARNERS' name on a garment carries with it the value of a hundred years' successful experience in the manufacture of the best Knit Underwear in the world, and stamps it with the character of superiority that places it above and beyond all other in a class by itself.

PREMIER FINISH
TRADE MARK
NON-SHRINKABLE
PURE WOOL.

R. FLAWS & SON, Agents, Melinda St., Toronto

Spring 1904

Wholesale Dry Goods

Spring 1904

NOW IN STOCK.

Latest Novelties in Dress Goods.
Newest Patterns in Pantings and Suitings.
Best values in Plain and Colored Silks.
Large and varied stock of Plain and Fancy Cottons.
Men's and Women's Knitted Underwear, in all prices.
Gents' Furnishings and Smallwares.
Household Furnishings, Carpets, Linoleums.
Lumbermen's Supplies of all Kinds.

P. GARNEAU, FILS & CIE., Quebec

REMOVAL NOTICE.

Having purchased the commodious building formerly occupied by THE EDGAR, CORISTINE CO., 517 to 525 St. Paul St., you will in future find us at this address.

In our increased premises our stock will be much larger and more varied than heretofore, and we hope to be in a still better position to supply the trade.

Our stock of **HATS, CAPS** and **FURS** is all new and embraces a very full range.

We respectfully solicit the continued liberal patronage of our customers, while enquiries from any of our friends in the trade will meet with prompt attention.

SWIFT, COPLAND & CO.,

517 to 525 St. Paul Street, - - MONTREAL.

Important to Dry Goods Merchants and Clothiers

THE **MERCHANTS MANUFACTURING CO., CLOTHING MANUFACTURERS TO THE TRADE,** cut, make and trim Merchants' own Woollens, in large or small quantities. Our system, while enabling you to clear your Woollen Stocks, gives you high-class stylish garments at a very moderate cost.

Our Special Measure Department is a money-maker for you.

Price Lists and Full Particulars on Application. We Invite Correspondence.

ADDRESS,

The Merchants Manufacturing Co.

28 and 30 WELLINGTON ST. WEST, TORONTO.

OUR EQUIPMENT FOR FALL 1904 BUSINESS IS O. K.

Our salesmen are on their ground, and all orders for our high-grade Clothing—Men's, Youths' and Boys'—will be filled.

The interruption of the great fire, which destroyed our premises and stock, is only temporary. We have a factory already in operation at 1184 Queen St. West, and our office and salesrooms are at 46-56 Colborne St.

WE SOLICIT A CONTINUANCE OF PAST FAVORS.

E. G. HACHBORN & CO.,

46-56 Colborne Street, - - TORONTO.

FEATURES IN STAPLES

RAW cotton at last shows signs of retiring to its proper level. After Sully's failure remarkable strength was shown, cotton going as high as 15.50. Had the demand kept up, it is quite likely that the price would have receded but little for three months, but as intimated in the last issue of The Dry Goods Review, there are ways of bringing down the price in spite of the strongest bull conditions and operations. It has transpired that these methods were adopted, and have worked so effectively as to bring raw cotton steadily down until it is 13.75, and still shows signs of retrogression. These methods were the closing of some mills, and the short hours of others, the indifference of the spinners and the resulting shortness of demand. Users of spot cotton have been buying only in driblets and the bulls even if they had control of the market could only set a price, not get it. It is thought, too, that the new crop will be a couple of weeks earlier than usual, and the news generally of the outlook is satisfactory. All these things have tended to quench the bull enthusiasm and the sentiment of the market is clearly displayed in the willingness of the longs or bulls to take advantage of every advance, however small.

* * *

Manufacturers of cotton goods have wisely refrained from making further advances, although they state they would have been justified in doing so. The steady drop in the raw cotton has encouraged buyers to postpone their buying, and any further increase would have been met with a falling off in the demand. Prices can go only so high no matter where raw cotton goes to, as a curtailment of demand is a simple thing in a line so recklessly used as cotton goods. This is not advantageous to the mills, but protects the consumer by influencing the price level back to the raw cotton, and making speculation on the bull side a very risky affair beyond a certain point. From present prospects the bears are in the ascendency and lower prices can be looked for. This will not, however, affect the manufactured goods for some time, although the time will be shortened by the small supplies carried by the mills, enabling them to take advantage quickly of low prices.

* * *

Quotations in linens are just as firm as ever. Nothing special has occurred to influence prices during the month, but the retailer will find higher prices quoted him, as stocks bought at the old level are almost exhausted. The fire at Toronto consumed quite a large quantity of these goods, and the extra demand on what remains in the other houses has been of such volume as to clean the shelves in many lines. There is not likely to be any shortage, even for a short time, as orders are on the way and expected in a few days.

* * *

London wool markets have shown great strength in raw wool. At one large sale recently merinos were ½d higher, fine crossbreds and combings ¼d higher, and medium and lower grades ½ to ¾d up.

Japanese silks have been for some time quoted to the retailer about 5 per cent. higher than last season. At the beginning of the war prices to importers were raised about 15 per cent., but this had no immediate effect on what the retailer had to pay, as importers' stocks were already ordered at old prices. It was not long, however, until the 5 per cent. was tacked on in consideration of the advance on new stocks. For next season the full weight of this advance will be felt save in a few lines that must be kept at standard prices or fail to sell. Japanese silks have been exceedingly popular since the war began, and the increase in price has seemed to keep them back in no degree.

* * *

Silk mills in Paterson and other parts of New Jersey and in Pennsylvania are experiencing a stretch of poor orders that threatens to close them. There are not enough orders now on hand to keep them busy more than a couple of months, and there is little prospect of a great addition to them. The silk men ascribe the dullness to the presidential election, the unfavorable weather and the reduction in the demand for high priced goods on account of financial depression.

GOSSIP OF THE TRADE.

The Sovereign Clothing Mfg. Co., Montreal, have dissolved partnership.

H. Bedard & Co., dry goods merchants, Ottawa, have commenced business.

The Empire Cloak Mfg. Co., St. John, N. B., is the name of a new firm soliciting trade.

Qua & Patterson, Orillia, Ont., have added a curtain and drapery department to their store.

Brophy, Cains & Co., wholesale dry goods merchants, Toronto, have opened a branch at 23 Scott street.

Gatehouse & Co., dry goods merchants, Montreal, have opened a branch men's furnishings store in that city.

W. L. Long, formerly of Madoc, Ont., has re-opened the general store lately occupied by G. W. Whitehead, Fergus, Ont.

SOFT SILKS.

THE demand continues as strong as ever for small effects in fancies. The neat and little figures are chosen by the very best trade. If larger designs are selected it is by the cheaper trade. The correct shopper insists on having the neat, small patterns for her own requirements. The range of possibilities in fancy silks is wide. A great variety is shown in several weaves. The favorites are silks possessing a soft quality. Fancy taffetas, crepe de chines and louisines which possess the quality of softness are all selling well in the larger retail stores. It is noticeable and should be emphasized that the choice of the shoppers at the present time is for those silks in the soft weaves. If the silk is soft and has also a small design it is quickly chosen by the trade. The latter quality of softness is a factor about which the shopper is insistent.

Wholesale Millinery

We were never so well prepared to meet the demand in all lines.

All Departments

Hats, Braids, Ribbons, Laces, Chiffons, Veilings, Ornaments, Flowers, Ostrich Feathers, etc., etc.

Complete assortment maintained throughout the house.

Promptness and carefulness in the filling of all orders a specialty with us.

THE D. McCALL CO., Limited

DEBENHAM, CALDECOTT & CO.

MILLINERY.

New shapes of **HATS** arriving every day.

All colors and qualities of **Straws, Chiffons, Tulles,** included in our stock.

Flowers and **Foliage** suitable for the Spring and Summer season in a great variety of shades.

NOTE ! ! ! The fire in our Toronto house will not affect us here, as we stock independently of them; but we will be pleased to fill sorting orders for them on request.

43½ & 43¾ St. Joseph St.
QUEBEC

18 St. Helen Street **Montreal**

The Canadian Millinery Review

FEATURES IN SEASONABLE MILLINERY

THOUGH the weather has not been in favor of the wearing of elaborate Spring millinery so far, trade in all the large towns and cities has been surprisingly brisk, and the season has been better than what, from the weather we have had, could have been expected. Women may be said to have been guided by the almanac, rather than by the weather, in the wearing of light hats, and even on those days when belated snow came, they still clung to the Spring hat.

There is no doubt, however, that if we had had anything like a fine Spring, the volume of trade done by the millinery houses would have been considerably larger. The sympathy of the trade will be with the two Toronto millinery firms that were burned out in the Toronto fire, and all will admire the energy and resourcefulness which enabled one of them to make a large display of pattern hats for the Horse Show. The makers of ready-to-wear lines are about ready for the road with Fall samples, and by the middle of next month will be on their rounds.

READY-TO-WEAR HATS FOR FALL.

SHAPES for the advance lines of ready-to-wear hats for Fall are modifications of the shapes shown for the late Spring trade, with one exception, and that is, small turbans have not been found suitable for the materials used and have been discarded. Tricones and toques, on the other hand, are very much seen, and are so pretty that they are sure to take. The modifications of rolled sailor shapes are also likely to be strong, and there are any number of picture hats with flaring brims.

Brims have graceful bends and twists in them, and of varieties of crowns there is no end—indeed, this bids fair to be a feature in ready-to-wear lines. The mushroom is another shape that is featured, and a large cavalier shape in plush that can be termed a ready-to-wear or a ready-to-trim is another shape that is expected to be strong.

Plush and beaver are very much in evidence and they have as trimmings close folded ribbons and rosettes, with centres of plush or of a gilt button, with fold upon fold closely wrapped round them. Gilt buttons are very much in evidence, and all kinds of strappings fastened with one large or three small buttons are very much used.

Hats of folds of soft finished taffeta are shown in a number of styles, and so are hats of fringed out silk, but the newest idea is to combine both, and the fringed bands are used to edge brims and crowns very much in the manner that flower wreaths are now used on the Summer hats.

Quiet and pretty color combinations play an important part, and a hat of green and brown was in very good taste. Another hat was in oxford, pearl, mid-grey, black and red, and the effect was very good. Stitchings are much used in the get-up of these hats, in fact they are a distinctive feature of ready-to-wear lines and one that the average milliner finds it difficult to copy.

For misses' wear were shown some rolled sailors trimmed with plaited trimmings of felt, in various colors, that should prove strong and attractive sellers, and for misses' wear as well, were some good shapes in scratch felts with bands and buckles of leather for the trimming.

Chiffon hats are by no means played out, and are expected to sell right through the Winter again. These Winter chiffons have touches of velvet or plush. The gilt cords are considered decidedly passe and will not be used to any great extent.

LINGERIE HATS.

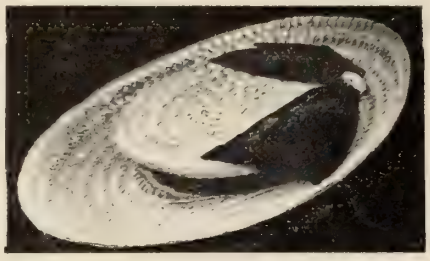
TO wear with the fluffy bedounced and shirred dresses so fashionable now are lovely hats in embroidered muslin, esprit net, Valenciennes lace, etc. These have cord shirrings, groups of tuck shirrings and edgings of narrow Valenciennes lace to tucks and ruffles, which in overlapping rows form the brim border. The most diminutive and perfect little pink roses without any foliage are sewn close together on the edge of the brim, and sometimes there are detached sprays wandering over the crown. Upon the head band is a wreath of roses, and when there are facings, they are of rows of soft quillings of the Valenciennes lace. These hats are youthful looking and captivating to the last degree, and have generally knots of ribbon or velvet and often long ties. Sometimes they are of the poke order, but quite as many are in large picture shapes. These lingerie hats are also shown in pleated mull and lace with large tam crowns for misses and children, one of which we illustrate.

THE SUMMER GIRL'S HAT.

A SUMMER girl is quite an important personage to the millinery trade, and great preparations are made in her behalf. This year the headgear on show for her approval runs the whole gamut from charming and artistic simplicity to the most elaborate and bewildering creations, that are a mass of frills and lace. That the hat worn must be the correct one for the occasion, and for the costume, is Dame Fashion's most absolute decree; and it is one that the milliner will most emphatically endorse.

as it means the buying of several hats in the place of one or two. Some of these hats will not be expensive, but they will all serve to roll up the sum total of the season's trade.

For outing wear, the duck hat is again brought out, but colors are said to be more likely to lead than white. For golf, etc., the outing hat in linen, in Panama shape, that can be made to shade the face, is first favorite. Short back sailors with the exaggerated low crown, that is, exaggerated as to size, with band of black velvet round

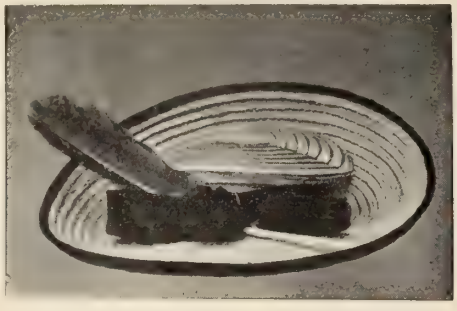


No. 1

the brim and an Alsatian bow centred with a buckle of straw or gilt, are shown.

It does not look at the present as though the ordinary straw sailor with a plain band is going to be very popular, but there are any number of variations of the rolled sailor styles. On those that are not much trimmed a veil will be most likely draped. The plainer ones have just a simple trimming of piece velvet, like illustration 1, but they are seen in all degrees of dressness, up to the flower-wreathed shirt-waist hat in fancy braid, chiffon embroidered linen, lace, etc. The hat in illustration 2 is another good example of a strictly outing hat.

Shirt-waist hats are numberless, and sailor shapes are prominent among them. The mushroom is another



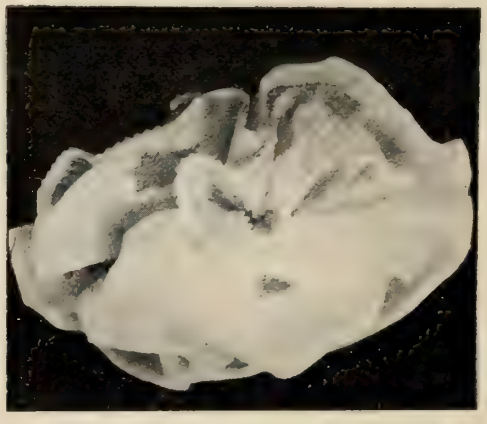
No. 2

popular shape. Tricornes and the many turban shapes are also featured. They are often in two or three straws, or shades of one color. They are of straw and chiffon, or newer still of straw and embroidered linen or lace. A hat of this description at one of the Horse Show displays had the coronet in two toned fancy straw, in ecru and yellow. The rest of the brim and the crown of the hat were of allover embroidered linen, in the fashionable button effect. The coronet was draped with a pink maline, and there was an inner coronet of ecru ribbon and maline. Close folded ribbon tied in place a wreath of foliage and small blush roses and buds on the edge of the crown, and at the back the ribbon passed through an antique buckle of gold.

DRESSY HATS.

MILLINERY has one advantage this year, and that is there are so many styles and shapes that it is a foolish woman indeed who cannot find headgear to suit both her face and taste. Ultra-fashionable models may be distinctly trying, and show more novelty than beauty, but there are any number of hats that combine both becomingness and beauty, and yet are quite the style. Large picture hats, draped with lace or with a lace veil that can be thrown back, are the extreme mode. Then again the lace hat, with one long plume or a beautiful spray of flowers, makes a bewitching frame for the face it suits.

It would be difficult to lay down hard and fast rules where the picture hat is concerned, for some have the 1830 dip forward, and crowns are mostly of medium height. Then, others are worn right off the face and fit



No. 3

well down over the hair at the back. The old Dolly Varden is revived in Tuscan straw trimmed with wreaths of Banksia roses and a ribbon bow. The hat that flares a good deal off the face is strong with the popular trade, but large tricornes and toques are most in favor with the more exclusive milliners. Toques, bordering on the Napoleon shapes, are much in evidence. There is a new sailor shape that dips both back and front. The crown is enormously large, in fact it comes within one and a half inches of the edge of the brim. It is made of fold upon fold of chiffon, centred with a motif of escurial lace. The large flat crown is encircled with a wreath of fine white flowers, and the brim is edged with a silver cord. A close, tight chou of ribbon is placed at the back, and another one trims the under brim. Some of the large black picture hats have trimmings of small pink roses. For the more exclusive trade it is black and gold that takes.

Wholesale Millinery

AND

Fancy Dry Goods

We are pleased to announce that we suffered no damage from the fire, and also that our stocks are complete in

Ribbons, Silks, Laces,

Straw Hats, Flowers, Feathers and

Straw Braids.

Letter Orders sent to Toronto House or Agencies will have best attention.

The John D. Ivey Co. LIMITED

Toronto Montreal Winnipeg Quebec

CAVERHILL & KISSOCK

Millinery Sorting Novelties

For your **Sorting** requirements we are receiving every day Special Shipments of New York Novelties, in Straw Shapes, Flowers, Foliage and Trimmings. It is our pleasure to answer your enquiries in regard to information or samples, and to fill any orders for Staple or Novelty Millinery lines and accessories.

CAVERHILL & KISSOCK

MONTREAL

PERSONAL MENTION.

Mr and Mrs. J. D Ivey, Toronto, have sailed from New York for Europe.

Mr Wm. Wilson, at one time a dry goods merchant in Brampton, Ont., is dead.

Mr E G. Hachborn, of E. G. Hachborn & Co., Toronto, is leaving for Europe on a buying trip.

Mr Ira M. Kallmoyer has accepted a position as traveller with John W. Peck & Co., Winnipeg.

Mr. H. L. Smart will in future represent Tooke Bros. as special neckwear traveller for Western Ontario.

Mr. J. S. Hales has lately opened a first-class ladies' outfitting and gents' furnishing store in Wolfville, N. S.

Mr. Thos. Ryan and his buyer have just returned to Winnipeg, having been on a purchasing tour through the eastern markets.

Mr. J. Whitehouse, Yarmouth, N. S., has opened a clothing store in Hantsport, N. S., under the name of the Canadian Clothing Co.

The Fraser Cap Co., of London, Ont., have opened a branch factory in Montreal, at 528 St. Paul street. The business is under the management of Mr. Fraser, Jr.

Mr. J. A. Wilson, representing Tooke Bros. in New Brunswick, will now represent that firm as special neckwear man for the entire Provinces of New Brunswick and Prince Edward Island.

Mr. E. O. Parsons, St. John West, has moved into a splendidly equipped new store, in which he shows a good arrangement of his stock of general dry goods and boots and shoes, the latter being kept in a wing built for that purpose.

Mr R. L. Shulhof, of the New York Skirt Manufacturing Co., Montreal, has just returned from a trip through the Northwest in the interests of his firm. He reports business very good considering the backwardness of the season.

Mr. J. A. Wilson, St. John, N. B., has opened up an agency for manufacturers of dry goods and furnishings. He has had quite a bit of experience in these lines, and has a large connection with the trade all over the Maritime Provinces.

Mr. Emerson Wood, representing Christy's, the well-known hat makers of London, England, visited Canada at the first of last month, in the interests of his firm. He reports business as very good in spite of the severe Winter weather which we have just experienced.

Mr. E. Foster, of Tooke Bros., leaves on the Lucania on May 7 on his semi-annual trip to the Continent in search of novelties for the coming Fall, Christmas and Spring furnishing trade. Mr. Foster will visit Germany, Austria, France, Switzerland and the British Isles.

Mr. O. D. Hanson, general merchant, Fairville, N. B., has added one more store to his extensive business by buying the stock of Farr & Co., of the same village. He will continue the business in the same stand. This makes three large stores managed by Mr. Hanson in Fairville.

Henry Robinson, a representative of Debenham, Caldecott & Co., Montreal, died suddenly in Montreal. He was formerly a salesman with the W. A. Murray Co., Toronto, and for only five weeks had been travelling in the Lower Provinces for his new employers.

R. C. Davis, a representative of J. Paquet, fur dealer, Quebec, has died at Pelly River, Yukon. Deceased had been stationed in Vancouver for about ten years and was well known to the trade. No details concerning his death were given, the message merely stating that he died at a roadhouse on the trail.

Messrs St Arnaud & Duval opened on May 1 a general store, comprising dry goods, hardware and groceries in the village of Ste Genevieve de Batiscan, Quebec. Catalogues, price lists and general quotations should be sent to their buying offices, St. Arnaud Freres, 425 St Paul street, Montreal. They are pushing men at the head of the new venture, and there is little doubt of their success.

ENQUIRIES AND ANSWERS.

A large firm in London, England, dealing in lace goods and trimmings, want agents in Canada. The Review will be glad to place agents in Canada in communication with the firm.

A large firm in London, England, manufacturing waterproof coats, cloaks, and rainproof garments, for men's and women's wear, are ready to appoint agents in Canada. This line is not entirely new to Canada, and particulars will be given to any agent applying to the editor of The Review.

BERTHAS AND FICHUS.

QUAINT effects in berthas and fichus are the most employed forms for draping the bodices, which all have the high-boned girdle. The poke hat seems to have taken the town by storm as the most approved bridesmaids' hat for the season. Strings are in high favor at present, and certainly they are very attractive for such occasions.

While white costumes are still seen, the most fashionable women show a growing fondness for the gown of delicate color. Even the bridesmaids' gowns show this tendency toward colors. Pink, green, yellow and mauve of the most delicate shades are those favored for the bride's attendants. Bouquets are still carried, and sometimes match the color of the gowns, at others form a contrast. Parasols are frequently substituted for the bouquet, when they generally match the hat in color.

A SCOTTISH WOOLEN FIRM.

ON account of their lack of space and accomodation since the fire, the Wyld Darling Co. have decided to discontinue for the time being the clothing branch of their business. Their woollen department, too, is crowded out, and has been disposed of to Thomas Ogilvie & Sons, Aberdeen, Scotland, who have bought the goods on order and the goodwill. Temporary premises for the new company have been secured at 67 Yonge St.

Mr. Thomas Ogilvie the senior partner of the firm is at present in Canada for the purpose of establishing this agency, and has been fortunate in securing the services of Mr. J. B. Canavan, the head of the Wyld-Darling woollen dept., as well as others who were employed there.

Thomas Ogilvie & Sons have their headquarters at Aberdeen, Scotland, but also have strong branches through England and Ireland and have realized the value of the Canadian market. They control the output of eight or ten mills.

A NEW COMBINATION.

Many of the new hats are showing a combination of feathers and flowers on the same model. This is not an entirely new idea, as it has been noticeable in millinery for the past two seasons, but it is growing more evident all the time. Ostrich and roses and the smaller blossoms and wings are the rule. There are exceptions of course.

Toronto, May 1st, 1904.

TO THE TRADE:

¶ *Our travellers are now on the road with NOVELTIES in . . .*

Ready-to-Wear Hats

for next Fall and Winter and a large range of the latest Felt Shapes Trimmed and Untrimmed.

¶ *We are confident that it will pay you to see our line before placing your Fall orders.*

STRACHAN BROS,
130 Wellington Street W., TORONTO.

¶ *Manufacturers of Novelties in Ladies' Hats of every description.*

Laces and Embroideries.

We have placed in the hands of our representative for Canada,

ANDREW H. McDOWELL
185 St. James St., MONTREAL
Telephone Main 4158.

a magnificent line of our latest samples of Fancy Laces and Embroideries.

We respectfully solicit the inspection of the trade before placing orders for this class of goods. These samples are especially interesting to importers of millinery.

Our lines and our prices are right.

WHOLESALE TRADE ONLY.

S. & A. LEVY,
Lace Manufacturers, BRUSSELS, BELGIUM

SPECIAL—TORONTO FIRE.

Debenham, Caldecott & Co.

are very fortunate, in the midst of their severe loss by the disastrous fire, in having a ***large stock of Silks, Ribbons, Velvets, Laces and Millinery Goods*** in their ***Warehouse, 18 St. Helen St., Montreal,*** from which all orders will be filled for their ***Ontario Customers.***

They therefore ask their customers to send in orders for ***Taffetas, Tamelines, Ribbons, Laces, etc., etc.,*** either to their temporary office, *CARLAW BUILDINGS, WELLINGTON ST. WEST, TORONTO,* or direct to *18 ST. HELEN STREET, MONTREAL.*

Debenham, Caldecott & Co.
TORONTO and MONTREAL.

LADIES' NECKWEAR

SPRING weather is so backward that manufacturers are not hurrying with wash samples. They are busy filling orders on existing lines and, as the weather is not propitious, they are taking their time about the production of anything like a full line of wash samples. Quite a few tasty novelties in wash neckwear are being shown, and any retailer who wants them will have no difficulty in making a satisfactory selection for present needs, but, of course, there is not the choice now that there will be a little later on.

The demand for ladies' neckwear has, in spite of the weather, shown a gratifying increase over the same period of 1903. In fact, these dainty little articles form so pretty a finish to my lady's toilette, and they are so firmly entrenched in feminine favor, that retailers are beginning to look upon them as forming quite a staple branch of the trade.

The recent fire in Toronto will have put those neckwear firms that were so unfortunate as to have their places of business located in the fire zone to both loss and inconvenience; but already arrangements are being made for continuing business. Machinery has been ordered and stocks of materials have been cabled for, and before The Review is in the hands of our readers business will be resumed—not, perhaps, with a full line of samples, but with a sufficiently wide assortment with which to do business, and one that each day will be added to as well.



LACE NECKWEAR.

LACE neckwear forms no inconsiderable part of the stock in a ladies' neckwear department at present, and the large assortment and large range of price all point to the popularity of this class of neckwear. This is one department where the sale of cheap lines in no wise affects the standing of the higher priced goods. It is perfectly easy to distinguish between the cheap product of German looms—not that there are not better goods made there as well—and the lovely hand-made and high-priced Brussels laces.

It would seem that Canadian women are acquiring a taste for these hand-made laces, and the demand for them is decidedly growing. Exquisite sets of stock and cuffs or of front and cuffs come in beautiful modern rose or Brussels point. We illustrate a characteristic piece of this beautiful modern lace. This stock is of very graceful pattern ,and there are cuffs to match.

The stock our illustration is taken from had a narrow escape at the Toronto fire, as it forms one of a large line of samples of Belgian laces that Mr. R. Cosbie has on view in his office in the Carlaw Buildings. The glass in the windows was broken, but none of the contents were damaged by either smoke or water, which is little short of a miracle, when it is considered that it is right opposite the large warehouse of Wyld, Darling & Co., which is a total wreck. Dainty little turnovers come in Brussels lace as well, and there are also a large number of Berthas in beautiful designs, and in prices varying with the fineness of the lace. Besides these hand-made stocks and Berthas, etc., an attractive though not so expensive line is shown with lace braid, the filling in of the pattern being executed by the needle. Rabats are also shown, and large collars that are almost capes, in varying degrees of quality in Plauen, Venise, and Renaissance braid. Butter color seems much favored in these collars just at the present time.

EMBROIDERED NECKWEAR.

EMBROIDERED neckwear is certainly in high favor at present, and stocks and turndowns, as well as sets, are all selling, in Persian, Bulgarian and Russian cross stitch patterns, etc. These are worked on butcher linen, etamine, and on chiffon or silk grounds. The color combinations are all strongly Oriental, and some of them are very artistic.

Some self colors on white, such as red, blue, champagne, etc., are seen, but are scarcely so attractive as those that show the more varied colorings.

The latest novelty, however, in these embroidered stocks and turndowns are the butcher linen ones, worked with the over-sewn holed, old-fashioned embroidery that the French style "broderie Anglaise." The edges are scalloped, and worked with button-hole stitch. The re-

suit is a very neat and tasteful piece of neckwear, and one that can be laundered with the comfortable assurance that its appearance will not be much changed, as both linen and embroidery are white. Some of the stocks in this style display a colored lining of linen, and as the pattern is pretty large, a good deal of it shows and makes a stock that differs widely from the ordinary run of ladies' neckwear.

Embroidered chiffon stocks are very pretty and dainty and come in many colors on white or black grounds. Quite a few embroidered silk stocks are showing, both in white on white or in Dresden colorings on a white ground. Colored linens embroidered with white are good, particularly white embroidery on a cadet blue ground.

"LADIES' WEAR."

THOUGH the large warehouse of E. & S. Currie was totally destroyed, "Ladies' Wear," which is located at 77 York street, is out of the burned district, and the course of business has received no interruption. All orders will be filled with the promptitude that this firm pride themselves on.

RUCHES AND FRILLINGS.

MANY dry goods merchants can remember the splendid sale there used to be for neck-frillings and ruchings. There is a decided feeling in favor of these frillings again, and, where shown, a good deal of interest is being taken in them. They come in white and black, and white with a gold thread run in the edge.

Quie a demand is reported for narrow ruches in both black and white for trimming purposes. The tulle bow at the back of the neck has had a great run and, though much worn, is decidedly no novelty; but just the same effect can be gained by a new departure in ruches. This is a ruche about five inches long, and very wide at the back, but tapering sharply into the band at the sides. These graduated ruches, as they are called, are in various styles and are worn in the back of the high stock collars.

THE ONTARIO NECKWEAR CO.

THE sympathy of the trade will be given to the Ontario Neckwear Co., Toronto, who had just moved into larger and more convenient quarters, and were getting nicely settled in their new home when the fire occurred and everything was swept away. With characteristic energy, however, this firm have secured premises on the old Upper Canada College grounds, and as they have the day after the fire given orders for new machinery and new goods, and cabled repeats for foreign orders, will in a very short time be in a position to again fill orders. Their present office is in the Manchester Buildings on Melinda street.

CLOCKS FOR ORNAMENTATION.

New stockings show clocks as a favored ornamentation. The gauze hose is considered good by stocking men for the high-class trade. The silk hose that has a cotton foot is well spoken of for its wearing qualities, and is adopted by women who have the silk stocking habit, but must consider the economy side of the proposition.



M. J. Taylor & Co.

30-32 E. 10th St.,

Headquarters for NEW YORK, U.S.

OSTRICH PLUMES

Both Amazon, French and Demi Plumes.

Feather Boas, Stoles, Pompons, and Novelties.

Write for prices.



Toronto, April 22, 1904.

We thank our many friends for their kind sympathy extended to us in our great loss caused by the recent fire.

We are located at 93 York Street, where we are opening up new goods every day, and can supply our customers with latest novelties from the European markets. Our representatives are now on their respective routes with a full range of samples.

All orders will receive prompt attention.

CANADA VEILING CO.
TORONTO, CANADA.

Having been fortunate enough to entirely escape damage in the recent disastrous fire, we are in a position to show you

Some Red Hot Numbers

IN

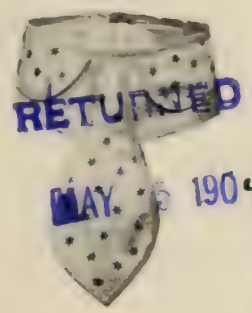
Wash Neckwear and Belts

that you will want on the first day of real Spring weather.

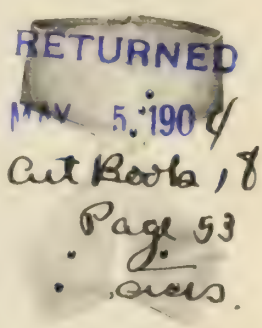
Don't fail to see the complete range when our traveller calls.

Because

this department should be one of the most active with you for the next two months.







A TRIO OF POPULAR 25-CENT LINES

"Ladies' Wear" Limited

77 York St., TORONTO.

Important to the Jobbing and Retail Trade.

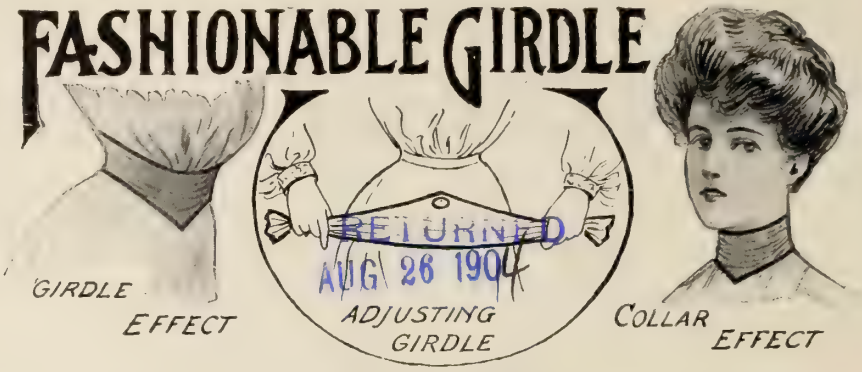
TO HELP THE SALES OF OUR NEW INVENTION

"VICTORY PINETTE"

we are spending **thousands of dollars** in advertising in leading magazines and newspapers that circulate through Canada, such as Ladies' Home Journal, Christian Herald, Canadian, and dailies in Montreal, Toronto, Winnipeg and other cities. By this means **Millions of Women** read our advertisement and they naturally ask for the "Victory Pinette" at their store.

NEW, AND IS WANTED.

FASHIONABLE GIRDLE



RETURNED AUG 26 1904

JUST OUT ORDER IT TO-DAY.

PATENT PENDING

"VICTORY PINETTE" enables one to produce the fashionable girdle, soft folded sash, or belt effect, with any piece of soft material, such as ribbon, velvet, silk, or lace. As a neck ribbon adjuster it gives the pointed collar effect

SOMETHING NEW—NEW YORK'S LATEST CRAZE.
OUR ADS. ARE BRINGING YOU THE CUSTOMERS.
IT IS UP TO YOU TO PUT THE "VICTORY PINETTE" IN STOCK.
WE'RE FILLING ORDERS BY MAIL TILL YOU GET A STOCK.
SELLS FAST AT 15c. AND THE PROFIT IS 50 PER CENT.
IT WILL INCREASE BUSINESS IN YOUR RIBBON AND VELVET DEPARTMENT.

The "VICTORY PINETTE" is an easy and profitable article to handle, as they are put up in a very unique and original way and mounted on a handsome store display card, showing the application of it.

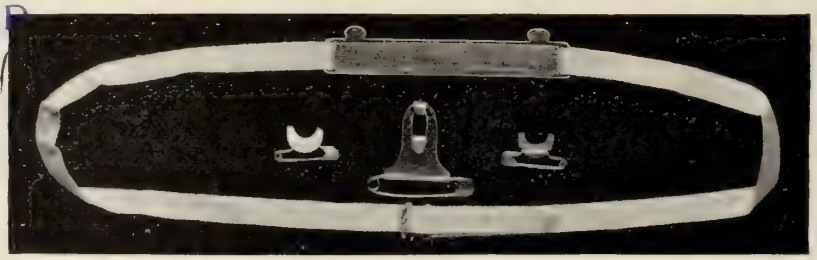
PRICE

$1.20 per dozen sets, F.O.B. Toronto. Lots of 2-dozen sets on a display card, 2 per cent. 10 days, net 30 days. Retails 15c. a set, consisting of 2 girdles and 1 collar pinette.

WE ALSO MAKE THE WELL KNOWN

RETURNED AUG 26 1904

"Victory"



"Victory"

Cut Book 22 Page 92

CANADIAN PAT FEB 2, 1904

SKIRT SUPPORTER and WAIST EXTENDER.

NO SEWING, RIPPING OR CUTTING to tear the garments or fingers. **NO TEETH OR PRONGS**

Will hold both waist and skirt in place and gives the fashionable tapering effect in front. WILL NOT INJURE THE MOST DELICATE FABRIC. HAS THE LARGEST SALE OF ANY ON THE MARKET.

PRICE

$2.00 doz., F.O.B. Toronto, retails for 25c. complete. Comes packed one in a box.

Write your jobber for a stock to-day, if they haven't got "Victory Pinette" or "Victory" Skirt Supporter, repeat the the order to us. Be sure that you get "Victory" name stamped on every one.

D. HOPE SPECIALTY CO., 338 Broadway, New York

INVENTORS AND MANUFACTURERS

TORONTO'S GREAT FIRE

The plans of the firms who suffered

THE city of Toronto has been fortunate in having no great fires that were very extensive in their sweep ; she has never suffered to the extent of a million dollars in any single fire, and the largest were confined to a few buildings. But on the evening of April 19, at a few minutes after eight started a conflagration that will stand as one of the great fires of the American continent—a fire disastrous not only in the millions that went up in smoke, but also in the number of firms affected and in the territory covered.

Burning furiously beyond control until 4.30 the following morning, fourteen acres of buildings were wiped out and the heart of Toronto's business section converted to ashes and debris. In ten hours a loss of about $13,000,000 was sustained, and almost 200 firms unhoused. To cover this loss is an insurance of $9,000,000 more or less, and from this fact alone is there any relief to the situation. Toronto's business men believe in insurance.

No class of business suffered so severely as dry goods, over 85 firms, exclusive of a large number of smaller manufacturers' agents, being interested in some lines of goods handled in a dry goods store. Four large general dry goods, eight millinery, a dozen clothing and men's furnishings, eight boots and shoes and six hat and cap houses were included in the disaster and the entire stocks of all of them consumed.

The effect on the dry goods trade is however inconsiderable. It was reported after the fire that a shortage would be experienced in several lines and that prices would be sure to go up. Investigation proves, however, that nothing of the kind will happen as there are a large number of wholesale houses in other parts of the country and in Toronto which are well stocked, and are not altering their prices. Most of the firms burned out are already prepared to do business, and others will be fully stocked in a few days. Europe and the United States have been searched for rush orders, and the greatest celerity is apparent in the desire of outside houses to supply goods.



In the block between Gordon Mackay & Co. and The W. R. Brock Co. were located D. Morrice, Sons & Co., Canada Veiling Co., New Era Factories Co., Greenshields Limited, Drake, Hambly & Cockburn, McClung & Burns, Mark, Fisher, Sons & Co.

A Dry Goods Section looking south-west at the corner of Bay and Wellington streets.

Interviews with the heads of many of the more important houses have elicited the following information as to their plans for the future :

Mr. Marriott, manager of Goulding & Sons : "We were fortunate in having a large stock of goods in the custom house at the time of the fire, and these are now available. We have a buyer in Europe, and the day after the fire sent on to New York to rush goods ; our milliners started work the same day and our travellers are out as usual. We have temporary quarters in Moss Park rink. Our loss was covered with insurance and we intend to be in a new building by Fall."

Mr. Phillips, of Phillips & Wrinch, who were burned out the day after the great fire : "We are shipping goods all the time, and our fire interferes with us very little. Our building was only gutted and five or six weeks will see us back in it."

The W. R. Brock Co. : "We have bought for temporary quarters the Harvey-Van Norman building on Front street, and are hustling along our new building which will cover our old site and that of Rolph, Smith & Co., making a warehouse with 75 feet on Bay and 160 feet on Wellington and providing 9,400 square feet of floor space. The lot is L-shaped and will give us one of the largest and best warehouses in Canada. The vault that went through the fire so well was in the old city bank. At present we are supplying all orders from the Montreal warehouse. We have a complete set of samples now."

Brown Bros. : "Our leather goods factory is at 69 Adelaide east and we have also the Queen City curling rink. Orders can be filled as usual. New machinery is being put in.

The W. R. Brock Co. Debenham & Caldecott. Dignum & Monypenny Allcock, Laight & Westwood. Garland Mfg. Co. C. H. Westwood & Co.



Goulding & Sons. Wyld-Darling Co.

Ruins of several dry goods houses looking north-west across the corner of Bay and Wellington.

Mr. Dallas, of McLaren & Dallas : "We have large quarters at 2 Court street and have ample room to keep our stock up to date. In a few days we will be in a position to fill all orders as usual. We do not yet know what we are going to do about a permanent warehouse."

Mr. Burns, of Caulfeild, Burns & Gibson : "We are going to keep at it and are preparing for Fall orders as usual. The assorting trade is the only part which we cannot attend to. Temporarily we are at 20 Front street east."

J. D. Allan, of A. A. Allan & Co. : "Customers need not be worried about Fall deliveries. We were fortunate enough to save about $75,000 worth of furs, including Persian, astrachan, mink, fox, otter, etc., and in addition have much in the hands of the trimmers. Had it not been for police interference we could have saved much more. We are going to build immediately on the old site and should be in it in November. Our temporary quarters are 18 Wellington west."

Debenham, Caldecott & Co.: "We have secured temporary offices in Room 509 Carlaw Building, and have stocked supplies of our leading lines. Fortunately all our import samples were in the hands of our travellers and business will be continued with little loss. Desirable goods are being secured from London."

Mr. Westwood, of Alcock, Laight & Westwood : "We have offices now at 5 Jordan street, factory on Melinda street and a sample-room in the same locality, and our business will be interfered with for a few weeks only. Stock is being rushed in, and there was a large quantity on order. We were well insured and our vaults were safe. We will build immediately on the old site a warehouse two storeys higher than the old one, and expect to occupy it in three months.

Mr. Monypenny, of Dignum & Monypenny : "There is no interruption to our Fall business and our travellers are out as usual. Our Spring orders were all out. We do not sell much from stock so we are not so adversely affected as many others. We are not sure what we will do. The old building was our own. Our temporary offices are at 8 Colborne street."

Mr. Macbeth, of Anderson & Macbeth : "Almost all our Spring orders were shipped. We have large orders on the way, and are rushing others. We intend to build on a vacant lot we own on Wellington west as soon as arrangements can be made. At present we are filling orders as usual from 141 King street east."

Nisbet & Auld : "Our business has not been interfered with as a part of our stock was injured only by smoke and water and the remainder was safe. Our building was



A CHILD CAN OPERATE IT

Make Your Own Buttons

WITH THE

NEW DEFIANCE BUTTON MACHINE

Makes all kinds of covered buttons, rim, half-ball or flat, complete to make three sizes of buttons

$7.50

Call or send for samples of our work.

Defiance Button Machine Co.,
266 Greene St., Cor. 8th St.,
NEW YORK, U.S.A.

Your Customers Hang Trousers On 'Em!

TRADE BERLIN MARK. "We fear nae foe."

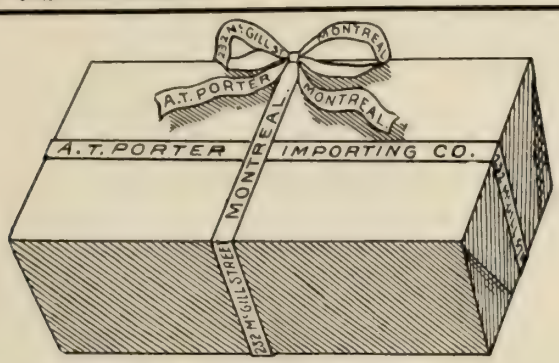
The BERLIN SUSPENDER.

Made IN All Grades.
Protect Home Industry!

The Berlin Suspender and Button Co.

C. K. HAGEDORN, Manager.

BERLIN, ONT., - - CANADA.



A Substitute for Twine.

Tape, containing your advertisement, is much neater and yet very reasonable in price.

A. T. Porter Importing Co., 232 McGill St., Montreal

THE SAJONIC SECURE HAT PIN.

REGISTERED TRADE MARK

ESTABLISHED 1830.



THE PIN THAT WON'T FALL OUT.

Made by the original safety pin firm.

J. NICKLIN & CO., Birmingham, England.

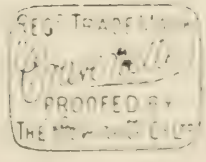
Agent—F. P. ROGER, Carlaw Building, TORONTO.

RAINPROOFS

Buyers who want reliable Goods should ask for those proofed by the

'Cravenette' Co., Ltd.

and stamped—



The "Cravenette" Co., Limited, affix their stamp only to such goods as are suitable in quality for Rainproof purposes.

Therefore, this stamp is a guarantee not only of Rainproof properties, but also of the quality of the material.

The "Cravenette" Co., Ltd., BRADFORD. Proofers to the Trade.

unaffected and in a few days the damaged stock will be disposed of."

Mr. Brereton, of Brereton & Manning: "We have a warehouse on King street and are seeing to rebuilding right away. We have also offices in the Carlaw Building and a flat on Melinda street. Our travellers are out as usual. We hold a lease to the old place and have a fire clause included, so that we can resume in our former location if necessary. All will be ready for Fall."



Taken from the fourth storey of The Dry Goods Review building—at the left is the Custom House, at the right the Bank of Montreal and the Minerva Building where the fire was stopped.

D. D. Hawthorne & Co.: "We have temporary offices at 1 Front street east, and are shipping orders already. We are looking for a warehouse, and Mr. Hawthorne is east on a rush order trip."

E. & S. Currie: "We are establishing a temporary factory in the new section of The Toronto Carpet Co. and will be filling orders in a couple of weeks. The company that owned our former building are going to rebuild for us."

The Minerva Co.: "We were damaged considerably by smoke and water, but will be delayed a few days only."

A. Bradshaw & Sons: "Our travellers are out as usual and the inconvenience is temporary only. We expect to build and be in our new premises by Fall."

Greenshields Limited: "On the day after the fire we had new sample-rooms at 602 Carlaw Building, and in a very short time full sets of new samples for the immediate and assorting trades were in place, as well as special lines for Fall. Our Montreal warehouse is supplying orders as soon as received."

Mr. Hees, of Geo. H. Hees, Son & Co.: "Our down town sample rooms alone were affected, and they to a very small extent. Our factory and warehouse are in another part of the city, and there was thus not the least interruption to our business. Our sample rooms were in shape a couple of days after the fire."

Prime & Rankin: "We were fully insured, and left in a position to continue as usual. The Baltimore fire was a warning to us, and we had covered ourselves well. We have a buyer now on the continent, and goods will be forthcoming in time to fill orders. Our Spring goods were all out and we were fast approaching our dullest season. We are looking for a factory, and have temporary offices at 8 Colborne street."

Mr. Westwood, of C. H. Westwood & Co.: "We are going to rebuild immediately, and are intending to devote ourselves more particularly to the dry goods end of the business, including notions and smallwares. Two of our buyers have been buying the newest things in the United States market, and our travelers will be out in a few days. At present we have good quarters at 60 Yonge street."

Mr. Darling, of Wyld-Darling Co.: "Our travelers will be out with Fall samples in a few days, and business will go on as usual for the Fall season. Our temporary offices are at 18 Wellington west."

Miss Thornhill, of the Canada Veiling Co.: "We had three cases of goods in the custom house and more in New York and on the way, so we will not be seriously inconvenienced. Our stock room in Nottingham, Eng., is shipping goods to us and our travelers will be on the road this week. We have temporary offices at 93 York street."

Mr. Taylor, of the Ontario Neckwear Co.: "The day after the fire we ordered new machinery, and in a short time will have travelers out with fairly complete lines, which will be added to as quickly as possible. We have commodious quarters in the old Upper Canada College grounds."

Stewart, Howe & May: "From our offices and warerooms at 144 Front west we are filling orders as usual."

D. Morrice & Sons: "The fire has inconvenienced us for a few days only, as we lost only samples. These are being rushed along, and business will continue without in-



The smallware department in the W. R. Brock Co.'s warehouse destroyed by fire.—This department was under the direction of Mr. W. R. Smallpeice.

IN OUR NEW PREMISES

In order to meet the demands of our increasing business, we are moving at the first of this month to new and enlarged premises at

33 and 35 St. Francis Xavier St.

The entire building has been remodeled and fixed up to suit our own requirements, while our Stock for the FALL SEASON will be larger and better assorted than ever before

Hats, Caps, Furs and Robes in all the latest styles and qualities. See our travellers before placing orders

WE CAN FILL ALL ORDERS ON SHORT NOTICE.

EDGAR, CORISTINE & CO., - - MONTREAL.



READY FOR FALL SEASON.

Order is rapidly taking the place of chaos at our warerooms where we have been busy for some weeks making improvements, and increasing the capacity of our factory.

We are preparing for a busy season, and our stock includes some very choice **FUR GARMENTS** for **LADIES** and **GENTLEMEN.**

Remember our name on **FURS** is a guarantee of **QUALITY.** You cannot be too particular in buying furs. We have yet to hear of a dissatisfied customer.

A. J. ALEXANDOR

MANUFACTURING FURRIER,

504-6 St. Paul St., MONTREAL.

BRERETON & MANNING

FURS

BUSINESS RESUMED.

Warerooms: 27 Melinda Street,
Factory: 66 and 68 King Street E., TORONTO.



The Largest and Best Equipped

Dye Works

in the Dominion.

Dress Goods, Cloth, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.,

DYED, FINISHED AND PUT UP

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List

NO EXAGGERATION. Our statement, also Cut of Works, is absolutely true and unexaggerated

terruption in our new offices and sample rooms in the Sun Fire building on Wellington street east."

Mr. Woods, of Gordon, Mackay & Co.: "Our present warerooms at 12 Front street west are commodious and now fairly well filled with goods. Of course, assorting orders cannot be attended to as we would like to, but our travelers are out for Fall as usual, and there will be no difficulty about that. Our half dozen factories are busy, and are turning out goods for us as fast as possible. We are building a five storey with basement building on three lots at the corner of Wellington and Front. Four buyers were immediately after the fire sent abroad to rush orders for us."

Mr. Burton, of the Merchants Dyeing and Finishing Co.: "We are doing no assorting trade, but for Fall will be going on as usual, our travelers being on the road now. We are joining with Garside & White in building two large new warehouses on York street, just north of Front, and will be in by August 1."

NEW DRY GOODS WAREHOUSES.

ALREADY three of the large general dry goods wholesale houses burnt out in the Toronto fire have contracted for new buildings that will be valuable additions to the wholesale section of Toronto and to the dry goods trade in general.

The W. R. Brock Co. are pushing the work on the clearing up of their old premises, and have bought the adjoining lot on Wellington street, formerly occupied by Rolph, Smith & Co. This will give them an L-shaped lot, with a frontage on Bay of 75 ft. and on Wellington of 160 ft. The Rolph, Smith property extends back 204 ft. The new building will be four storeys, with basement, and contain 94,000 square ft. of floor space, or 2½ acres. This will give them one of the largest warehouses in Canada, and everything is to be up to date as regards fire protection and conveniences.

Gordon, Mackay & Co. have acquired the adjoining lot on Front St. and are well on in clearing up the ruins. Their new lot will be 127 x 110, and on it is to be erected a substantial building of five storeys, with basement. Mr. F. Brown, the architect, has planned a structure of imposing appearance, and one that is to be perfectly constructed as regards fire protection. The entrance is to be from the corner, and just inside the door are the customers' offices At the back, on Bay St., are the business offices. The elevators run up through the stairs, and the whole opening is enclosed and fitted with fire doors to the skylight.

The Merchants Dyeing and Finishing Co. are joining with Garside & White in erecting two warehouses on the west side of York St., just north of the present W. R. Johnston building. The lot is 75 x 110 ft., the former company retaining 45 ft. John E. Webb, the contractor, has a brickyard of his own, and quick work is assured. The building is to be four storeys high, with a basement; the lowest storey will be concrete and the roof asphalt. August 1 is the time set for its completion.

The city council are neglecting the opportunities offered them at this time of improving the street lines. In one case, a continuation of Piper St. has been made possible, with very little expense to the city. This street at present continues only to the back of the lots on Bay St., and an opening through to Bay is desirable. All that would be necessary is to buy one lot, and of this Mr. Woods, of Gordon, MacKay & Co., offered to pay one-third, and afterwards one-half, and the other property owners one-third, leaving the city a third, and, finally, only a sixth, to provide for. For some reason the offer was refused, and the narrowest of lanes has to take the place of what might have been a thirty-foot road.

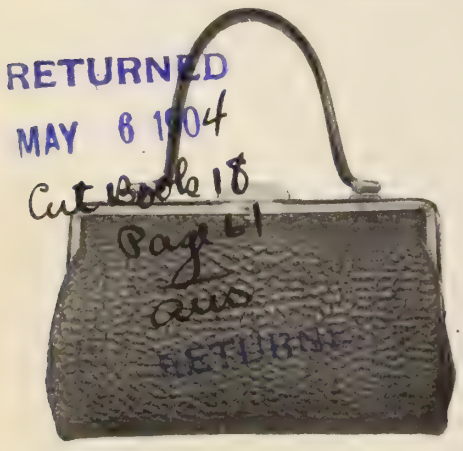
FANCY GOODS.

LEATHER BELTS FOR SUMMER.

IN spite of all that fabric belt manufacturers have said to the contrary, the crush leather belt has had a great run, nor does its vogue as yet show any signs of abating, although it is expected that such a tendency will manifest itself as soon as real Summer weather puts in an appearance.

Local wholesalers are showing white belts in peau de soie and silk in a profusion of new and artistic designs. The weather has not yet been just right for them, but when it is—and that will likely be no distant date—will you be prepared, Mr. Merchant? Send in your order at once if you have not already done so.

In sympathy with dress goods and millinery fashions some of the most modish fabric belts are in champagne brown. The writer saw several numbers that were beautiful par excellence. All of them were crushed effects, and some were trimmed with military buttons.



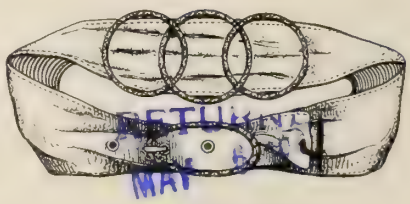
Automobile Bag



Trellis Belt



Trellis Belt



Crushed Belt Trimmed



Maple Leaf Belt.

Some Leather Goods Novelties—Brown Bros., Limited.

PILCHER'S
"AMERICAN"
DRAWERS SUPPORTERS



HOLD'S 'EM UP
FOR FAT MEN, LEAN MEN, AND ALL KINDS OF MEN.

WE WANT TO TELL YOU ABOUT OUR
"AMERICAN" DRAWERS SUPPORTER.
IT IS A NEAT, INEXPENSIVE, INDISPENSABLE AND QUICK SELLING ARTICLE. SUPPORTS DRAWERS PERFECTLY. HOLDS BELT IN PLACE WHEN SUSPENDERS ARE NOT WORN, AND
"IT HAS A CHAIN HOLD."
TO WHICH WATCH CHAIN OR KEY CHAIN CAN BE ATTACHED——THIS IS A BIG THING, ESPECIALLY IN SUMMER, WHEN VEST IS NOT WORN.

COSTS YOU ..... 75c PER DOZ. PAIRS.
SELLS FOR ..... 10 CENTS PER PAIR.

—ORDER FROM YOUR JOBBER, OR—
J. V. PILCHER MFG. CO. LOUISVILLE, KY.

PILCHER'S
"BIRD"
COAT SLEEVE CUFF HOLDER

CUTS LAUNDRY BILLS NEARLY IN HALF.





WHEN A MAN TAKES OFF HIS COAT HE USUALLY PUTS HIS CUFFS WHERE THEY WILL GET SOILED OR MISLAID. "THE BIRD" SATISFACTORILY ATTACHES THE CUFFS TO THE COAT SLEEVE LINING—WHEN THE COAT IS REMOVED THE CUFFS COME, TOO.



COSTS YOU—$1.25 PER DOZ. PAIRS—
SELLS FOR 15 CENT PER PAIR.

ORDER FROM YOUR JOBBER, OR
J. V. PILCHER MFG CO
LOUISVILLE, KY

F. & E. W. KELK
Summer Goods

I. R. BALLS	RETURN BALLS	FIREWORKS
BASE BALLS	HAMMOCKS	FIRE BALLOONS
BASEBALL MITTS	TENNIS	CHINESE LANTERNS
BASEBALL GOODS	FISHING TACKLE	TISSUE DECORATIONS
CROQUET	BALLOONS	SMALLWARES

We are glad to inform our friends that we escaped from the great fire, and are in a position to offer some good values in above lines. Our line of Baseball Goods cannot be beaten. Would be glad to have a call when in the city

F. & E. W. KELK

76 York Street TORONTO

GOSSIP ABOUT OURSELVES

LAST month we said something about our cover designs. Perhaps some of our readers would be interested in knowing how these handsome covers are produced. This is a part of the publishing business which occasions no small trouble and expense. First there is the artist's design in 2, 3, 4 or more colors, as the case may be, then there are pen and ink drawings to be made for every color to be printed. These "skeleton" drawings are strange things to look at. Then zinc or copper plates are made of these individual drawings, by the agency of photography—a plate for every color. Next comes a separate run through the printing press for every color—a process that consumes a good deal of time. Each color when applied must "register" perfectly, if the finished cover is to correspond exactly in outline and color with the artist's drawing. It takes skilled craftsmen to accomplish this nice work. That it costs no small sum to get out fresh and original covers each month goes without saying.

* * *

The progressiveness of the French Canadian merchant is becoming daily more and more evident. Not only do the majority of them speak and read English as well as the merchants of Ontario or any other province, but they like to do so. They feel a natural pride in being familiar with the English tongue, just as anyone does who is able to speak or read a foreign language, and especially so as it is of great advantage in their business.

* * *

Our canvassers in Quebec not only meet with a cordial reception but they find the merchants there gladly become subscribers to papers which they find helpful in up-to-date business methods. It is not surprising therefore that The Review is now read extensively by enterprising French Canadian merchants.

* * *

Nor is Lower Canada the only place where The Review is read eagerly every month. Our circulation in the great Northwest is limited only by the growth of the development of the country. Our subscription canvassers are keeping close tab on every new place of business opened up and rarely fail to obtain a new subscriber.

* * *

A careful comparison with late issues of the mercantile reports shows several more names on our lists than the agencies gave as being in business.

* * *

To merchants in this scattered country where commercial travellers are not so numerous, a good trade paper is looked upon as a necessity to their business and they subscribe accordingly.

* * *

One of our subscription men, Mr. Alex. Wales, is now on his regular trip covering Ontario. He has been authorized not to refuse any money, so you will feel quite safe in paying your subscription to him. He will also be glad of any new names you can tell him of.

* * *

The offices of The Review in Montreal have been greatly enlarged and improved lately to make room for additions to the staff. The floor space has been more than doubled, neat partitions dividing the various departments, while a cosy reception room is being fitted up for the use of our friends. Tables and writing materials, and access to latest trade publications of all sorts are here placed at the disposal of any of our visitors in the trade, who will be made heartily welcome. Information is also cheerfully furnished on any trade subject. Come and see us any time you are in Montreal.

* * *

A firm with millions is the Northern Commercial Co., one of the largest trading concerns of the Yukon Territory. The company subscribes for two copies of The Dry Goods Review for members of their staff. Whenever one of their buyers comes to Montreal or Toronto he invariably calls at the offices of The Dry Goods Review and procures latest copies for use in buying.

* * *

Two enterprising young business men, formerly with the Robert Simpson Co. Departmental Store, Toronto, recently started business for themselves in a Western Ontario town. One of the first things they did was to subscribe to The Dry Goods Review.

* * *

The possibilities for advertisers in The Review were demonstrated recently when in conversation with the manager of a clothing house which advertises in these columns, he stated to one of our representatives that his firm secured through The Review one customer in New Brunswick whose business in itself was sufficient to pay for all the advertising he ever did with us.

* * *

Many of our advertisers secure many new customers, and if, as in this case, one new customer only well repaid the outlay, the benefit to be derived from advertising of this sort can easily be understood.

EVERY MERCHANT

in the country who handled our **Renown Brand Coats and Suits** last year will be on the qui vive to get in on the ground floor of such garments as we will show for the FALL SEASON of 1904. **500** well-pleased merchants will testify to the incomparable values of these justly famous garments. A word to the wise is sufficient, and it will be well for you to see the 1904 range, to which we have added many fashionable designs. The 1904 styles are fully up to our high standards of 1903.

ASK TO SEE

RENOWN 

BRAND

Coats, Suits and Separate Skirts

Our salesmen are now on the road. If interested, drop us a line and they will call. We guarantee every garment a perfect FIT, when it bears the RENOWN BRAND Trade Mark, which is so much sought after.

YOUR WANTS WILL HAVE OUR PERSONAL ATTENTION

WALDMAN & SOMMER

513-515 St. Paul St., MONTREAL.

HINTS TO BUYERS

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

John Macdonald & Co.

JOHN MACDONALD & CO. are showing some very special values in their gents' furnishing department, in soft shirts, cuffs detached, to retail at 50 cents; also Balbriggan shirts and drawers at $4.25 per dozen. The haberdashery department has never been in such shape to handle the trade.

Their stock of smallwares is complete in every detail. They have a splendid stock of brass buttons (very scarce goods), dress trimmings, elastic, fancy combs, pearl buttons, blouse sets, dress shields, dress bindings, and all lines of dressmakers' supplies, as well as the usual good assortment of notions.

In the staple department there are about 10,000 pieces Crum's prints, all new up-to-date goods. These are extra good value at today's price. Canadian prints are well assorted in light and dark fancies and navies, as also are sateens in plain black and colors, to retail from 12 1-2 to 25 cents. There is a special lot of dark flannelette to clear at 10 cents. They are showing the new painted awning stripe in red, green and blue stripes. Linen suitings and flaze zephyrs are carried in all the wanted shades, the French elastic canvases in black and natural to retail from 10 to 25 cents. The Fall samples from this department are now in the hands of travellers, and will be found interesting to all the trade.

In the house furnishings department John Macdonald & Co. are showing 50 pieces of 8-4 linoleum, ret. 25c sq. yard, and 100 pieces ret. 29c; 45 pieces of union and wool carpet, a mill clearing lot, 1 piece to each pattern, ret. 25c to 50c; 600 pairs of lace curtains ret. 20c; 800 pairs, 3 yards long, ret. 37 1-2c, and 2,000 pairs 3 1-2 yards long, ret. 75c.

A full range of prices in ladies' black sateen waists, also white lawn and fancy print and muslin. There is an excellent selection of whitewear, in corset covers, night dresses, drawers, underskirts.

Some specials in woolen department are 5,000 yards 6-4 worsted and tweed suitings at $1.00 yard; 2,000 yards 6-4 tweed suitings, at $1.25 yard; 6,000 yards 6-4 worsted and tweed suitings at $1.50 yard; 4,000 yards 6-4 worsted and tweed suitings at $2 yard; 3,000 yards 6-4 extra worsted suitings, $2.50 yard.

W. R. Brock Co., Montreal.

Brock's Montreal warehouse is showing a coat and hat rack, which fills a long felt want. When not in use the hooks can be folded back flat and the rack is thus entirely out of the way. It is handsomely finished, the base being polished oak and the metal work nickelled.

The trade has been looking for a good skirt hanger for a long time, and the Brock Co. have one which they claim has all the advantages and none of the faults of those at present on the market. Judging from the appearance of their stock in the ready-to-wear department, this hanger will be a valuable adjunct to any merchant's store fixtures.

The new "French dip" pompadour comb is finding a ready sale. The Brock Company carries a line of these goods. "Rough on Rats" pompadour comb is having a very large sale. This comb has come to stay. Ladies have been looking for something to do away with the old warm, unhealthful hair rats, and this comb just fills the want.

Brock's smallware department carries a nice line of tailor's trimmings at popular prices. This department is well worth a visit. Purses, chatelaine bags, combs, buckles, etc., can all be found in this department in the greatest profusion, and the price as well as the goods are O. K.

The W. R. Brock Co. (Limited), are showing a line of store fixtures. Merchants will doubtless appreciate this as the demand for fixtures to display goods without risk of damage from dust, etc., has been very prominent, and as the Brock Co.'s travellers carry catalogues of the goods, there is no reason why merchants should not be as up-to-date with their store fixtures as with their goods.

The Brock Co.'s men's furnishing department has a very nice range of umbrellas, comprising all prices from 50c up. Their self-openers should become well known this season, considering prices they can be retailed at. A self-opener at $1.00 is something people are looking for. Their self-opener with silver-tipped handle to retail at $2.00 should prove a good seller.

Brock's men's furnishings department has a reputation for keeping abreast of the times with underwear, and this year the values they are showing are most surprising. It seems they placed large contracts just before the raise in the market and are thus able to fill orders at prices which are beyond competition. Their prices will not be advanced until present contracts expire. Their "King" underwear has been running for quite a while now and its popularity is on the increase. It is hard to beat this line of natural wool to retail at 75 cents in men's sizes. Congress, to retail at $1.00, is also a very popular line.

British Columbia and Nova Scotia merchants have been looking for a heavy top shirt to retail at 40 and 50 cents. Brock's Montreal warehouse has two lines. "Syria" and "Sydney," which are just what miners are looking for.

Brock's "Shamrock" and "Reliance" hose are becoming well known in the trade. For a silk spliced heel and toe stocking it is hard to beat these two lines. Of course cotton hose are always in demand in the Summer season, and the merchant who carries Brock's "Corker" and "197" will have two lines second to none.

Gloves are much in demand this season of the year. Brock's "Marquis" and "Perfection" need no recommendation. Brock's are still showing a full range of curtains at all prices.

The W. R. Brock Co.'s linen and silk handkerchiefs are worth any merchant's attention. The fancy designs in "Excelda" handkerchiefs are being greatly used for making ladies' kimonos.

Just the time for neck ribbons. Brock's have a very nice range of these goods, but of course they have other lines as well. Baby ribbon on 10 and 50 yard spools is a feature in this department. These spools are just the thing for counter decoration and will appeal to both merchant and consumer, they are so easily handled.

It is predicted that we are going to make up for our long cold Winter with a very hot Summer, so that muslins will be in demand for ladies' and children's wear. The Brock Co. is particularly strong in these goods, and besides is showing a magnificent range of white goods of every description, such as matelasse mattings, brocades, etc.

The Brock Co. have a particularly nice range of cuff and collar sets which are very much in demand now. They are showing something very special in the way of three-quarter job tweeds, all wool, at extremely low prices. These goods can be retailed at 30 and 35 cents per yard.

As usual they are showing a complete range of cravenette and covert coatings.

The Brock Co. are preparing for a record season in blousings for the coming Fall trade, and although their range is not quite complete they are already showing a splendid collection.

The range of black worsted venetians shown by the Brock Co. is most complete. Their leader, TB1, to retail at $1.25 for ladies is especially worthy of mention.

The Brock Co., Montreal, have just received a large shipment of new goods of the flake voile and canvas nature in all the Spring and Summer shades to retail at the popular price of 50 cents per yard.

Brock's Montreal warehouse is doing an enormous business in wrapperettes and prints this season. The next time their traveller is in your town look at his samples. They are worthy of special attention.

Some exceptionally pretty effects in knicker suitings are being shown this season at prices which should make them go. Brock's have a nice stock of these goods.

In linen toiles the Brock Co. are showing some very pretty patterns. These goods make up very nicely for ladies' and children's wear. Can be retailed at 11 1-2 and 12 1-2 cents.

"Mandarin" silks made entirely of cotton are feature in Brock's Montreal print department. These goods are perfectly fast in color and hence are especially desirable for children's wear. Organdie linings to retail at 10 cents are a feature on Brock's staple floor. One of the newest things out is a printed checked cloth for cushion covers. Quite a variety of colors can be had in this cloth at Brock's Montreal warehouse. It can readily be retailed at 12 1-2 cents. An English print to retail at 10 cents is a decided surprise. Brock's, however, are showing one.

Greenshields Limited.

Greenshields Limited report a very good trade in their carpet and house furnishing department, both from travellers' orders and house sales. This is no doubt due to their stock being complete in all lines. Everything in the house furnishing line is carried in this department, and merchants desiring the latest goods at right prices would do well to order their requirements in house furnishings from this firm.

The past month has been an exceedingly busy one in "E Department" of Greenshields. The travellers on the road with Fall samples have sent in a large number of orders, the trade apparently realizing that to secure an early delivery of goods it is advisable to order as early as possible. These orders were for many of the lines shown, including ladies' and children's underwear, woollen hosiery, golf jerseys, clouds, mitts, etc., besides cashmere and woollen gloves, flannelette embroideries and other lines.

Ladies' fancy collars are shown in large variety here, and the demands made upon stocks this season have been unusually heavy. Greenshields report a noticeable popularity for lace applique collars of which they have in stock several attractive specials. Stock collars also may be had here in all styles and many prices, including several Swiss and American tab collars, which are quoted at very low figures.

On the same floor as the collars is a large assortment of ladies' gloves in which this house is doing a good sorting trade. These include lisle, taffeta, silk and lace gloves, plain and with dome fasteners. Both ladies' and children's sizes may be had.

The laces and embroideries shown here are being rapidly picked up by the trade. Their designs this year are very handsome, and never before have they been able to offer such splendid values. These are going rapidly, and every merchant should hasten to secure his share of them.

Handkerchiefs in the usual immense variety of quality and price are shown in plain and hemstitched lawns and linens, with embroidered and lace edges. Better values cannot be found anywhere in the trade.

Though, on account of the backward Spring season, the demand for linings has not come up to expectations, still in Greenshields' lining department there has been a greater movement than was expected, doubtless due to the many good values offered, the firm having scarcely made any advance in the price of these goods. Taffeta linings still sell well, and spunglass and fine percalines are also great favorites. In these the champagne shades are leaders in popularity.

Cashmere hosiery in plain and ribbed blacks, tans, cardinals and whites, is shown in great variety of quality and price, and the demands made upon the company's stock this season have been unusually heavy. In cotton, lisle, mercerized and silk hosiery also, Greenshields have been extremely successful, having surpassed all their previous sales in these goods. These are all very desirable goods, more so from the fact that it is impossible to repeat them in time for this season's trade.

There is no dress goods department in Canada where the dry goods merchant is given a greater choice of styles and materials and prices than in Greenshields. This is becoming more and more fully recognized by the Canadian trade, with the result that each season sees a considerable increase in the volume of business done over the previous season. This year the company are exceptionally well stocked in all the fashionable fabrics, lustres, mohairs, voiles, crepes de chine, colienne, and in heavier cloths, venetians, box cloths, etc., etc. In fact everything the up-to-date retailer requires for the Spring and Summer trade can be got here at prices the most advantageous to him.

Bobbinet and Ruffled Curtains.

There is greater demand than ever this season for muslin and bobbinet ruffled curtains. These goods are very satisfactory to the customers as well as profitable to the seller. Geo. H. Hees, Son & Co., Toronto, began the manufacture of this line about eighteen months ago at their temporary premises on Melinda street, and last Fall transferred the plant to their new factory on Davenport road. At the new factory they have added many improvements for producing these artistic curtains, and recently they have brought out some new and attractive patterns. Messrs. Hees, Son & Co., are also making a specialty of lace curtains and carry in stock (ready to deliver) an immense stock of these saleable goods.

Fancy Laces.

S. & A. Levy, lace manufacturers of Brussels, Belgium, have just sent over to their Canadian representative, Mr. Andrew H. McDowell, 185 St. James street, Montreal, a large and handsome line of their latest samples of fancy laces and embroideries, to which they respectfully invite the attention of the wholesale trade. The trade should see these samples before placing orders as their goods are sold in large quantities to meet the demands of retailers, and anything new is always appreciated. These lines are specially interesting to the importers of millinery goods.

A New Line in Spool Silks.

Belding, Paul & Co., Limited, are getting out a new line in spool silks, which has not been seen in Canada before, and which will be found useful to retailers, and in fact to everybody who handles these goods.

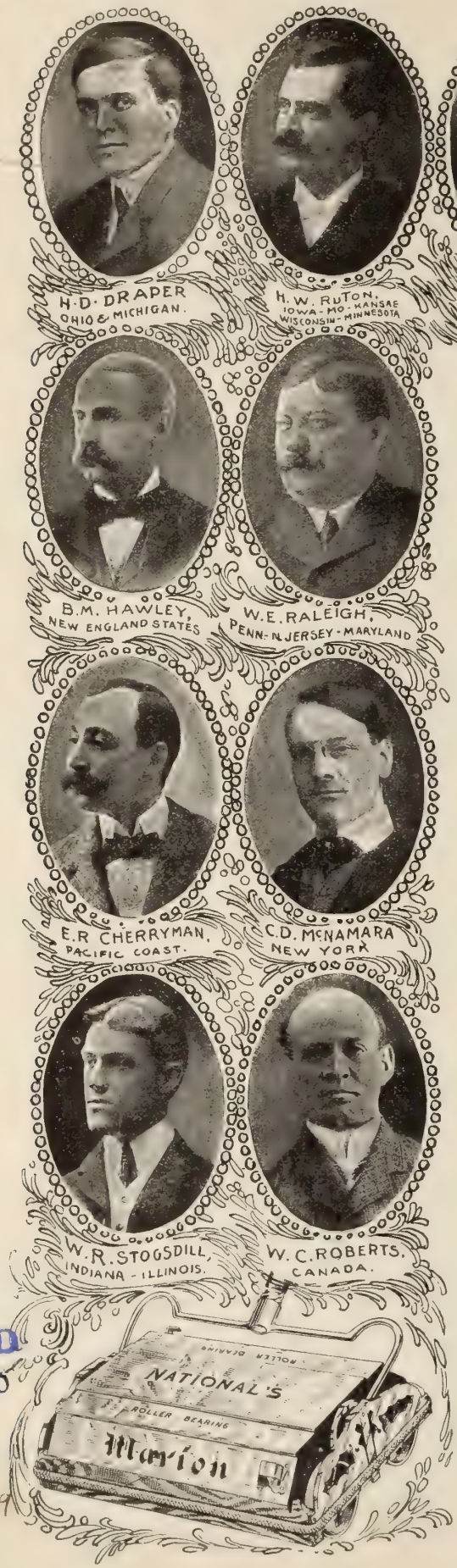
These new spools are all numbered—a different number for every shade, for instance: Red, 12; or Green, 10. In this way if you want to match a color it will not be necessary to carry a sample, and to strain the eyes trying to get the correct shade, but simply to ask for the same number of spool which has been used before.

A New Knight of the Grip.

R. C. Wilkins, manufacturer of the Rooster Brand garments, has added to his staff a new traveller, Ex-Ald. John A. Johnston, of Brockville, who for the past thirty years has been connected with the clothing and boot and shoe business of D. W. Downey, of that town. At the age of 16 Mr. Johnston was appointed head clerk of the Downey establishment, since when he gradually rose to the very top in the business, and for the past few years has done all the buying of clothing for the store, which in so large a store as Downey's is no small amount.

Mr. Johnston has also had charge of the clerks, and been advertising manager, and under his supervision the business has increased greatly. As a traveller for Mr. Wilkins he should be as successful as in his former business. He certainly has all the advantages to make him so; the advantage of an attractive personality and genial disposition; an experience of long standing in selling goods; a thorough knowledge of the retail busi-

ness, and the advantage of representing a first-class line, as well known throughout the country as the Rooster Brand is.



The National Sweeper Co.

The National Sweeper Company, of Marion, Ind., have increased their business so rapidly that they have been compelled to double their force of travelling salesmen, making the number now employed ten instead of five as heretofore. A picture of this trade-bringing staff is illustrated herewith, enumerating the territory on which each man is now hustling for business, and getting it, too. The company are fully confident that the orders for Spring will be far in excess of a year ago, and they are prepared for the results of an ever-growing popularity of the "National" line of sweepers.

The National Sweeper Company, Marion, Ind., will be located in the Manufacturers Building at the St. Louis Fair, where the trade will have an opportunity of seeing very handsomely constructed carpet sweepers. If you go to the Fair don't forget to see the National sweepers.

Brophy, Cains & Co.

This company have on display in their warehouse a large assortment of voiles, canvas and crepoline dress materials in various new shades of browns which will be found very desirable for present requirements. Be sure of the numbers. They are: AR12; AR14; AR16; B1; B2; B3; B4; B5; B6; B7; B8; B9; and B10. These goods are not included in the travellers' samples, having just arrived, but the firm will be pleased to submit samples. The values are the best, and the goods cannot be obtained elsewhere.

Plain colored silks seem to be in greater demand than usual in the popular lines and prices. Brophy, Cains & Co. have now in stock a complete range of colorings in taffetaline No. T51, and in tamalines, Nos. L90 and L100, the latter in colors and black, white and cream. They have also a full range of shades in two qualities of taffetas, exceptionally good values. Small black and white, navy and white, and blue and white check silks have just been received, and a great many inquiries by letter are being made for them. Those who require these goods should order immediately as they are going very quickly.

A special line of canvas voile, in low-priced goods, in all the popular colorings, have been put in stock. The number is W331. No samples of these are on the road, but they will be sent, or orders will be promptly filled if the shade is described. The firm's repeat orders have come to hand in all light weight fabrics at popular prices fairly well, completing the assortment.

Lustres still are in demand in all light shades and white and cream. A complete line, including all prices, is now in stock. Every number in black lustres and paradigms is now in stock and orders will be promptly filled.

Waistings are selling well. This firm's new lines, Nos. T78, T80, P269, P271, P273, and P270, all cream grounds with cream stripes, colored stripes, and small figures, are seasonable.

Plain boxcloths and venetians are doing almost more than their share of business, and Brophy, Cains & Co. have a complete new range of colorings in stock. The popular shades are mid-navy, brown and black, with a few inquiries for fawns and drabs. Several new lines of rainproof venetians for raincoats have just been received in fawn, light, medium and dark grey, blue mixtures, olive, brown, etc. These are of very fine quality and in a variety of prices. It will be well worth while writing for samples.

Some very pretty effects are shown at job prices in light colored costume cloths for ladies' tailor-made

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suits. Not having a complete range of shades, special quotations are given in order to clear out the lines.

A few lines of plain colored job silks (off shades) are offered at prices which will ensure speedy sales. The balance of thir striped mohair and lustre blousings will be cleared out at "upset" prices. The firm have sent these quotations to their representatives, and merchants should by all means see some of the bargains in these lines.

Kyle, Cheesbrough & Co.

Kyle, Cheesbrough & Co. extend to their confreres in business lately visited by fire, in Toronto, their sincere sympathy.

Kyle, Cheesbrough & Co. have in stock a large range of novelty stuff, laces, ribbons, belts, buckles, hair pins, smallwares, hosiery, etc., etc. Owing to the lateness of the season, their travellers have with them many discounted lines and specials that are worthy of inspection. Three lines of 25c hose, formerly sold at $2.40, now offered at $2.10. Two lines of wrappers, formerly sold at $11.25, now $9.50 to clear. One special line of skirts sold at $9, now $7.95 to clear. A special line of chiffon ruching, was 18c. now 10c to clear, in black and white.

Besides the above, this firm offer from 10 per cent to 25 per cent off many lines of cotton and cashmere hose, wrappers, blouses, fancy silks, laces, trimmings, smallwares and novelties. This is to reduce their stock before the half year closes. They have 18 men out selling stock for Fall of 1904.

These are being much used in the United States. The following extract is taken from the April number of the New York Economist: "Many of the stock collars being shown to-day, particularly the dressier numbers, show a bit of ruching around the top. This unquestionably adds much to their appearance without raising the cost to any extent. It certainly is an idea worth cultivating and it is probable once it has obtained a foothold it will remain good for some time to come."

G. Golding & Sons.

The firm who rescued their door plate with the word "push" on it, and labeled it their first and best piece of salvage from the fire, had not a monopoly. Other merchants came through the fire with this useful business quality unimpaired. The day after the fire the firm of G. Goulding & Sons sold over $900 worth of goods and, though their warehouse was a total wreck, they established their employes in temporary quarters in the Moss Park Rink and on the 25th and 28th of April—the first two days of the horse show—they had a display for the benefit of the trade of over 100 pattern hats.

To Mrs. Meek a large share of the credit is due for getting together so beautiful a display in so short a time and under such trying circumstances and thanks in a great measure to her energy, the pretty yellow cards that were a replica of the horse show posters, were not wasted. Their temporary offices are at 5 King east.

New York Skirt Mfg. Co.

The New York Skirt Manufacturing Co. have lately added to their already large range of ladies' garments a new line, making ladies' and misses' suits and children's coats and reefers. The misses' suits are specially adapted for young girls of from 16 to 18 years, and short waisted ladies of any age.

Their travellers have one of the largest and best ranges of samples they ever offered for the Fall trade. As they are among the recognized leaders in this line of manufacture, it is needless to say that style and fit are correct in every detail. The materials are varied and suit all sized purses.

While the veils, crepe de chines and voiles are in such demand that the market on the other side, as well as here, is exhausted, tweeds of any kind are among the leading goods. This firm reports that military styles are among the favorites in misses' suits and children's coats.


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Cuts.

Models from the Trimming Department, D. McColl & Co.

The J. D. Ivey Co.

The John D. Ivey Co. had a number of lovely hats on view for the horse show on Monday, the 25th of April. They showed both dress hats and shirt waist hats, some of which were of embroidered linen. A stunning hat of grey straw embroidered net and fancy straw was remarkable for a second crown of close set aster buds of novel shape. This firm was one of the fortunate ones that managed to escape the fire, though their escape was a narrow one, as the buildings east of them were all destroyed.

Debenham, Caldecott & Co.

The firm of Debenham, Caldecott & Co., were one of the numerous sufferers from the Toronto fire. They have secured temporary offices in room 509, Carlaw building, Wellington street west. While this firm lost all their stock in the fire, they are fortunate in having a large

consignment of goods that were intended for the sorting trade, on the way.

These goods will soon be here, and in the meantime any order this firm may be favored with will be filled from the Montreal branch, where they carry a large stock of their leading lines, and where, fortunately, at the present time, their stock is particularly large and well sorted up.

At the time of the fire the travellers for this firm were on the road with a large range of samples for the Fall trade, so that the fire will not inconvenience them at all.

The Canada Vailing Co.

The Canada Veiling Co. was one of the firms which had its place of business right in the heart of the fire, and their stock was a total loss. Fortunately they had a quantity of new goods coming through the customs. Goods, too, were in New York, and a large consignment was due there in a few days. As soon as they were able



Grip, Limited, Toronto.

to locate in new premises and get them fitted, they were able to resume business, and travellers returned to their routes the first week in May. They also have a stock-room in England, which Miss Thornhill established when over there last Summer, from which they can draw supplies in the present emergency, so that they are in a good position to fill all orders they are favored with without delay.

The Rooster Brand.

R. C. Wilkins has lately returned from Manitoba and the West where he found the Rooster Brand working garments in high favor. Heretofore they have never done business for immediate delivery in Manitoba and the Northwest Territories, whereas this season both Mr. Wilkins and his western representative, Mr. MacDonald, sold large quantities of goods for immediate delivery almost every day.

As an instance of the promptness of filling orders which characterizes the Rooster Brand, Mr. Wilkins sold goods in Winnipeg for immediate delivery, left for the West, and returning to Winnipeg in four weeks, to the day, found that the goods had been received in the stores,

Edgar, Coristine & Co.

Edgar, Coristine & Co., Montreal, will remove at the first of the month to their new premises, 33 and 35 St. Francis Xavier street, which building has been renovated to meet the requirements of their increasing business. Their Fall stock of hats, caps, furs and robes, in all the latest styles, will be larger and better assorted than before.

Empire Mfg. Co.

The Empire Manufacturing Co., Montreal, have added a number of new lines to their already extensive range of ladies' wear, a step necessitated by the demands of their increasing business. They are offering to the trade for Fall an excellent line of ladies' coats, raglans, and separate skirts. These goods are made in all materials, with prices to suit the moderate sized pocket, as well as that of the very best trade. The firm employ first-class artists and designers, and perfectly fitting garments, modelled in all the latest styles are offered their customers. Retailers who are interested in improving this line of their trade for Fall will do well to see their samples before placing orders.

Tooke Bros., Limited.

Tooke Bros., Limited, have just sampled a splendid assortment of ties, derbies and strings, as well as a large range of tubular ties, and golf and hunting stocks. They have also an entire new range of black ties, and one feature about this range is that they carry a stock of all samples in black.

They have just brought out a fine range of smoking jackets, bath robes and dressing gowns, also a fine assortment of men's furnishings, braces, handkerchiefs, belts, celluloid collars and underwear for sorting season. Orders will be filled at once for any of these lines.

As Tooke Bros'. Toronto offices on Bay street were burnt out in the disastrous fire of April 19th, the firm lost no time in securing temporary premises in Oak Hall Building, King street east, Toronto. A stock of collars, shirts, etc., will be carried as usual, and Western Ontario customers will have orders filled for these lines.

John M. Garland, Son & Co.

John M. Garland, Son & Co., are offering No. 434 white communion glove, of unusual demand. It can be retailed at 10, 12½ and 15c. The "Winner" kid glove shown by the same firm in blacks, assorted tans and creams, is a profitable glove to retail at $1.

C6 is a special finish, 18-inch huck of exceptional value to retail at 10c. G77 is a full black table damask, 68 inches, well adapted for hotel trade. It can be retailed at 50c.

A special importation of German-made purses is among the leading purse values shown by this house. This department is strong this season in blouse sets and belt buckles. The smallware man has gathered together the most favorable lines of gilt, gun metal and oxidized buttons in all sizes.

Dominion Suspender Co.

Wherever ball bearings have been adopted it has meant an improvement that has readily been appreciated by the public. It is only recently that this principle has been included in suspenders, and those who have worn them maintain that they never feel the presence of suspenders on account of the ease with which the ends move at every turn of the body. The Dominion Suspender Company are experiencing a great demand for their Cyclo Ball Bearing Suspender, and are thoroughly convinced that it will prove a favorite wherever sold.

Burned Out, But Still in the Ring.

The Allcock, Laight & Westwood Co., Limited, beg to notify their customers that they are in a position to fill orders, at their temporary warehouse, 9 Jordan street, and they have let the contract for a beautiful five-storey warehouse on their old site, and will carry a much larger and better assortment of needles,, smallwares, and fishing tackle than ever.

New York Silk Waist Co.

The New York Silk Waist Co. are at present completing their Fall range, and the manager informed the representative of The Review that their long experience in the manufacture of waists and other ladies' garments is in pleasing evidence in the general get-up of their samples. The company has also undertaken to produce several garments to enable retailers to advertise their departments.

Owing to the widening of St. Antoine street, where their factory is located, they are negotiating for the balance of St. Antoine street to St. David's lane. The extra space will be utilized to increase their output and enable them to give even better deliveries than before.

The company will make a strong feature of their kimonos for next season and this department will be run independent of the blouse factory.

Brereton & Manning.

Brereton & Manning, wholesale furriers, Toronto, lost no time in resuming their business after the fire. Fortunately they had several consignments from Germany in customs and a large quantity of domestic furs in furdressers' hands, as well as some shipments in transit. They have secured temporary premises for factory at 66 and 68 King street east, and warerooms at 27 Melinda street, until such times as their warehouse is rebuilt. Their lease has nearly five years to run, and the rebuilding clause therein calls for new premises in six months.

Niagara Neckwear Co.

The Niagara Neckwear Co., Limited, are up to the front in fashions and have introduced the new champagne shade which is being shown in every high-class furnishings establishment in New York. The new shade is sure to sell, being a mixture of black, brown and white, and presenting shot effects that make it particularly attractive in some lights. It is one of the shades that is well adapted for exclusive trade.

Rapid Increase in Business.

Last year the Truro Knitting Mills Co., Truro, Nova Scotia, added two large brick additions to their plant. Notwithstanding this consequent large increase in the production of Stanfield's Unshrinkable Underwear, the management find it impossible to fill the demand for "Stanfield's," and are considering the advisability of operating the mills at night. The scarcity of operators is the most serious difficulty in Nova Scotia at the present time.

An Ill-Founded Report.

Despite the fact that reports have been circulated among their patrons in Canada that they have discontinued business, the National Sweeper Company, Marion, Indiana, advise us that they have not only increased their travelling force by the addition of five new men, but have also made several notable improvements in the mechanical make-up of their carpet sweepers.

The Canadian representative, Mr. W. C. Roberts, office No. 45 Colborne street, Toronto, is now calling on the trade, and showing the 1904 National line which is equipped with two new patented devices illustrated and described on another page of this issue. The anti-tipping device prevents the sweeper from tipping up when drawn back quickly or with undue force over floor coverings.

Preserved from Fire.

So many warehouses and factories were destroyed in the Toronto fire, that the trade in general are at a loss to know where to turn for their supplies. Such retailers as are looking for lines of ladies' neckwear, ruchings, pleated goods, belts, girdles and featherbone frames, will find that the stock of the Featherbone Novelty Manufacturing Co. of Toronto is most complete. This firm were uninjured by the fire and their large stock is being daily added to from their factories, to meet the deficiencies caused by the extra demand since the fire.

S. H. & M. Co.

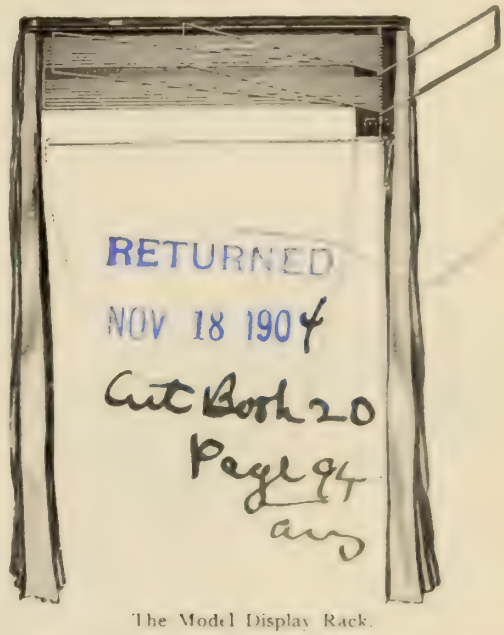
The S. H. & M. Co. are out with a catalogue to the trade entitled "Seasonable Suggestions in Ladies' Belts and Neckwear for Spring and Summer, 1904."

This tasty booklet has a cover in two shades of blue and gold. It is printed on good paper, and contains a large number of artistic and clearly printed cuts that tell more plainly than pages of description what is what in Spring and Summer belts and ladies' neckwear.

Though they were one of the unfortunate firms that suffered in the Toronto fire, they have made arrangements whereby they can fill orders, and though their catalogue was printed and published before the fire occurred, merchants can place orders for lines illustrated there with full confidence in the S. H. & M. Co. being able to ship promptly all orders entrusted to their care. Their present address is 144 Front street west.

Standard Manufacturing Co., Xenia.

If merchants realized the convenience and usefulness of a curtain fixture, they would not entertain the idea that they could satisfactorily handle the stock without it. Every retailer knows the soiling that curtains get when displayed in the old way, and those who have adopted the fixture have wondered they did not do it sooner. The Standard Manufacturing Co., Xenia, Ohio, are making a fixture with the closest attention to convenience in displaying the curtains and portieres, and to the prevention of the dust and handling that depreciates the value and spoils the appearance of these goods in a short time. A fixture called "Uneedit," is well adapted for the showing of portieres, table covers, bed spreads and rugs, and saves much time, and creasing of the goods.



The Model Display Rack.

R. H. Cosbie, Wellington street west, Toronto, is agent for this company. Mr. Cosbie's show rooms were only scorched by the recent fire, and his travellers are out as usual.

Fast Selling Novelties.

An invention, which enables any woman to convert any piece of soft material, such as ribbon, velvet, silk or lace, into a soft folded sash or belt, has been put on the market by the D. Hope Specialty Co., 338 Broadway, New York. The article bears the name of "Victory Pinette," and it is certainly a splendid addition to the stock in the ribbon department

This firm also makes the Victory Skirt Supporter and Waist Extender, which has no teeth or prongs to tear the garment. It will retail at 25c.

Gaunt & Hudson.

Mr. J. W. Holden, of Piccadilly, Manchester, is due to arrive in Canada in a few weeks, representing Gaunt & Hudson, Limited, of Leeds, one of the largest firms in England manufacturing men's and children's cloth caps and hats.

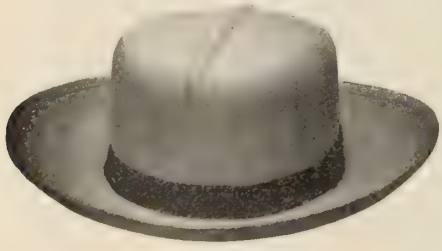
As will be seen by referring to the photo of their factory, shown in their advertisement, the building is an imposing one, and as the whole of their premises and their entire plant are used exclusively for the manufacture of hats and caps in cloth, tweed, linen, etc., they need fear no opposition to their claim of being "second to none in the world." St. George's Works occupy a splendid position in Great George Street, Leeds, and the handsome six-storey block of buildings commands attention from some distance.



The Norfolk.

One of the novelties Mr. Holden will be showing for Gaunt & Hudson is the "Norfolk" cap. As will be seen by the illustration, it is something after the style of their "Chamberlain" cap, but rather neater. It has just the single Norfolk pleat, as worn in the Norfolk suit, and is very stylish and dressy.

Another hat which is sure to sell well is the imitation Panama, which they are making in fancy and straw-colored linens, etc. This hat is exceedingly light and cool, keeps



The Panama.

its shape and color, and is a most comfortable piece of headwear for either city or holiday use. Other lines of tweed hats are "Terris" and "Lounge," while new patterns of "Golf" and "Motor" are also being shown.

Ontario Neckwear Co.

The Ontario Neckwear Co., Limited, the day after the fire secured temporary premises on the old Upper Canada College grounds, King street west, where they are now as busy as ever. This concern were equal to the occasion and bought out the entire stock of neckwear silks from a manufacturer who was going out of business, consequently had only to await the arrival of their machines to go on with orders. This deal was a large one, and the stock was secured at a low rate, whereby they are enabled to offer $4.50, $6.00 and $9.00 qualities at $2.25 per dozen. Their new designs in ladies' wash neckwear are now on the road and comprise the latest novelties for Spring and Summer.

The American Silk Waist Co.

The American Silk Waist Co. are now busy getting their samples ready for Fall. They are showing the big waists only; most, if not all, in soft materials. In dress waists they are showing a great variety in evening shades. The combinations are very effective.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word first insertion, 1c. a word each subsequent insertion.

Contractions count as one word, but five figures (as $1.000) are allowed as one word.

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Merson, Geo. O., Toronto.
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Toronto Feather & Down Co., Toronto.

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Tees & Co., Montreal.

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Brophy, Cains & Co., Montreal.
Canadian Colored Cotton Mills Co., Montreal and Toronto.
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Greenshields Limited, Montreal.
Hassberger, E. S., Montreal.
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Kyle, Cheesbrough & Co., Montreal.
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Canadian Press Clipping Bureau.

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Featherbone Novelry Co., Toronto.

Safes, etc.
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Niagara Neckwear Co., Niagara Falls.
Ontario Neckwear Co., Toronto.
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Williams, Greene & Rome Co., Berlin.
Wreyford & Co., Toronto.

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Phillips & Wrinch Toronto.
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Nicklin, J., & Co., Birmingham, Eng,
Weese, G. A., & Son, Toronto.
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Dominion Suspender Co., Niagara Falls.
Tooke Bros., Montreal.
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National Sweeper Co.
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Umbrellas, Parasols, etc.
Irving Umbrella Co., Toronto.
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WOLF BRAND

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PURE WOOL
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The Very best in Make, Style and Wear,
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in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

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28 Wellington St. West, TORONTO, ONT.

To the Trade

May, 1904.

This Month

we are preparing for our semi-annual stock-taking, June 1st. Stocks in every department are to be reduced. We mention a few of the many lines that are special value:

10,000 Pieces Crum's Prints

Black Mohair Dress Goods
16c. to $1.00 per yard.

Cream Novelty Mohair Dress Goods
25c. to 75c. per yard.

1,000 Smyrna Rugs, 30x60 inches
$24.00 per doz.

Men's Fancy Waistcoats
New Goods, clearing at $10.50 per doz.

Ladies' White Lawn Waists
$7.50, $9.00, $12.00 per doz.

6/4 Canadian and Scotch Tweed Suitings
$1.50 to $2.00 per yard.

John Macdonald & Co.

Wellington and Front Sts. East, Toronto

THE DRY GOODS REVIEW

Vol. XIV No. 6



JUNE 1904

The Maclean Publishing Co'y

·MONTREAL·TORONTO·WINNIPEG·

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WHOLESALE DRY GOODS COMPANY, LIMITED. TORONTO.

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BEDFORD CORDS, Embroidered dots in assorted colors and patterns.

FANCY PERSIAN LAWNS in black and white, great variety of patterns.

Standard Bank Bldg., 18 Wellington St. West, **WYLD-DARLING** COMPANY, Limited

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THERE'S A DIFFERENCE IN GLOVES.



SEE THAT YOU GET THE RIGHT KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make **MOCCASINS** and **MITTENS IN ALL NOVELTIES.**

W.H. STOREY & SON

THE GLOVERS OF CANADA. LIMITED

ACTON, ONT.



ROOSTER BRAND

UNION MADE

If your Overall Department is sickly, try the celebrated business tonic

ROOSTER BRAND OVERALLS

The improvement will surprise you.

ROBERT C. WILKINS,

Manufacturer. MONTREAL.

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Montreal and Vancouver, B. C.

Our travellers have now with them samples for Fall trade, with leaders in the following departments:

Cottons, Flannelettes,
Linings, Dress Goods,
Carpets,
Smallwares,
Men's Furnishings,
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New Summer goods are now arriving and we can fill all orders promptly.

You Make No Mistake

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PRIESTLEYS'

DRESS GOODS

They are always good sellers. Popular with ladies and widely known for their wear and quality of finish.

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GREENSHIELDS WESTERN LIMITED, Winnipeg.

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Sole Agents For Canada.

'CEETEE"

Underwear
Unshrinkable
Full-Fashioned

Never gets hard with washing. Retains its elasticity.
Keeps its shape. Is soft and warm.
Made from fine pure wool.

We replace any that shrink. Made in light weight India Gauze, for Spring and Summer. Medium and heavy natural for Winter.

Elastic Ribbed Underwear for 1904

Our Ladies', Children's, Infants', Vests, Drawers, Union Suits, Corset Covers, Tights, etc., will be right at the top for quality, new designs, new trimmings.

Our travellers will call on you shortly.

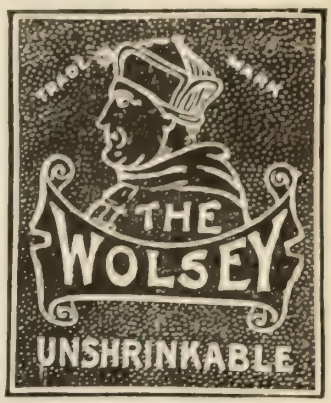
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VICTORIA, B. C.

The Wolsey
UNSHRINKABLE
UNDERWEAR

THERE ARE INNUMERABLE SO-CALLED IMITATIONS OF "WOLSEY," BUT THERE IS NO SUBSTITUTE FOR IT AND NOTHING JUST AS GOOD



The Canadian Public knowing its unrivalled qualities, and that it is in every respect all that the manufacturers claim for it—

Being Absolutely Unshrinkable Pure Wool, Durable, Well-Fitting

—are insisting on being supplied with "Wolsey," which has stood the test of time, and is one of the greatest successes of modern times

AVOID SUBSTITUTES.

Why Lose the Sale of Goods If we Have What You Require
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Ladies' Wear—Seasonable Dress Stuffs, Linings, Trimmings, White wear, Blousings, Neck-wear, Lace Collars, Appliques, etc.

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YOUR ENQUIRIES WILL HAVE OUR BEST ATTENTION

P. GARNEAU, FILS & CIE., - QUEBEC
Wholesale Dry Goods

RYLANDS & SONS

LIMITED

MANCHESTER, ENG.

Cotton Spinners

Merchants

Manufacturers



Bleachers

Dyers

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS

Heapey, Longford works, Gorton, Swinton, Wigan, Crewe, Chorley, Bolton.

Capital, $14,500,000; Employees, 12,000

LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign
Fancy Dress Goods, British and Foreign
Silks and Velvets
Velveteens
Irish and Scotch Linens
Table Damasks, Towels and Tray Linens
Muslins, Curtains and Handkerchiefs
Flannelettes, Hosiery
Flannels and Blankets, Quilts
Smallwares, Haberdashery and Trimmings.
Bleached Calicoes, Sheetings
Oxfords, Harvards, Galateas
Dyed Linings
Floor Oilcloths
Laces
Prints and Cretonnes
Shirts, Underclothing
Ladies' Blouses
Boys' Blouses and Sailor Suits
Umbrellas, Gloves

BONUS PRICES RULE

for this month and June. Our travelers are all in possession of Reduced Price Lists showing reductions in the majority of our lines ranging from 10% to 25%. The somewhat belated season has reduced our time for assorting sales and brought us right up to where the retail trade are having their busiest season. They therefore *"have us"* and we are offering our unusually heavy stock at all round and sweeping reductions. **Quick shipment** will put the goods before your customers at once.

Kyle, Cheesbrough & Co.

93 St. Peter St., MONTREAL

FANCY PARASOLS

SUMMER 1904.

LADIES'
MISSES'
CHILDS' } at all prices.

Samples now on the road.

THE
Irving Umbrella Company

MANUFACTURERS

108 Wellington St. W., **TORONTO**

PEWNY'S KID GLOVES

For your Summer Trade put in an assortment of these gloves.

EVERY PAIR IS GUARANTEED.

Pewny's Gloves are GOOD GLOVES.

GREENSHIELDS LIMITED

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AGENTS FOR CANADA



The Worrall Brand

stands for the height of present achievement in velvet dyeing and finishing.

It is stamped on the back of all good velvets.

This Piece is Warranted to be in Our Best Dye and Finish.

J. & J. M. Worrall

REGISTERED TRADE MARK.

J. & J. M. WORRALL

Limited

Dyers and Finishers

Of MANCHESTER, ENGLAND

Cartwright & Warners'

Celebrated All-Wool

UNSHRINKABLE UNDERWEAR.

CARTWRIGHT & WARNERS' name on a garment carries with it the value of a hundred years' successful experience in the manufacture of the best Knit Underwear in the world, and stamps it with the character of superiority that places it above and beyond all other in a class by itself.

R. FLAWS & SON, Agents, Melinda St., Toronto

PREMIER FINISH
TRADE MARK
NON-SHRINKABLE
PURE WOOL.



The Largest and Best Equipped

Dye Works

in the Dominion.

Dress Goods, Cloth, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.,

DYED, FINISHED AND PUT UP

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

NO EXAGGERATION.—Our statement, also Cut of Works, is absolutely true and unexaggerated.

BE SURE YOU GET THE BEST

Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

See Name on Every Box.
Better value Cannot be Got.
Send for Samples and Prices.

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide.

"Paton's Cotton Twine."

Paton's Wax Machine and Sole Sewing Threads.

Paton's Tailors' Linen Threads, Unexcelled in Quality.

Paton's Super Machine Twist. The best substitute for Silk. Retains Color and Lustre under Damp and Heat.

"Milward's Sewing Needles."

SOLE AGENTS FOR CANADA. **GEO. D. ROSS & CO.** 52 Wellington St. West, TORONTO. 648 Craig Street, - MONTREAL.

The W. R. Brock Company, (Limited)

87 FRONT STREET WEST, OPPOSITE THE QUEEN'S HOTEL,

TORONTO.

Staple Department.

TICKINGS, DENIMS, SHEETINGS, GREY and WHITE COTTONS.

SPECIAL VALUE.

XXK. 38-in. Apron Prints, Red, Navy, and Black Grounds.
32-in. Best British Prints, Flake Designs in Black, Navy and Brown Grounds.
27-in. Knicker Suitings (Linen Finish), very fashionable and quick sellers.

Dress Goods Department.

All Wool Costume Cloths, to retail at 25, 35 and 50c.
Nuns Veiling, Cream, Rose, Sky, Black, to retail at 25c.
Lustres, Cream, Sky, Navy, Black, to retail at 50c.
15 Ranges Ladies' 6/4 Suitings, in all the latest designs for Summer wear.

Woolen Department.

Saltaire Cheviots and Serges, Black and Blue.
Twill Worsteds, 6/4 Canadian Tweed Suitings.
3/4 Fancy Tweeds, Halifax Tweeds and Etoffes.

Hosiery, Glove, Underwear and Smallware Department.

Ladies' White Ribbed Vests, all prices.
Men's Balbriggan Underwear, to retail at 25 and 50c.
Plain and Ribbed Hose.
"Shamrock" and "Reliance" Black Cashmere Sox, to retail at 25c.
Baby Ribbons. Brass and Gun-metal Buttons.

Ready-to-Wear Department.

"Lady Rose" Vicuna Overskirts, - - - -	to retail for $5.00
"Lady Eillene" " - - - - -	to retail for 4.00
0487X. Silk Waists, - - - -	to retail for 4.00

A job lot of Overskirts 33⅓ below regular value.

All of the above now in stock and a variety of other lines in each Department. New goods arriving daily.

THE CANADIAN
DRY GOODS REVIEW

VOL. XIV. MONTREAL AND TORONTO, JUNE, 1904. No. 6

THE DRYGOODSMAN'S WARES.

Their Origin and Characteristics.

IVORY is the name properly given to tusks of elephants, a material which consists of a modification of denture or tooth substance containing lines running in small circles and thus distinguished from imitation ivory. The walrus, narwhal, hippopotamus, sperm whale, etc. furnish some of the material used in place of ivory. The bulk of elephant ivory comes from the African elephant. Some of it has been obtained in Siberia, called fossil ivory, as it comes from the tusks of extinct mammoths, embedded in the frozen soil of that region. Elephants' tusks weigh up to 200 pounds, and the value depends upon the size and soundness. Ivory is used for knife and other handles, combs, piano keys, billiard balls, chess men and carved figures and ornaments. Dieppe is the principal seat of the carved ivory trade, but nearly one-half of the material used is worked up in England. There still exist samples of Egyptian inlaid ivory as ancient as the days of Moses, and Assyrian ivory carvings are believed to-day to date from 1,000 B.C. Immense figures of ivory forty feet high were made in Greece. At the present day, in the great dearth of true ivory, there has come up a large industry in what is called vegetable ivory. This is furnished by a palm-like tree growing on the Andean plains of Peru, on the banks of the river Magdalena and in other parts of South America. The stem of the plant is short and procumbent, but it has, proceeding from its crown, a magnificent tuft of light green pinnated leaves of extraordinary size and beauty, like immense ostrich feathers, rising thirty to forty feet. The fruit is as large as a man's head, and contains numerous nuts of a triangular shape, the size of a hen's egg. In commerce these nuts go under the name of Corrozzo nuts. The kernels, when ripe, are very hard and white and resemble ivory closely. They are used extensively for buttons, umbrella handles and small trinkets. Millions of these nuts are exported annually. Celluloid is another ivory substitute.

IVORY.

* * *

THE small raised pattern so common in silks, woolens and muslins is called a Jacquard figure, and is produced by an attachment to a loom, which mechanically selects the warp threads and raises them when necessary. This was previously done by the weavers' fingers. The apparatus was invented by Joseph Marie Jacquard about 1790, influenced by his dislike for the weaving business, in which he had succeeded his father, and by a reward offered by an English paper for a machine of this kind. For some reason, after the introduction of the invention he neither collected his reward nor utilized the machine, and it was with surprise that he found Napoleon had heard of it and was offering him a pension. At first the silk weavers were violently opposed to it, as workmen are accustomed to obstruct the introduction of new machinery even to this day. England made first use of this invention in 1820, and a revolution in weaving has followed.

JACQUARD.

* * *

JUTE is obtained from the fibre of a plant common in Bengal, the cheapest fibre known. From it are made up gunny, gunny cloth and cordage, and the finer fibres are used in carpets, shirting, coat linings, etc. It is often mixed with silk, cotton and woolen fabrics, and is employed in paper making. It is bright and lustrous in appearance, and resembles silk. The plant grows to the height of twelve feet and is cut while in flower, about three months after sowing. It is then stripped of its leaves and branches, tied in bundles and steeped for from ten to twenty days in water to loosen the fibre by rotting the outer bark. The plant is beaten until only the fibre remains, and this is cleaned, dried and made into "drums" of seventy or eighty pounds. For export it is pressed into bales of 300 pounds. When finished it has a beautiful glossy, golden appearance, and is soft and silky to the touch. The name is that used by the natives of Bengal, and was first heard of in 1796. The manufacture of jute centres in Dundee and Belfast. It is spun by processes similar to flax, the fibre being softened by whale oil and water. It is easily dyed, but the fastness of the color cannot be depended upon. One of its large uses is for backings for oil-cloth.

JUTE.

WHO'S WHO

MR. ALEXANDER MacLEAN.

MR. ALEXANDER MacLEAN, of Ottawa, who has been appointed Canadian Trade Commissioner to Japan, has had a wide and varied experience. His parents, who were natives of Inverness-shire, Scotland, came to Canada in 1832, and took up a farm in South Dumfries, Brant County, where the subject of this sketch was born two years later. Having followed the usual occupations on the farm and attended the public school and later the grammar school in Paris, he became a school teacher at twenty years of age, which occupation he followed for a year. After serving an apprenticeship in a general store at Ayr, he went to Stratford, where he engaged in the lumber business.

In 1861 he made another change and established the Mitchell Reformer, which he conducted until 1865, when



Mr. Alexander MacLean, Canadian Trade Commissioner to Japan.

he assumed editorial responsibility for the Cornwall Freeholder, the home organ of the late Hon. John Sandfield Macdonald. There he remained until 1872, when he was appointed Ottawa correspondent of the Toronto Globe, a position which he filled to the entire satisfaction of Mr. Brown and of the Reform party generally during the exciting time of the Pacific scandal. In 1874 he retired from the Globe staff and joined John C. Roger in the purchase of the Ottawa Times, which they conducted for two years in the Reform interest and then sold to the late A. M. Burgess, afterwards deputy minister of the interior. In the meantime the firm of MacLean, Roger & Co. had secured the contract for the parliamentary and departmental printing of the Dominion Government, which was renewed on several occasions until the Government established the printing bureau in 1888. In conjunction with Mr. Roger and others, Mr. MacLean established the Canadian Granite Co., and later the Ottawa Granolithic Paving Co., of both of which he was president. In 1894 and 1895 he was also managing director of the Montreal Herald. Mr. MacLean has always taken deep interest in public and municipal matters. For four years, 1890 to 1894, he acted as alderman in Ottawa, and during the latter year, as chairman of the Street Railway Company, he took a prominent part in the negotiations leading to the construction of the Ottawa Electric Railway. He has been president of St. Andrew's Society, of the Ottawa Art School, and of the Central Canada Exhibition Association. In politics he has always been a Liberal, and for a term he held the office of president of the Ottawa Reform Association. He belongs to the Masonic Order, being a past master of the Cornwall lodge, which he joined in 1868.

SIR WILLIAM VERNON HARCOURT.

RETIRED from parliamentary life as he is, Sir William Vernon Harcourt has not by any means allowed his interest in politics to die. He still keeps his eye and mind closely centred on the arena where his genius displayed itself to admiring nations, and feels for and with his former colleagues, while he is beyond affording them active assistance or leading them on to desired attainments.

The one ambition of his earliest days was to enter Parliament, and it was with a view to this that his entire career was shaped. Although possessing a lineage of some influence, his success depends not at all upon his birth or name. His early education was received in a rectory and without a public school training he entered the more serious courses. At Cambridge his ambition kept him close at work, and after capturing honors of moment he went to the Bar.

Here his undoubted ability rapidly raised him to a position where the brightest career opened to him. But not for one instant did his ever-increasing honors blind him to the impetus of all his early exertions. Ignoring the height he had reached in his profession, and to the amazement and against the advice of his friends, he dropped it all when he had acquired sufficient capital to enable him to live as a member of Parliament should, and threw his energies into the attainment of his life's desires.

The British Empire knows and has felt the effect of his success in a parliamentary life, and his retirement from active affairs was viewed as a loss that shows no prospect of immediate reparation. He has no regrets as he looks back on his career and rests happy in the knowledge that the plans he had drawn up so many years ago were fully carried out.

His easy manner, his graciousness and natural charm, his sunny nature, have left an image in the hearts of his friends and enemies in politics that is cherished with regrets for the vacancy that he has left.

A friend has described him in the Pall Mall Gazette in words instigated by the greatest fondness and appreciation: "He sits upright in his big chair, his long, straight legs stretched at full length across the hearth; one arm crooked up so that the hand may toy with the

glasses against his cravat, the other arm lying slackly by his side; and as he lies there, filling and overflowing the big chair, the firelight plays comfortably on his genial face. The countenance is massive and heavy, of a deep color, with strong lines, many puffs and bags, and great fulness of flesh. A fringe of grey hair runs down the cheeks and under the ample chin. The fine and oft-rumpled hair on his head is that of stubborn grey which refuses to grow white. Heavy eyebrows overhang large, smiling, generous-lidded eyes; the strong but not assertive nose droops over a small upper lip, and the nostrils are widespread. His under lip expressing bitterness only in caricatures—protrudes beyond its fellow, formed for laughter and fine talk rather than for petulance or weariness. The whole countenance is expressive of good humor and rich content; it shines with the light of an equable temperament; it breaks easily into smiles, and shadows drift across it only to become luminous with the warmth of his genial soul: it is the face of a man who has done what he wished with life, who has had his way with fortune, and who has carried health and strength with him all the journey, so that pessimism and sadness of soul have never dulled the brightness of his zest for existence.

ONTARIO'S BUSINESS TAX.

Text of the New Law.

IRRESPECTIVE of any assessment of land under this Act, in cities, towns and villages, every person occupying or using land in the municipality for the purpose of any business mentioned or described in this section shall be assessed for a sum to be called "business assessment" to be computed by reference to the assessed value of the land so occupied or used by him, as follows:

(a) Every person carrying on the business of a distiller for a sum equal to 125 per cent. of the said assessed value.

(b) Every person carrying on the business of a brewer for a sum equal to the said assessed value.

(c) Every person carrying on the business of a wholesale merchant, of an insurance company, a loan company, or a trust company, as defined by this Act, or of an express company where such land is preoccupied or used mainly for the purposes of its business, or a land company or of a bank or a banker, or of any other financial business for a sum equal to 75 per cent. of the said assessed value.

(d) Every person carrying on the business of what is known as a departmental store or of a retail merchant dealing in more than five branches of retail trade or business in the same premises or in separate departments of premises under one roof, or in connected premises, where the assessed value of the premises exceeds $20,000, or of a manufacturer, lithographer, printer or publisher, or of a hotel or club, or the business of selling, bartering, or trafficking in fermented, spirituous or other liquors in any premises in respect of which a tavern or shop license has been granted, for a sum equal to 50 per cent. of the said assessed value.

(e) Every person practising or carrying on business as a barrister, solicitor, notary public, conveyancer, physician, surgeon, oculist, aurist, medical electrician, dentist, veterinarian, civil or mining or consulting or mechanical or electrical engineer, surveyor or architect for a sum equal to 50 per cent. of the said assessed value.

(f) Every person carrying on the business of a retail merchant, or of a photographer, or of a theatre concert hall, curling or skating rink, or other place of amusement, or of a boarding stable, or a livery or the letting of vehicles or other property for hire, or of a restaurant, eating house, or other house of public entertainment (not being premises in respect of which a tavern or shop license has been granted), or any trade or commercial business not before in this section or in clause (g) specially mentioned, for a sum equal to 25 per cent. of the said assessed value.

(g) Every person carrying on the business of a telegraph or telephone company, or of a tramway or street railway, or of the transmission of oil or water, or of steam, heat, gas or electricity for the purposes of light, heat, or power, for a sum equal to 25 per cent. of the assessed value of the land (not being a highway, road, street, lane, or public place or water), occupied by such person, exclusive of the value of any machinery, plant or appliances erected or placed upon, in, over, under or affixed to such land.

No person shall be assessed in respect of the same premises under more than one of the clauses of sub-section 1, and where any person carries on more than one of the kinds of business mentioned in that sub-section on the same premises, he shall be assessed by reference to the assessed value of the whole of the premises under that one of the said clauses in which is included the kind of business of those so carried on by him to which the highest rate of assessment is applicable.

Where the amount of the assessment of any person assessable under this section would under the foregoing provisions be less than $100, he shall be assessed for the sum of $100.

Where any person mentioned in sub-section 1 occupies or uses land partly for the purpose of his business and partly for the purpose of a residence, he shall be assessed in respect of the part occupied for the purpose of his business only; but this provision shall not apply to persons assessed under clause (e) of subsection 1.

A financial or commercial business, in subsection 1 mentioned, shall not include a business carried on by operating vessel property of the following description, namely, steamboats, sailing or other vessels, tow barges or tugs; nor the business of a steam railway; nor the business of a broker or financial agent, or of a manufacturer's agent, or other agent or intermediary in the business of the sale of goods who has not the actual custody of the goods, or has the custody of samples only.

Every person liable to assessment in respect of a business under subsection 1 shall not be subject to assessment in respect of income derived from such business.

Every person assessed for business assessment shall be personally liable for the payment of the tax thereon and the same shall not constitute a charge upon the land occupied or used.

SEEN IN NEW YORK SHOPS

A HAT that was seen the other day at a Brooklyn milliner's was unique. It was of a warm straw color, each braid of straw alternating with a narrow edge of white lace, ruffled in. The hat had a rather wide rim, and on one side of the crown was a spray of lilacs and pink roses, the white lilacs tinting to a delicate pink—the shade of the roses. That was all the trimming on the hat, which was a very pretty one.

* * *

Millinery is a peculiar art, in which at times there seems to be little grace. One brown hat has around the crown three rows of cherries, one row of white, slightly tinged with pink, one of green, and another of red, the different colors set one above the other. These are stemless cherries, set on as if they were so many beads. On one side of the hat is a bow of brown velvet.

* * *

A smart hat of black and white has the wide rim turned up on the two sides, making the hat into something of a scoop. The outer side of this rim is set with an inch-band of white velvet. Two long plumes, one of black and one of white, fall out at the back of the hat over the hair. On the left side the rim is caught on the top with a white owl's head.

* * *

Among the smartest of parasols to be worn with the tub gowns this year are those of linen. They are of the heavy butcher's linen and are to be found in all colors, different styles and qualities to suit the different purses. They have handles of bog wood, light in color and peculiarly marked. In some of the parasols the raised lines which wander over the bog-wood sticks are touched with the color which predominates in the parasol.

* * *

The colors are those that are to be seen with linen and other wash frocks, and of the attractive shades which are to be found in the heavy linens. There is green, blue, red, or pink, and a most attractive shade of heliotrope—these colors combined with white and black and all white.

* * *

One of the all-white parasols is beautiful. This is in solid embroidery done by hand. In the alternate panels there are embroidered dots and floral designs. One panel has flowers which nearly cover it, and the next is filled in with dots perhaps a quarter of an inch in diameter, these of solid, heavy embroidery as are the flower designs. A parasol like this will cost $13.75, and the price is reasonable enough for the amount of work and the smart effect.

* * *

Another parasol has a border of embroidery a little inside the edge of the parasol, two rows of this in designs of the English eyelet-hole embroidery and openwork enough to let through cool breezes. This will cost $9.75 and can be found in different colors.

* * *

A dotted parasol can be found as low as $4.75, and it makes a very smart and attractive sun umbrella. There is great variety in these dotted parasols as in those of different designs. The embroidered dots are large and cover the linen, being set only sufficiently far apart to look well.

* * *

There are also the parasols in the solid color of the linen and the embroidery matching. It is a matter of choice, and there is a wide variety.

* * *

Sartorial menageries are constantly being replenished, and there are three new animals in black wood in parasol handles this year. One of these which is effective is what is known as the "eating monkey." This animal is in a crouching position on the top of the parasol stick and holds something in his hands which he is devouring. Another is what looks to be a polar bear, though in black wood, and another handle which is smart has an owl with staring glass eyes. These animals are about as large as they can be and at the same time convenient for carrying. The parasols on which they are used are of the coaching order, and cost from $7.95 up.

* * *

Wicker-covered handles for parasols and umbrellas are among the new things of the season. The handle of the parasol is oval, tapering in from the top to the lower end. The top is silver-tipped. These cost $4.98. The umbrella handles are in the ordinary shape used by men, straight, or with a large round crook covered with wicker, and tipped with silver or not—the buyer can take his choice.

* * *

Black and white as a combination, with pale green, are shown in a simple voile gown for a young girl. There is a low-cut vest on the order of the man's evening waistcoat, of white pique, and around the neck and down on either side of the front of the jacket, over the little white waistcoat, is a fold of black satin.

* * *

Hand-made collars of white linen, the regular stiff collar, which are reduced to 50c, come in different styles. One of these fastens in the back, and is set all over with white embroidered dots. Another opens in front, has a turnover corner, and on either side of the front has a little stole-like end done in fancy needlework.

* * *

Pretty hair-line, striped louisines, in golden browns, some blues and greens, are selling for 75c a yard. These are pretty, and louisine is a good-wearing silk.

* * *

There is a chance of a lifetime for the Summer girl in the way of hat bargains. Imported plateaus are selling up town at 12½c apiece. They are of a soft, light straw, in different colors, and can be crumpled, plaited, rolled, or treated in any way desirable to make a becoming hat.

* * *

Before these bargains are discovered, quite the cheapest thing in Spring millinery seems to be straw roses at 12½c a bunch. These have been seen upon some of the good hats this year, and the 12½c ones may make the hats very smart if the milliner has the ability. They come in all colors.

* * *

A high-heeled brown slipper of white has the heel and a piece of the leather carried up the back to the top of the slipper. This gives a shortened effect to the slipper and makes the foot look smaller. There is a bow of brown silk on the toe.

FALL 1904

We are now prepared to show you the **BEST range of samples,** representing goods bought for

FALL 1904

that we have ever had, and possibly the best you have ever seen.

All our representatives are out on their respective routes. Make it your business to see them.

They also have with them a full range of samples of **goods wanted for the sorting trade of**

JUNE, JULY and AUGUST

BROPHY, CAINS & CO.

23 Scott Street, TORONTO.

23 St. Helen Street, MONTREAL.

VIEWS AND INTERVIEWS

MR. J. H. ASHWELL, manager of Ashwell's department stores, Chilliwack, B.C., was in Toronto recently en route for the World's Fair at St. Louis. He is making his journey by easy stages. Before reaching the "Queen City" he spent four or five days in Winnipeg. Mr. Ashwell is one of the most progressive business men in the west, and although he works hard he believes that it pays in the long run for business men to take an occasional vacation, as they not only gain in health but in experience. Besides their store at Chilliwack the firm also have stores at Sardis and Rosedale, B.C. Their store at Chilliwack has recently undergone some improvements and has now a frontage of 93 feet and a depth of 50 feet. Their Chilliwack and Sardis stores are connected by a private telephone system two and one-half miles long, and it has been found very convenient. The system is now being connected with every department at the firm's headquarters.

A Chilliwack Man.

Mr. Ashwell, to use his own words, is a crank on system. He believes that a business man to be successful must be systematic and have his methods thoroughly up-to-date. He is always on the lookout for up-to-date methods and his system of bookkeeping is of the very latest design. He has recently introduced into business a card system for keeping stock. By this system the firm are able to tell every night just how their stock stands in the particular lines to which it applies, and not only does the system enable them to ascertain this but also to check any mistakes which may have been made by a clerk in not entering goods which have been sent out to customers. At present the system only applies to the chief staple lines in the store, but Mr. Ashwell expects in time to have it so extended that it will include every line. He is so far very enthusiastic over the results obtained.

Speaking of business in his neighborhood during the past Winter he says it has been fairly good, although the weather has been more severe than usual. The outlook for the future he considers good.

"Seeding was well on the way when I left home," he said, "and the apple trees and cherry trees were in blossom."

The Ashwell firm is one of the pioneers in that part of British Columbia, they having been in business for thirty-three years. The father of J. H. Ashwell was the founder of the business and he settled in Chilliwack about forty years ago.

MR. J. G. MOODY, Rossland, B.C., is visiting Toronto and other points in Eastern Canada. Mr. Moody was for some years well-known among the wholesale houses in Toronto, and he received a warm welcome from a number of his friends in the Queen City. He has been in Rossland about seven or eight years, and his visit to the east just now is principally on business. In conversation with The Dry Goods Review he said that the business outlook in the Kootenay country was much better than it had been for some years. When asked as to why he thought so, he said: "It is principally on account of what has taken place. That is, the experiments which have been made in treating low grade ores, which appear to be turning out satisfactorily. Experiments which have been carried on by the Elmore oil process of treating ores have been so satisfactory that a plant has been erected at Le Roi No. 2 to treat fifty tons of ore per day. Then Mr. Kirby, manager of the "War Eagle" and "Centre Star," after a two years' experiment at Silica, near Rossland, has erected a plant near the Trail smelter to treat twenty-five tons a day. The operating company is the Rossland Power Co. Had not the experiment proved successful, it is scarcely likely that this plant would have been erected. It is expected that as low as $5 grade ores can be treated profitably by this new process, while in the early days of Rossland camp $15 ore was thrown upon the dump. You can easily see what this means to Rossland."

A Visitor From Rossland.

Speaking of other mining districts of that part of the country, Mr. Moody said that in Slocan district conditions were more favorable than they had been on account of the bounty which the Government now gives to the lead-silver industry.

"The people in the West always seem hopeful," remarked The Review.

"Yes," said Mr. Moody, with a laugh, "but they have now good reason for it. They know the stuff is there."

* * *

MR. W. H. MALKIN, of Vancouver, B.C., was in Toronto lately en route home from a three months' trip to Great Britain. His trip was particularly on pleasure account, and he was accompanied by Mrs. Malkin. The trip has done him a great deal of good and he is returning to business in first-class health. Speaking of business in England, he said that he heard a good many complaints there, "but," added he, "you seldom hear business men in England say that trade is good. Ask a man how business is and he will say, 'Oh, not bad,' even when trade is good."

A Vancouver Wholesaler.

Knox, Morgan & Co.,

Wholesale Dry Goods, HAMILTON.

Hot Weather Goods,

STOCK WELL ASSORTED IN THE FOLLOWING LINES:

Lawns and Fancy Muslins,
Dimitys and Wash Fabrics,
Dress Ginghams,
Taffeta Silks,
Cotton Hose and ½-Hose.
Gloves—Silk, Taffeta, Lisle.
Ladies' and Child's Underwear,
Men's Balbriggan Underwear,
Gent's Neglige Shirts,
Men's Working Shirts,
Blouses and Wrappers,
Parasols and Umbrellas.

Make use of our stock.
Every Department in good shape for sorting.
This will be a short season, and PROMPT SHIPMENTS COUNT.

Try Us.

A Snap Shot !

100 DOZEN MEN'S SUSPENDERS

Fancy Webs.
First-class in all respects.
Put up 1-doz in box.

Assorted qualities ranging from $2.25 to $3.50.

We offer them for $2.00 a dozen

Orders should come quick for this lot.

Seldom is such a good thing offered to the trade. . . . .

LETTER ORDERS will receive quick despatch.

FALL 1904

"Lawrus" Fabrics.

are

exclusive in manufacture and design.

We are the leading House for

RAINPROOF GOODS

The Latest Novelties.

Our Mr. Haley will be at the Windsor Hotel, Montreal, during the months of March, April and May, with a full collection of the above lines.

Law, Russell & Co.,

LIMITED.

BRADFORD——and——LONDON



* This department is conducted and prepared by Mr. J. C. Kirkwood, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. He will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

DOES ADVERTISING PAY?

THIS question is being continually asked, both by men who are advertisers and by men who have not yet entered the arena of publicity. Some say "yes" without an instant's hesitation; others will say "no," and some others will answer, "We don't know." Experience has provided the answer for many; others never having ventured, have no positive views on the subject.

Does farming pay? Does manufacturing pay? Does merchandising pay? To such questions it will be perceived that there is a double answer—one affirmative, one negative. So is it with the question, does advertising pay? So much depends upon the advertiser; upon his courage, his caution, his sanity, his experience; something depends, too, upon local conditions. The history of advertising abounds with examples of remarkable successes, and likewise of grievous failures.

Advertising is a force in business-building—a subtle force resembling the electric current; in the hands of novices, its employment is fraught with danger; in charge of the trained man, it accomplishes its work surely and safely.

Women's Belts and Hand Bags.

Crushed Leather Belts are distinctly the vogue now. We have a very broad showing of the prettiest new styles; in fine calf, seal, mocha and ooze leathers, in shades to match Spring costumes. Some are lined with moire or taffeta silk. Buckles are in gilt, nickel, gun-metal or leather covered, in a variety of shapes, from three to seven inches wide. Prices, $1, $1.50, $2, up to $5.

Some very pretty Crushed Leather Belts, very soft, in assorted colors; leather-covered buckles, at 50c each.

Very neat Carriage Bags are shown in black, tan, brown and pearl gray grain walrus; with eight, nine and ten-inch frames, in nickel, gilt, and gun-metal finish; plain or braided leather handles, fitted with purse and card case—some also with vinaigrette—for $1

Smart new Hand-Bags, of black and tan walrus, with eight-inch covered frames, new acorn gilt clasps, braided handles, fitted with card case and purse, for $2 Broadway

I know of a young man engaged in the wholesale dry goods trade, who three years ago began with $15,000 a bequest from his father's estate. Within this period he has twice been in financial straits, and his known surplus to-day is less than $3,000. I know another young man who began life without a dollar; drove a delivery wagon; served behind a grocery counter; later became a dry goods salesman in a large departmental store; was speedily promoted to an important executive position, and in a year or two was crossing the ocean buying merchandise in the great centres of Britain and Europe. His career was one of steady progress, attended by an ever enlarging income. To-day he has a business, a wholesale business, of his own. Such histories are not rare. The point I make in narrating these contrasted experiences is that it is the man, rather than the business or the opportunity, that makes for success or failure.

Floor and Stair Linens from Scotland and Us.

Nothing makes for rest and coolness—not to mention saving the life of your carpets—more than floor linens do. But there is neither beauty nor economy unless the linens are right

These are. The sturdiest fibre grown was woven into linen by one of the leading manufacturers of Scotland. We selected the patterns early in the Fall—they are new and exclusive to us—made extra specifications as to how the yarns should be woven, and gave him plenty of time to execute every detail carefully.

Result: The strongest, handsomest floor and stair linens possible, For long service and crisp coolness.

(Price list follows)

So it is with advertising. It pays or does not pay, according to the quality of the individual who directs it. Blind ignorance of its principles and practice is likely to result in waste and loss. Enlightened knowledge of its nature and preparation, supported by good judgment, will make advertising profitable—how profitable depends upon the conditions governing each individual case.

A bright writer has said in answering this question, "Does advertising pay?": "Good advertising is news; presented at the right time, in the right place, and in a readable way. Much of the advertising of to-day is put in front of us so that we may by chance stumble over it; shoved at us as street hawkers shove gewgaws in front of passers-by; or so muddled with pictures and type and fantastic designs as to give us eye-strain. Fourteen sizes and styles of type are used to make an impression on people who all their lives are accustomed to reading from type of one size and style at a time. Advertising is necessary not only to the merchant, but to the consumer, and it deserves better treatment. It cannot be done with success 'in any old way.' Advertising should have ginger

and dash and spirit. It shouldn't have to be peddled about to find readers. Good advertising pays; but only when it endorses quality and merit."

MODERN STOREKEEPING.

WHAT the big departmental stores do to attract customers is always interesting to the humbler merchant, even though he cannot incorporate in his own business every feature of the giant distributors of the necessities and luxuries of twentieth century civilization.

Shoes for Women - Latest Lasts.

Like the old woman of the nursery rhyme, we each "live in a shoe." And if the shoe is not a comfortable place, every joy is discounted.

No matter how graceful our shoes are—and there are none more graceful—they are always comfortable, too. In both these essentials, ease and beauty, and in lastingness as well, these Lace and Button Shoes for women are surpassing. The best workmanship. The shapely styles.

And the low prices add zest to the story:

At $2.20—Six styles of fine kidskin, button and lace; shapely and stylish lasts; equal to most $3 shoes.

At $2.60—Five styles, of fine kidskin, button and lace; kid and patent leather tips, high and low heels; equal to the usual $3.50 shoe.

These two special lines are made on finely modeled lasts, from fine lustrous black kidskin, with oak leather soles, welted and stitched. No shams or make-believes in any part, and a complete range of sizes and widths in each style.

At $3—The "Reliable" Shoes—and three dollars never bought such a perfect shoe in every way. The variety of styles is broad enough to please you, no matter what may be your need or choice.

There was recently opened in New York a new departmental store. One of the most attractive departments is that devoted to groceries, occupying with its restaurant and auditorium the entire sixth floor. Here in ornamental oak booths pretty girls give away samples of various breakfast foods, canned dainties, soups, soaps, etc. On another floor is a meat market. Here is a long refrigerator whose glass sides and electrically lighted interior enable the customer to see the fine cuts of beef,

Boys in Blue

Boys' Suits for the warm days—of specially selected, shrunk, tested serge and cheviot in a rich, cool, blue that does not fade.

Blue is the Summer color, and Summer is the time when boys' suits get especially knocked about. And these are the suits of blue that will stand the usage and keep stylish.

Smart fashion. All the sewing is done with silk. Prices are low indeed.

Blue Serge Sailor Suits, with knee trousers; sizes for 4 to 12 years, at $5 to $9.75

Norfolk Jacket Suits sizes for 8 to 16 years, at $6 to $10.

Double breasted Jacket Suits, with knee trousers; sizes for 8 to 16 years, at $5 to $10.

Three-piece suits, Jacket, vest and knee trousers; sizes for 10 to 16 years, at $5 to $10.50

lamb, mutton, veal and poultry within. The counters are made of gray marble, with polished brass trimmings.

A fully equipped dairy is another attraction. It contains a machine that will churn butter out of milk just as it comes from the cow. This is a radical improvement over the old method of waiting for the milk to cool, the cream to rise, and the skimming to be done before the churning could begin. In the new dairy one may see the butter made while one waits, and thus know that it is absolutely fresh and sweet.

Mothers who are obliged to bring their children with them when they go shopping can leave the little ones with nurse-maids in a playground that will be established on the roof of the store. The playground will contain a little pond in which gold fish will swim about, with an island in the centre, reached by a bridge at either end.

On another floor are located a manicure and hair dressing parlor; a house physician, who will attend any persons who are seized with illness in the store, and a sick room, containing two hospital beds. A ladies' parlor, with rocking chairs, writing desks and other accommodatoins, and an Oriental room are also on this floor.

Children's Lawn Dresses 95c Each, worth $1.50

The little ones never look sweeter than in crisp, snow-white, fluttery lawn dresses like these.

They are all new this minute, of fine lawn, in five pretty styles. All with the French waist effect that gives the wee wearers both comfort and grace. They are generously cut, and made with wide hems on the skirts, to allow for the quick growth of the owners.

Trimmed charmingly with embroidery ruffle for insertion. And carefully stitched. $1.50 is a low estimate of their worth. A purchase well-planned lets you have them today for 95c each. Sizes 2 to 5 years.

Tenth street Elevator Table.

An innovation that will certainly please customers is the cash system employed. Instead of waiting for one's money to be placed in a carrier, shot through a tube several storeys to a cashier's desk, opened, the change placed back in the carrier which is returned by tube to the salesman's counter, there to wait until it is opened and its contents handed over to the customer, one's money is taken to a cashier within a few feet of where one stands, the change is placed in one's hand a moment later and the transaction is closed.

NOTES.

I should be very much pleased if more readers of this department would send me examples of advertisements

Fancy Mixed Cheviots In a New Pattern

Good rich brown, navy blue and royal blue cheviots with threads of white running through, in a vague plaid design. A simple and yet unique arrangement that will give individuality to the tailor-made gowns soon to be made from this fabric. It is unmistakeably stylish.

The cheviot itself is fine and durable. It has been subjected to an extra process, technically called "fulling," which gives it additional firmness, "body" and beauty.

85c a yard.

of their own preparing, or to have from them advertisements which they have seen and have liked. These submitted advertisements will be reviewed in these columns if desired, or if preferred will be acknowledged privately. The main purpose of the department is to provide assistance or counsel for those who may desire same.

There has been sent me during the past month a large sheet containing the announcements of a prosperous general store in a Northern Ontario town. Apparently these

sheets are issued monthly. I cannot say that I like the size of the sheet. It is altogether too large too unwieldy; it is impossible to hold it and at the same time read it comfortably. It would be much better to have the sheet half or even quarter the size, and to make the matter cover two or four pages; not only would it look better, but it could be handled with much more satisfaction. I notice, too, that there has been an inexcusable carelessness on somebody's part in the spelling of two or three conspicuous words. For example, I read "April It's Unparelled Bargain Opportunities." "It's" should be "its," and "unparalled" should be unparalleled." Later on, in another place, this same word is spelled "unparalelled."

There is a tendency to deal in alliteratives—a rather antiquated and cheap artifice. For example: "Printed for the People in the People's Popular Store"; "Past Successes But Serve to Spur Us On." Capital letters are used excessively throughout—another wornout idea. The language in some places is too extravagant and altogether unnatural, and cannot be defended. I quote:

"To lend redoubled impetus to the sale, we have inaugurated a system of hydraulic force through the agency of low prices."

"'Twas a continual outpouriug of expressed and exemplified praise and approval, of adoration and appreciation."

"Exclamations of surprise were often heard savoring of delightedness. The Good, the Artistic, the Beauty, the Grace, the Profusion, Adornment, Comfort, Economy, shone out at every turn of the Magnificent Displays."

"We would love to repeat some of the flattering remarks bestowed upon our Spring Merchandise Show, but we'll have to guard our vanity this time, and suffice by cherishing the aftermath in remembrances"

There are other faults, but they are minor. From the points of view of display and general arrangement, the sheet is very good. Its weaknesses are chiefly in the line of occasional tendencies to extravagance and emphasis.

The Young Man And His Clothes.

We consider clothing for young men, 15 to 20 years of age, a problem apart. We study it and solve it without regard to our clothing for older men—ex ept that the same care and taste and quality appear in both.

The young man can feel, when he buys clothing here, that the materials, the shape, the general tone were chosen or designed just f r him. They have an air of youth, as we meant them to have.

Coats are a litle more extreme, just now. Trousers baggy and stylish. The double-breasted sack coat is most popu'ar.

That style, and others:

Double-breasted Sack Suits, in neat gray worsted effects, cassimeres and homespuns at $10 to $20

Single-breasted Sack Suits, in gray worsteds, cassimeres and homespuns, at $8 50 to $18

Black and Blue Sack Suits, in cheviots, thibets and serges, at $8 50 to $20

Men under 36 chest measure may buy their suits among these and find it economy

To my correspondent, who frankly acknowledges his readiness to "learn," and to others whose offences against good advertising are of the same order, I would say: Be simple; don't let yourself be carried away in attempts to do fine writing; the result is likely to be disastrous. Any strained writing is poor writing. To write naturally, simply, straightforwardly is the great thing. It will be found excellent practice to write out what one wishes to say, and then to go over what has been written, striking out what seems unnecessary; smoothing out what appears disjointed or stiff; rearranging sentences and paragraphs. There is no better exercise than this for the man who truly wishes to excel in writing. The great masters of English Robert Louis Stevenson and Lord Tennyson, [illegible] ple pursued this method, with what success the world knows.

There are reproduced this month several advertisements, taken from the announcements of John Wanamaker, New York. They are good models.

The following announcement contains a suggestion of what American department stores are doing to win favor:

Children's Play Garden Is Now Ready.

If you bring the children down-town with you to-day take them to the play garden on the sixth floor. They will like it from the beginning and so will you. There are flowers, plants, running water and clean sand for them to play in. We'll let them have shovels to dig with, pails to put the sand in and furnish them with other means of juvenile diversion

Newspaper advertising is admittedly a sign of business prospertiy. The most successful merchants have been the largest newspaper advertisers. People who read newspapers read advertisements, because when in want of anything the surest, handiest and quickest way to find it is through the advertising columns of the paper.

Here is one man's motto:

"Early to bed and early to rise,
Work like the mischief and Advertise."

Do not crowd your space. If you find it necessary to use more matter than usual by all means increase the size of your space. An overcrowded advertisement is an eye-sore.

Time brings its changes and opportunities. Fifty years ago merchants wrote their own advertisements and wrote them but rarely. It was regarded as a woeful waste of time to change them oftener than three or four times a year. In those days professional adwriting was unthought of. When the day came that individual firms found it necessary to engage the full time of a professional there were many who thought the step a rash one. To-day the professional advertising writer is a necessity and many a salesman has found a better sphere for his talents in writing advertisements than in being behind the counter—has found, too, a better income.

It is impossible to write advertising by rule. The minds of men vary so greatly; their methods of thought are so different, and their modes of expression so unlike that fixed rules for their guidance are absurd to think of. Good English, of course, is imperative, and one should observe the conditions of good advertising, such as simplicity, brevity and forcefulness.

PROGRESSIVE RETAILING

EXCESSIVE PRICES.

PROFITS cannot be reckoned on the percentage cleared from the sale of each article. That is, if two dollars are obtainable for what cost only ninety cents, it does not follow that the merchant is making a pile of money. A profit of a hundred per cent. sounds large, and if he can obtain it, the merchant who has little competition is too apt to convince himself that by so doing he is certain to make his fortune.

This is the unfortunate principle that puts money into the pockets of the mail order house, ruins, to a great extent, the business of merchants whose prices are reasonable and soon brings the downfall of the store using exorbitant prices. In connection with mail order houses, if overcharging reacted on the guilty party only, the results would be justifiable, but by his foolishness he establishes an ungrounded suspicion against others who are carrying on trade at as low a level of prices as that of the mail order house. The public is unthinking and unreasonable enough in this respect to blame all merchants with the faults of one without going to the trouble of verifying their suspicions.

Looking at the question in an offhand way, one is apt to consider it perfectly natural for the merchant without great competition to charge as much as he can, and the outsider is apt to blame him but little. It is with different feelings, however, that a resident views the affair, and he is in a position to inform one of what he thinks of the merchant and how gladly he would deal elsewhere if he could.

The town with its several stores, each monopolizing the trade in a line or two, the village with its lifeless competition, and even the four corners with its one dry goods store, do not provide protection for the merchant who strives for too great profits. No store but has its competitor of varying strength. The store in the country should fear the village, the village the town, the town the city, and all, the mail order house. The farmer is not the stay-at-home he used to be. The extension of his interests takes him often to town and city, the improvement in roads and the railway system provides him with easy traveling, and his greater leisure and wider view of life than merely as a succession of years of toil, make the city and towns attractive spots many times during the year. Thus his trade is not confined to the local store, and the smallest business and most out-of-the-way merchant has to make some effort to retain the custom of his neighbors.

He is blind then, if he does not understand that his level of prices will be discovered, and his store avoided whenever possible. In the Yukon, merchants at first attempted to hold up the public, but even that country was not out of range of the mail order house, and prices had to fall. In more thickly settled parts of the country towns are always near and market days are an event not often missed.

There is always the possibility, too, of a competitor commencing business in the immediate neighborhood. If he does, it will not be sufficient to lower the profits; the old evil will be remembered, and the new store with reasonable prices patronized. The public is long-suffering, but possesses a good memory.

The secret of successful business is moderate profits and quick sales. The aim of men who figure in modern commercial life is to turn over their stocks as quickly as possible. Not only do they control a larger list of customers, and establish a good reputation, but their profits at the end of the year will be larger than would have come if higher prices and a larger percentage of profit had been obtained. Another consideration is that the merchant who makes a profit of $5,000 at the end of the year on small profits is really better off than he who clears the same sum on overcharging. The quicker the turn-over the less likely is there to be shopworn, out-of-style, unseasonable, overstocked goods on the shelves, and the value of such depreciates day by day.

It is a precarious living that is made from the reluctantly given trade of an overcharged business. Neither the merchant nor his methods are approved of; his stock must be confined to staples which customers have immediate need for, and the volume of his business is sure to decrease. When considering the two kinds of profits, that on each transaction and that which is summed up at the end of the year, remember that the latter is the one that alone is worthy of concentrated effort, and that the adoption of the principle that deals only with the former is certain in time to mean the elimination of the latter.

LARGE REDUCTIONS FOR QUICK SALES.

BARGAIN sales are organized not alone for the purpose of attracting trade but just as often to dispose of stock that is carried in too large quantities, or is getting out of season or is soiled, etc. In such cases the drawing of custom is of secondary consideration, the matter of primary importance being the getting rid of the goods offered.

When it is felt that a certain line must be disposed of a reduction is made that varies in size according to the inconvenience of carrying that line or according to the demand for it. If a merchant thinks he can sell a part of the stock at a reduction of ten per cent. he is likely to make that reduction without remembering that it is not a part only that he desires to sell. The result is that possibly a third or a half or more is quite eagerly sought by the public, but there is no demand for the remainder. Then he makes a further reduction and discovers that those who have not bought show a disregard for the line at any price, or think that a further lower-

SAMUEL KIRK & SONS, LTD

Woodhouse Dye Works



LEEDS ENGLAND.

IMPORTANT TO TAILORS & CLOTHIERS

Black Italians, Alpaca, Mohair and Lustre Linings in

PERMANENT FINISH

THE MERITS OF THIS FINISH ARE—

1. Proof against Damp Cloth and Hot-pressing Iron.
2. Finish and Handle unequalled by any other Process.
3. Goods kept in stock gain in appearance.

GOODS ARE STAMPED ON THE BACK AT REGULAR DISTANCES.

S. KIRK & SONS' PERMANENT FINISH

FACSIMILE OF STAMP

STRENGTH UNEQUALLED

BEWARE OF IMITATIONS

SUPPLIED BY ALL THE LEADING HOUSES IN

Bradford, London, Manchester, Glasgow.

ing will occur, or feel that the goods must be rapidly deteriorating in value. If the second reduction does catch some, those who bought first are annoyed that they bought so soon.

It is quite likely to happen, then, on a second sale of the kind, that the public will wait for a further reduction, and the bargain sale will be a failure.

The prices of a line that is to be cleaned out at any cost should be lowered so much as to make a second reduction unnecessary. The swift clearing price is the one that will tell, and will sell the goods more quickly than reductions coming in instalments. With a substantial decrease either the entire line will be disposed of, or so little will remain that no one will remark if that little is almost given away. If a loss must be sustained, get the benefit of the entire amount in the minds of the public rather than make them forget the original price in the series of reductions, and also run the risk

TWO MERCHANTS.

HE went into a certain northwestern town twenty years ago. He sold goods in a small shack. The little stock of groceries was hauled by team from the nearest railway station, twenty miles away.

By dint of saving and hard work he made the stock grow into a more pretentious array, and finally added dry goods.

When he went to bed each night he knew about what he was worth and how much money he had made.

For in that new country most persons paid cash, and his stock was not large enough to have any part of it become a stranger to him.

He moved into a larger store. Trade increased. He grew more ambitious. His accounts became more numerous.

Then he added shoes. He found it necessary to take on a clerk. In three years he had increased his stock from $300 to $5,000, and most of it was paid for.

In the meantime the railroad had been built into the town. It brought more merchants and more people. The merchants furnished competition and the people wanted credit.

The stock grew, the trade grew, the accounts increased in number and aggregate.

Clothing, crockery, furnishings, and other lines came and were given a place in the enlarged store.

He was becoming a big merchant. His goods went into a territory twenty miles one way and thirty another. He borrowed money from the banks, ran big accounts at the wholesale houses, went to market and bought big bills of people he never saw before and may may not have seen since.

They called him the merchant prince of that section.

Traveling salesmen showed the orders he had given them as proof that other merchants ought to have the goods.

His clerks became department buyers. He went into lands and other outside enterprises.

Old stock accumulated. Old accounts accumulated. The profit and loss account was a familiar one to the book-keeper.

After twenty years this merchant prince has discovered that all merchandise in inventory is not worth 100 cents on the dollar, and many "good" accounts can be worthless.

The gas is out of the balloon and slowly but surely the big retail enterprise is coming down to earth again, for he is endeavoring to make arrangements with his creditors.

There is another store in the same town.

The economical little fellow who owns it is not afraid to advertise, but he is frequently afraid to buy.

Every day during the quiet intervals he can be seen rummaging through the stock, calling this clerk's attention to this or that, putting goods to the front which ought to be sold, and giving the new stock rear place wherever it is possible.

"If you want a thing done well," he says, "follow the old saw and do it yourself."

He might have added a word about keeping at it.

He has been at it ten years and he has made money. His inventory represents true value as he is shaking that stock down every day in the year.

He looks after all of the buying and superintends the plans for selling.

"You can make a business too big to be profitable," he says, "and I am not here for fame. It is profit all of us are after."

He is not making arrangements with creditors. He discounts his bills.

"The merchant is entitled to something else in this world," he says, "than chasing after collections from a lot of indifferent people."

So he keeps his bargain list in good shape, makes the price and is careful whom he trusts. That economical but enterprising little merchant can fight any competition on earth because he is armed.—Commercial Bulletin.

THE DEATH OF FRANK P. GRANT.

ON Tuesday, May 3, died Frank Parker Grant, artist, at the early age of twenty-five years. He had come to Toronto last July from Halifax, a happy bridegroom. In less than a year death overtook him. Sadder still, his young wife joined him in the great beyond five days later, unconscious in life of her husband's death. There remains of this brief wedded life an infant daughter less than a month old.

When Mr. Grant came to Toronto he attached himself to the staff of the MacLean Publishing Co., and found exercise for his gifts in the designing of covers and in preparing illustrations for advertisers. Readers of the MacLean Publishing Co.'s trade newspapers, notably The Dry Goods Review, Bookseller and Stationer, and Printer and Publisher, have had during the past ten months, many examples of his work. "Grant, '03," "Grant, 04" are frequent signatures to cover designs of distinguished merit which have appeared on the above-named publications during the past year. About the New Year, Grip, Limited, designers and engravers, began to employ his services with much satisfaction.

It was at the close of an exhausting day, after he had gone to his home, where his wife was alarmingly ill, that Mr. Grant suddenly expired, the cause of death being heart failure. The shock of his death followed so swiftly by that of his wife, has oppressed all those who were brought into touch with them. They were possessed of a large share of amiability and culture and the lives of both were rich with the promises of better and happier things.



The Draper of Australasia,

The Organ of the Drapery and Kindred Trades of the Antipodes.

SUBSCRIPTION $2.50 PER ANN.

post free to any part of the world. A handsome Diary is presented free to annual subscribers.

Publishing Offices:

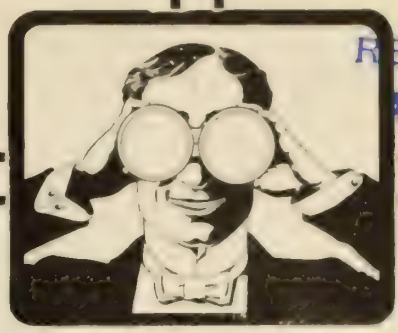
Melbourne, Fink's Buildings.
Sydney, Post Office Chambers.

American and Canadian inquiries will receive prompt attention if sent to the

British Offices: 42 Cannon St., London, E..C

Specimen Copies free on application.

No. 6



RETURNED AUG 19 1904

LOOK INTO OUR PROPOSITION

You let us prepare your advertising we increase your business. That is our proposition in a nutshell.

We save your time, save you bother. We make your advertising attractive, interesting convincing. By increasing the effectiveness we increase its profitableness.

You see, advertising is our business.

REMARKABLE "FREE" OFFER

To show you that we have the ideas which will increase your trade, we will prepare your newspaper ads. for a month free.

We believe in a month's time you will come to realize that we plan each of your ads. to bring the greatest amount of business, that our work brings trade, and that the increased trade our ads. bring will more than offset what we charge for preparing them.

Now could we make this offer if our work is anything but good? If we were not pondering busy merchants a bona fide service?

Of course not, and of course you are not going to miss this chance.

Remember the trial will cost you nothing. You will surely find the experiment interesting, and suppose we prove that we can increase your trade.

NOW is the time to write us.

CHILD & FALL

78 W. Chestnut St.,
WAKEFIELD, MASS.

WE CAN HELP EVERY

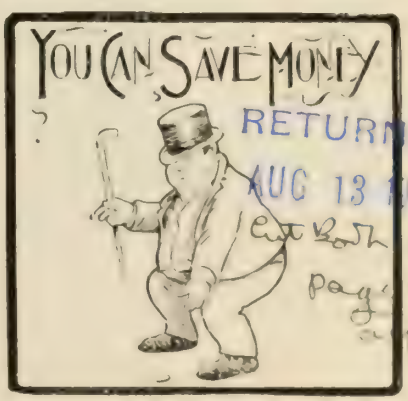
DRY GOODS MERCHANT AND MILLINER

TO MAKE MONEY.

Where is the merchant who has not less or more unsaleable goods on his shelves? These are not seriously injured. They may be as intact as when they came from the manufacturer, but are of some design or color that has passed out of fashion. Possibly they may be a little shelf-worn or faded from window or door display.

We can make these goods just as new-like as when they were first taken out of the packing cases—by dyeing and finishing them in some staple or current-fashion color. Large numbers of merchants all over the country make a regular practice of gathering up their off-stock and sending it to these works to be new-made in this manner.

—In ribbons and feathers we excel. After we have
—curled and dyed the discarded feather stock of
—the milliner, she feels that she has replenished her
—cases with really new stock



RETURNED AUG 13 1904

R. PARKER & CO.

Dyers and Finishers,

HEAD OFFICE and WORKS: 787-791 YONGE ST., TORONTO.

The original and only successful 10c. pattern

THE POLICY OF EVERY SMART TRADESMAN IS TO SELL THE BEST GOODS AT THE LOWEST PRICE.

The women of America, wherever they find it, say that

The New Idea 10c. Pattern

IS THE
BEST PAPER
PATTERN.

The Dry Goods Merchants of America and Canada evidently agree with them as thousands of them (among whom are most of the shrewdest and most famous traders of the continent) sell our Pattern and advertise it in the public press as

THE BEST
PATTERN.

It seems to us that we can use no greater argument than this to induce you to handle our patterns. If these prosperous individuals and syndicates have proven that what we offer is a profitable investment, are you not throwing away golden opportunities by not taking advantage of our proposition?

EVERY
PATTERN
RETAILS
AT 10c.



THE NEW IDEA PATTERN CO.

Home Office: 636-638 Broadway, NEW YORK CITY.
Western Office: 232-234 Fifth Ave., CHICAGO, ILL. 202 Board of Education Building, St. LOUIS, MO.
Canadian Office: 36 Toronto St., TORONTO.

PARIS FASHIONS

By A. E. DACAM, for "Dry Goods Review."

The Imitation of Novelties by the "Maisons de Nouveaute" Description of Handsome Satin Gown—The Latest in Coats and Costumes Fashions in Neckwear.

May 16, 1904.

THE greatest difficulty that the modern dressmaker and milliner has to contend with is the immediate imitation of any novelty by the "Maisons de Nouveaute." No sooner has a model been launched and worn by a fashionable woman than it is to be seen in the "vitrines" or the "Aix Trois Quartiers" or some such house, and the principal point of distinction between that and the original is the price. It seems that "Les Parisiennes" and our American visitors are getting more and more into the habit of buying their gowns in these "Maisons de Nouveaute" and going to the private dressmaker for their very smartest only.

• • •

One of the most brilliant of recent fetes was the gala night at the Theatre Sarah Bernhardt, given in aid of the Russian wounded, and which was, from both a social and charitable point of view, a great success. Particularly to be noticed were the diamonds, both for number and quality, as well as for their beautiful setting in collars and diadems. A French paper, without much exaggeration, says, "la salle ruisselait de leurs feux," putting in the shade the electric tulip decorations of the theatre. For day wear pearls are still more worn than any other stone.

• • •

The first sketch is a white satin gown worn by the Comtesse G. at this fete. The corsage is very pointed, and an over-draping of mousseline de soie is held in place by a decoration of brilliants. The shoulder straps also are of brilliants, just catching the gathering of mousseline, which serves for sleeve and falls in wide streamers to the hem of the skirt. The skirt is very full with the exception of the apron. A reversed box-pleat gives this the effect of being cut apart and joined and held in place by strappings and ball fringes of white silk. This reversed box-pleat is repeated at each side with exactly the same effect. A linen crash—modification of the Russian crash—is being used for walking costumes, particularly for country wear, as well as neat looking cheviots and covert coatings.

• • •

The Carrick coat seems to have come back to stay for a while, in beige, champagne or red cloth, trimmed with embroidered yoke and shoulder empiecement, while the sleeve capes are taken to exactly the same length as the jacket or two or three inches above. For smarter wear a black taffeta sac jacket is worn with a small cape, stole and very wide sleeves, all very much tucked and either embroidered or trimmed with lace, and finished with a deep frill at the wrists. Almost all these cloaks and jackets are made without a collar and are cut open a little in front to show a small pointed yoke.

Illustration No. 2 is a long redingote and quite the "dernier-cri," in puce colored taffetas, the only trimming being narrow tucks, vertical and horizontal. The sleeves are very full and finished with square, turned back cuffs. The collar is in chestnut colored velvet. The



Illustration No. 1.

skirt should be a repetition of the jacket basque and a large picture hat in puce-colored straw could be worn trimmed with a wreath of large roses, in tones ranging from yellow to chestnut. These art-colored flowers show off with very good effect when well arranged, more especially the roses. Pale pink and blue are pretty; so are shades from lemon yellow to green, and orange to brown.

Toques and hats are also very much trimmed with fruit. Grapes, cherries, red, black and white currants are all having their day. A pretty toque is in red straw, the brim about half an inch above the crown and being, on the outside, almost covered with bunches of black currants, with a few stalks and leaves showing, while a bunch of very large cherries is placed on the edge of the brim to the left, with some of the fruit falling onto the crown and the rest hanging over the brim with the leaves standing up between.

* * *

A simple walking hat is a low-crowned sailor shape, the straw being the color of ripe corn. A band of cherry-colored ribbon is twisted round the crown, the join being covered with two rosettes on the right, from whence a band of ribbon is taken quite across the crown



Illustration No. 2.

to underneath the left brim, where it is finished off with a bunch of cherries and leaves. A black straw picture hat with medium crown and the left brim raised higher than the right, is very simply trimmed with a drapery of black lace and a large curved buckle of pink roses, reaching from the centre of the crown quite over and under the left brim. A more dressy hat is a tricorne of shaving straw, with an inch-wide green edging. A wreath of roses made of the same shaving straw is laid round the crown with all the leaves to the centre; just in the bend on the left side is a large green cockade.

* * *

Stoles are just as much in favor as last season, and the ermine cravattes will be worn all through the Summer. The long "plume de coq" stoles are made with the feathers as close as possible and uncurled and with the additional charm of being reversible—that is, one side will be white and the other brown, or one side grey and the reverse black, and so on as fancy and the dyer's art dictate. Another stole that is selling readily is the uncurled ostrich feather in white, with just a slight shading of fawn.

* * *

For morning wear linen collars are selling well, but these are mostly fancy articles and far removed from the masculine-looking collar and tie of the average Englishwoman. A little embroidered turned-down edging is very pretty, as well as piping, and an openwork hem. The neckties are usually small bows of silk to tone with the costume or a "rabat" of lace fastened with fancy-headed pins. In these days of exaggerated trimmings it is quite refreshing to meet with a classic tailor-made such as I have just seen in the Bois. This costume of dark blue cloth, perfectly close fitting, was made with the skirt just escaping the ground all round and enough fulness to give it an up-to-date look. The redingote with single buttons, long basque rounded off in front, sloping pockets, tight-fitting sleeves with two buttons at cuffs and turned-down collar and revers was neatly finished with turned-down linen collar, black satin tie and linen cuffs. With this was worn a large blue straw "capeline," lined with white straw, trimmed with a long draping of black lace, falling to below the waist at the back and fastened to the crown by two very large pearl-headed pins.

EFFECTIVE DISPLAY.

How to Show the New Skirt on a Papier-Mache Form.

THE skirt of the year is either shirred or pleated—that is, in sheer materials—and to show how these skirts will look when made up in this style window trimmers are arranging voiles and veilings in a new way over the papier-mache forms which they use for showing dress fabrics.

The material is doubled across the piece and evenly pleated on the form, just above the waist-line, where a belt is used to confine it. The pleats are laid evenly until a little below the hips, where a galoon or band of lace or trimming, the pattern of which admits of a ribbon being threaded through it, is placed around and the ribbon tied, either in front or at the side or back, and the pleats are let loose below. This gives the fashionable full skirt effect. The form is just the same as the one used for the tight skirt.

POPULARITY OF CHAMPAGNE.

THE prominence of champagne is seen in all weaves. It is conspicuous in wash dress goods, but it is not by any means confined to this stock or any one or two weaves or stocks. The entire line of dress goods has this very popular color. It is seen in silks as well as cottons and also in wool and mohair weaves. This season it has been a prime favorite and although this is true for the present season it also gives promise of continuing to be popular for some time to come. Browns are recognized as strong colors not only for the present time, but also for the next season.

ESTABLISHED 1791.

Horrockses'

Longcloths, Nainsooks,

Cambrics,

India Longcloths,

Sheetings,

Ready-made Sheets,

(plain and hemstitched).
HORROCKSES' name on each sheet.

Flannelettes of the highest quality.

N.B.—SEE "HORROCKSES" ON SELVEDGE.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.

3 in One



A good line for your notion counter. Easy to sell and makes friends wherever it goes. Splendid for furniture and the best lubricant in the world. Sold by all leading jobbers. Write for samples and advertising.

G. W. COLE CO.

143 Broadway, - - New York.

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR, CRESCENT and PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

North Star, Crescent and Pearl Batting.

"Old Bleach" Linens

ALL GRASS BLEACHED.

"All in the Spring was the brown Flax spun,
All in the Summer it bleached in the sun."—Phœbe Cary.

TOWELS
HUCKABACKS
DIAPERS
DRESS LINENS
SHEETS
SHEETINGS
PILLOW LINENS
EMBROIDERY LINENS
H. S. SQUARES
H. S. RUNNERS
H. S. SHAMS



Bleach Green (100 acres), Randalstown.

NOTE—THE TRADE MARK

"OLD BLEACH"

IS STAMPED ON EVERY TOWEL and ON EVERY YARD OF LINEN, HUCK AND DIAPER.

COMPARE THE BEAUTIFUL SILKY LUSTRE OF THESE GOODS WITH ANY OTHER MAKE.

THE OLD BLEACH LINEN CO., Randalstown, Ireland

R. H. COSBIE, **Sole Agent for the Dominion, - 30 West Wellington Street, TORONTO**

BEST THINGS FROM THE MAGAZINES

THE HUMORS OF ADVERTISING.

AN amusing article on the humorous side of advertising appears in the May number of the Atlantic Monthly. To a person who can regard the great mass of modern advertising matter from the proper perspective, much that is distinctly amusing is to be seen. The egoism of many modern advertisers, for instance, occasionally overreaches the dignity of their position and the public laughs. Mr. Joe Chapple, who is the great "I am" of the National Magazine, is always over-reaching and to good effect. He speaks in the public prints:

"Do you know Joe Chapple,—the boy who came out of the west almost penniless, and has built up a National Magazine? Do you know Joe Chapple,—the man who gained his knowledge of human nature on the bumpers of freight trains; trading an old gray horse for his first printing press; a printer's devil at twelve, an editor at sixteen,—through all phases of social life, up to an invited guest on presidential trains, and as special representative at the coronation in Westminster Abbey? Presidents, members of the cabinet, Supreme Court judges, diplomats, United States senators, congressmen and governors know Joe Chapple."

Self-advertising is one thing, but it is a bare-faced scheme. Much better by careful and insidious scheming to get some one else to do the advertising for you. Then the humor becomes deeper and more piquant. A reverend apostle of temperance has been mischievously trapped into indorsing a patent medicine chiefly compounded of spirits of wine. The whole business of sponsoring other men's goods should be carefully marked with bell buoys.

A third method of advertising finds its expression in the offering of sample bottles or sample jokes, or even sample shudders. The proprietor of a melodrama announces that "the breakage of costly bricabrac during the fight in the Bucket of Blood Saloon makes a weekly expense equal to the entire salary list of some companies." This is the sample shudder.

Detraction is a fourth and admirable method of advertising which has its humorous side. P. T. Barnum once threatened to purchase Shakespeare's house and ship it to America. The people howled but Barnum didn't mind. It was so much free talk for him.

Last of all, there is the advertisement which aims directly at humor. What could be more amusing than the trials and tribulations of Jim Dumps or the benignant smiles of Sunny Jim? There is a mischievous humor in the Preacher Cigar, the Three Nuns Cigarette and St. Mary's Distillery, which tickles the fancy and sells the goods.

NAVAJO BLANKETS.

AN expert on the subject of Indian weaving contributes to Out West for May a valuable article on "Navajo Blankets." There are, it appears, three eras in Navajo weaving. The first one produced the "old weaves" from natural-colored and from mineral and vegetable-dyed wools. "In making these the Indian worked for his use and pride. They spun the threads fine, which was done with the old style spindle (a thin stick through a wood disc), and dyed with great care, then wound it into balls, which were passed by the hands through the loom, setting apart by count so many threads as necessary, each and every time of passing such balls, in order to bring out the desired design. Every article produced was intended to last for ages and be an heirloom. The consequence was a product of merit and art, which took a long time for its construction. These included buck, squaw and saddle blankets, squaw dresses, dance aprons and belts, hair and legging ties, and are to-day of priceless value. There is no one who can put a price on a fine specimen of this order, it being simply worth what the holder asks for it."

The second class had its origin about 1875 and was partly made from old-weave material and partly from Germantown, zephyr, saxony and other yarns. This second class is partly good, as it retains to some extent both in weave and color some of the old traits, and will in a measure serve collectors with that part of them which is of the old type.

The third class originated about 1885, and these are made from Germantown, saxony and other yarns and from natural wool and from natural wool aniline dyed. With the exception of those made from the natural colored wools, these are of no use to the collector.

"As to designs, some have meanings, others not. For instance, the cross represents the four cardinal points of the compass, and also good luck; then you have the male and female lightning, the latter being designated by the blunt end, the so-called cow, representing sacred inspiration or the horizon, the rain and sun clouds, the wind and animals, the sun, moon and stars, and the wall of Troy, the latter representing our path in life in this and the other world.

"Colors to some extent also have their meaning, as for instance: Red—strength, delight, etc., blue—truth, fidelity, sincerity, etc., white—purity, innocence, etc., black—piety, sorrow, command or rule."

THE DOUKOBOR IN CANADA.

MR. E. W. THOMPSON, once a special writer on the Toronto Globe, has been studying the Doukobor colony in the Northwest of Canada for Collier's Weekly, and the results of his investigation are contained in an interesting article in the issue of that publication for April 30.

The principal tenet of the Doukobors is that "the spirit of Christ or Conscience dwells in all men." From this they both reason and act logically. They have no organized church, no clergy, no worship more formal than occasional meetings at dawn for devotional singing, bowing profoundly to the Christ in each, and such remarks as the elder may vouchsafe. To express their characteristics in a nutshell, they are Quakers, teetotalers, vegetarians, anti-tobacconists, communists and professional philanthropists, all in one.

"Doukobor women wear no corsets. They are expert in sewing, embroidery and lace making. All the tasteful

ornamentation of their shapeless garments is made by their skilful fingers. They are fond of being photographed in their finery, which might bring high prices in New York. They wear starched and ornamented caps within doors and small head-shawls in the open. They decorate the whitewashed interior of their cabins by curiously artful arrangements of crude colored advertising cards, from which the letters are cut away. Usually their faces have the placid look of rest, but often, in talk, they shine with happiness. Some are composedly beautiful in a large way. Cleanly and dressy in their peasant fashion, they are never neat except in their best clothes. At work in cabin or field, they wear old garments, often torn and not always patched. In Winter, they wear outdoors vast cloaks of sheepskin with the wool inside, and appear additionally widened as by numerous petticoats. At all seasons they carry heavy burdens of water, two pailfuls, hung at opposite ends of a neck yoke. Theirs is most of the rough work about the houses and much of that in the fields. Though they serve and stand back when the men are at table with strangers, and generally seem to regard the males as privileged persons, their attitude appears maternal and not inferior. That they direct affairs a good deal is evident when Doukobors are seen in a Canadian town. There the men commonly follow the striding women meekly, watch them buying at the stores, and carry away the heavier parcels.

"The men include many skilful mechanics. Some fashion anvils, hinges of excellent workmanship, and varied decorative ironwork. Others cut remarkable scrolls for gable-boards; carve and paint curious chairs; window trimmings and door posts; mold the bodies of sleighs with laborious art, and beautify them with elaborate relievos in wood. All alike aid in building great clay stoves of many flues, which heat their cabins gently and thoroughly."

A DYING INDUSTRY.

THE most perfect system of inland waterways in the world." Such is the Mississippi River with its great tributaries and its numberless ramifications, extending from the Alleghanies on the east to the Rockies on the west, from the Gulf of Mexico on the south to almost the Canadian boundary on the north. And yet its day of usefulness as a channel of commerce is almost over. The railways have superseded the steamboats. The tale of the rise and fall of the steamboat business is told by Mr. H. M. Chittenden in The World To-day for May.

"The steamboat business on the Mississippi and its tributaries was in full vigor during all the period from 1840 to 1860. In the first of these decades, the actual number of boats was greater, but the magnitude of business was greater in the second. It was truly a marvelous feature of the commercial history of the country, and one that can never be reviewed without a feeling of regret that it might not have survived. There is something about the navigation of rivers that finds a tender spot in the public heart, and people are loth to admit that their utility as highways of commerce has permanently passed away.

"The best year for steamboat business on the Mississippi is said to have been the one immediately before the outbreak of the Civil War. During that conflict, until the north gained control of the river, commercial boating below the mouth of the Ohio was broken up entirely. It was also somewhat interfered with for a time on the Ohio and Lower Missouri, and the Mississippi between St. Louis and Cairo.

"Long before the steamboat business on the Mississippi and its tributaries had reached its maximum, the forces which were to accomplish its ruin had begun to operate. The beginning of practical railroading followed many years after that of steamboating, but when it once got well under way its progress and development rapidly outstripped those of its older rival.

"For many years, from one cause and another, the boats held their own; but finally the railroads got the upper hand, and their vast development in the twenty-five years following the Civil War practically drove the steamboat business from the rivers. The Ohio, where commercial steamboating in the Mississippi Valley began, holds its own better than the other tributaries, because of its commerce in coal, which is floated down in barges from Pittsburg to New Orleans. The Lower Mississippi has lost most of its commerce, except that from the Ohio, and the case is even more hopeless on the Upper Mississippi and the Missouri.

AFTER THE SHUTTERS ARE UP.

The mild business man was calmly reading his paper in the crowded trolley car. In front of him stood a little woman hanging by a strap. Her arm was being slowly torn out of her body, her eyes were flashing at him, but she constrained herself to silence.

Finally, after he had endured it for twenty minutes, he touched her arm and said:

"Madame, you are standing on my foot."

"Oh, am I?" she savagely retorted; "I thought it was a valise."

* * *

Husband: "Here they have brought me an account for a ball costume; how is that?"

Wife: "Oh, don't you remember? It is for the green dress I wore last year at the ball where we first met."

Husband: "So-o-o-o, and now I am expected to pay for the net with which I was caught!"

* * *

Our eldest boy was staying at the house of a relative who was about to undergo a slight operation. We asked him to send us a wire to let us know the result. It so happened that an aged aunt in the same house expired on the same day, and this is the telegram that reached us:

"Operation quite successful. Aunty dead."

What the telegraph officials thought of us we dared not guess, but we took hasty steps to quit the neighborhood.

* * *

Her feet are shod in mannish boots,
Her hands are in a muff,
Her coat is of the warmest fur,
Her gown is heavy stuff.

Her collar, that she wears turned up,
Comes almost to her nose,
Then on her head she wears for warmth
Two feathers and a rose.

* * *

"I have noticed one thing about widows' weeds," said his Reverence.

"What's that?"

"They rarely interfere with the growth of orange blossoms on the same soil."

The High-Class Washing Material

"Viyella"

(Registered)



The famous "TWO GIRLS" TRADE MARK (Regd.)

DOES NOT SHRINK.

The Greatest Textile Success of the Age.

FOR

Nightdresses,
Dayshirts,
Blouses,
Pyjamas, etc.

DAY AND NIGHT WEAR.

Wm. Hollins & Co., Limited

Spinners and Manufacturers

Friday Street, LONDON, ENG. (SOLE PROPRIETORS).

Canadian Agent, Mr. William C. Meredith, 3 Wellington Street East, TORONTO.

THE OFFICE END

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

CARDS VS. LEDGERS.

BEFORE the Birmingham Chartered Accountants' Students' Society, Mr. John Wilson, a director of a large English house, delivered a lecture dealing with bookkeeping by cards. A part of his lecture was as follows:

Permit me at the outset to clearly state I do not claim to be the originator of the card system, but of a card system of bookkeeping. For a layman to address a society of students who are daily in touch with the most expert and up-to-date accountants savors somewhat of egotism. I do not claim to be an accountant, but my long experience of counting-house work has educated me for account-keeping suitable for a large commercial house where there are continuous entries recurring, and with a view of advancing a greater interest in an important section of all commercial enterprise—namely, the "keeping of accounts," I have always recognized its importance and pressed its claims.

In my opinion, it matters little whether accounts are kept in ledgers, on loose leaves, or on cards; the essential in account-keeping being accuracy, safety, simplicity. If without endangering these essentials I can obtain the same results more readily and so save labor and expense, I am sufficiently radical to try any labor-saving method, or, to use the hackneyed election cry, combine "economy with efficiency."

1. As to Accuracy.—Because a leaf is loose, instead of being bound in a book, can make no possible difference as far as an actual record is concerned.

2. As to Safety.—I have proved that a leaf can be taken from a ledger and not missed for weeks, months, and perhaps not at all, unless wanted.

Now, a card cannot be taken from a cabinet without being instantly missed. Therefore, I claim that a cabinet of cards, properly managed, and subject to daily checks only a glance—is quite as safe as a ledger.

3. Simplicity.—There can be no possible doubt that a card can be much easier found than a folio in a ledger, and the calling back from the card much quicker.

Pardon me for a moment taking you through an ordinary posting.

We have here the journal or day-book entry, and find on page 7-783:

Polley and Clarke, Limited,
66 Corporation street,
Birmingham, £19 17s 4 1-2d.

The old method is:

Refer to index page.

Find the name and folio, say 2823.

Find 2823 in ledger.

Make our entry: £19 17s 4 1-2d, 7-783 reference.

Turn to day-book, and fill in folio of ledger, 2823.

We have five transactions, and eight figures of reference.

By the introduction of the combination of my card system with the Library Bureau, Addressograph, and Burroughs' Adding Machine, I claim to have saved half the labor of posting, calling back, making statements, addressing the envelopes and balancing the ledgers.

Example:

Polley and Clarke, Limited,
becomes 2823.

The spelling and address has been checked and approved, so once right always right. Get your addressograph link correct and the combination of links to suit your requirements and mistakes become almost impossible if ordinary care is used.

The Addressograph.—To set up a link takes three to five minutes. The first process for a new account seems a little waste of time. This, however, is not so when you consider the process of one transaction only.

For instance, the name repeats itself for index accounts, circulars index, ledger index, heading ledger, heading invoice and envelope, heading statement and envelope, label on parcel, consignment note—at least twelve repeats. If, therefore, you are getting the same customer constantly repeating, the saving is considerable. If you will time the boy at the addressograph you will see how quickly the addressing is done.

2823 Twenty repeats please.

The loose sheets, of course, represent the various stationery.

I think I am well within the mark in saying it takes a fast writer to address 100 envelopes in the hour, and then accuracy is not of necessity secured; this number can be produced from the addressograph in five minutes.

Shall we now consider the ledger?

Who has not longed to give a helping hand when a ledger was "out"? And several who could have helped were helpless because it was "one man, one book." This difficulty is solved by using the card ledger. You can take it in sections, and put on as many clerks as there are sections, or a clerk to each card if you wish it.

On interviewing customers relative to the state of an account or a dispute, the old-fashioned order of "Bring in the ledger" has passed away. Instead of stopping the ledger clerk or sending him off for a holiday, or to pass perhaps half an hour in idleness while you have the ledger, or worse still, to find a clerk popping in and out like a jack-in-the-box to make a reference or two from his ledger, the new order of things is, "No. 101 ledger card, please!" You have the account you want, the clerk is free to follow his own sweet will—or rather, go on with his work, the customer can look over your shoulder while he discusses the account, without your fear of exposing his neighbor's account on the opposite page.

Early in the month I had the misfortune to be in bed for a few days; some dozen accounts or more re-



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Please send me printed matter and information as to why a merchant should use a National Cash Register, as per your ad. in Dry Goods Review

Name _____

Address _____

quired dealing with as to immediate delivery of goods exceeding the high limit mark. Before a just decision could be given it was necessary to review the working of the account for twelve months or more. Let me give you the alternative under the old rule:

1. A clerk spending unlimited time taking copies of the accounts; or,

2. Loading up the ledgers and carting them to me! The poor invalid groans under the ledger on his bed! The work at the office ceases until the return of the cart!

This is now changed; we are under the dispensation of the card system. The clerk waltzes gaily into the room with a dozen or more ledger cards some few ounces in weight; the bed-stricken one, without even raising himself on his pillow, reviews the position of the account, gives a fair and wise decision, and so once more mind prevails over matter, or, in other words, cards triumph over ledgers. This, however, may be criticized as theory, and it has truly been said: "One ounce of fact is worth pounds of theory"; still, theory must come first, hence I have taken it in order. We will now take a few facts:

I have here a perforated sheet taken from a book, on the left-hand side of which are particulars of nineteen departments. Instead of posting from a book in which there are twenty-one pages of detail, I distribute the book by tearing out the perforated portion, so that the eight sections of the business can be posted at the same time. There are fifty-one postings to be done, and I will ask the ledger clerk and his junior to post fifty-one items—the actual transactions of a portion of a section for one day. Will you kindly time them during the work: and I will go on talking. I make the time 7.12.

My past experience has been that to refer to a loose index, post and call back fifty postings, took twenty-five to thirty minutes, or say 1,500 postings and calling back was a good day's work for ledger clerk and junior, and then when ledgers came to be balanced you sometimes found a mistake—but where? Somewhere in the book, certainly, but where? Now with the cards you have the accounts disconnected with the other accounts, and know for a certainty that the error must be on the cards out of the cabinet, not those in the cabinet. In calling back a ledger you have to repeat the process of finding folio after folio; with the cards they are in order, and called back much more quickly. I admit the cards have to be put away again, but this is a small matter, as you will see when the junior comes to that process. We will now wait completion of the posting and calling back.

Statements.—The rendering of statements cannot fail to more or less disorganize the ledger work, and I purpose to make out monthly statements for the accounts just posted. I think it will be admitted that an ordinary monthly statement from a wholesale house will contain three to ten items, that is, two or three purchases weekly; therefore there are ten lines of figures and three lines of address on statement, and three lines of address on wrapper. The addresses, we admit, are half the work. If four students will kindly take twenty-five of the thirty cards and make out the statements, name and address, date and account, and then on the back or at foot—whichever they choose—write the name and address again to represent the wrapper or envelope, my ledger clerk and junior, by the aid of the addressograph shall take the other twenty-five. This completed, they shall enter the number equal to the name—because the number and name are combined—and add up the amounts of their twenty-five statements, and the boy will enter the same and cast them up on the Burroughs adding machine.

Pause for result. Bad dets 2709, 2765, 2803, 2806. The taking out of ledger balances is greatly assisted by the adding machine, as you enter and cast at the same time.

May I now trespass for a few moments longer in referring again to my introductory remarks—namely, to refer to some of the difficulties which are certain to accompany the changing of a system from books to cards? Presuming that cards are come, as the Yankees say, to stay, some interest may have been excited by to-night's discussion, and I would, therefore, commend to your kind consideration trying a diary on the card system principle, because I am bound to admit I was more or less infatuated with the idea, and, when changing our system I had for the time being cards on the brain. Again I would say, don't take up the card system in place of ledgers unless you feel you can make it a hobby; but I feel sure your hobby would prove a profitable one, as any loose leaf—or card preferred—must of necessity permit a greater facility for work.

Don't be discouraged because the method is new; if the card system is practicable it has come to stay, and the young students and young men of to-day have to educate themselves to it. If, on the other hand, the card system has only caught the fancy for the time being, no propping up in the way of lectures or forming of hobbies can possibly capture the practical mind of the Englishman.

Time after time it is suggested: "Try a section of a business only." This, however, is not my advice; what I say and practice is: Decide on your system, use every care to ascertain if you are right, get your goal in view, and then go for it with all your might.

THE STENOGRAPHER'S BRAINS.

By Irving L. Hirshman.

IN these strenuous days of rush and bustle, when business is becoming more and more of a mail or correspondence nature, men who are able to dictate bright, clear-cut, forceful, business-bringing letters are in demand everywhere.

However, no one man should be or ever is the sole judge of the effectiveness of his own letters; those to whom he writes are the final judges in such matters. But a poor letter can often be made good, or a good one made better, if the correspondent, be he manager or employe, will apply the old adage that "Two heads are better than one."

By this the writer means that a certain feeling of freedom and also of responsibility should be granted to the stenographers to whom the dictation is given. The stenographer should be impressed with the idea that she is not a mere automaton and is not to simply write her shorthand as she understands it to be dictated. She should be made to feel that she is in a position of some

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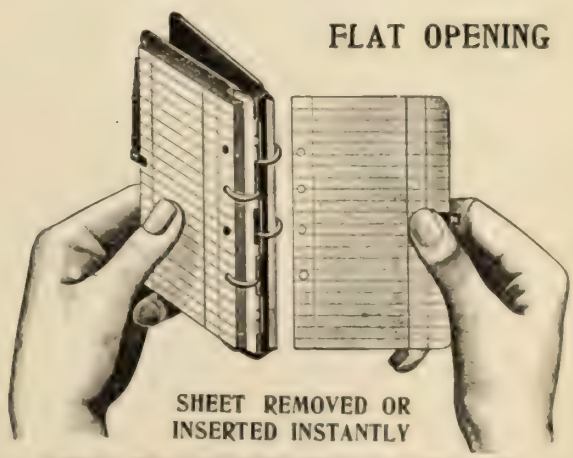
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responsibility as to the proper sound and clearness of the matter which she is taking.

There are many times when even a good correspondent will use a phrase that does not seem quite clear to the reader or will unconsciously repeat the same word when the substitution of a synonym or other word, would not only sound better, but might strengthen the force.

In order to avoid just such cases, the first essential is to secure a first-class stenographer. Then instil into her mind the idea that she is not a machine, but is at perfect liberty to use her brains—the oftener the better. Have her understand that when she thinks you are not dictating a clear or easily understood letter she is free to say so and, if possible, to suggest wherein other wording would make the letter read better. Have her feel that she is co-operating with you in getting out the best letter possible; that if, while taking notes, she notices you have repeated a word or phrase unnecessarily, she makes herself more valuable by calling your attention to the matter.

This puts her upon her mettle, gives her a certain responsibility and consequent pride in the letters she turns out.

All of these things are good. They cause interest in the business to become more keen and deep-seated and act as a healthy stimulant.

Give a good stenographer, clerk or employe a certain amount of responsibility and a freedom from unnecessary restraint, and you secure to yourself a better employe—a living assistant, not a machine. Of course, the writer does not mean that all restraint shall be removed or undue freedom be given, but he is frank to say that the cringing, frightened, silenced stenographer or clerk is seldom the successful one, or the one whose services are most valued.

COMMERCIAL LAW.

FREQUENTLY business men have need of the services of lawyers in centres other than their own. Whether for legal representation, the organization of companies, searching titles to property, watching the interests of creditors or for the collection of accounts it is generally wise to be in close touch with a reliable legal firm who are "on the spot." For this reason, merchants should often refer to the legal cards on another page. The firms whose card are inserted are reliable and capable of any work required of them by readers of this paper.

"WE NEVER ACCEPT DRAFTS."

Editor Dry Goods Review:

SIR: The annoyance and inconvenience caused by the refusal of business men throughout Canada to properly close transactions by acceptance has become so widespread as to demand serious attention. The class of business men who say curtly: "We never accept drafts, we pay cash," are men, who, admirable in other respects, have become, owing to a moderate success, purse proud. Commencing in a small way, they have, by careful attention to business, attained a position of comparative ease. These people have the mistaken idea that by refusing acceptances and advertising the fact that they "pay cash" they impress upon the mind of the business world the idea that they have become financial magnates. Their narrow early training and experience of small things has blinded them to the fact that the universal adoption of their business system would paralyze all commerce and lock the wheels of the world's business in forty-eight hours. There are a few of this class who are consistent in their objection to acceptances, and honest in their claim to "pay cash." These, on refusing drafts, invariably forward payment for the amount drawn for, after deducting bank rate of interest for prepayment. Such as these deserve and receive only the highest praise from the business community. For the class who refuse acceptances, and all negotiable settlements until the maturity of the payment, for no better reason than to advertise the fact that they "pay cash," and the apparent desire to pose before the business community as rivals to Carnegie and Rothschild, no language is too strong to express condemnation of their methods. Their conduct, instead of creating a feeling of confidence in their financial responsibility, has an exactly opposite effect. It simply creates a feeling of doubt as to their expectation to be able to meet the payment when it matures.

Their short-sighted policy has, besides, the effect of cutting their own throats in another direction. There are always among our manufacturers and wholesale merchants some who are not financially strong, who, under pressing necessity, often make heavy sacrifices of large lines of goods to realize funds for present use. These people know that the "draft crank" will not make a negotiable settlement. They therefore shun him like a pestilence, and all their snaps go to his competitor, whose eyes are open to the advantages of honoring acceptances for his purchases. The "draft crank" is thus subjected, through his blind policy, to a killing competition, against which he has himself closed the avenue through which he might protect himself.

Such people as these could not be expected to be influenced by consideration for the convenience of those with whom they do business, but their eyes should be opened to the fact that they gratify their silly vanity of posturing before the business public as budding millionaires at the expense of sacrificing the advantage of purchasing their supplies under the most favorable conditions. An accurate knowledge of how much their "cheap glory" costs them would probably lead them to conform to prevailing business methods, and cause the words "we pay cash" to occupy a much more modest space in their vocabulary.

D. FERGUSON.

Toronto, May 19, 1904.

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LEGAL CARDS.

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THE YOUNG MAN IN BUSINSS

A LITTLE ADVICE.

"I'M on the anxious seat," said the youth with the red necktie. "I'm holding my job still, but I'm looking down the 'help wanted' column every night, wondering what a young man, energetic and with a good address, would be likely to find the best help to pay the week's board bill.

"Energetic? Well, you'd better believe I'm energetic. If you want to see a lifelike and lifesize representation of a hustler you just look in at the store any time during hours. If you want to see a winning smile and an I-aim-to-please expression and an impersonation of a pea in a hot skillet you've only got to cast your eagle glance in my direction. I'm the cash b 's alarm. I'm the lightning stock arranger and the employer's joy. The pace is something fierce, but I guess it's up to me to make good for a while longer.

"It was like this: Of course there was a rush holiday time and we worked nights. That didn't suit me extra well, but I concluded I'd stand for it, and the extra pay was some consolation. We had two or three new men put on to help out and I took a sort of shine to one of 'em. He was in the collars, right at the same counter as me, and he caught on pretty swift for a green one. I gave him all the points I could, and I know a few. It's beginning to dawn on me now that I know a few too many. Once in a while it pays a man to get rid of some of his knowledge before it makes him top-heavy.

"Well, after the rush was over we were all pleased exceptin' the boss. It's a queer taste, but he seems to want a rush all the time, so he began marking down 75-cent goods to sell for 83 1-3 'surplus stock sacrifice,' he called that. He sacrificed red marking ink and cardboard aplenty, though and had the store windows looking like the outside of a dime museum with his blooming placards. That started things up again pretty lively and Wijum—that's the new collar clerk's name—just everlastingly humped himself to keep up with the procession. The other day, about noon, when the boss had gone to lunch, I thought it would only be a good-natured thing to give him a little advice.

"'Wijum,' I says, 'you want to take better care of your health. Too much perspiration's weakenin'—you ask any doctor. Don't you make so many rapid movements just because you see a customer waiting his turn. Let him wait. Patience is a virtue and it gives him a chance to be virtuous. To be virtuous is to be happy. Then he'll get waited on some time,' I says. 'If he doesn't it's his misfortune, not ours. Self-preservation's the first law of nature, and if you ain't a law-abiding citizen you're a danger to the community, and that's all there is to it. You've got thin since you've been here and there's dark rims under your eyes; them's signs of nervous prostration,' I says, 'and the first thing you know you'll be in the hospital. Look at me and watch the way I work. I don't try to kill myself, because I know it would spoil my usefulness to be dead. If I got off with a case of brain fag who'd pay my doctor bills? I've got a duty to my employer. He's got one good man in the store and I ain't going to see him lose me from overwork.'

"Just about that time I began to tumble to the fact that there was something wrong by the way the boys were acting. I looked round and there was the boss right behind me taking it all in.

"I expected the grand bounce right there, but he only said: 'Don't worry about either of them contingencies. I'll take chances on the first and if you get sick any way by overworking I'll pay you double wages all the time you're laid off and pension you if you don't get well.'

"That was all, but there was a look went with it and I feel that he's got an optic on me all the time now. If I let up my name's M.U.D. and if I keep on there's a chance that he may be called on to make good with his pension. That may scare him into firing me, anyway. Tough proposition, ain't it?"

GREATER THAN THE WORLD'S APPLAUSE.

Orison Swett Marden

WHILE continual and determined thoroughness develops character and leads to success and happiness, one of the greatest success-killers and character-destroyers is a habit of leaving things half done or otherwise incomplete. It makes no difference whether our work is seen or not, for there is a certain something within us which gives approval when a thing is done to a finish, and it says "right" to a fitting act, or a completed work, and "wrong" to a half-done job, or a slipshod service. This still, small voice keeps repeating, "Wrong, wrong! You know it is all wrong. It isn't right. You know it isn't right." It tells us that we are failures, and we know when we are failures, although the world may applaud us and the press may laud our achievements over the world. A man must learn that there is something greater than the world's applause and nearer and dearer to him than others' approval—and that is his own. If we cannot have our self-respect, the respect of others is only a mockery. However, if lax methods and slipshod work are continued, the self-condemnation wears off, the slack work does not seem such a terrible thing, another temptation to carelessness is yielded to, and soon we are so hardened that some day we are surprised to find that we are habitually slighting work. The tiny departures from conscientiousness have become mighty cables of habit; conscience no longer reproaches; self-respect is no longer outraged. We can do things in the most slipshod manner without the slightest feeling of discomfort or regret. After a while, if the tendency is not checked, the whole character becomes undermined and honeycombed, so that everything one does has a certain incompleteness about it—is not quite right, lacks something. Such actions affect one's attitude almost as does dishonesty. In fact, it is dishonesty to take a position with the tacit agreement that one will do his level best for his employer, and then to slight work, half do it, botch it. Many a criminal, now in prison, could trace his downfall to a habit of half doing things, and putting dishonesty into his work.

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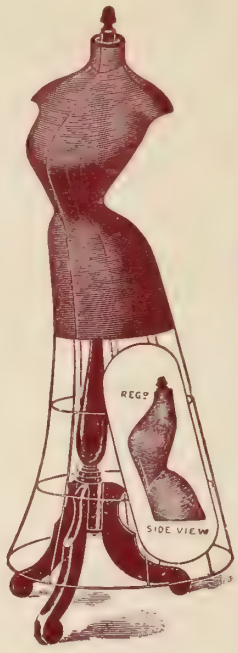
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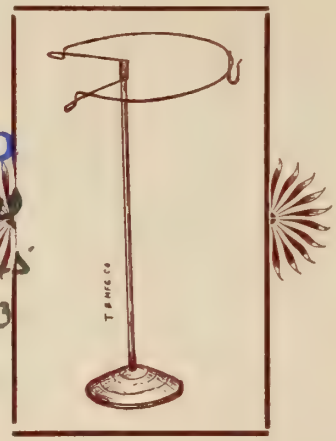
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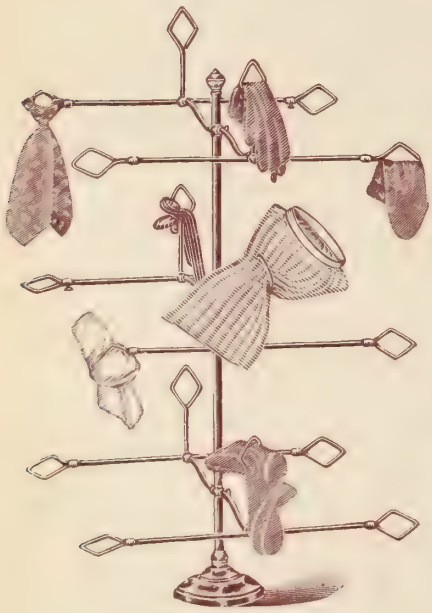
The collars sell well this way and don't get soiled.



8 in. or 10 in. high. $3.00 per doz. net.

The Toronto Brass Mfg. Co.

98-100 Lombard St.,
TORONTO, ONT.



No. 399.

They make you a better Merchant—that is, you sell more goods with them than without them.

But buy right.

We operate the largest and best equipped plant in the world for the manufacture of

Window and Interior Display Fixtures, Papier Mache Forms, Wax Figures, Triplicate Mirrors, Wall Mirrors, Stools, Show Cases—

Everything needed of this description.



No. 382.

SEND FOR SHOW CASE AND DISPLAY FIXTURE CATALOGUES—FREE ON REQUEST.

Hugh Lyons & Co.

LANSING, MICH.

CHICAGO SALESROOM, 238 MADISON ST.

NEW YORK SALESROOM, 679 BROADWAY.

WINDOW DRESSING

THE ART OF DISPLAY

INTERIOR DECORATION

BACKGROUNDS.

(Continued from May issue.)

IN the May issue reference was made to several methods of applying decorations to paneled backgrounds for show windows. The panels were either to be made in sections for convenience or in one large frame, filling the whole background of window. They were to be made of cotton or canvas stretched tightly over frames and painted with alabastine.

Another treatment, and one that recommends itself to every trimmer who is at all handy at sketching, is to place a panel with its back placed so that the panel acts as a screen for a magic lantern. Upon this groundwork focus the lantern and adjust the same to desired dimensions. The sketcher stands in front of the panel and with black or colored crayons sketches accurately the design thrown upon the panel. The work is particularly fascinating and interesting, while suitable designs are almost endless. Many prefer to photograph their own designs and have them mounted for reproduction.

For this sort of decoration one does not require to be very particular in drawing, as the general effect is all that is necessary. Photographic backgrounds such as those used in every gallery are perhaps the nearest examples of the general effect. They are merely daubs from an artistic standpoint, yet the effect of light and shade is very effective, and reproduces nicely in a photograph, while being pleasing to the eye.

The best trimmers usually select for lantern slides architectural designs, or pillars, arches, balconies, bridges, stairways, gardens, etc., while anything of a comic tendency is studiously avoided. Window elaboration is a serious business, and can be made to bring results in store prestige; therefore, anything that savors of the playhouse should be tabooed.

Another Treatment.

When expense is not considered a factor in the decorations, some beautiful examples of modern designing in backgrounds can be created by sawing out in graceful curves from one-inch lumber a series of different forms of dados, which can be covered with plush or velvet in any desired shade (dark rich greens being preferable.)

These designs, being slashed in different forms, do not run up to the window ceiling, and the space behind and between dado and ceiling is hung with plain material



Illustration No. 1.
Shown by Geo. D. Geldert & Co., Windsor, N.S

stretched flat and in a contrasting color to the shade of the plush used for dado, the same being finished with a puffing at ceiling. The open space below dado and reaching down to the window-floor is hung with any draping material that will blend with the floor display, which is intended to be used in front of it, and is either shirred on a wire or made into box or side pleats.

These elaborate backgrounds, being somewhat expensive, are not intended to be changed so often as those of



Illustration No. 2.

less expensive construction, but the drapery depending from them may be changed as often as may be thought necessary.

Crepe Paper Work.

This material in the hands of an expert trimmer is susceptible of very clever manipulation and repays the trimmer in results for any time and trouble expended on the display.

A simple treatment that can be used in any sized window is to divide the background into panels, the same as the framework used for alabastine decoration, and to cover the frames with apple green crepe paper an inch wider on each side than the frame to which it is attached. Stretch the edges of the paper sufficient to form a rippled edge, but be careful not to tear it. Over the apple green lay white paper, somewhat narrower, and ripple the edges as before. Finish with pink in the same manner, but as before narrower than the white below it.

The completed effect shows a series of six ruffles made nice and full, dividing the panels. Now cut white crepe paper into ribbons two inches wide and twist them into spiral form and attach to top and bottom of panels, forming rows two and one-half inches apart. The effect when completed is most gratifying, and the cost nominal.

Crepe Paper Rope.

Divide a roll of crepe paper lengthwise into three equal parts; stretch it, roll on a lead pencil and twist to left and right, one party holding and twisting from each end. Lay aside each strand when finished, placing a weight on each end to prevent it unwinding. Then take three strands made likewise and twist in the opposite direction and, if properly done, the rope should be perfect. Three shades of paper make an attractive and more fancy combination.

Crepe Paper Tassels.

To finish the ends of paper rope, paper tassels are necessary. Use three folds of the paper the width of the roll and lay them over a piece of linen twine. Slash the paper to form fringe of tassel and draw the string together; stuff the ball of tassel full of paper cuttings; slip in the end of rope and tie fast. Now tie a band of the paper firmly around tassel below the ball and the tassel is complete. This heavy cord and tassel is very effective for tieing up drapery and curtains in the window and



Illustration No. 3

ledge displays, and, being so simply made, no one should be without a supply on hand.

Scrolls.

It is customary with advanced trimmers to have on hand a good supply of all sizes in scrolls cut from straw board and hung up in the work room, from which duplicates can be secured whenever necessary for any sort of ledge trimming or interior display. They are usually secured from packing cases or similar material and strapped at the joins with wooden strips nailed in with small brads.



Cloak and Suit Model.

YOU WILL PROMOTE YOUR OWN BUSINESS BY INSISTING UPON HAVING

THE

PALMENBERG FORM

(Patented September 15, 1903.)

For Manufacturers and Retailers

It is made in latest shapes, absolutely correct in style and measurements and is constructed so that operators in fitting a garment over it can determine the exact position of the center lines by grooves in front and back which can be readily felt through the material of the garment which is being fitted.

Arm-hole caps are made exact size and shape of human arm so that the distance from waist line to armpit can be determined accurately.

Of course this form, being the best made, is also indispensable to RETAILERS for their store displays.

J. R. PALMENBERG'S SONS

710 BROADWAY, **NEW YORK, U.S.A.**

(ESTABLISHED OVER 30 YEARS)

Factory: **89 and 91 West Third Street.**

Manufacturers of Paper Mache Forms, Wax Figures, Finest Metal Display Fixtures, etc.

THE AUER GAS LAMP.

"TURNS NIGHT-TIME INTO DAY-TIME."

New Styles. Lower Prices.



No. 21
100 Candle Power.

Do you want a lamp which won't tire your eyes?

Do you want a lamp which makes sewing or reading a pleasure?

Do you want a lamp which gives more light than half a dozen kerosene ones for less money?

Do you want to sell the best lamp on the market?

THEN WRITE FOR OUR CATALOGUE AND DISCOUNTS.

Every Lamp Guaranteed.

AUER LIGHT CO., 1682 NOTRE DAME ST., MONTREAL.

Luxfer Prism Clear White Light

Do not forget that when we undertake to light your Premises

We do not do it by chance, but figure scientifically and correctly the angles to give the proper results.

Luxfer Prisms Fireproof.

Our Prisms, the only glass left in the entire front of warehouses in fire district, thus adding materially to fire protection.

The First-Class Business Man Uses First-Class Fittings. Luxfer Prisms Fill the Bill.

Luxfer Prism Co.

LIMITED

Toronto and Montreal.

Puffing.

To make scroll puffing quickly sew cheese cloth around a tube and ripple the material sufficiently full on the tube; stitch a tape over the join, then slip off the tube and run on the scrolls when required, using different sized tubes for the various sizes of scrolls they are intended to cover. Quantities of this puffing should always be made up for immediate use, as it never gets out of order when stitched to the tape.

Domes.

Some find difficulty in making framework for domes for window or store decoration. If a circle is cut in halves and one of the halves again divided into two equal parts and nailed at right angles to the half circle, it will give the desired form. If more than four ribs are required in the dome add more of the quarter circles.

AN ATTRACTIVE TRIM.

(Illustration No. 1.)

In the background are hung choice colors of muslin. From a point in the centre to the ceiling are stretched lengths of insertion and trimming. The two upright trims are built up on wire frames and show dress goods trimmings and lace collars.



Dress Goods Worn by Royalty.

DRESS GOODS DRAPE.

(Illustration No. 2.)

Use an ordinary draping stand four feet high with V shaped base and braces running to apex on each side, made of four-inch lumber braced edgewise, as a foundation upon which to prominently show the trimming. Pleat the material in side pleats and pin to V at floor and use goods for floor dressing. Attach fancy gimp or applique to front of braces and let ribbon loops fall from top in graduated loops with the paper left on.

FOR STUFF DRESS GOODS.

(Illustration No. 3.)

Stand a three-foot tube, five inches in diameter, on end, upon which place a large round ball of any kind ten inches in diameter. Lay a piece of double-fold dress goods over the ball, adjust the falling folds evenly and tie around with string. Let this fold fall to floor and attach each section of spreading drape to neck of form and pin to floor in circular form. Make a rippled floor dressing around the form and pass one end around the neck of design to form a soft rippled band.

A MUCH ADMIRED WINDOW.

ON Thursday, May 5th, W. H. Scroggie, Montreal, had the window display here shown, which attracted considerable attention, the most important feature of which was a piece of silver grey Venetian panneau cloth. The fact that this was cut from the same piece as the gown worn by H.R.H. the Princess of Wales at the opening of the exhibition at Bradford, England, held on May 4th, made it interesting. This material was woven especially for the Princess of Wales at the Priestley Mills, Bradford, for which house Greenshields Limited are the Canadian agents.

The decoration of W. H. Scroggie's window was under the supervision of Chas. Cameron, of Greenshields, and it was prettily arranged with a Union Jack appearing in the background and flanked by other specimens of the Priestley manufacture, including such pieces as Venetian cloths in scarlet royal and silver grey, eoliennes, panneau cloths, etc.

A notable example is given by Her Royal Highness to English women both in Canada and the Old Country in the wearing of a gown of English material, manufactured by English looms and conceived by English brains. At the Bradford Exhibition Her Royal Highness purchased some fifty dresses, three of them being of Priestleys' manufacture, one a panneau face cloth and the two others their silk warp "Estrella."

Samples of these had already been forwarded to Greenshields, so, when it was learned which the Princess was to wear, the number was immediately cabled, and the same day the goods were being shown and sold in Montreal.

A MILLINERY DISPLAY.

An excellent idea for a millinery display appears in the P. & S. Monthly. This suggests that in the local newspaper should be advertised the fact that during the following week a certain window will contain a show of twenty-four trimmed hats, all at one price, $2.25, or any price that commends itself to the retailer. On each hat a number is to be attached which is to be plainly visible outside the window. Voting cards are to be supplied at the entrance, upon which are to be marked in order of merit the six designs liked best by the voter, the six hats that get the most votes to be given away to the competitors whose lists most nearly correspond to the aggregate result. None of the twenty-four hats are to be sold from the window during the week, but duplicates should be on show in the show-room, where orders can be taken.

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EMBOSSED STEEL CEILINGS

are

A Good Investment.



Plate No. 417

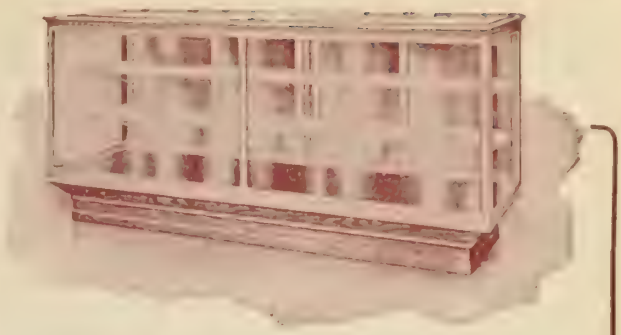
They are clean, light, durable and artistic.

They make an ATTRACTIVE STORE.

Easily applied over old plaster.

THE **METALLIC ROOFING Co.** Limited

TORONTO MONTREAL WINNIPEG



NO. 30. 6 AND 8 FT.

DISPLAY CASE

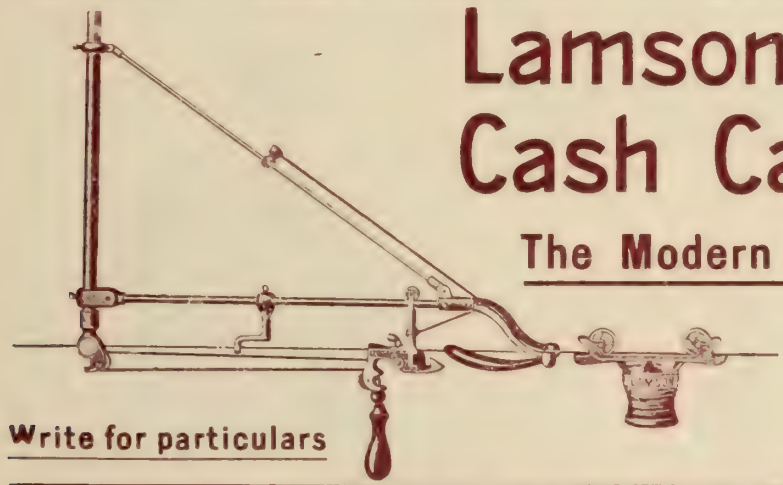
This handsome Silent Salesman Case, 42 inches high, 26 inches wide, receding base, sliding glass doors, two finished wood shelves in hand-polished golden oak and with Plate Top Beveled, $5.75 per ft.; with double-strength glass top, $4.75 per ft. Boxed F.O.B. Windsor.

THE REID MFG. CO.,

Detroit, Mich.

IMPERIAL JOBBING CO., Lock-Box 347, WINDSOR, ONT., Agents.

Write for Catalogue.



Lamson Rapid Spring Cash Carrier

The Modern Labor and Money Saver.

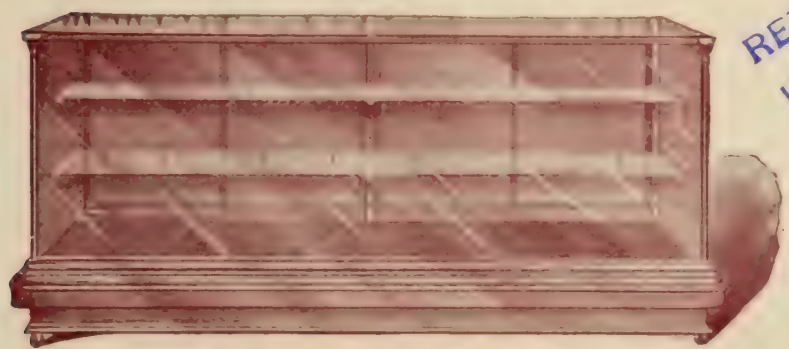
Write for particulars

FREDERICK C. CUTTING,

73 Adelaide Street West, TORONTO.

ALL GLASS Top NO WOOD frame ABOVE or AROUND the glass to become scratched, dirty and unsightly in appearance

If it is a "CORONATION" it is the greatest MONEY MAKER



THE CORONATION (Patented.)

BEST ON EARTH HAS NO EQUAL

DOMINION SHOW CASE CO.

N. R. LINDSAY, Manager.

Office and Factory:

53 Richmond St. East Toronto.

'Phone Main 3611

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BOOKS FOR BUSINESS MEN

JAPAN, THE PLACE AND THE PEOPLE.

Japan, the Place and the People. By G. Waldo Browne. Illustrated with over 300 colored plates and half-tones. Boston: Dana Estes & Co. $2.50.

While this handsome volume is not particularly dedicated to the business man, the intelligent merchant will find much in its pages to interest him. Japan is making rapid strides forward in the commercial world and for a Canadian merchant to be unacquainted with the Island Kingdom on his western coast is as serious an omission as to be unfamiliar with the Island Kingdom to the east, to which he acknowledges allegiance.

Territoriallly considered, the entire number of the islands constituting the Empire of Japan have an area of 150,000 square miles. The four largest contain about the same area as the States of New York, Pennsylvania, Maine and Maryland. The population of Japan is about 42,000,000. There are forty cities with a population of over 25,000, and Tokyo has 2,000,000 inhabitants, Yokohama 145,000, and Osaka 151,000.

Strange Business Customs.

Turning to the business life of Japan, while there are many similarities between it and the business life of America, there are also a few differences. "The business men of Japan offer no dazzling display of their wares in shop fronts. This custom so foreign to our own sprang from the low estimate formerly placed upon trade as a means of earning a livelihood, and from the inherent disposition of the Japanese to avoid what seems to him vulgar show. The artist who portrays his skill in the details of a work of art in decoration and technique by the consummate adeptness by which he conceals rather than suggests his skill, by a design intended for that purpose, has the same principle at heart. It requires the eye and the knowledge of an artist to appreciate a work of Japanese art. One of the best illustrations of this idea carried out in trade is to be seen at the Kyoto, the ancient capital, where one of the largest and richest stores is hidden behind an old, weather-stained building, that seems little more than a lattice-work front sadly out of repair. Once this uninviting exterior is passed, the visitor is ushered into spacious quarters, where are to be found tastefully ornamented warerooms, elegant showrooms, charming gardens, and large fire-proof warehouses. Close beside this is to be found a place having yet more of the old style. The entrance to this wealthy establishment is indicated only by the bustle and activity going on, while inside there is an utter lack of business-like methods, the salesrooms being nothing more than small back-chambers, with vistas of rookeries and shrubberies in the background. Tokyo, the modern capital, with less of tradition and more of boldness, has placed her mammon in a greater conspicuousness, and has changed to a greater degree the methods of her tradesmen; but even here the seeker after trade does not parade his wares with any particular daring for public inspection, and the day is still distant when Japan shall so far forget her natural modesty as to display the temptation of the Occidental mart."

Dress of Japanese Man.

Some years ago the dress of the higher classes of the Japanese was imitative of the European fashions, for the Government had ordered that all its officials should don European costumes. To-day there has been a change. Now it seems as if there would be a return to the original dress.

"The dress for the men consists of a loin-cloth of muslin, a silk or cotton shirt, and the 'kimono,' a sort of gown suspended from the shoulders and girded at the waist by a silken belt. If the weather is cold this gown is wadded, and more than one worn if necessary. Over all of these the wearer dons the 'hakama' or divided skirt, which is fastened by cords running around the waist. To the last is then added the 'haori,' a sort of cloak tied in front by a knotted silken cord. Both of these last garments are made of the finest material, and are generally laid aside when the wearer enters his home, as we should doff our top-coat in the house. The haori, made of black silk, bears the crest of the wearer on the back of the sleeves. The hakama is made generally of a striped material.

"When indoors, the 'yukata,' or bath-gown, often takes the place of the 'kimono,' and the gentleman sits for a long time at his ease before or after his ablutions, which are invariably performed near the close of the day. . . . Men of the lower classes have a custom of displaying on the backs of their garments a large ideograph, which indicates their occupation or their master's name. Carpenters are invariably marked in this manner. A close-fitting 'momoliki' worn about the thighs, a gaiter of dark blue cotton, a straw hat, shaped like an inverted punch-bowl, trimmed with a blue band, and straw sandals, comprise the garb of a large percentage of the working class. The coolies, whenever out of sight of the officials, who are instructed to prevent it, strip off everything but the loin-cloth the greater part of the year.

Costume of Japanese Woman.

"The costume of the woman is but slightly different from that of her male companion. An apron, or short petticoat, perhaps two, are worn beneath her kimono, a cord around the waist keeping so much of her dress in place. As the weather grows cooler, an extra kimono is put on over the first, and this is repeated until sometimes six or eight are being worn, and the very outlines of the figure of the wearer are lost. An 'obi,' or belt, a foot and a-half wide and often a dozen feet in length, is wound over all of these. It should be said that the obi is an object of great personal pride, costing as high as seventy-five dollars, so that the lady's whole outfit, to say nothing of the jewelry and trinkets she may wear, often costs two hundred dollars. But the Japanese husband is seldom opposed to this outlay, as the true gentleman is anxious his wife should be well-dressed, even if he goes shabby himself.

"The children are not subject to any strict rule as to being covered, but when they are considered old enough to leave nudity behind with their childhood, they don garments after the plan of their parents. Needless to say, these are accepted under protest."



YOUR CHOICE. The best is a power to be considered.

FOUNDED 1888 RE ESTABLISHED 1892 RE-ORGANIZED 1898
VOLUME OF BUSINESS 1903 EXCEEDED NORMAL
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WORLD'S leading, largest and most [illegible] firm of auctioneers. It doubled, will doubt [illegible] furnish highest references by permission of a statements which include thousands of retailers, hundreds of bankers, a few manufacturers, scores of prominent attorneys and men of high standing in all walks of life. All of the leading trade journals

We have you with large and [illegible] educated gentlemen who are salesmen of good habits experienced in all branches of the profession. Will conduct any kind of sale but earnestly advise one of our New Idea sales independent of auction to retain trade and [illegible] business at a profit or entire series to get out of business at cost. Write or call at main office

William Liddell & Co, - BELFAST, IRELAND,



Beg to announce that their new collection of

The Celebrated Gold Medal Brand Linens

for the coming season is now complete, comprising many new and elegant designs especially-produced to meet the demand of a critical clientele. All lovers of high, artistic designs, combined with excellence in quality, at POPULAR PRICES, should carefully examine THESE WORLD-RENOWNED LINENS before placing their orders elsewhere, a full range of which is now being shown by our representatives.

Represented in Canada by JAS. A. CANTLIE, 22 St. John Street, MONTREAL.

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D



We Want to See You

in the Manufacturers' Building, Block No. 12 A, at the greatest of all World's Fairs, St. Louis, 1904. We want you to make our booth your headquarters. Ample arrangements have been made for your comfort and education. If you become tired, or want to write a letter, or if you want to learn more about National Carpet Sweeper construction, you will find chairs for resting, desks and stationery for writing, demonstrators to explain the details of our product—our new patented features.

Then, too, you will see for the first time (in addition to our regular improved line), our latest models—the most magnificent Carpet Sweepers ever produced by human mind and skill—including the LOUIS XV., HEPPLEWHITE, SHERATON and MISSION designs. Every one of these models is positively away ahead of any other carpet sweeper ever exhibited. The hand of art has never been more visible in the history of carpet-sweeper building than is undeniably evident in our latest sweeper conceptions, which permit no comparison, no competition. One more "National Way." Remember this page and look for what follows.

WRITE FOR OUR SPECIAL WORLD'S FAIR OFFER.

Canadian Branch:
45 Colborne St.,
TORONTO.

National Sweeper Co.
Marion, Ind.

THE
WATSON FOSTER Co
L·T·D
MONTREAL.

OUR 22 TRAVELLERS
WILL THIS MONTH PRESENT
A LINE OF WALL PAPERS
FOR 1904-5,
WHICH, IN
EXTENT
CHARACTER
OF PATTERN
AND COLORING,
IS THE
FINEST WHICH HAS YET BEEN CREATED.

WE MAKE THIS STATEMENT IN THE MOST CONSERVATIVE SPIRIT WITH A FULL APPRECIATION OF WHAT OTHERS HAVE ATTEMPTED YET FAILED TO ATTAIN.

JUNE.

WALL PAPERS



CARPETS.

AMONG THE FACTORIES.

THE Moore Carpet Co., the company recently organized to take over the Dominion Carpet Co.'s works at Sherbrooke, has been incorporated. The capital stock is $150,000, but this it is understood will be increased by $100,000 as soon as the necessary legislation is carried through. The factory at Sherbrooke is a three-storey brick building 80x100 feet, situated on the Magog River, and having as transportation facilities the railways of the Quebec Central, the Grand Trunk, the Canadian Pacific, and the Boston & Maine. The plant is fully equipped and cost Mr. Moore, the manager of the new company, $60,000. New machinery is to be installed and Wilton and Brussels carpets are to be manufactured.

The Anchor Carpet Mfg. Co., of Paisley, have assigned to J. L. Scott, of that town. The failure is understood not to be a large one. The immediate cause given is the interference with business created by the unusual depth of snow during the past Winter. This company commenced business about three years ago under an experienced carpet manufacturer, and for a time met with fair success. Lack of capital was one of the disadvantages the firm had to work under.

Brantford has hopes of securing a carpet company and of disposing of their vacant cotton mills for this purpose. The name of the firm is not given, but representatives have recently visited the city and reported favorably.

The construction work on the new factory of the Toronto Carpet Mfg. Co. has been completed some time, and the machinery for the manufacture of Brussels carpet is now being set up. It is expected that carpet will be turned out in less than a month. Mr. Turpin, formerly representative of this company in the west, has been succeeded by Robert MacKerrow, who has been traveling for them in Quebec Townships.

Another carpet firm has got into business difficulties,—the Standard Carpet Co., Forest, Ont. It started up three or four years ago for the manufacture of ingrains, and received a good bonus from the town, but the industry was never in a very flourishing condition, and liquidation was delayed only for the purpose of improving the chances of disposing of the property to a customer suitable to the town. The town has the largest claim against the estate, amounting to $7,307. The town, to close up the estate, reduced its claim $500, and being secured to the extent of $2,000, the final claim was $1,807. Of the assets of $2,416, only $1,000 was left to be divided among the creditors. A payment of 15c on the dollar is, therefore, all that can be offered. Of this the town gets $721 in payment of a debt of $5,307, an extremely unsatisfactory investment.

THE CARPET TRADE.

THE Spring season in carpets has been very slow in opening up, the middle of May having seen most stocks scarcely broken into. The lateness of the warmer weather, and the general delay caused by the harsh Winter and early Spring is accountable. A delayed Spring is an unfortunate thing for the carpet dealer, as it means that elaborate house cleaning cannot be indulged in on the farm, since the sudden jump from cold weather to that suitable for doing the farm work means that little time intervenes for thoroughly renovating the house. What is lost this Spring will, however, in all probability be made up in the Fall.

Travelers already on the road for Fall complain of the unbroken stocks, and in a great number of cases calls must be made later, during June and July. The same conditions hold good over all Canada and the United States.

Retailers will notice an advance in price of Fall goods, on account of the higher quotations on everything that enters into the manufacture of a carpet. As qualities vary so much in Canada no definite information can be given of the amount of the increase, but while only a half cent will appear in some grades, others will be up 2½c. Our prices vary more or less with those prevailing on the other side of the line, and the higher quotations have been in force there for some time. Philadelphia ingrain manufacturers say that they cannot get the yarn, the shortage for eight months being over nine million pounds, or one-tenth of the usual amount. The cause for this is that Russia supplies much of the wool used in carpet yarn, and this has been cut off for a great part by the war.

Geo. H. Hees, Son & Co.

LIMITED.

We invite the trade to examine some extra good bargains we are now offering. They are bargains, as we are offering them below cost.

Furniture Coverings

Short Ends

Jute, Cotton and Silk Goods

Tapestry Curtains

Some lines we are running out of, and the assortment is not quite complete,

And Other Lines of Equally Good Value.

Correspond or Call at our Salesroom, 71 Bay Street.

GEO. H. HEES, SON & CO.

LIMITED

TORONTO

WALL PAPER.

A VISIT TO THE WATSON FOSTER FACTORY.

By A B C

MY impressions on the occasion of a visit to the works of the Watson-Foster Co., Montreal, were a combination of surprise and pride at the high character which Canadian industry has attained, and the product of this company in particular. Upon presenting my card, and desiring to see the works in operation, I was conducted through the extensive warehouse, where a large staff were engaged at apparent high pressure, piling, hauling and packing paper. In reply to my question regarding the destination of so much material, I was conducted to the shipping room, where I read the answer on all sides, for here were tiers upon tiers of cases marked Australia, New Zealand, Tasmania, bales for Newfoundland, while on a C. P. R. siding cars were being loaded for Ontario, in fact there was evidence of the far reaching influence of this progressive company in all directions. But it was in the factory proper where to an outsider the greatest interest was centred.

This building is 328x216 feet in extent, and unlike any other wall paper plant in Canada, was built in its entirety for the purpose intended. Nine printing machines were in operation, two of these capable of printing twelve colors at a revolution, giving this concern an immense capacity. It could not even sample its immense line with fewer machines, much less print the goods and deliver them on time.

The company is now sampling its line for next season, which I was informed would be very superior to any of its former efforts. The modus operandi of testing color effects in new patterns was exceedingly interesting. Thanks to the courtesy of the superintendent, Mr. R. Fraser, a man of wide reputation, some of the books of new patterns for next season were shown. First came a variety of dainty patterns for small rooms and halls in many color tones, next an exceedingly pretty boudoir Florentine design supported by well spaced silk stripes of charming color contrasts. One can imagine the refreshing influence pervading a room so treated. In this book also appeared a very original French design called "the Zephyr," its motif being a ground of falling feathers. this is continued well into the border space; here a most graceful Rococo frieze with hanging garlands appears suspended in relief, the whole effect being decidedly unique and most effective, especially where hung without the usual picture moulding. In the next book were two or three especially beautiful drawing room patterns. One, called a two-tone ornamental floral of the Acanthus school, was less a wall paper than a decoration, being bold in drawing yet having the essence of refined treatment. It will certainly excite the interest of the critic and "grow" in the heart of its possessor. Similar to this was a Louis XV bouquet and vase pattern, skilfully worked out in pale shades and golds, a paper most appropriate to its intended purpose, a full blown rose on trailing stem with stripe background, also a novelty in a crowned stripe with delicate floral accompaniment, suggesting the lighter Oriental expression, each calling for more than passing notice.

As though proceeding through a suite of appartments, I found myself in the dining room, so appropriate for its purpose seemed the character of each group of patterns. For this some magnificent modern renaissance and heraldic designs appeared. Regarding these no ordinary description can convey the rich, vigorous color treatment of the few at this date completed. One, "the Colbert," of central design and ornamental leaf style with a fine involved background, giving it a depth and dignity, was specially noticeable. The brilliancy and richness of the reds, yellows and blues were in marked contrast with what one usually sees. A very attractive "Empire" of wreath and fleur de lis character was seen in many varied ways. It should be a favorite with artistic people.

It seemed difficult to forget one style till one saw the next. There were many noticeable patterns, even in those few books sampled, for the hall, library, etc., etc. Indeed each seemed a specialty; but there was one tapestry effect called "the Saracen" of a purely Arabian extraction, which, without doubt, is one of the most beautiful, interesting and correct reproductions of texture which has yet been attempted. Seen in varied lights it produces the characteristic sheen of a well worn eastern fabric. The gold threads first woven in textiles by the women of Arabia here appear among deadened colors, correct beyond criticism. It is difficult to understand that it is a paper, once seen it will be remembered.

The whole collection appears to provide for every decorative purpose. Its arrangement, as I saw it, seemed to suggest the changing scenes of a play, leading one through varying stages and emotions, tragic incident and lighter passages, to the final climax of a satisfaction complete. This was my experience when privileged to view in part the new offerings of the Watson-Foster Co.

But the success of the Watson-Foster Co. is not only due to the merit of its productions, but to the untiring energy and ability of its management, whose capacity for administrative detail has brought the efficiency of the company to a high standard, the establishment of a personal confidence between the dealer and the company making the success of the former co-incident with that of the latter. The exploitation of every new and yielding market has been exemplified in a manner unsurpassed by any industry in the country.

A WALL PAPER WINDOW SUGGESTION.

By The Watson Foster Co., Limited

THERE is probably no staple article which is so neglected in regard to window display, or which lends itself so readily to artistic and novel effect, as wall paper.

If the dealer who has a moderately good window would realize the drawing advertisement of original arrangement, he would devote more thought to the matter. More possible buyers pass his window than read his local newspaper advertisement. Half of these never turn their heads, but let him set up a weekly change of distinctive effect, giving the entire space to wall paper, generally the very best in stock, without prices displayed, and he at once makes an impression and people get the habit of looking for some new effect.

The average dealer grudges the time, but he is really losing money by window neglect.

Certain conditions, however, are necessary to successful display. He must not put in more than three patterns, one in fact is better, for if a pattern is good attention should be concentrated upon it, but it must be changed as often at least as twice a week. Certain days should be decided upon for doing this.

A fairly dark green ingrain makes a good background, or an imitation wood wainscot as shown in the cut. Pick

out a pattern of contrasting effect and arrange on stands as judgment suggests. As a rule single widths are easiest.

The centre stand in the cut is 6 feet high and 2½ wide; those in the foreground 4 feet high, being single uprights 2x2 inches in size, with a V-shaped trough behind to hold the roll and ends. An ingrain or stripe of some complementary color makes the background where the pattern is pinched or turned in.

The Watson-Foster Co.'s advertising department will send, upon request, specifications for making display stands which cost but a trifle and are invaluable to anyone selling wall paper.



RETURNED
OCT 27 1904
Col Book 2
Page
Ln
and
To McCaw

A Wall Paper Window Suggestion.

WHAT ARE YOU DOING WITH YOUR WINDOWS?

From Bidding for Trade

NOTHING attracts attention to your store quicker than a tastefully gotten up window. As an advertising medium it is most important. Take the department stores; see the stress they place on their window displays. What an amount of labor and money is bestowed on them to make them attractive. As a rule, too, little attention is paid by the wall paper dealer to his windows. Here and there will be found some who change their windows with unfailing regularity, but for the most part it is looked upon by the dealer as being more or less a bother, and the dressing of the windows is put off from day to day. A good plan to follow is to change the window once a week and to have a certain day each week to do it; then you are more apt to change it regularly.

Too elaborate a display should be avoided for the reason that it takes too much time to change, and is, therefore, left in too long. It is the constant changing that attracts. A good way is to take one color at a time and make your window all red, all green or all blue. Sometimes it is well to have a complimentary color, for instance, pink with green or the right shade of yellow with red.

Once in a while an elaborate window could be attempted, just to break the monotony. I do not mean by an elaborate window a whole lot of different papers, but some sort of a decorative scheme should be shown. A frame of a door, for instance, could be built and placed in a window with walls of strawboard that could be covered with paper. You could then work out a panel effect or a high base, or something that you think would appeal to your trade.

Towners Feb 4/07



Fine Feathers make Fine Birds
AND
Fine Feathers from Fine Birds
MAKE

Fine Pillows

Many a night's rest is spoiled by an uncomfortable pillow. You have no guarantee of what you are getting in a pillow unless you purchase from a responsible maker. Buy only pillows bearing the "Alaska Brand" tag.

Every pillow bearing this label is guaranteed.

Send for our descriptive catalogue of Feather Pillows, Cushions, etc.,—it is free.

The Alaska Feather & Down Co., of Montreal Limited

Mills at Montreal and Winnipeg

CARPETS

DOMESTIC and IMPORTED
CARPETS, RUGS and SQUARES,
LINOLEUMS and OILCLOTHS,
JAPANESE and CHINESE MATTINGS.

IMPERIAL CARPET CO.,

11 Front St. East, - TORONTO.

Owing to increase of business it has become necessary to move into more COMMODIOUS PREMISES, and after May 1st our address will be as above.

LETTER ORDERS GIVEN PROMPT ATTENTION.

A.R. BURROWS & CO.

—Manufacturers of—

Rug Fringes,
Carriage Fringes and
Carriage Dusters

GUELPH, ONT.

Write us for Samples and Prices.

JAPANESE GOODS.

E. Orth & Co.

YOKOHAMA.

E. S. HASSBERGER, Sole Agent, 10 St. Helen St. MONTREAL

Echizen, Kawamata and Kaga Silks, Silk Kimonas, Dressing Jackets, Dressing Gowns, Embroidered Quilts, Table Covers, Beadspreads, Curtains, Doilies, Quilted Petticoats, Smoking Jackets, etc. Samples of all lines.

Telephone Main 3250

CANADIAN COLORED COTTON MILLS COMPANY

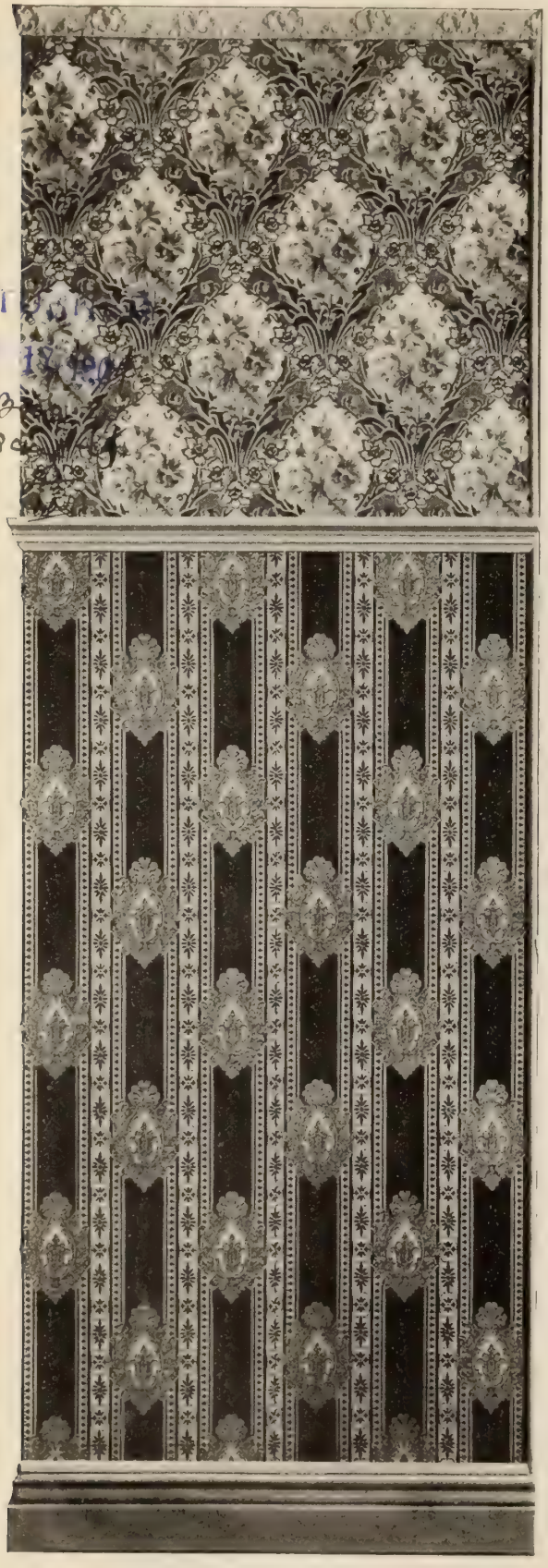
Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

SPECIAL PAPERS.

THE ideas of many wall paper merchants never go beyond the ordinary rolls and borders. They use little judgment in the selection of their papers and are not in a position, nor indeed care, to help their customers in their choice. One of the special styles of papering walls is to use two different kinds of paper, one on the lower two-thirds or thereabouts, and the other above and continuing to the ceiling.



A Two-Paper Treatment.

This style of papering is frequently seen in sitting rooms, living rooms, bedrooms and dens. On the lower part is put a paper usually of a quiet tone or simple design, while above is a highly colored intricately designed paper. The effect is airy and fresh, and stiffness and formality is avoided. The paper in the upper third is often suitable only for that purpose, as it is of too highly colored a nature to be used on an entire wall.

The cut shows the treatment of these papers with the mouldings in position. The papers are patterns carried by Stauntons, Limited.

USING THE USELESS.

IN many large manufacturing concerns the utilization of waste products is a most important feature of the business, and now, in such industries as the large meat packers, for instance, where the hide, hair, horns, hoofs, blood, bones, and even eyes of an animal are each and all used for certain practical market purposes, the waste has been reduced to a minimum. When we read of an enterprising Yankee manufacturing car wheels out of sawdust, it is difficult to see where it is all going to end. Perhaps in future years the word "waste" will take its place among the obsolete terms of the language.

Every manufacturing industry has a certain amount of waste products, and year by year new places on the market are provided for these. A case in point is the idea conceived (and carried out) by a Montreal dry goods merchant, who decided to make use of the strips of table oilcloth cast away by the oilcloth factories. His idea was to plait them into mats.

To The Dry Goods Review he said: "It was about eight years ago I commenced to experiment with these strips. The oilcloths are made in widths of 1¼, 1½ yards, etc., and frequently to bring them to the right widths strips a few inches wide have to be cut off. These are what I get. They come to me in ribbons, and we plait them into mattings by hand, the strips being folded into three thicknesses. All sorts of patterns can be produced with the variously colored oilcloths. They wear remarkably well. I saw one the other day which had been in continuous use for nearly four years. It was worn down to the last layer, but the design and color looked quite well. That mat sold for 30c.

"These mattings are used as ordinary mats, but are best liked for the floors of canoes and skiffs. They are also used for stairs. They retail at about 20c a yard for that purpose. I am the only manufacturer of them in Canada."

A NEW DEPARTMENT STORE

MONTREAL is to have a new department store, the partners of which are two well known men in the retail dry goods circles of the city, Mr. E. Lepage, of the E. Lepage & Co. department store at St. Catherine and St. Lawrence streets, and Mr. O. Bastien, formerly proprietor of the old St. George store. Both these gentlemen have had many years experience in the business, and they will likely conduct a first-class, up-to-date concern. The new company is to be styled E. Lepage & Co.


S
LTD
WALL PAPERS
OUR
TRAVELERS
will be on the road before
the end of June with the
1904-5 Samples
Our personal opinion is that we have surpassed any former offering—you call that prejudice perhaps—but you'll be just as enthusiastic as we are when you see the new "STAUNTON" line.
THERE'S NOT A WEAK SPOT IN THE COLLECTION.
Strength in every design. Beauty in every color scheme. A style and attractiveness peculiar to our products. No end to variety and a good profit for you in every roll.
THE ONE LINE
that every dealer must see to see
THE BEST
STAUNTONS LIMITED
TORONTO
944 YONGE ST. CANADA

CURTAINS.

SUMMER CURTAINS.

WITH the popularity of higher priced and more delicate curtains has come a care for them on the part of the housewife that was not considered necessary during the days when cheap Nottinghams were the favorites. No matter how well constructed and substantial these expensive curtains may be, they cannot endure the direct rays of the bright, hot Summer sun. The cheaper Nottinghams are just as much affected, but the small cost of them made their discoloration a small matter. With those of ten dollars or upwards, or even less, it is, however, a matter of importance if the Summer sun gives a yellow tone, and rots the threads, and the woman of the house is going to protect them in some way.

Nowadays in city and town the majority of houses take down expensive curtains in the Summer time and put up in their place tasty little muslin curtains that serve the purpose. The good curtains are stored away until the cooler weather comes, and are then again set in place. Families spending their Summer away from home will not leave up valuable curtains, but dislike allowing the windows to remain bare, with only blinds showing, and here again the muslin comes in.

This supplies to the retailer a new line to carry in stock, or one that should be stocked in larger quantities. Neat effective designs in small patterns are the desired ones. The demand can easily be stimulated in these by showing the advantages of them. A house is not considered cheap by any means if it uses these simpler curtains during the warm months.

In connection with this stock there should be a demand for cretonne or linen for furniture coverings. For years this has been in use in many houses during the Summer time. There are most tasty designs appearing year after year, and furniture concealed in a fitted sack of this material does not look at all unsightly. For bedroom furniture coverings it is suitable all the year round, and here it has a great decorative value by being purchased to match the wall paper. Some of the tastiest bedrooms are thus furnished. In these lines the demand in smaller towns and in the country is not brisk, simply because the attention of customers has not been drawn to the possibilities offered.

CANADA'S UNDERPAID JUDICIARY.

PROOF of the interest taken in the agitation for more adequate salaries for the judges of the Supreme Court has been furnished in a remarkable manner since the publication of the article on the subject in last month's issue of The Dry Goods Review.

Several letters have been received on the subject from men well qualified to speak on it and whose views are well worthy of attention. It is manifest that Canadian business men realize that this subject is not one of moment merely to the legal fraternity. It is one that is intimately connected with so many transactions which affect industrial and commercial conditions in such a material degree that all business men whose operations or interests are of any considerable magnitude are keenly sensible of its importance and timeliness.

There is general recognition that it is of the utmost moment to the average litigant who cannot afford to pay the excessive fees which wealthy corporations are called upon to pay, that the ultimate court where the law is settled for all Canada, and the court which all the provincial courts must look to for their guidance, should be composed only of members whose judicial strength is such that no matter who the member of the bar may be who appears before them the court is not overawed by his presence and does not feel that the bar is superior in knowledge to the bench, the result being that the poorest litigant represented by counsel, who perhaps is appearing for the first time, is sure that whether his counsel takes all the points in his favor or not, the bench will be astute enough to appreciate every consideration and not be misled by the sophistry of the abler counsel.

This matter has been before the Dominion Parliament several times but in each case decision regarding the matter has been deferred. The interests of the business community, apart altogether from the injustice to the judges at present in office, demand attention to this matter. It is, moreover, imperative that attention to it be given at this session. Vacancies may occur at any time and the salary attached to the office should be at once raised to a level that would attract the most brilliant members of the bar. It should ever be the ambition, the great desire, of each member of the bar throughout Canada to attain, as a crowning end to his career, to a seat upon the Supreme Court bench.

The matter is of such magnitude that to refer to the financial aspect of it seems trivial. If the salaries of the Supreme Court judges were placed at a minimum of $12,000 per year for the puisne judges and $12,500 for the chief justice, it would only mean an increase of $30,000 a year, which is a mere bagatelle as compared with the importance to the country of having a court the decisions of which would command respect and confidence throughout the whole Dominion.

When one considers that the Government reports issued a few days ago showed a revenue of over $52,000,000 and a surplus over all charges of over $12,000,000 in the first nine months of 1904, the expenditure of $30,000 to ensure the maintenance of the highest possible standard of judicial strength in the Supreme Court of Canada is seen to be such a small consideration that the expense entailed will hardly be put up as an objection to the proposal by even the least reasonable of its opponents.

Nor should it be necessary to consider the other objection which has been raised in the past, the necessity entailed of re-arranging the salaries of the judges in the other courts. The Supreme Court is essentially in a class by itself. It is not in a position similar to any provincial court since it is laying foundations for law throughout the whole of Canada, and since, as the country is growing by leaps and bounds at the present time this work is likely to be of the greatest importance within the next few years.

A striking feature of the discussion regarding the salaries of the justices of the Canadian Supreme Court is the fact that no attempt to debate the question is made. Those who are convinced that a reasonable increase in the salaries should be paid do not hesitate to offer their arguments in favor of the advance, but those who are not ready to make the increase do not endeavor to discuss the matter on its merits

Belding's Spool Silks

THE WORLD'S STANDARD.



SHADE NUMBERS PRINTED ON EACH SPOOL.

A matchless benefit to buyers and all users of Spool Silks. No time lost in matching. Mistakes prevented. We are the only manufacturers in Canada who can supply you with Spool Silks with this progressive improvement.

COLOR NUMBERS PRINTED ON EACH SPOOL.

BELDING, PAUL & CO., Limited, Montreal

TORONTO, WINNIPEG and VANCOUVER.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of . . . .

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO

DOWN COMFORTERS
WOOL COMFORTERS
COTTON COMFORTERS
BED PILLOWS
WHITE CUSHIONS
COSIES, MUFF BEDS, etc.

FANCY CUSHIONS.



FANCY COSIES.

PRICE LIST ON APPLICATION. FEATHERS BOUGHT.

THE TORONTO FEATHER & DOWN CO., Limited

74 KING ST. WEST, TORONTO

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office Toronto, Ont.

Capital	-	$2,000,000.00
Assets, over	- -	3,546,000.00
Annual Income	-	3,678,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $1,000,000.00.
TOTAL ASSETS, $2,024,096.02.
LOSSES PAID SINCE ORGANIZATION, $23,886,005.32.

HEAD OFFICE, - BRITISH AMERICA BUILDING, Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J. KENNY, Vice-President and Managing Director
P. H. SIMS, Secretary.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life ASSOCIATION.

W. H. BEATTY, PRESIDENT.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

THE CANADIAN BANK OF COMMERCE.

Paid-up Capital, - - $8,700,000
Rest, - - - - $3,000,000

HON. GEO. A. COX, President. B. E. WALKER, General Manager.

HEAD OFFICE: TORONTO, CANADA.

This Bank, with 109 branches, covering all the principal cities of Canada and the Pacific coast of the United States, and its own offices in London, Eng., and New York, is able to offer to those engaged in mercantile business of any kind unexcelled facilities for any legitimate banking business.

LIST OF BRANCHES:

BRITISH COLUMBIA:

Atlin	Greenwood	Nanaimo	Vancouver
Cranbrook	Kamloops	Nelson	" East End
Fernie	Ladysmith	New Westminster	Victoria

MANITOBA AND NORTHWEST TERRITORIES:

Calgary	Elgin	Moose Jaw	Regina
Carman	Elkhorn	Moosomin	Swan River
Dauphin	Gilbert Plains	Neepawa	Treherne
Dawson	Grandview	Ponoka	White Horse
Edmonton	Innisfail	Portage la Prairie	Winnipeg
	Medicine Hat	Red Deer	" North

ONTARIO AND QUEBEC:

Ayr	Dundas	Ottawa	Stratford
Barrie	Dunnville	Paris	Strathroy
Belleville	Fort Frances	Parkhill	Toronto, 8 offices
Berlin	Galt	Peterboro'	Toronto Junction
Blenheim	Goderich	Port Perry	Walkerton
Brantford	Guelph	St Catharines	Walkerville
Cayuga	Hamilton	Sarnia	Waterloo
Chatham	London	Sault Ste Marie	Wiarton
Collingwood	Montreal	Seaforth	Windsor
Dresden	Orangeville	Simcoe	Woodstock

MARITIME PROVINCES:

Amherst	Canning	New Glasgow	Springhill
Antigonish	Halifax	Parrsboro'	Sydney
Barrington	Lockeport	Sackville	Truro
Bridgewater	Lunenburg	St John	Windsor
	Middleton	Shelburne	

IN THE UNITED STATES:

New York, Portland, Ore, San Francisco, Seattle, Wash., Skagway, Alaska

LONDON, ENGLAND, OFFICE: 60 LOMBARD ST., E.C.

A general banking business transacted. Foreign exchange bought and sold

MANUFACTURERS AND MERCHANTS.

It may be necessary for your staff to have fidelity bonds. We act as surety on such. We are known the world over.

Write to us for terms and particulars.

The London Guarantee & Accident Co., Limited,

D. W. ALEXANDER, General Manager for Canada,

Canada Life Building, - - - TORONTO.

THE METROPOLITAN BANK.

CAPITAL PAID UP, - - $1,000 000.
RESERVE FUND, - - 1,000,000.

HEAD OFFICE, - TORONTO.

R. H. WARDEN, D.D., PRESIDENT. W. D. ROSS, GENERAL MANAGER.

BRANCHES:

Brigden	Petrolia	In Toronto—
Brockville	Picton	cor. College and Bathurst Sts.
Brussels	Streetsville	Dundas and Arthur Sts.
East Toronto	Sutton West	Queen and McCaul Sts.
Milton	Wellington	7 and 9 King St E.

GENERAL BANKING BUSINESS || SAVINGS DEPARTMENT AT ALL BRANCHES

FINANCE AND INSURANCE

A STATEMENT has been issued by the Russian Government on the financial situation with regard to the Japanese War. The statement reads: "The war, which broke out in spite of the peaceful intentions of Russia, found the finances of the empire in a satisfactory position.

"The effective capital of the Exchequer, which at the beginning of the year amounted to 182,000,000 rubles, has been more than doubled up to the present time, by reason of the diminution of the budget expenses. Now the whole sum at the disposal of the Exchequer exceeds 300,000,000 rubles.

"Despite this, the war expenditure must be very considerable, and on this account it has been thought prudent to discover a new method for providing funds. These funds might be borrowed from the State Bank to the extent of 500,000,000 rubles, but in order to avoid expending the effective capital at the risk of a disturbance of the money in circulation, and as the Government wishes to see Russia at the end of the war in the same steady financial position as before the outbreak of hostilities, the Finance Minister has considered it necessary to have recourse to an external loan.

"By imperial order of May 12 for an increase in the war funds the issue of a five per cent. external loan for a short term has been decided upon with a nominal capital of 300,000,000 rubles, or 800,000,000 francs ($160,000,000), under the title of 'five per cent. State Exchequer bonds of 1904,' free forever from Russian taxes.

"On May 14, 1909, these bonds will be redeemable at the issue price, and must be presented for redemption in Paris.

"The flotation of the loan is intrusted to the Netherlands Bank, the Credit Lyonais, and Hottinger & Co. of Paris."

* * *

A STATEMENT showing the percentage of increases in individual deposits in United States banking centres during the period from 1890 to 1903 has been compiled. The smallest percentage of increases are to be found in New Orleans, Baltimore, Boston and Philadelphia. New York follows, and then Chicago, Pittsburg, St. Louis and San Francisco in the order named. The feature of the statement is that the Atlantic ports are far behind the interior centres. Specific causes no doubt would appear in an extended examination of local conditions, such as the growth of trust companies in Boston and the attraction which their generally higher rates of interest have for deposits that might otherwise be carried in national banks; this probably would explain a certain amount of the decreases scored in New Orleans, for there appears no intrinsic reason why individual deposits in general should have fallen away to the extent indicated.

In New York's case the issue is open for discussion, and is a rather pretty one, whether the growth of such a banking item as individual deposits should be about commensurate with the average of the country or whether the advances scored by the remainder of the country ought to have a cumulative effect at this point. To this end the item of individual deposits is an apt one, for its increase or decrease is not so readily brought about by external agencies of a temporary character as would be the case with other items in the bank statement. It is likely to indicate, therefore, as clearly as any, the permanent effect in one direction or the other, and so will serve reasonably well as a basis for discussing the question whether a percentage of growth that keeps just a little ahead of that in the points of comparison is to New York's detriment or credit.

NOTES.

Five German fire insurance companies were involved to the extent of $352,240 in the Toronto fire.

Mr. Archibald Wood, private banker, of Millbrook, is dead. He was senior member of the firm of Wood and Kells.

The annual meeting of the shareholders of the Sovereign Bank of Canada will be held in Toronto on the 14th inst.

The Metropolitan Bank will occupy the quarters in the Canada Life Building, Toronto, which have been vacated by the Bank of Nova Scotia.

The Bank of Nova Scotia are now occupying their handsome new building on King street west, Toronto. The rotunda and facade of this building have been greatly admired.

The Nova Scotia Fire Insurance Company, a non-tariff company, which was organized in Halifax about a year ago, held its annual meeting recently. The report of the directors was considered very satisfactory. The number of policies issued during the year was 900, and the premiums received amounted to $21,113.97. The profits for the year amounted to $13,602.42. The rates of this company are something like 10 per cent. less than those of the tariff companies.

Liverpool & London & Globe
INSURANCE COMPANY

Capital and Assets exceed -	$60,000,000
Investments in Canada exceed	3,000,000
Claims Paid exceed - - - -	200,000,000

The Toronto Agency of this Company, so long held by Joseph B. Reed, will in future be carried on by Joseph B. Reed & Sons, the partnership consisting of Joseph B. Reed, J. Carl Reed and LeGrand Reed.

Offices: 51 YONGE ST. Tel. Main 597



"Superior" Shoes For Sorting

Our "Superior" lines are well named. They are Superior.
Your Sorting Orders are well attended to when sent to us.
A Heavy Stock in

Stylish Shoes, Working Shoes, Gloves, etc.

now in our

Winnipeg Warerooms.

If you have not seen our Samples, write us for Sample Dozens. Your requirements will have every consideration.

Trunks, Suit Cases and Club Bags

A shipment just received, comprising all that is new and up to date

THOMAS RYAN & CO.,

LIMITED

WINNIPEG, = = CANADA.

BOOTS AND SHOES

PATENT LEATHER.

THERE has been a noticeable dropping off in the demand for patent leather. This shoe is at its best unsightly after a very short use, and is particularly disagreeable for Summer wear on account of its warmth. More of the shiny leathers are taking its place and giving better satisfaction. In the United States glazed kid is being extensively used.

The president of the American Leather Co., New York, gives his views on patent leather and glazed kid as follows:

"I have worn three pairs of patent kid shoes, but I shall wear no more. They, as a rule, become shabby very soon, and for a patent kid shoe of this character, especially if the skin from which the upper is taken is stretchy, there is no restoration.

"Not so, however, with a glazed kid shoe, which can, week after week and month after month, be polished and brightened, and its freshness restored. Patent kid has, in my judgment, reached a halt. I have learned, on the best authority, that the shoe manufacturers of a large western city have decided to discourage, as far as possible, the making of patent shoes. The patent leather shoe is not fit for general wear like the glazed kid shoe, and this alone will make its popularity less enduring.

"Regarding the necessity of advancing the prices of medium and plump stock advocated by a Philadelphia producer, I am in complete accord with the movement. Shoe manufacturers are becoming more and more discriminating in their rejection of light skins. There is no finer or better leather made than glazed kid, and it is bound to come back again to its old place in popular estimation. We have but to keep on making this same best leather, and a discriminating public will soon recognize that, for comfort and good service, for beauty and good sense, there is no leather made in any other land to rival, much less to equal, chrome glazed kid.

OLD RUBBERS.

WORN-OUT rubber, like worn-out silver, is something that does not exist in these days. Ever since the advent of bicycles and motor cars, both of which drew heavily on the world's rubber supply, and ever since the hundred and one uses to which rubber is put in connection with electricity, the material has become more and more scarce and valuable, so that even the old rubber shoe and the worn-out rubber boot may throw out their chests in pride at being worth really something. Nothing containing rubber is discarded nowadays. The old rubber coat over which the spring tires of a motor car may run on a country road to-day may some day find a resting place in the soft tresses of a woman's hair, after having been transformed into a handsome comb. Even vulcanized rubber, which, owing to the sulphuric process to which it was subjected, was formerly valueless, is now subjected to a process which rejuvenates it and makes it fit to be worked up again for the purposes of the manufacturer. Immense quantities of this product, which formerly was assigned to a rubbish heap, are now treated and admixed with a certain percentage of new gum, enough to cheapen the price of most rubber goods turned out by the manufacturers to-day. Old rubber, however, can be used by itself without any addition of fresh gum, the process of treatment being a simple one.—London Answers.

SUMMER AND FALL SHOES.

IN the cities the tan shoe has acquired a position where it has not been for five years, and it is not at all an unusual sight. Quite a number of men are wearing them, but strange to say there are even more women seen with the tan Oxford. It will not, however, reach the stage where it can be called the correct thing, although it is not incorrect. The color shows no variation, being of a quite high tone, such as may give it some run for hot weather. There are very few being sold through the country, and only the most expensive qualities have any demand in the cities.

There will be continued demand for the men's Oxford, but it will not be confined to patent leathers as in other years. Very many velour and box calfs are shown. The wide laces will still be a part of them.

It will be well not to ignore the canvas shoe, a shoe that has sold well as a warm weather article wherever pushed. White is the staple color, such shades as browns and greys being too freaky to handle as regular stock. In this stock should be included tennis shoes in white or dark full height, or dark low shapes.

The latest walking shoes for ladies resemble the dancing pump save that the soles are thicker and slightly extended. Some of these are laced and many are very low in front with only a large silk bow. These are in the high-class shoe.

Fall samples show no material differences from this Spring's shapes. These are out now and on the road.

NOTES.

The Shediac boot and shoe factory, Shediac, N. B., has been burnt with all its contents. The factory and contents were valued at about $50,000, with about $18,000 insurance.

New Zealand has come forward with a demand from Canada for the old razor toe shoe. Six samples were sent to the secretary of the Board of Trade, Toronto, with a request for Canadian manufacturers to enter their market.

A boot and shoe company has been organized in Sydney, C. B. A board of fifteen provisional directors was appointed. The factory to be built will employ 200 hands, and have a capacity of 200,000 pairs of shoes a year. The shares are being sold at $50, payable in 10 per cent. monthly calls. A building is to be leased immediately.

New England shoe manufacturers are complaining of the dull season. They report tans as selling well, and as making up the best part of supplementary orders. There is some agitation among the makers to lessen the wages as the business is at present unprofitable.

TRADE CONDITIONS IN BRITISH COLUMBIA

Vancouver, May 19, 1904.

AFTER having become almost desperate in their efforts to secure from the Canadian Pacific Railway Co. concessions which would give Nelson a chance to build up business as a distributing point, the business men have been successful in securing recognition of their claims. It was with a great degree of satisfaction that they lately received from Mr. F. W. Peters, assistant general traffic manager of the C. P. R., a notification that Nelson had been made a distributing point for the Kootenays. The wholesalers had been agitating a long time for this arrangement, and when Mr. Peters was in the Kootenays a few weeks ago the matter was discussed with him very thoroughly. Nothing more was heard from him and the Nelson people naturally supposed that the usual fate had attended their efforts. It was only recently, therefore, that a strong resolution was adopted by the Nelson business men to write to the Railway Commission, and inquire when they would be in Winnipeg, and also to ask if they would receive a deputation from Nelson business men regarding what they felt was a discrimination against their city in the matter of freight rates.

According to the advices received from Mr. Peters, it now appears that that gentleman had to communicate with the Great Northern Railway Co. and obtain their consent under the traffic agreement between the two roads, to change the existing schedule of freight rates. Mr. Peters had to make a special trip to St. Paul in connection with the matter. Great credit is given by the Nelson wholesale men to Mr. Harry E. Macdonell, general freight agent for the C. P. R. in the Kootenays, for his efforts in aid of the movement to secure freight rate concessions. The people of Nelson hope to make their city the distributing point for the whole of the Kootenays, both east and west, and to largely increase the wholesale interests of the city.

* * *

Hereafter the customs officers here and in Victoria will keep no diary of monthly importations as formerly. This change was introduced by Inspector McMichael on his recent visit. The idea is to do away with duplicating the work which has been done at Ottawa all along. It will be done there in future and the reports sent forward from here and Victoria.

* * *

The White Pass & Yukon Railway Co. have issued a new tariff giving cost of transportation to the new Alsek diggings. Mendenhall Landing, 70 miles from White Horse, is the head of navigation going into the new fields. The passenger rates are $10 from White Horse, freight in any quantity 75c per 100 lbs., horses and cattle $7.50 per head, canoes $5 each, and dogs $2 each.

* * *

Talking of the new Alsek District near White Horse, Mr. J. T. Hillis, a well-known gentleman resident in Vancouver, and who has just returned from the north, says there are 1200 men in the district already. He intends returning in about two months, and says he fully expects to see twice that many there by that time. As Mr. Hillis is a practical mining man and has spent the last two months in the district looking over the ground, he is in a position to speak pretty accurately of the conditions and prospects of the new section. He says that the diggings are essentially for Summer work. The great quantity of water on bedrock is a difficulty to be obviated by digging drains, and the work of getting in supplies and preparing lumber for sluice boxes is just what can be expected in a new camp. When the work is carried on for a couple of months effectively this Summer, he expects to see some startling results. He has no doubt of the existence of rich gravel in the creeks of the district. The discoverers of Bullion Creek, the first find in the district, are getting in good shape for development and expect to take out fully $100,000 from their claims this season.

* * *

The early break-up of Winter transportation on the Yukon prevented the transportation across the ice of a lot of early supplies which were sent up for that purpose. Many shipments were of perishable goods, and unless the weather keeps warm and the river opens right away, there will be a big loss for some of the "scowmen," as the dealers are called who take in goods and have them on scows at the head of navigation, ready to follow the ice down the river. These scows are usually dragged across the ice of Lake LaBarge to the head of the river, and then sent on from there when the ice breaks up. This time they will have to wait till the lake is free of ice before being towed across, and that means that they will not be able to follow the ice as it clears down the river.

* * *

Local conditions are somewhat dependent upon the commencement of active northern shipments to enliven trade. The wholesale merchants expect that with the next trips of the Skagway steamers large consignments will go north, for the Yukon River navigation is practically open. It is not likely that there will be any great difference in the Dawson business from last season, but there is a steady trade and regular demand which makes a very nice business for local wholesalers, in hardware as well as in dry goods and groceries and provision lines. The demand for mining tools and supplies is always a steady business.

* * *

A proposal to build a railway line up the centre of Vancouver Island is engaging a great deal of attention in Victoria at the present time. Should such a scheme carry it would result in the development of the interior of the island on a scale not yet thought of. Vancouver Island is over 200 miles in length, and the transportation facilities are practically confined to the waters of the gulf and of the Pacific Ocean. The E. & N. Railway, which connects Victoria with Nanaimo, merely serves a little section, which is also easily reached from the coast. No attempt has ever yet been made to bring the interior of the island under actual development and settlement. Connected with this new railway project, which would also be a section of the projected line, is a proposal to get a closer railway connection to the north, so that the sea voyage to Skagway shall not be so long. J. W. Cain and W. W. Belvin, of the Port Angeles Southern Railway, are promoting the Island Railway scheme. Port Angeles is a harbor in the State of Washington on the Straits of Juan de Fuca, nearly opposite Victoria, and but a few miles away. The Port Angeles Southern will be built to connect with the U. S. transcontinental roads and a ferry would carry trains across the straight and start them to the northern extremity of Vancouver Island from Victoria

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MONTREAL AND TORONTO, JUNE, 1904.

PROTECTION FOR WOOL-GROWERS.

MANUFACTURERS of cotton and woolen goods do not monopolize the field for agitation regarding tariff reform. The wool-growers have for some time been giving prominence to alleged disadvantages under which they labor, and to the justice of imposing a duty on the wools now entering Canada free. Protection is considered by many as a cure-all, and the wool-growers, recognizing unsatisfactory conditions, immediately blame the tariff.

What greater protection could be desired than that which admits in five years only $6 worth of wool described in the Government reports as "Leicester, Cotswold, Lincolnshire, Southdown combing wools, or wools known as lustre wools, and other combing wools such as are grown in Canada?" Such a result shows not only a protective, but a prohibitive tariff.

On what, then, do the farmers stand?

They look up the reports and find over forty-four millions of pounds, valued at $6,816,877, imported free of duty during the same period. But this is entirely of qualities not produced in Canada, and it is a recognized principle of tariff adjustment not to impose a duty (save on certain special occasions) on goods necessary to, but not produced in, a country.

It is possible that the idea of the wool-growers is that by the exclusion of foreign wools, the Canadian wools would come to be largely used. Our climate renders the raising of anything save the coarser grades impossible, and for a variety of purposes they are entirely unsuited. A higher tariff would accordingly bear heavily on the already burdened woolen manufacturer, and thus on the consumer and the wool-growers themselves.

Such small use is made of foreign where Canadian wools could be substituted that the gain to the farmer would be unimportant. In fact, a loss would be registered were foreign wools taxed, since the manufacture of the finer grades makes a demand for Canadian wools as a mixture, and cotton or linen garments would take the place of these combinations. Pure Canadian wool can be utilized in few lines, goods made in such a way being outside of the demand, and therefore not to be considered. The public will scarcely consent to the substitution of Canadian coarse wools where the soft imported qualities are at present used.

Advocates of higher tariff point to the exports of Canadian wool in the past five years—7,814,680 lbs., valued at $1,304,607—as a proof that the duty is not protective. This simply means, however, that we produce more than we can use, there being a limit to the uses that can be made of such coarse woods; the fact that we have such a ready market abroad should satisfy the wool-growers. We export only our surplus product, and receive in exchange qualities which we need but cannot produce.

* * *

Business is a thing of action, but it must be pushed

* * *

ARBITRARY UNDERWRITERS.

GRANTING even for the sake of argument that the Underwriters' Association were justified in making the extraordinary advance in fire insurance rates in Toronto after the conflagration in that city, their refusal to confer with the committee of the Manufacturers' Association in regard to these rates cannot be justified. Their refusal was certainly discourteous, and on business grounds unwise.

The members of the Manufacturers' Association are the customers of the fire insurance companies, and it would only be following the dictates of business common sense to have at least given the committee of the Manufacturers' Association a hearing.

When a business man has a misunderstanding with his customers he, as a rule, is only too willing to listen to their complaint and to offer the best explanation he can in order to remove the cause of the difficulty. Business men who refuse to do otherwise would be looked upon as most unwise.

The Underwriters' Association in refusing to accord the Manufacturers' Association ordinary business courtesy

are making a great mistake. They cannot run in the face of public opinion for all time, and their action of raising rates to the extent they did and then refusing to meet the committee of the Manufacturers' Association is certainly a most arbitrary proceeding, and one which the public resent.

The members of the Manufacturers' Association are among the most influential and wealthy classes of the country, and it would be by no means an impossible task for them to organize independent insurance companies, or even for the Manufacturers' Association to adopt a scheme of mutual fire insurance. There are already several large firms in Canada who do their own insurance, and what an individual firm can do it should not be difficult for aggregations of individuals to imitate.

The underwriters appear to have taken the bit in their teeth and refuse to listen to reason. Animals that do this sometimes get themselves into trouble. Probably the Underwriters' Association may have a similar experience.

The July Number of THE DRY GOODS REVIEW is the Annual Fall Number. Its value to the trade —both wholesale and retail—is freely conceded. Advertisers should engage extra space early.

A SUBSTITUTE FOR BONUSES.

ONTARIO towns and cities seem to have gone crazy on the bonus question, with the result that no factory will to-day locate in any town unless it is assured of a huge bonus. Naturally towns desirous of becoming industrial centres have had to seriously impoverish themselves. Moreover, when once they have started the bonus evil, they are unable to draw back. Tax exemptions, additional bonuses, free water, free dock facilities are added to the list and the question arises, "Is the game worth the candle ?"

Economists and thoughtful men tell us that the farmer is the backbone of the country. This is readily proved. Man's great and lasting need is food. He can get on without almost anything except the food he eats. All else, all the great fabric of society, depends primarily on the abundance of the food supply, and because it is to the farmer that man looks for his food, therefore it is true that the farmer is the backbone of the country.

This importance of the farmer seems to be forgotten by these would-be industrial centres. They imagine that their greatness will depend primarily on the number and strength of the industries they can attract to their confines. Of very few towns is this true.

If a municipality is bound to spend money to promote its growth and importance, we would suggest that, instead of applying it all to bonusing industries, which are at best but doubtful propositions, it would spend a part or even all of it in helping the farmers. Better roads, instruction in agriculture, better market facilities, inducements to improve the standard of products are all means to this end. In how few towns are these objects sought after ? And yet, how extremely beneficial they would be to all concerned.

If a town is dissatisfied even with this expenditure of its superfluous cash, there is another channel which might be utilized which would ensure quite as certain results as if the money were applied to bonusing factories. This is the attraction of tourist traffic. This work can be accomplished by the distribution of tourist literature and by the beautifying of the streets and parks of the town, and by taking good care of the tourists when they arrive.

The merchant stands to benefit by both these expenditures of the town's cash. The higher the standard of living of the farmers, the more cash to their credit and the better facilities for reaching market, on the one hand, will be of direct advantage to the proprietor of a store. On the other hand, the presence of free-handed tourists will be decidedly beneficial during the Summer months, and will serve to keep business alive during an otherwise stagnant season.

Mr. Creelman, the very clever agriculturist, stated some time ago that the Canadian farmers could double their present incomes on their farms with the same amount of labor if they could be taught how. Many of them are improving. Such an improvement would mean that every customer of to-day would spend just double what he does now in purchases from our readers.

* * *

Honesty pays because it is profitable.

* * *

LIABILITY OF BONDED GOODS.

IS a merchant liable to pay duty on imported goods which have been damaged or destroyed while in customs' bond ? In view of the fact that a large quantity of bonded goods were destroyed in the Toronto fire, this question is interesting. The section of the Customs' Act of Canada dealing with this subject reads :

> "Upon production of satisfactory proof to the Minister of Customs of the actual injury or destruction, in whole or in part, of any goods by accidental fire, or other casualty, while they remained in the custody of the officers of the customs in any customs' warehouse, or while in transportation in bond from one port of entry to another port of entry in Canada, or while within the limits of any port of entry and before they were landed under the supervision of the officers of the customs, the duties on the whole or the part thereof so proved to be injured or destroyed may be abated or refunded; provided that the claim is made within fourteen days after the date of the casualty, and that due appraisement is made of the goods so alleged to be injured as soon as they can be examined."

There is no provision in the law which would enable the Customs' Department to refund duty paid on imported goods destroyed by fire after they leave the possession or control of the customs.

AN OBJECT LESSON.

BRADFORD, the centre of the British textile industry, has for some years been face to face with a dilemma. The British public had taken it into their heads that Bradford could only manufacture cloths good for plain, everyday wearing and that it was quite out of the question to look to Bradford for anything finer. To change this erroneous and harmful opinion the corporation and the manufacturers of Bradford have organized and successfully carried out an exhibition of Bradford dress fabrics. The exhibition was patronized by royalty, in the persons of the Prince and Princess of Wales. The latter entered heartily into the spirit of the exhibition, and wore Bradford fabrics on every occasion. In addition to displays of materials, there were high-class dressmakers present, who demonstrated the effectiveness of the goods to make up into handsome gowns.

In Canada we have a woolen industry, and in Canada we have also a harmful bias against the home-made article for good wear. And yet it has been demonstrated beyond a doubt that the manufacturers of Canada can produce a high-class quality of dress material. Cannot our Canadian manufacturers take a leaf out of the book of the Bradford manufacturers and conduct an active educational campaign in favor of Canadian goods? A little has been done, but much more can be accomplished.

* * *

Men with one idea usually suffer from optical delusion

* * *

MERCHANTS' PROTECTIVE ASSOCIATION.

THE recent action of the merchants of an Eastern Ontario town will no doubt bring to the mind of the business men of other towns throughout Canada the fact that, with a little co-operation, a stop can be put to the systematic robbery they suffer at the hands of a few individuals whose ambition extends no higher than the number of bills they can run in a town.

The merchants of the town in question simply got together and drew up a list of customers who made a habit of procuring all the merchandise they could without paying for them, and when pushed for payment or refused further supplies transferred their trade to another merchant. This list was carefully compiled and handed to all the storekeepers in the town, with the inevitable result that further business with these habitual "sponges" will be on a strictly cash basis.

Every town has a few families that eke out an existence at the expense of the local stores without any idea of paying for what they get, and to be turned from one store means no protection for another. Such occasional driblets of money as are allowed to escape into the pockets of the merchants are merely forerunners of more and larger bills, and the unfortunate grocer or dry goods man hesitates to stop supplying for fear he loses what he has already supplied.

A merchants' protective association is the only way out of this difficulty. It is simplicity itself for each merchant to draw up a list of customers from whom he cannot exact payment, and for the combined lists to be typewritten or printed and a copy to be kept in a convenient place in each store for reference. No matter how strong competitors they may be, business men should find no objection to combining for such schemes of mutual protection. A large part of the bad debts usually incurred and much of the worry attendant on business life would be thus avoided.

* * *

Business, to be fruitful, must be pruned.

* * *

MAIL ORDER COMPETITION AND PEDLARS

THE retail dry goods trade of to-day in the smaller towns and villages are finding it harder continually to withstand the inroads of the mail order house, backed up by the efforts of the pedlar for his legitimate trade. The Review has constantly furnished suggestions for grappling with this delicate problem, in the way of persistent, judicious, concise advertising to combat the attractive price list of the city departmental store. The pedlar, perhaps the lesser evil of the two, has to pay a license in most localities, which places him on a business footing. However, the steady pouring in of attractive catalogues direct to the consumer with absolutely no restrictions of tax, give an unfair advantage to them. They are merely a silent form of the pedlar, vastly personified, and deserve regulation of some kind by Government law.

Advertising creates a preference. This is a truth firmly established. The July DRY GOODS REVIEW—the Annual Fall Number—provides an opportunity of highest value to advertisers reaching out after the dry goods and related trades.

* * *

It is quite proper for a business man to court Publicity, even if he is married.

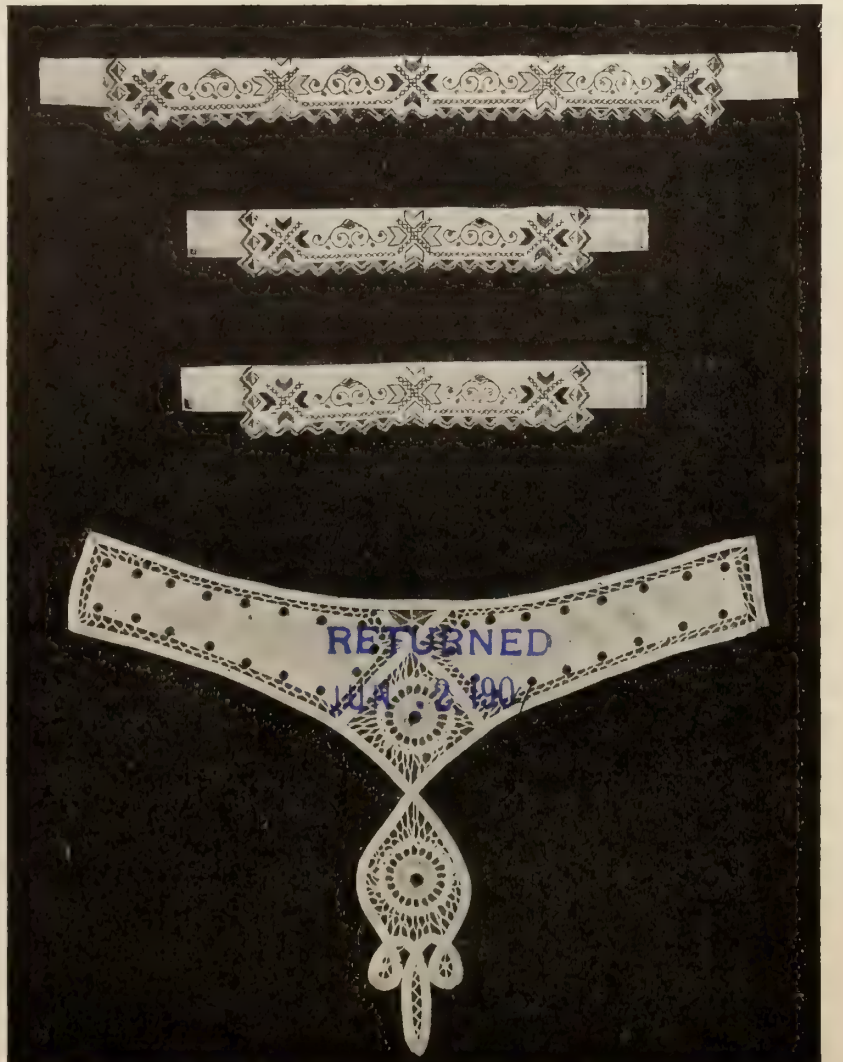
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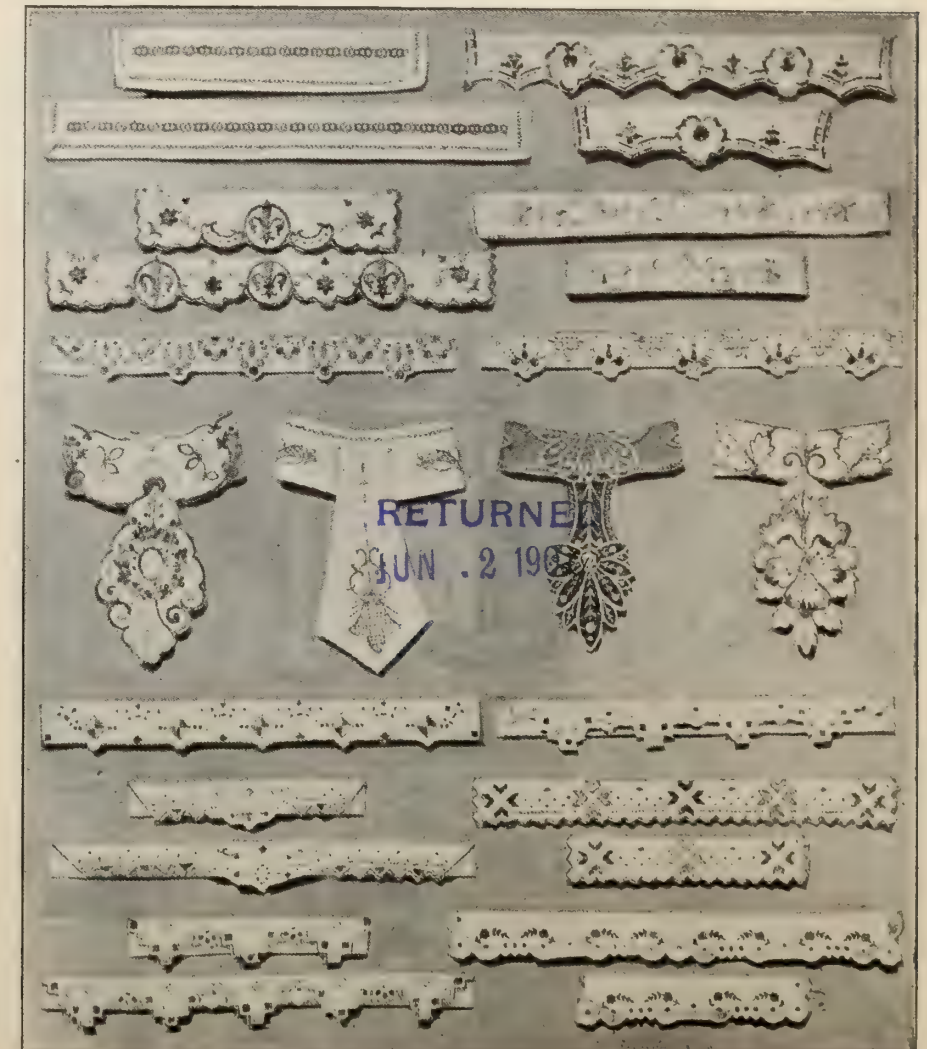
SOME TORONTO FIRE INACCURACIES.

ACCORDING to some of the English trade papers which have recently come to hand, the fire in Toronto burned up several firms whom people on the scene considered had escaped. In one paper there were no less than eight such firms. Among them were John Macdonald & Co.; Boyd, Brummell & Co.; F. C. Daniel, Flett, Lowndes & Co.; Mickleborough, Muldrew & Co.; Nisbet & Auld, Nicholas Rooney & Co.

Probably the English papers in question obtained their information from some of the New York daily papers, whose reports in certain instances were notoriously inaccurate.

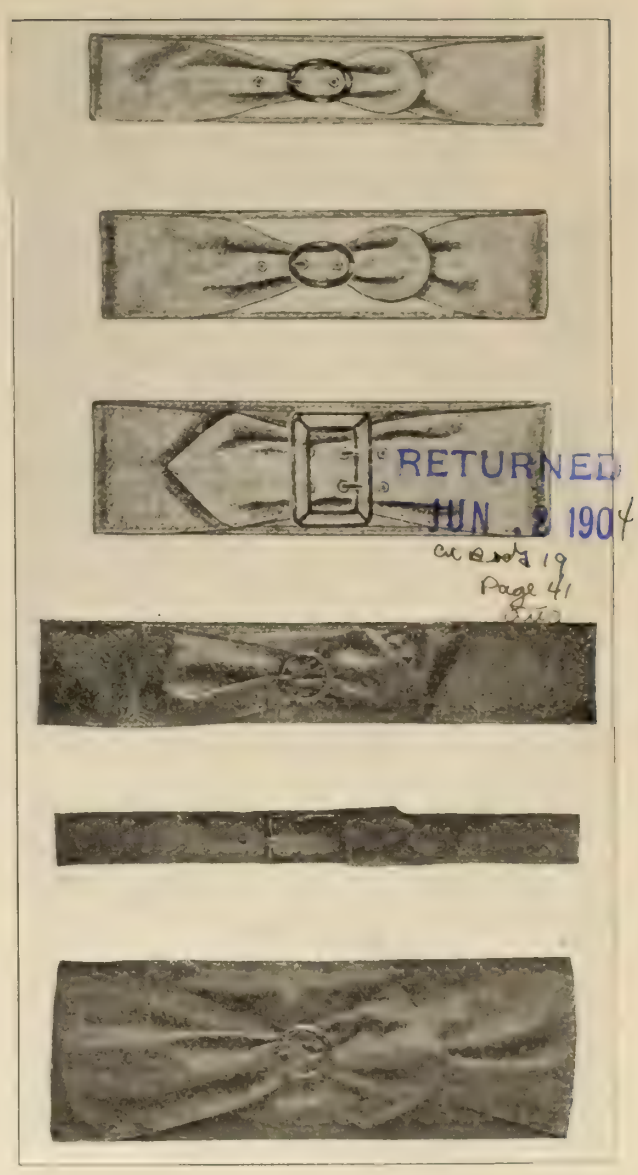
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HERE AND THERE IN THE MARITIME PROVINCES.

WHILE all eves are turned towards the Great West, it must not be overlooked that the older provinces of the Dominion deserve more attention to be paid to their natural resources and capabilities, both for settlers and manufacturing openings, than in the past. In this connection the Maritime Provinces, while advertised for their wonderful attractiveness as a Summer resort, have had little or no attention paid to their industrial development. A representative of The Dry Goods Review, while visiting town after town, saw splendid openings in almost every line of trade. It is deplorable but true, that the natural resources have not been developed to any appreciable extent. What is the cause of this slow development in business as well as in population ?

The secret seems to lie in the fact that there is a lamentable lack of people who will apply their possessions to the profitable development of the provinces. The Maritime Provinces already have the right class of people to build upon. They have capital undoubtedly as well as brains and energy. However, the general consensus of opinion seems embodied in the fact that it is comparatively easy to earn a comfortable livelihood. Why, therefore, should men undergo the extra worry and expense of broadening small concerns or starting new ones ?

It is pleasant to note that a few splendid exceptions are arising of recent years. There are some people who have had the courage of their convictions and have transcended the narrow, inexorable rule of limited trade connections. There are, however, numerous industries in these provinces which lack development because of the want of courage and faith in themselves and their goods of the proprietors. Geographical situation has not spoilt their opportunities. It is safe to say to many people who are looking for a good opportunity to invest even a limited amount of capital that they may find it in these beautiful Maritime Provinces.

* * *

There are many historic, attractive towns in Nova Scotia, but Lunenburg has the added prestige of having the largest fishing fleet in the Dominion. Including the county, 200 vessels measuring over 20,000 tons and employing over 3,000 men are engaged in the bank fisheries. The magnitude and the extent of the fisheries of this seaport town of some 4,000 inhabitants on the Atlantic coast can hardly be exaggerated. The history of this German town dates back to the end of the 17th century, and the names of the early settlers still survive in their direct descendants, who still carry on businesses in many cases founded by their ancestors. The town has a number of flourishing dry goods stores, among which are C. and W. Whitney, W. Silver and J. Joseph Rudolf.

It is perhaps not generally known that Annapolis Royal is the oldest town in North America. This interesting spot for tourists on the Annapolis basin was founded by Champlain in 1604. It is the site of historic Fort Anne, whose fortifications are now the property of the Dominion Government. They are well taken care of, and used as a public park. The historic associations, beautiful scenery and good roads make it a favorite resort for tourists.

* * *

It is like writing ancient history to refer to the mercantile enterprises of Halifax, the garrison city. Among the pioneer and best-known establishments of this city, the wholesale dry goods trade is represented by firms whose stocks and trade connections rival any in the country. Among the many houses in the aggregate that tend to build up Halifax's commercial strength in this line and give the city in general a commercial rating "as solid as a continent" is one of the oldest, largest and most substantial, that of W. & C. Silver. The firm was founded in 1839 by Mr. Wm. N. Silver, grandfather of the present proprietors. His son, Mr. W. C. Silver, has retired from active management and the business is now conducted by the latter's sons, Mr. W. N. Silver and Mr. Harry Silver. The building occupied on the corner of George and Hollis streets is 90 feet by 40 feet in dimensions, containing five floors. The firm carries on both a wholesale and retail trade. Their establishment is divided into various departments, covering all branches of the trade. Their reputation for equitable dealing has long since been established and their name is a household word in many districts.

* * *

It is deplorable that with our recent vast influx of settlers little or no attention is paid to the inducements and advantages of the Maritime Provinces. There is plenty of acreage in the eastern provinces for thousands of industrious settlers, with favorable conditions of climate and country. Industries of every description are merely in their infancy, with in most cases unusual facilities for transportation

* * *

The Great West has absorbed a large amount of the vast immigration into Canada. The Maritime Provinces, however, have received a goodly number of perhaps none too desirable immigrants in the form of Assyrians, Armenians, etc., who have settled as leeches upon the merchants of especially the north shore of Nova Scotia. A nominal license fee enables them to carry on a remunerative business direct with the consumer by a house to house canvass, either on foot or with a team, according to the prosperity of the individual. All these men claim English citizenship when desirable, but at heart are far from being with us. It is questionable if the license fee should not be raised to protect the legitimate home merchant. In this democratic age fairness is all that is asked. But are merchants placed on an equal footing with this class of competition ?

SATISFACTION FOUND IN ELLIS UNDERWEAR

Our representatives are now out with samples of our lines of SPRING NEEDLE RIBBED UNDERWEAR for

FALL AND WINTER, 1904.

One of them will call upon you and it will be to your advantage to look at our samples of high-grade Underwear before placing your orders elsewhere. SPRING NEEDLE RIBBED is bound to displace the ordinary Ribbed Goods on account of its SUPERIOR ELASTICITY AND UNSHRINKABLENESS, and you will find it necessary to have THE ELLIS SPRING NEEDLE RIBBED to have your lines complete.

The Ellis Manufacturing Co., LIMITED,

SELLING AGENTS,
DIGNUM & MONYPENNY. TORONTO AND MONTREAL

HAMILTON, ONT.

To the Retail Merchant:

"DO IT NOW."

Have you yet given your attention to the placing of your order for Fall Hosiery with a reliable mill? If not, we assure you that you would make no mistake in giving the necessary time to inspect our full range of samples of



"MAPLE LEAF BRAND"
Hose, Over Hose, Half Hose,
and **"ALASKA BRAND"**
Lumbermen's Socks and Mitts.



ALASKA BRAND

Our travellers are now on the road soliciting orders in their respective districts as below and will call on you in due time. Be sure and see them before placing.

Retail Trade Only.

PROMPT DELIVERIES. SATISFACTION GUARANTEED. EVERY PAIR WARRANTED.

The Goderich Knitting Co., LIMITED, ...Goderich, Ont.

J. E. LEWITT, Manager. Established 1895.

SELLING AGENTS:

McCLUNG & BURNS.
17 Jordan St.,
Toronto, Ont.

A. L. GILPIN.
22 Victoria Chambers, 232 McGill St.
Montreal, Quebec

J. H. PAYNE.
Box 643.
Winnipeg, Man., N.W.T., B.C.

FRED. S. WHITE,
St. Stephen, N.B.,
For Maritime Provinces.

ABSOLUTELY RELIABLE AND UNSHRINKABLE UNDERWEAR.

THE EILDON UNDERWEAR HAS ACHIEVED A WORLD-WIDE REPUTATION.

WHY?

BECAUSE IT IS UNSHRINKABLE

WELL MADE

WELL-FITTING and WEAR-RESISTING

Write for our Book of Patterns and Price List.

LONDON, ENG., 122 WOOD ST.

AUSTRALIA: PATTERSON & RUHFUS, MELBOURNE and SYDNEY.

SOUTH AFRICA: G. T. DOWELL, JOHANNESBURG, C.T.

GENUINE SCOTCH HOSIERY

EILDON

SPECIALLY PREPARED FOR CANADA



STOCKED IN

WHITE GAUZE MERINO,

INDIAN GAUZE SILK AND MERINO,

SILVER GREY AND ART SHADES IN PURE WOOL AND SILK AND WOOL,

INDIAN CASHMERE,

NOVI SPUN,

STRIPED EFFECTS IN SILK AND WOOL,

WHITE WOOL AND NATURAL WOOL.

ALL UNSHRINKABLE.

EGYPT: MACDONALD & CO., CAIRO.

PARIS: C. COHADE.

CONSTANTINOPLE: G. STRATI.

OUR LEADING LINE

EILDON "Guaranteed Unshrinkable Pure Wool."

These compare favorably with any other make on the market, and we give an unqualified guarantee with every garment. These are labelled "GUARANTEED UNSHRINKABLE," in addition to Eildon tab.

If your wholesaler cannot supply you, drop us a card, and we will arrange to have samples and a price list submitted to you.

Montreal Representative:
J. L. WOODS,
214 CORISTINE BUILDING.

TRY THEM

Toronto Representative:
A. ROLAND WILLIAMS,
MANCHESTER BUILDING.

Ladies' Wear

KNITTED GOODS

Men's Wear

ONLY one week of warm weather from last September to the middle of May! Of course it has interfered with Spring business, and lightweight underwear has fared little better than most other lines. The advantage, however, in the underwear line is that it means merely a delay of selling, not sales lost. Every man and woman wears underwear all the year round, and the same proportion must wear lightweight in warm weather. That desirable quantity—agreeable weather—appears to have commenced, and it will be a signal for a boom in the sales of Summer underwear. Sales have been only moderate, but far better than the temperature would warrant, and retailers have been agreeably surprised. That one week of warm weather made a large vacancy on the shelves. Wholesale houses report a far better business in repeat orders than they expected, although there has been much less than if the months of April and May had been seasonable. They feel perfectly satisfied about the prospects as the goods will go sooner or later.

* * *

Merchants who are sending in repeat orders find the market very different from what it was at the time their placing orders were given. Supply houses had bought their stocks to fill those original orders, at old prices before the conditions in the wool, linen and cotton markets rendered an advance by the manufacturers imperative. When second supplies had to be procured, an advance of ten per cent. was encountered, and the retail merchant meets the same advance on his repeats. Prices average about ten per cent. higher, although a few are more and some only slightly advanced. Balbriggan, the staple Summer underwear, has gone up ten per cent. This means that there will be very little 25c balbriggan and it of poor quality. The 50c lines are the popular ones, as they give good satisfaction and a reasonable profit. Merinos in lightweights are always in demand, a great number of men having decided opinions regarding woolen underclothing.

* * *

There is quite a quantity of mercerized underwear seen in the stores, and sales are said to be very gratifying. While opinions as to the durability of mercerized goods vary, there is no doubt that it is a finer appearing goods than the ordinary cotton. These mercerized lines can be sold for 50c in some qualities. A couple of city windows have been filled with this class of goods and labelled "silk." To very many they would pass as silk when new, but it does not take long to discover the deception. Such methods of selling goods are resorted to only by the unprincipled. It is not possible that the dealers themselves were deceived.

* * *

Mesh and cellular underwear are beginning to move. There is a great variety of weaves in these and prices range from thirty five cents to three dollars retail. Most of them are made with shoulder sleeves only, and many have knee drawers. It is a hot weather clothing and no more of it is used than necessary.

* * *

There is nothing new in fancy hosiery. The same demand is sustained and preparations are made for a heavier sale as soon as Summer suits with Oxford shoes are more generally worn. Sporting hosiery is moving more freely.

* * *

IN another column is an announcement of the opening of a Canadian branch in Montreal by the Jaeger Woollen Co. It is another sign of the times when a manufacturing concern like this, handling the most expensive goods, see a market for them in Canada. Both in the west and east there is a growing demand for the best quality of underwear, as well as of other garments. Never was there a time when merchants in any live town had greater opportunities to raise the standard of their trade in this department.

* * *

And it is not only in woollens, but in all classes of undersuits and knit goods that the demand is toward a higher class garment. Another concern working along a totally different line—the Deimel Linen Mesh Co.—have in a few years here created a large demand for their goods, though they also sell the most expensive lines. These are not the only ones. But when there is a good demand for the best of two such opposites in underwear products, it certainly looks as though price was becoming less of a consideration, and quality the chief desideratum in the buying of clothing of this nature. Yet we know of merchants who contine to stock the very same class of goods they have been buying for years, with no the slightest effort to induce their customers to take a better, and this in communities where the best of everything might be easily afforded.

* * *

Buying for Fall has been fairly good, and prices are still firm all round, with every probability that there will be no easing off this year. The demand for fleece lined and woollen goods has been satisfactory, though for a while there was some hesitancy on the part of dealers when higher prices were talked. Most of the Canadian houses, however, were pretty well prepared for the Fall with goods which they could still sell at former prices.

* * *

A Montreal retailer who is making a push on a certain fibre line has had a unique and rather convincing display in his window, showing the evolution of the finished product at the different stages of manufacturing from the raw fibre. This is convincing as the matter of showing the purity of the goods in manufacture, but whether it will induce anyone to invest in that particular class of garment is another question.

CANADIAN UNDERWEAR IN AUSTRALIA.

IN his report to the Department of Trade and Commerce a Canadian agent in Australia says: The trade speaks very highly of the sample collection of Canadian knitted goods, which are excellent in design, and the fullness of size of even the very cheapest lines is very noticeable. These lines have been shown to the principal dry goods importers in the various centres, and in Melbourne are held in high estimation, although the recent advance in price of the cheaper goods (owing to fluctuations in cotton) has somewhat retarded large business being done. The outlook for Canadian knitted goods of promisingng, one large buyer intimating that the fact of Canada being so far advanced in manufacturing such goods was quite a revelation to him.

NEW KNITTING COMPANIES.

THE Avon Hosiery Company has been incorporated with a capital of $40,000. The provisional directors are: D. M. Ferguson, B. M. Williams, R. L. Baker, John Ferguson, J. W. Chowen. At a meeting held in Stratford, Ont., the following officers were elected: President and treasurer, D. M. Ferguson; vice-president and manager, B. M. Williams; secretary, J. W. Chowen; directors, John Ferguson, Brussels, and R. L. Baker, Toronto. The factory is being erected in Stratford, and the articles manufactured will be woolen and cotton hosiery. It was decided to place 100 shares of the company's six per cent. accumulative preferred stock on the market in the near future.

The proposed knitting factory for Morrisburg, Ont., is not going to materialize. H. H. Lang, of Ottawa, who had an option on the Miller foundry property, owned by the Molsons Bank, has notified the bank managers at Morrisburg that it is not his intention to locate in Morrisburg. He says that the capitalists associated with him wish to locate in a city where there would be plenty of labor available in case of strikes, a contingency which every manufacturer is forced to consider.

ARISTOCRATIC UNDERWEAR.

UNDERWEAR that costs five and six dollars a suit is considered in this country of super-quality, and anything over that price would be an interesting feature for a show window. In England, however, they do not stop at a pound on first-class underwear. No country in the world has approached the prices a few English manufacturers ask. A Cheapside establishment recently filled a window with grades of goods that would open the eyes of Canadians. This house has a large clientele among Yankees, both residents and visitors to London. One pile was topped with a card bearing the inscription: "Made to the special order of Mr. F. B—, New York, U.S.A. Silk and wool underwear, £4 per suit."

Another card had: "Rich bright silk, extra quality, £120 per dozen suits." Still another card showed that a silk suit was worth £14. As much for a suit of underclothing as the "swell" tailors ask for a dress suit!

HOSIERY.

JUDGING from the retail display, German cotton and lisle hosiery have held their own in spite of the surtax, as it is perfectly easy to get "Hermsdorf" dyed cotton hose, and at a popular price, too. Just where the sacrifice, if any, has been made, is hard to say—but the retailer has got the goods. In one of the large Toronto stores, which has a great reputation for the hosiery it keeps, they are selling with great freedom a line of boot high laces for 25c. These are not only a sightly line of hose, but are in a good wearing quality as well. There is a craze for tan hosiery developing in the States, but though tans are showing here there is no particular craze for them. Champagne shade is new here and is having some success, and so is pale grey, but the chief sellers are in black.

Laces and openwork hose are selling better than the embroidered lines, and the lighter kinds are most asked for. Very few stripes are showing.

Some very attractive hose in embroidered silk are shown, the patterns consisting of small figures in cardinal, blue, yellow, etc.

FABRIC GLOVES.

THE few fine days, about Victoria Day, brought fabric gloves into selling prominence in the retail stores. There has, as yet, been little doing in either lisle or silk gloves as far as the retail trade is concerned, and stocks have been little drawn on. The few days of warmer weather, however, brought out purchasers, as "kids" were decidedly uncomfortable.

In both silks and lisles, black and white are the colors selling; modes, tans and golden browns, as well as grey, are shown, but do not take as well as either black or white. The popular glove has two dome fasteners, generally of pearl. White pearl on white, and grey pearl on black, are popular. A few lace gloves are shown, but the run is on the plain glove.

THE SEASON IN WHITEWEAR.

THE Spring season of 1901 was one that did not fulfill its early promise. Orders were large, so large in fact that manufacturers could not ship all lines by the middle of December as usual. Retailers bought freely, both because they anticipated a prosperous season and because of advancing prices on all cotton fabrics. Then came the snow blockades and the continued cold weather, that flattened out all trade in all but the larger cities. Not only did the interrupted communication put an end to trade, but in towns in many sections the fact that the freight service was in such a bad shape hindered trade. In many places whitewear could have been easily sold if it could only have been delivered. In fact travellers who on their up trips sold goods, expecting repeats on their return, found, in many cases, when they called for these repeats that the first ordered goods had not yet been delivered. This means that retailers have not as yet sold anything like their usual amount of whitewear, and as a consequence repeats are not coming to hand at all freely. The Toronto fire was the indirect cause of throwing on the market a large stock of whitewear at, it is said, very attractive prices, and as this stock has been pretty well distributed this will also affect to some extent repeat orders. Fine, warm weather will have, however, a very marked influence on retail sales, and this should mean that some nice orders will come to the manufacturer later on.

JAEGER
Pure Wool

If you stock JAEGER Underwear you attract the best class of customers to your store.

You are sure of repeat orders.

No underselling — uniform prices throughout the Dominion.

LIBERAL TERMS TO THE TRADE.

The TRADE MARK is a genuine guarantee of purity

NOTE  IT

Price List and full particulars as to terms, etc., apply to the

HEAD OFFICE FOR CANADA.

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY, LIMITED

2206 St. Catherine St.,

MONTREAL.

EIDERDOWN

SACQUES and GOWNS

WARM, COMFORTABLE, ECONOMICAL.



Retailers cannot afford to be without these goods.

THE GALT KNITTING CO., LIMITED. GALT.

UNDERWEAR

THAT WILL

WEAR



We make the daintiest, cosiest, and best fitting

Ribbed Summer Underwear

In the market.

Also in medium and heavy weights, for

Fall and Winter.

Perfectly adapted for

Health and Comfort.

A full assortment of all lines and sizes

Kept in Stock.

WRITE TO US

THE WATSON MANUFACTURING CO. LIMITED

PARIS, CANADA.

FALL SAMPLES
in operation.
THE BEST
ever
shown.

The American Silk Waist Co., Montreal

Spring Sorting Orders Delivered in 10 Days.



WAISTS-WAISTS

New York is the fashion centre of America.
Silk blouses are good lines for Fall.
Waist departments pay handsome profits.
Mfg. of waists is our only business.
Co. is where our goods shine.
MONTREAL, our home.

A postal will bring our representative with complete range for Fall.



"PESCO"

UNSHRINKABLE UNDERWEAR

UNSHRINKABLE "PESCO" FINISH GUARANTEED ALL WOOL

is ALL-WOOL or SILK and WOOL.

Is ELASTIC, SOFT, and COMFORTABLE.

Made for MEN, WOMEN and CHILDREN.

GUARANTEED ABSOLUTELY UNSHRINKABLE.

Any garment shrinking in washing will be replaced.

Manufactured solely by
PETER SCOTT & CO.
Limited
HAWICK, SCOTLAND



SAMPLES . . . AT

CANADA. JAMES GILMOUR, Room 205, Coristine Buildings, St. Nicholas St., Montreal.
GLASGOW. ADAM VEITCH, 358, Central Chambers, 93, Hope St.
LONDON ALFRED THOMPSON, 11-12, Foster Lane, E.C.
LIVERPOOL JOHN ANSTEE, Waterloo Buildings, Wood St.

WAISTS

WHILE it is a fact that a spell of fine, warm weather would greatly add to retail sales in shirt waists, business in them is, generally speaking, good; in fact, the general sentiment is that the present season is proving an excellent one for waists, both in medium and high-class lines, though, owing to the weather, there has been no great rush for the medium and popular-priced garments, on which there is each season so large a run. Waists have been selling so far to complete the suit, and in the fact that they are a necessity for this purpose lies the chief strength of this garment at present. The demand from the large class of women, who make a popular-priced, white shirtwaist the general utility garment for Summer wear, is yet to come. Later on the shirtwaist suit may prove a dangerous rival, but, even recognizing this, the sale of waists will be very large.

* * *

In higher priced lines, white linen is very much in evidence, particularly the finer or handkerchief kinds. Drawnwork and hand embroidery are used for decoration, and the price varies according to their elaborateness. These waists are tailor finished and, though white is the favorite, champagne and a few Persian figured and spot designs are also shown.

* * *

There is a growing feeling for soft finished materials that call for shirring as a trimming, and silk mull is one that is becoming popular. Silk mull looks just as well when washed as before, and as it does not crush so easily as lawn is more suitable for wear under the tighter fitting coats that are now coming into vogue. Though silk mull is the name this fabric goes by, it is really a soft-finished mercerized lawn, and is not too high in price to be adopted by the medium trade. Some very pretty waists have been shown made from the printed tulles. These were very plainly made with shirred tucks, and practically no other trimming. Japanese silk is another favorite. Some of these Japanese silk waists are trimmed with fibre silk laces and the effect is very pretty; but customers should be cautioned not to wash them or even clean them with gasoline, as either cleaning process will have disastrous results. A waist of this kind must be dry cleaned. If you want to know why, wet a piece of fibre lace or braid, and pull. If gasoline is used it shrivels the fibre lace up. This should be told to prospective customers or there will be trouble, for a Japanese silk is always classed as a wash material.

* * *

The round 1830 yoke and bertha effect is the smart one, but where this style is adopted the fastening must come at the back. A rather ingenious way of obtaining this effect and still retaining the opening in front was noticed. A collar shaped like yoke and bertha fastening at the back was added to the plain open fronted blouse.

* * *

There ought to be quite a revival of interest in silk blouses for Fall as manufacturers have put on the market such a number of soft-finished silks that are so suitable for this purpose that they seem to ask to be made into pretty styles. Among these may be named taffeta, regent, chiffon taffeta, messaline etc. As many of these silks are shown in the wide widths, they will be doubly useful for the cutting up trade, and note must be taken of the fact that they do not cut like the stiffer taffeta.

* * *

A Canadian waist manufacturer, just returned from New York, found the waist business quiet, owing to the over-production of the garments, and the American manufacturers have been glad to turn to the Fall trade. They are at present working on Fall samples, and like the Canadian waist makers, are giving flannels greater prominence than ever.

* * *

The Canadian Summer business in waists has also been quiet, on account of the cold weather so late in the Spring season, and sorting orders have been comparatively few, cotton waists being about the only active line.

* * *

Canadian waist manufacturers expect to do a good trade in flannel waists. Both plain and printed flannel are used in the construction of these waists, and each has its many admirers. Colors run on the usual staple line, that is, navy, cardinal, black and white, in about the order named. Another heavy waist for Fall, something of an experiment in the waist line, but not without fairly good chances of success, is the Russian zibeline garment. Both the rough and smooth surfaces are shown by most of the manufacturers. Etamines and many coarse weave materials will also be used.

* * *

All soft materials will again be good in the Fall silk waists. China silks are well to the front, and they will undoubtedly be leaders for Fall, as they have been for Spring. Several manufacturers are showing them lined, which renders them very suitable for the Winter trade. These are made at prices to retail as high as $8.

* * *

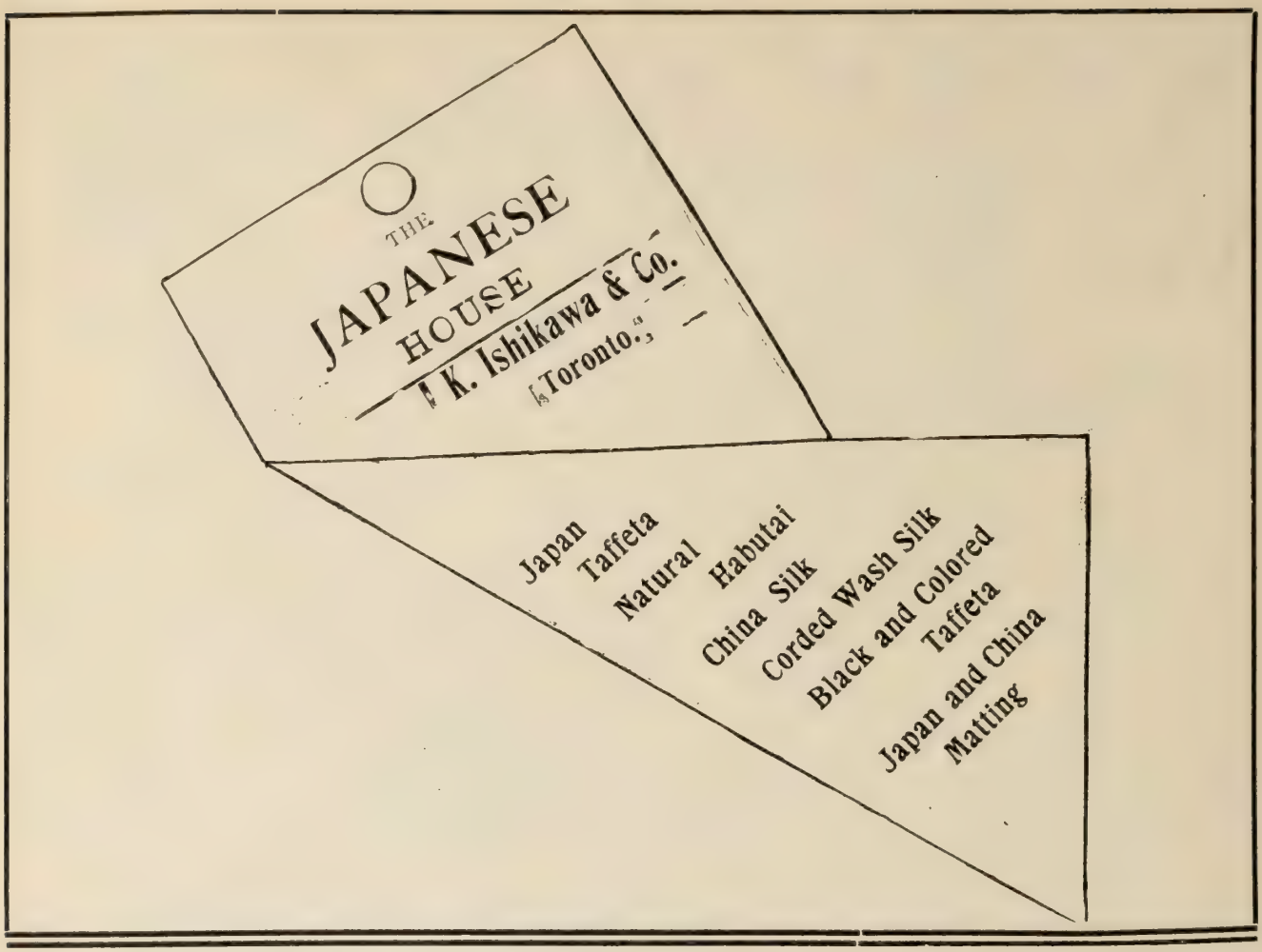
After being comparatively slow for a season, taffetas are being used again about as much as ever. They are especially good for shirt waist suits. A new taffeta, which manufacturers have termed taffeta chiffon, is on the market, and is very well liked by all who have seen it. This is a taffeta cloth of a very soft quality, which does not crease or show marks from crushing. As a manufacturer said to us, "had this fabric been on the market two years ago, taffetas would never have declined at all in popularity, for this new taffeta has the wearing qualities of peau de soie, and at the same time presents a much more attractive appearance."

* * *

In the way of trimmings wood fibre silk ornaments, once popular, are again shown, and it is expected that they will meet with ready sales. Laces are again extensively used, and several beautiful models are shown in white, black and sky materials, with lace trimmings in the champagne shade. Some waists of the most expensive kind are shown in satin de Lyons and crepe de chine with strips of lace and braid woven in by hand. These are in the dress waist class, and run as high as $25. The use of large buttons is not so general as last year in the blouses. In most of the new creations small fancy gold buttons are used.

* * *

Button back waists have become popular in the United States, and some manufacturers will put a few of them on this market for the Christmas trade and afterwards.



Debenham, Caldecott & Co.

Temporary Address
122 Wellington West
TORONTO.

FALL SAMPLES

1904

Our Travellers are now showing a choice collection of Fall novelties.

DRESS GOODS

FEATURES OF THE TRADE

IN spite of the vagaries of the weather, the Spring trade in dress goods has, on the whole, been very large. Tweeds in particular have been in great demand, as they are well suited to the kind of weather this Spring; and in the cities without doubt they have been the popular material; indeed, every second woman on the street is wearing a tweed suit.

Some effective window displays have been built up of tweeds. A favorite way of showing them is to make the display wholly of the different shades of the same color; thus, greys in all shades and varieties of flecking will be shown at one time, champagnes another, greens another, and so on.

The champagne ground is much favored in the lighter colored tweeds, and the most seen fleckings are brown; green, particularly in rather vivid shades; blue, and in the ultra trade, mauve and violet.

Mohair fabrics and lustres in the newer fancies are popular and will be more so as the season opens up. The white lustre or Panama shirtwaist suit will be one of the leading features of the Summer season. Shirtwaist suits of light Summer silks, not only in plain taffeta in soft makes, but in small checks in black and white, blue and white, etc., and in grey striped effects, and also in quiet effects in blue and brown, will be features.

Very few voiles and kindred fabrics have as yet been seen on the street, as the weather has been against them for outdoor wear, but they have been freely bought, as a dress of this material can be utilized all the year round for a dressy gown.

There are some beautiful robes shown in both the high-class trade and the popular trade. These are of fine French voiles, eoliennes, crepe de Paris, etc., and are shirred, tucked and lace inserted. Some are hand-embroidered. A lovely robe of this class in pale soft grey had bunches of violets in subdued shades of violets and greens scattered over it, and another handsome robe was inserted with a waved galoon of Cluny lace. Voiles that show an indistinct check, spotted voiles, and spotted and figured eoliennes, etc., are all shown. Albatross, or nuns' veiling is largely sold for a variety of uses—the latest of which is for the drop-skirt under a voile or other veiling gown.

The wholesale end of the trade is busy now with preparations for the Fall, and sample lines may be said to be almost complete. Travelers are on their rounds, and in spite of the unsatisfactory nature of the weather retailers are displaying a good deal of interest in Fall lines, and there is no complaint about the size of orders.

THOUGH there has been a great deal said about a tendency towards plain cloths for Fall, yet, as the season opens up and sample lines are completed, it is seen that fancy effects are decidedly in the lead and that the range of fancy cloths is very large and varied. To the dress goods buyer this is a most encouraging feature, as he knows that this is a distinct point in his favor, and one against his strong competitor, viz., the ready-to-wear department. The time when the ready-to-wear man can get his fine work in is when plain fabrics have the call, as he only has to pick out the popular weave and he can plunge on it without fear; but, when fancies are to the fore, and particularly in such a variety as are now shown, he cannot do this, as stocks would be too heavy and too risky to carry, and he would have too great an amount of capital tied up in them.

Fancies in Favor for Fall.

This Spring has been a fancy season, and it is instructive to notice the large proportion of costumes on the street that are palpably either tailor or dressmaker made. Voiles and veilings are equally unsuitable for the ready-to-wear trade, as the shirred and pleated effects that are now in vogue must, to hang properly, be fitted on the wearer. As long as the present styles of dress materials hold the popular fancy this department will enjoy the advantage, and it is to the satisfaction of dress men that fancies and veilings are again to the fore for the Fall of 1904, and again the largest proportion of the trade will be done in veilings and in neat and unobtrusive fancy effects.

The only prominent exception seems to be in favor of broadcloths, but as these cloths are generally used for afternoon and reception gowns, they are usually more elaborate in design and trimming than the general run of the ready-to-wear trade cares to undertake. Another purpose that will account for a considerable yardage in broadcloth is for trimming and strapping purposes. Retailers should see that their broadcloths will match or go with their more prominent fancies, particularly their tweeds.

Tweeds and tweed effects are first on the list at present for Fall. They have caught the popular favor this Spring and in medium colorings are the most used cloth for the generally worn walking suit. For dressier occasions the light champagnes, and greys with the mohair noppe and flecks of color are in great favor. They are made up chiefly in bolero and blouse styles and trimmed with lace strappings of broadcloth, fancy braids, etc. Fancies of this class, only in Autumn combinations and shades, with darker ground colors, and, generally speaking, with less white in them, are among the leading lines shown. Many lines show dashes and flecks of what seems

to be n[illegible]ty high color, though it must be remembered [illegible] skies are in keeping they will not look so brig[illegible]as now. Some are very effective, but it is just as well to be cautious about overstocking the most conspicuous of them, as any fancy effect that impresses one in such a manner that is known and recognized again when seen, soon falls into disfavor.

Stripes of bouretted yarn in boucle effects are shown in attractive combinations, and a few long-haired stripes of the zibeline order are also to be seen in Fall lines. Suiting effects will also be prominent for useful wear. They are in close imitation of neat, quiet styles in men's cloths, in checks, plaids and stripes, and the color plan is closely allied to those seen in men's suitings. There is a large assortment of what may be termed semi-plain effects with either basket weave or herringbone grounds. These are both in monotone bouretted stripes, and in jacquard figured effects. The Canadian mills have brought out a range of highly attractive fancies of this order, and some of these have invisible diamonds, spots and small figures on a basket ground. Another novelty of this class is in a heavy weight crisp voile weave—a French weave turned into a weight suitable for Canadian wear, as it was described. This cloth has a raised pattern in imitation of the matallase effects that the foreign manufacturers are showing. This is a novelty of which a good deal is expected and, judging from the appearance of the fabric, it should be a popular seller. Broadcloths with flecked and bouretted stripes are another attractive line and a beautiful cloth of home manufacture in this style is shown.

The bouretted stripe, so much in evidence for Fall, is a total change from the stripes shown last year. Last year's stripe was a succession of noppes with intervals between, but this year it is as it were, rolled out long, almost to nothing, and then gradually thickening again until the heaviest part is reached. Another popular form is as though a bunch of white threads had been caught up at intervals by mistake.

* * *

THAT the trade has a firm confidence in the continuance in Fashion's favor of the shirtwaist is plainly seen when jobbers bring out their lines of samples of materials suitable for shirtwaists. Lustres and mohairs are, of course, well represented, but opera flannels, French flannels, etc., would seem to be most in evidence. Graduated spots are both the newest and most favored designs. The whole of the ground will be covered with a pattern of various sized spots in black on a light ground, and in colors on a dark one, and at wide intervals will be a large spot of color surrounded by a ring.

Blouse Materials For Fall.

In woolen blousings stripes are most prominent, and spotted stripes are most in vogue; in fact, spots are coming into favor, and any design that shows a spot may be counted on as new. Dresden effects in spots and spots and colors that are decidedly Japanese in character are well shown, and as these patterns are getting a good deal of advertising on all sides they are sure to be popular. A soft make of velveteen, in close imitation of panne velvet, is another blouse novelty. In the plain velvet these are very taking, but there is a line with a pressed plush spot that is extra attractive. Particularly noticeable was the golden brown with a spot in mode, and green with the spot in blue.

* * *

BRIGHT fabrics, such as eoliennes, poplin de chine, silk crepe de chine, etc., are to be leaders for the Fall trade, and the favored voiles, though by no means out of the running, will have to take the second place among veilings. The majority of novelties in voiles show a stripe or other admixture of mohair that lends the fashionable brightness to the fabric. Veilings of all kinds continue to hold an extremely high place in the dress goods world and at the present time are selling in all the popular shades. They are worn by both young and old alike and are the smart fabric for gowns and coats as well. They are suited to the popular style of dressy gowns, and are just as well adapted for afternoon wear as for the more elaborately made and trimmed gowns for house, reception, dinner and evening.

Veilings For Fall.

* * *

THERE will be quite a number of surprises for those who have been used to consider mohairs from the old viewpoint. Until very recently they were the same old story over and over again, and to those who have looked on mohairs from this standpoint the large variety of weaves and effects will come as a surprise. Indeed, the very fact that mohairs are so prominently featured as a Fall material shows that many changes must have been made in the fabric. Of course, one reason why mohairs can be successfully exploited for Fall lies in the fact that women dress much more sensibly nowadays, and by the wearing of knitted woolen underwear, etc., gain the greatest amount of warmth with the least amount of weight, and they no longer call for or have need of such heavyweight dress materials. Indeed, the whole tendency in the dress department is towards lighter weight fabrics. This is good in many ways, as it does not make the dividing line between Spring and Winter goods so marked, and there are many fabrics that are practically on sale all the year round.

Mohairs For Fall.

Mohair suitings claim first place in novelty lines. They are bright and neat, and as brightness and neatness is a desirable quality in Fall lines, these should be sure sellers for the coming season. Herringbone and crepoline weaves, with bouretted and boucle stripes, are another likely line, and in this class are some heavier weights that have an admixture of wool in their make-up. These are fabrics that are likely to take well, as besides their brightness and attractiveness they have the dirt-resisting and durable qualities that mohairs are so favorably known for. As they say in the trade, "they will wear clean."

In fancy mohairs the variety of designs is the largest ever shown. There are suiting effects with splashes of both white and color. There are two-toned grounds with stripes and jacquard figures. Metal prints in many new forms are also being shown, and in cream, blue,

Summer Dress Fabrics

in Stock

Voiles (plain and fancy)
Canvas
Etamines

Eolienne
Crepille
Crepe de Chine

Lustres
Sicilians
Alpacas

Armures
Panamas
Roxanas
Albatross
Cashmere
Sateen

Cream Broadcloth
" Amazons
" Venetians
" Homespuns
" Serges

Pongees
Barege Novelties

Plain and Fancy Linens
Batistes
Swiss Muslins
Silk Organdies

Mercerized Granite Suitings
" Repps
" Boulevard Etamine
" Brocades
" Sateen

NISBET & AULD
TORONTO.

champagne and colors suitable for shirtwaists and shirt waist suits with jacquard, and also silk spot patterns, the range of designs seemingly has no end.

* * *

THERE is one allied line of dress goods that receives very little attention compared with what it should have at the hands of most retailers, and yet it is a line that it pays well to cultivate, even if the yardage of each garment sold is only small; that is, cloakings for children's wear. Some very good lines are shown in goods suitable for this purpose, and a nicely assorted stocks would not only be attractive, but would also be a source of considerable profit. Blanket cloakings are among the cloths shown, and bearskin comes in the popular colors as well as cream, and at various prices and qualities. A cloth that is likely to prove popular for this purpose is a heavy twilled serge, and the best selling colors are scarlet, navys, greens and browns.

Children's Cloakings.

* * *

IT is the aim of every buyer to do his trade on as few colors as he possibly can, consistent with the fact that he must have the proper assortment. As to what constitutes a proper assortment, this must vary according to the size and importance of the stock and the class of customers catered to. All dress men are unanimous in giving a very high place to brown for Fall and Winter wear, particularly the yellow or golden brown shades. Blue is always a selected color, whatever else may be left out, and while there will be a large range of blues to choose from and a great deal of this color worn, yet brown must be placed as the leading fashionable color. Greens are next in order, and some rich dark shades are shown. The resedas are also very strong. Plum is again talked of, but for the popular trade some of the navies that verge on plum can take its place. In the ultra fashionable trade this color will be prominent. Red is another color that is gaining strength. Modes, tans and greys, not mixed grey, but shades of the mole and gunmetal order, will be represented, and in the veilings and broadcloths all the pastel shades are selected. The Paris dress goods card gives special prominence to browns, blues, resedas, reds and plums as the leading colors for the Fall and Winter seasons.

Colors for Fall And Winter.

* * *

THERE are two new British-made dress materials on the Canadian market which are being commented upon in flattering terms by all who have seen them. These are Priestleys' pannean face cloths and silk warp "Estrella" cloths. The latter is more for evening wear than anything else, though it will be found suitable in many cases for fine street wear. It drapes beautifully, and being diaphanous, can be worn with good effect over any colored ground. "Estrella" silk warps are made up in all the best shades.

As above remarked, this material is British made, but that is not its greatest claim to popularity, for it will wear better than German or French goods of the kind at the same price. It is entirely a new cloth, and can be had only from Greenshields Limited. Two of the dresses purchased by the Princess of Wales at the Bradford Exhibition were of this material, which immediately made it the fashionable dress fabric of the season.

Two New Materials.

Another dress purchased by the Princess at the exhibition was a grey pannean face cloth, also made by Priestley. This is likewise in great demand. It is suitable for fine street wear and is shown by Greenshields in all shades suitable for that purpose. This material is an excellent quality of pannean, and being fine goods naturally takes a brilliant dye, so that the various colors shown in this cloth are pure and beautiful in the extreme.

These are two cloths which are sure to be among those most widely worn of all the new dress goods, and every merchant can stock them with the utmost confidence. The Princess of Wales has shown herself entirely in favor of wearing British made goods, and her example will doubtless be followed by all the great leaders of fashion, "who in their turn lead the way for the well-dressed women all over the Empire." Watch out for these goods.

* * *

THE attention of the trade should be called to the large and appropriate showing of materials suitable for Fall manufactured by the Canadian mills. Fashion is at present particularly favoring the kinds of fabrics that the Canadians can best make, and that the manufacturers have not been slow to follow up the advantage she has given them must be admitted by all who see their productions. Suitings in mannish cloths are a leading Fall feature, and there are some splendid lines shown in this class. Noticeable among novelties of this kind was a basket pattern, not weave, in a large variety of colorings, greys with blue fleckings, fawns, browns, modes, etc. with red or blue or both in beautifully subdued and clear colorings. In the next number of The Review a reproduction of this pattern will be given. Herringbone weaves, basket weaves, tweed effects, with flecks of subdued and contrasting colors, are all strong. A cloth with what might be described as more of a frosting than a flecking of another color, was among those seen. A cloth in a rather bright blue, with orange, was a very attractive cloth. Combinations of blue and green are still in vogue and a wide range of these combinations come in Canadian-made goods. Boucle stripes in grey on a contrasting ground are another of the novelty lines.

Canadian Fall Materials.

In homespuns with what may be described as a tweed finish, one firm that has a great reputation for this class of cloth is showing a beautiful range in soft rich colorings. Sample cards do not, as a rule, give a very good impression of a line of goods, as the many colors shown are apt to clash, but the sample card of this range was really a study in attractive coloring, beginning as it did with green and then shading through blue into mauve and violets, into fawns and browns and out into bronzes and greens again. The colorings were really lovely, so soft and rich were they and in such clear, beautiful shades. Friezes are a necessity in some parts of the Dominion, and notwithstanding the vogue of lighter weight goods, will always sell to some sections of the trade. They are showing in light, medium and heavy weights for Fall and in quite a range of colorings.

Cater, Platt & Co.

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Try a sample doz. Return at our expense if not up to expectations.

Made just like cut, 4 ruffles and a generous width, nothing skimpy either in material or work.

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CLOAKS, COSTUMES AND SKIRTS

WHAT IS WHAT IN UNDERSKIRTS.

BECAUSE ready-to-wear lines in the extended form now met with are new to most buyers, many vagaries in shape and make are to be met with, which are all palmed off as correct. Merchants should realize how much of the success of their coat, suit and skirt department lies in the fact that they are known to handle a shapely and properly made skirt. Corsets have a great deal to answer for but skirts are very nearly as important.

Few dress skirts are lined nowadays and, as the underskirt takes in a great measure the place of the lining, if the merchant begins to think a little, he will see why it is necessary that it should be well cut and well made. Even the veriest novice in the art of buying would reject a skirt that had a badly fitted lining—one that was all pleats and puckers. He would see at a glance that the outside fit must be affected thereby.

In the present style the whole effect of the outer skirt depends on the way it hangs; it must fit snugly around the waist and hips, and from there must have a graceful flare. No matter how well cut the outside skirt is, the result may be totally marred by an underskirt which is not shaped and made on right lines, because the underskirt really is the lining as well and wrinkles and pleats in it will show and spoil the fit of the outer skirt. These are points that well deserve the attention of every man who is striving to build up a trade in ready-to-wear garments, for a properly made underskirt is a great help in fitting not only skirts, but suits and coats as well.

To buy goods at the lowest possible market price is the aim of all buyers and in estimating this price both cut and finish, as well as quality of material, must be considered. A well-cut skirt, that is, not sagged at the seams, so that there are unsightly bulges, where smooth, straight lines should be; that has properly turned and strapped seams; that shows no raw edges, and that exhibits a banding at the top of each frill or flounce, even though it does cost fifteen cents or even twenty-five cents more, is much cheaper than the one that is shaped and pulled in all directions, and is a mass of raw seams and long stitches; in fact, the one is a trade builder, and though the other may bring the catch customer, it will help to hold no man's trade.

If the buyer of underskirts is a man, let it be asked why, when he wants a suit himself, does he go to a good tailor. Is it not because he gets good fit and workmanship? If he can see the wisdom of doing this, when his own clothes are concerned, it is hard to say why he does not apply the same reasoning to the garments he buys to build up a trade. Strange to say, in many cases he does not do so, and, instead of looking for any of the qualities he seeks when he is buying his own clothes, he buys the cheapest stock he can get hold of. If he comes across a manufacturer who prides himself on doing good work and giving good fit he will try to make that manufacturer lower his standard in order to meet prices.

To the buyer who follows this short-sighted policy, it should be pointed out that he is not laying the foundation of a steady trade; that the skirts he sells will not bring customers back to him with confidence in their wearing qualities, and more than that, that it is probable he is making the task of his salespeople in the other ready-to-wear department very much harder than it should be.

However, many retailers will say: "I do a country trade and my customers will not pay a high price for my goods." Very true, but your customers will soon grasp the fact, if pointed out to them, that a skirt that is well finished and has no raw seams is really cheaper, even if the price is a little higher: that flounces and frillings are all the likelier to stay on for having a strapping and two rows of stitching than when the raw edges are exposed and they are only stitched once, and that in the better made skirts ripped seams and trimmings flying loose will not be met with after being in wear only a short time. Farmers' wives and daughters have plenty of work and know the value of time as much as any class in the community, and a skirt that is not continually in need of a few stitches is sure of a good reception by them.

It would seem that all classes are beginning to take more interest in the undergarments worn and are realizing the value of dainty underskirts. The sale of silk underskirts is steadily and surely increasing. One reason, of course, is the very open character of the materials worn now, and the fact that the petticoat is called upon to do duty for a drop-skirt.

The new petticoats display a much greater width around the hem than even those of last season, but trimness and snugness around the hips and at the waist-line is still a sine qua non. In the effort to get the smaller waist-line petticoats are dropped low, and there is, in high-priced lines, a marked dip in the front, and the sides and back are as carefully fitted as possible in a garment the size of whose wearer is not easily determined. As little bulk as is consistent with the proper hang of the skirt is placed at the back. Pleats are employed as much as possible. On some of the very newest skirts the ruffles and frills run from about knee-deep in front to pretty high up towards the waist-line at the back, but on all skirts trimmings are full. It is the graceful "frou frou" at the feet that is aimed at. Sometimes featherbone is introduced to accentuate this effect.

Trimming effects on expensive skirts are elaborate and silk skirts have at least two or three ruffles. These are variously trimmed, some being hemstitched, corded or embroidered. Ruchings that were reported to be a little out of favor are again to the fore, while some handsome skirts have panels of broderie Anglaise, and others are elaborately decorated with insertions and frills of fine valenciennes.

MORE ABOUT THE FALL COAT.

IN our January number was outlined the views of the different Canadian cloak manufacturers as to the probable style of the Fall coat, and everything that up to date has come to hand has only confirmed the style then indicated, with perhaps a few minor changes. As was remarked then, the length was not arbitrary, but might be modified. 28 to 30 in. was indicated as the likely length, but as pointed out then, this was not quite a settled matter, and now the longer length is being dropped, and 26 to 28 in. substituted. Extreme styles may show even shorter lengths, but these are recognized as the standard now. There is no change in the broad lines of the coat, the shape of the back or front. But the tendency towards military styles is shown by the popularity of those coats that do not have a cape. This is for the popular coat, the coat that the majority of women will wear, but for novelty styles there seems to be a leaning to military effects. The military



A leading style for Fall.

collar is also shown, but one large manufacturer says the style of collar illustrated in our March number outranks it.

The Canadian cloak manufacturers have again, it seems, accurately gauged the tendencies of fashion, and orders for Fall coats are coming in to the complete satisfaction of the manufacturer.

TEST YOUR MIRRORS.

SAID the head of a very successful cloak and suit department, "Nothing in the way of fittings can make up for the lack of mirrors in a ready-to-wear department; and a very good rule to follow is, if you are in doubt as to what to put in any part of it,—put a mirror. A properly installed mirror is the greatest help you can give to your salespeople,—but mind you, it must be properly installed,—and a great many, even in very fine departments, cannot be classed as such. By properly installed, I mean a mirror that gives an elegant and graceful reflection. We all have seen at one time or another the comic mirrors that make a man look all length or all breadth,—well, many mirrors give, though in a very, very much less decided manner, just the latter reflection. The reason is the mirrors in general use are taller than they are broad, and unless they are very strongly and carefully mounted the glass will buckle ever so slightly and the reflection will seem a little shorter and broader than it should be. Now, unfortunately for the suit manufacturer, all women are not built on the lines of the Gibson girl. And as Dame Fashion, when making up styles, consistently ignores any other type,—the short and broad woman is just the one that is most difficult to fit, in the suit department, and it is part of the contrariness of all things here that just this fault is the one that most mirrors develop. The ideal mirror is of extra heavy plate, and should be so set that it is perfectly flat, or slightly rounded on its long axis. Such a mirror will give a slender and elegant reflection, and its value as a help to your salespeople cannot be over estimated. The amount of buckling may be so slight that it is impossible to detect it in any manner but by the reflection, and this tendency to buckle does not always develop until the mirror has been in use for some time. Money paid to a reliable firm is not thrown away, and it is just the fact that they are better mounted that makes some of the mirrors shown seem so much higher in price than those of other manufacturers, but be sure the extra money paid for a mirror that gives an elegant reflection is neither extravagance nor money wasted."

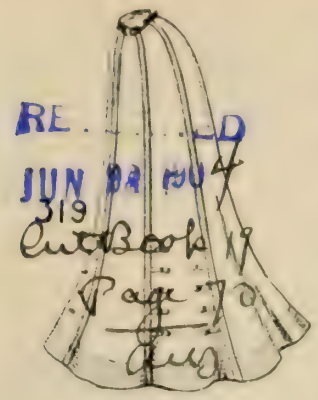
NEGLIGEE FOR SUMMER WEAR.

IT used to be that the only indoor garment sold was the useful but by no means ornamental wrapper. Wrappers are wanted now and the demand is quite as large, but they do duty for useful kitchen wear only, while for wear indoors there has come into use a number of smart negligees, matinees, dressing sacques, etc. These can be just as expensive as can be wished. Indeed, these sheer and dainty creations are so elaborated that they closely border on extravagance. The more expensive ones are made of washing silk, pleated, gaged, and literally smothered in lace, but there are some very dainty garments that are by no means extra expensive.

The kimono style, in both short and long lengths, maintains its vogue. These are made of printed muslin with a wide band of white lawn. The long ones are sometimes confined at the waist by a plaited cord girdle. Some styles show a yoke with the muslin shirred on, and in high priced lines, there are some decidedly fanciful sleeves. There is, however, quite a novelty on the market in kimono lines. This garment has only three seams, as sleeves and body are cut in one. They are made of pompadour lawns and are finished by a novel stitch, for the making of which the machine is only just out. They are immensely cool, fresh and dainty looking, and are sure to be sellers, as they are too attractive to be passed over. So confident of their success is the firm that is bringing them out, that they intend duplicating them in cashmere and French flannel for Fall. Very pretty short kimonos are made after the same pattern.

Fashioned upon tea-gown lines, are many garments of lawn, nainsook, organdie, etc. These are elaborately trimmed with valenciennes, point-de-paris, Normandy valenciennes, as well as embroideries of many kinds, English eyelet work being equally as much used as the heavy button and blind or semi-blind kinds.

Novelties in wrappers are very scarce, but there is one out now that looks likely. It has the ordinary wrapper back and lining, but the front of the waist is cut and drawn into a belt in blouse fashion, while the skirt part is really a gored skirt in front, and fastens with a plaquet at the side of the first gore.



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No. 319. This pretty illustration represents a **7-gore Skirt,** self-strapped down seams and combination trimmed with stitching and buttons.

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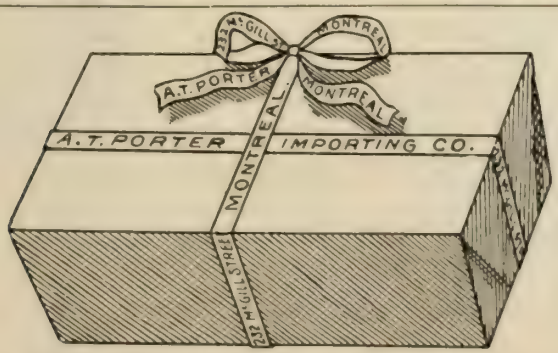
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These goods are entirely our own designs and cannot be had elsewhere. They are strictly **"up to the minute."**
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We have a complete stock of **Belt Buckles, Belt Sets, Waist Sets, Hat Pins, Hair Ornaments, Hose Supporters and Staple Notions.**



No. 871.—Belt Set, heavily gold-plated and French Grey, to retail for 90c.



No. 874—**"CANADA MILITIA"** Belt Set, in heavy gold plate and French Grey, can be retailed for 50c.



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No. 878—Thistle Hat Pin, heavily gold plated, to retail for 25c.



No. 875—**"CANADA MILITIA"** Belt Buckle, in gold and French Grey, to retail at 35c.

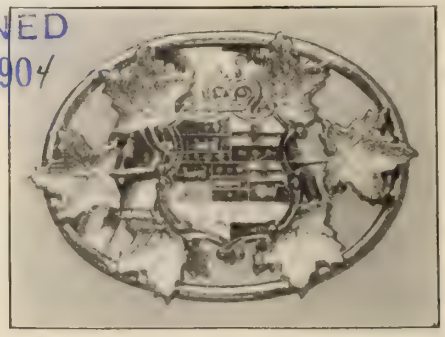


No. 870—Maple Leaf Buckle in Gold and French Grey, retails at 35c.



No. 867—**"CANADA MILITIA"** Waist Set, in gold, can be retailed for 25c.

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No. 873—Belt Buckle, with Canadian Coat of Arms and Maple Leaves, to retail at 75c.

Goods are one-twelfth larger than cuts.

"Design Patents Applied For"

PHILLIPS & WRINCH, 5 Jordan St., Toronto

The **"CAPSHEAF"** Coilless Safety Pin is the only Safety Pin that will not catch in the fabric.

DRESS ACCESSORIES.

TRIMMINGS.

"JETS are at present the chosen trimming for Fall," said one importer, showing a large line of beautiful bandings and all-overs in glittering profusion. "You can bank, and bank strongly, on jet for Fall. The gown of jetted net, with jet trimmings, is going to be the useful dinner and theatre gown, and we expect to sell a quantity."

Some handsome bandings in jet and chenille were also shown, and bandings in mother-of-pearl were among the collection. Some manufacturers have sent over large sample lines of drop ornaments, but they do not seem to be popular here. "Drop ornaments are dropped," as one dealer put it.

There are some beautiful trimmings that are decidedly "Japanese" in effect and in colorings; some are bands of little rounds in floral effects, the leaves forming the outline; others are in crossed lines of narrow silk embroidery, like the outline of their temples. These will, in a measure, take the place of the Persians we have seen so long, though Persians are again showing and are likely to be used to some extent. Just a little touch of gold is again seen in many trimmings.

The fibre braids are to the fore, and, in oriental colorings, as well as black, soutache braids will be largely used as a trimming for cloth dresses. Buttons also, in military styles, may be classed as a trimming.

LACES.

WHAT is going for Fall is the question now in the wholesale houses. Laces will undoubtedly be in great demand, for as long as present soft and drapy styles are good, laces will be strong, as they are a natural accompaniment and finish to this style.

All kinds of net laces will be in vogue, with orientals in particular favor. Dresses of oriental net, trimmed with graduated flouncings and bandings, and galloons to match, will be worn. All-overs and wide bands and flounces are to be very strong. The patterns are in light, delicate lines, and in curves and fine spray effects, with here and there a motif in heavy button work. Blouses of all-over laces are likely to be extremely popular, and net and oriental effects are expected to lead.

Valenciennes laces are coming strongly into popular favor, and the wholesale houses are preparing for a large business in this lace. Spot patterns are leaders and the variety is large. The effect is very good, when this lace is used as a trimming, as the spot stands out strongly from the mesh background. Then the popularity of spots in all materials is sure to increase the vogue of this kind of lace.

Teneriffe motifs are again shown in valenciennes laces, and the two-toned effects are most strongly favored. Repousses are also featured, and are likely to be strong. There seems to be an awakening of interest in real laces in Canada, and there is one thing in their favor, in that they never go out of style and can be used for years. Lace lines, of course, are as yet far from complete, and it is only some of the many indications that are here noted. Escurials in bandings and in all-overs are always called for in the Fall, particularly for the country trade. "They never go quite out of style," said one authority; "we always have a call for escurials."

VEILINGS.

JUST as soon as the warm weather sets in will come the demand for veils, and it will last right into Fall. It is the woman who does not wear a veil that is going to look conspicuous this Summer. Veils are going to be worn for all occasions, and just as much for a finish to a dressy toilette as for outing wear. The wearing of the veil was one of the most marked features noted at the Toronto races. On the Saturday, when the smartest crowd was in attendance, the number of lace veils worn was very large. Lace veils are the newest, and they are selling as fast as they can be brought in. The chiffon veil is also immensely popular, one worn at the Toronto races by a well-known society woman was of chiffon edged with a knife-pleating of the same material. This veil was very long, and was beautifully draped—draped, by the way, in the new style; that is, not caught together at the back, but just at each side. This veil reached nearly to the waist at the back, and was thrown onto the hat when the race course was reached. It takes a lot of time and an experienced hand to drape one of these veils properly.

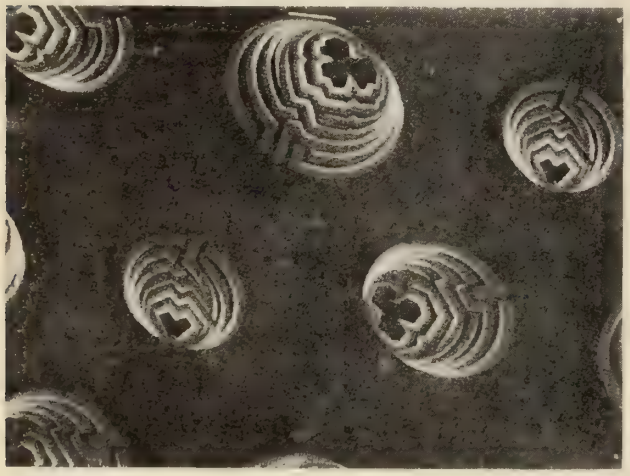
A great many colored chiffon veils are to be worn, and veiling counters present a much gayer appearance than usual. Colored lace veils are also shown, and mauve and violet are the fad of the hour. Mesh veils with chenille borders are another of the favorites, and these are being shown in all colors. There is a new pinkish mauve that is expected to take in this class of veil, but quietest and most lady-like are those of brown and champagne. Another pretty novelty is a sheer chiffon with a pattern in composition, which has about the effect of an alencon border.

There is an immense variety of pretty patterns in hair nets, tuxedos and other kindred meshes; so many, in fact, that it would take a whole number of The Review to properly describe them. The veiling buyer will have a task before him when he starts to pick out the best for his stock. The chenille dots are large and loose. They are not silk, but of a special make that does not mat or crush. Veilings are going to be one of the most important lines this Summer, and the best selling novelties will be literally "grabbed" for.

WASH GOODS

CONTINUED cool weather is the cause of the slow development of the wash goods end of the trade, so far as it is decidedly against the selling of the sheer and dainty fabrics that are shown for Summer wear. Linen gowns, both in white and colors, and trimmed with antique linen embroideries and heavy laces, are expected to be the height of style this Summer, and, as soon as the weather is at all favorable we may expect to see numbers of these gowns worn. The styles in vogue are variations of the shirtwaist suit idea, and also the two-piece suit. The skirt will be short and clear the ground. Greens and champagnes are very much in evidence, but yellow is also coming into favor and mauve is selling for some trades.

One of the late novelty materials shown is the silk pongee. This fabric is a mixture of silk and cotton and,

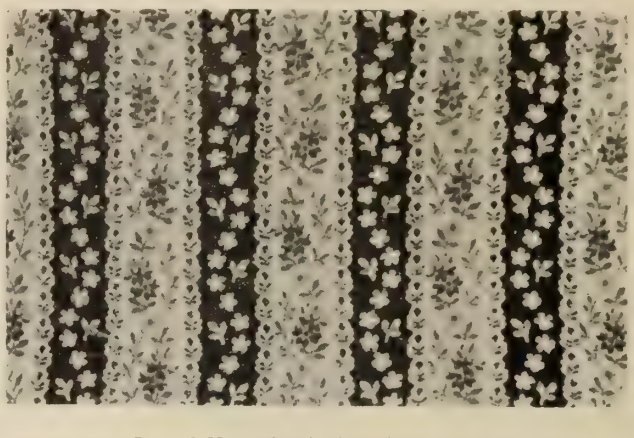


One of Horrockses' Flannelettes for Fall.

as the name implies, it is in pongee weave. It has a raised cross-bar stripe and small figure. Lorraine barege is another pretty cotton novelty, and though every thread is cotton, it is a direct imitation of a popular worsted fabric. The colorings in which this material comes are particularly soft and pretty, and there are some chene effects that are very attractive. Made over a drop skirt of spun silk, or taffetine, this material would have the air and style of a fabric at double the price. Printed organdies are gaining in popularity as the season advances. The patterns in vogue are decidedly large. Printed tulles in large floral designs and in delicate colorings have made quite a hit, and some elaborate costumes and blouses are made of it.

For Fall, the wash departments will occupy once again their normal place, as the mercerized waistings are not likely to be stocked for the coming Fall. Those that have been sold lately have done so at a price, and when present stocks are cleared out are not likely to be replaced. Exception may be made in favor of those lines that are quite as expensive as silk and are too high-priced for the popular trade; but generally speaking the reign of this fabric seems about over.

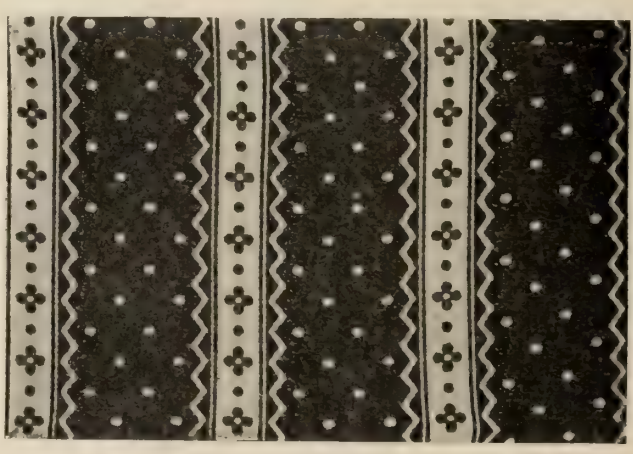
There are some very good colorings and patterns for Fall in flannelette lines that ought to take well for useful blouses. Some of the best lines do not show the woolly surface we associate with the term flannelette. They have a crape or satin finished surface. Patterns are



One of Horrockses' Flannelettes for Fall.

close imitations of printed French flannels, and spots and spotted stripes predominate,—in fact it would seem that spot combinations have been about exhausted. Japanese effects in these spots are well to the fore. The accompanying illustrations are taken from Horrockses' sample lines.

English, American and Canadian made flannelettes all enter into competition in this market, and Canada makes a very creditable showing, particularly in velour lines, in comparison with her big rivals. There are some very handsome velour lines, and this make, if of good quality, will out-wear and, when washed, out-look the more expensive French flannels. House gowns, wrappers and kimonos are all made of flannelette, and as a warm and useful material at little cost it has no rival. Its sale is large, but not larger than its merits warrant; but though designed solely for useful wear; daintiness and becom-



One of Horrockses' Flannelettes for Fall.

ingness count, and good patterns and colorings are quite as important in flannelettes as in the more expensive fabrics. Prices on flannelettes are firmly held, and there is no immediate prospect of any change

S. F. McKINNON & CO., Limited

JUNE SPECIALS

Hats,
Silks, Ribbons,
Millinery Novelties,
Chiffon,
Feathers,
Flowers,
Laces,
Lace Curtains.

Our Assortment is Complete.

S. F. McKINNON & CO., Limited

Toronto, Montreal, Quebec, London, Eng.

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We can certainly give you the material

To Make a Noise.

There are any number of odd lots we do not intend carrying over.

Staples—Remember the assortment in this department is maintained throughout the season.

Orders promptly and carefully filled.

THE D. McCALL CO., Limited

DEBENHAM, CALDECOTT & CO.

MONTREAL.

Fall Millinery, 1904.

Our travellers will be out the first week in June with a most complete range of...

MILLINERY and FANCY DRY GOODS

and also our well-known **STAPLE LINES.**

All our Lines are directly imported from manufacturers and we are, therefore in a position to give better values and prices than other houses.

43½ and 43¾ St. Joseph St. QUEBEC.

18 St. Helen Street Montreal.

The Canadian Millinery Review

FEATURES IN SEASONABLE MILLINERY

THE millinery season for Spring and Summer is almost over in the wholesale houses. Attention is now centred on clearing out Summer goods and preparing for the Fall trade. The ready-to-wear people are out with samples of Fall goods, and the retail trade is beginning to get interested in what they are showing. They have some particularly attractive styles for this Fall, and orders are sure to be large. Millinery departments now would find it hard to get along without ready-to-wear lines.

OTHER STYLES.

THE graceful, fluffy, Summer gown demands a large hat, and these come in crin or dainty lingerie effects, that are made of lace or the sheerest of embroidered batiste. Some are all of narrow lace ruffles. A hat of great beauty was of wide frills of lace with a narrow frill of mousseline on the edge, between the brim and the facing. Around the crown was a soft twist of pale blue ribbon, and at the left side, towards the back, there was a looped bow, with fringed ends, falling on the hair. Forget-me-nots were massed on the bandeau with a large cluster on the side. This hat could be carried out in pink, with small roses, in place of the forget-me-nots.

Crin hats are in white, black and colors, and turn up at one side only, and have fine flowers massed as a trimming on this side. Chiffon, in scarf lengths, winds about the crown and ends in lace draperies. This style of hat and the flower brimmed toque are chosen for carriage wear. Quite in contrast is the broad and curved brim picture hat, which has a fairly high crown and is trimmed with two long plumes,—one on the outside, turned from the middle front towards the right, and dipping over the brim at the back, while the second plume starts under the brim at the left side, well to the front, and sweeps down close to the head and around it.

Two styles of smart forenoon hats for wear with forenoon Summer gowns—exclusive of sporting hats, such as linens and coarse straws, trimmed with straw ornaments—are the sailors and the modified marquise. The brim of these sailors may be slightly curved upward, or they may be quite straight and flat. A charming example of the curved brim is of golden yellow panama, having a black velvet bandeau around the crown-side and covering it entirely, while a wreath of white and pinkish heather fills up the hollow of the brim curve completely. The underside of the brim is not trimmed, but at the left side towards the back there is a smart bow of pink louisine ribbon. A marquise in white chip is charming if trimmed with black velvet ribbon laid on flat, as one will be worn by a pretty woman just leaving off her mourning. On the sides there are double loops of the velvet upstanding, and spaced off. These are ornamented with large flat cut jet discs placed over the ends of the loops. A bow of broader black velvet ribbon with large jet buckle crosses the front and ends in the back by crossing and turning the ends under the brim where they enter the crown lining.

Plateaux of white chip or of glossy satin straws are also a particularly coquettish style of hat to be worn with white linen costumes of the short, loose coat and skirt sort or other pretty Casino styles of dress. These flat hats are trimmed with soft satin ribbons which cross diagonally or zig-zag-cross on one side, and often in pairs stretched over on a slant as mere straps of color, no more. Then comes a huge rose or a cluster of small flowers, a bunch of cherries or pansies on one side for chic. No other trimming rests on the outside while under the brim two thicknesses of white tulle with cut edges are fluted and tacked to crown lining so as to flare over the brim as an under facing.

LEATHER AND KID IN FALL MILLINERY.

ON ready-to-wear hats a style of trimming that is developing is the use of leather straps with buckles. A leather band will go round the crown and will fasten with a buckle or buckles in front. Sometimes it will be a velvet trimming that will be caught with leather straps and buckles. It is more than likely that other developments in this class of trimmings will come later on.

The manufacturers of children's headwear in New York are making great use of kid, particularly white, for children's hats and hoods, and some very swell effects are promised. This will be welcomed by those who stock children's headwear, as it is seldom we get a real novelty in this line.

THE REVIVAL OF THE POKE.

ONE of the most interesting features at the present time is the popularity of the poke. In Paris they are wearing pokes of shirred tulle to match the frock. The trimmings are huge Alsatian bows, of satin liberty ribbon, and wreaths of pale rose buds resting on the crown. At a recent wedding in New York, the bridesmaids wore, with incroyable coats, large and picturesque pokes, trimmed with sweetpeas, hortensia and lilacs,—that is, each pair had their bonnets trimmed with one flower. Great strings of messaline ribbon, the color of the flowers, were knotted in huge rosettes at the right side, and the ends hung down to the knee. At the Toronto race meeting this style of hat, or bonnet, was very much in evidence, particularly in black and blue. The strings, which were never absent, were in many cases of maline and were caught together with large bows or rosettes on the shoulder, and had long hanging ends.

Caverhill & Kissock

Fall Millinery

Our travellers are now leaving with their New Range of FALL MILLINERY SAMPLES which consist of the most complete range ever before shown in the trade

We have positively included everything conceivable in the Millinery line, also all staple Dry Goods and many novelties.

Ladies' Felt Shapes, Woollen Shawls, Clouds and Hoods, Black and Colored Plain and Fancy Silks and Ribbons, Children's Dresses, Ladies' Golf Jerseys, Skirts, Blouses and Flannelette Wear, Black and Colored Velvets and Velveteens, Lister's Plain and Fancy Plushes, Our "Premier" Colored Velveteen (at old prices), Ostrich Feathers, Fancy Feathers, Chenille and Fancy Trimmings, Hat Ornaments, Laces and Veilings, New Dress Applique Trimmings and Ornaments, Wool Trimmings, Wool and Fur Ruffs.

Caverhill & Kissock

MONTREAL.

CORSETS

IN corset lines the most important news is to the effect that changes in style are impending, though there is nothing so radical as some of the writers in the woman's pages of the daily press would have us believe. "The passing of the straight front" makes a heading that attracts attention, but is at the same time most misleading. The modification of the straight front is much nearer the truth, but not by any means so startling. Modifications there are, and certainly will be, as it is necessary to adapt the present straight front to the coming mode in dress, and the problem before corset makers is to make an adaptation of present styles to the closer fitting bodice lines that are now coming into vogue. They have to retain the comfortable straight front and yet make a corset that will give a shapely and graceful figure.

* * *

For a long time now,—in fact almost from the advent of the straight front,—though the shoulders have been well defined from the level of the bust down, the figure has been so obscured by loose fitting and bloused waists that no attention has been paid to it. If only the poise of the figure was right and the slender hip effect obtained, all was as it should be, and no fitting was attempted above the waist. In the effort to dispose of superfluous flesh and get the straight, flat front effect, women were instructed to lift the abdomen up into the waist, and though this gave a thick waist, because of the bloused front and dipped effect, it passed unnoticed. But now, when fashion decrees a more fitted style, this defect is most unpleasantly apparent, and it is to alter it and get a graceful and pleasing figure line that modifications have to be made.

* * *

The straight front and the very much greater amount of healthful exercise, both outdoor and indoor, has made many changes for the better in a woman's figure. She approaches nowadays more nearly to the classic type,—a type that was also built up by healthy exercise and physical culture. The loose straight front, though it has enlarged the waist almost out of proportion, has also added to the development of the diaphragm, chest and shoulders, and this development has helped to conceal the increasing size of the waist and will also be a great help in producing the figure that fashion is now calling for. A too small waist would be out of all sightly proportion to the rest of the figure. Other points that are significant of a woman's physical metamorphosis are the increase of from three to six inches in the line from the throat to the waist, and the decrease of from one and one and a half to two inches from the nape of the neck to the waist, and the increased length of the under arm line. These measurements do not indicate the proportions given to the figure by any particular style of corset, but show the actual changes that have taken place in a woman's form, due to exercise, mode of life and other conditions, as well as the permanent effect produced by the continuous wearing of corsets specially designed to modify the figure.

Almost as conspicuous as the straight line in front was the curve at the back and so pronounced has this become that whereas where one corset used to suffice formerly, now three have to be used. The corset manufacturers and dressmakers say that when a woman has worn the straight front for six months her figure begins to permanently change, and as the majority of women have been wearing them for three years or more the modification has been thorough.

* * *

Do not hit the abdomen is the new decree, but do all that you can to decrease the size of your waist. The new corset "stops" just above the hips and has the curves that produce the straight front with a narrow tapering waist. All the advertisements for new corsets are pronounced on this point. Hips must be kept down and there are many devices for accomplishing this, and as for the rest of the figure the bust line must be low and the figure round and graceful.

* * *

The new gowns are designed to show the figure not to conceal it. Therefore, corsets are designed to give a shapely figure. Full figures must be reduced and thin ones helped by pads, etc., for curves are a sine qua non. A small waist and a well proportioned figure every woman must have, to look well in the new gowns with their deep girdles and well fitted corsages. The woman of fashion has a straight-front, but the bulging waist and exaggerated bend at the back have given way to a trimness of figure and a well defined waist line.

ANOTHER BIG BLAZE.

EARLY on Thursday morning, May 5, the wholesale district of Montreal was again in great danger of a general conflagration from the disastrous fire which occurred in the wholesale hat and fur warehouse of the Waldron-Drouin Co., and which completely gutted that building, destroying its entire stock and fixtures. This building is at 505-507 St. Paul street, in one of the most congested portions of the wholesale district, fronting on a narrow street, and surrounded by other large buildings. Had the firemen not been able to confine the fire to the Waldron-Drouin building, it might easily have spread to the proportions of the recent fire in Toronto.

Fearing this, the whole city brigade turned out, and in spite of the great difficulties under which they worked their efforts were finally successful in preventing the blaze from spreading. G. Orban, another wholesale furrier in an adjoining building, suffered a considerable loss to his stock by water, as did Messrs. A. Fred & Co., at 509 St. Paul street. The building in which the Waldron-Drouin Co. were established was owned by the Donald Ross estate, and was fully insured.

The Waldron-Drouin Co. estimate their loss at $175,000, of which $153,000 was covered by insurance.

A LADY TRAVELER.

Prevost Freres, the Montreal representatives of E. & S. Currie, have as their city traveler for ladies' neckwear, a lady, Miss Foster. It has been frequently commented upon that there are so few "female drummers" off the stage, and there seems to be no reason why women have not taken up this work, as well as being dry goods clerks, milliners, etc. The Messrs. Prevost state Miss Foster is proving a huge success as a salesman.

SEEN IN MONTREAL RETAIL STORES

SHIRTWAISTS seem to be in great demand at the present time, and the warm weather is causing a great rush in these goods. Every hot day is making inroads on retail stocks, and the retail merchants find themselves running short of the most desirable and medium sizes. The prices they are asking for these shirtwaists are much more popular than they have been in previous years, and from what has been seen of these goods they are equally as good, and if at all possible, better than what are made by our cousins across the line.

* * *

The Japanese wash silk blouses, in Mexican drawnwork and Japanese hand-work effects, are also extensively shown, and are much appreciated in the warm Summer days.

* * *

The most noticeable thing about these shirtwaists and blouses is the scarcity of colors, white being the most popular, or black and white, but in colors there are not nearly as many shown as formerly; in fact, every retail store window is showing only white waists.

* * *

In the ready-made clothing and costume departments shirtwaist suits are the most popular, and we have noticed some suits made in wash fabrics under $2, which for style, finish and material would make a person wonder how they can possibly be sold at the price, when we take into consideration that a wash suit must necessarily be made of material guaranteed to keep its color. The predominant materials in them are snowflake colored zephyrs, while quite a number of them are made in the small pin check silks; black and white, blue and white, and brown and white being the most prominent in this line, the same being piped with contrasting colors of gold or red, etc.

* * *

In the ready-made clothing department is found a growing tendency on the part of the retail merchants to go in more for children's ready-made dresses, and among these goods are noticeable some prettily trimmed and finished wash fabric dresses for children of all ages, and which are likely to please the most fastidious mother. In this connection, we may say that it is a step in the right direction, as the making up of these dresses is a great deal more trouble and worry than the purchasing of the material for them, and as in the case of the ladies' shirtwaist suits, blouses and shirtwaists, these are so reasonable in price that they are placed within the reach of the most modest purse.

* * *

Among the lines of Summer neckwear being shown in the retail stores just now are a number of pretty stocks and tab collars of various styles and designs, the most noticeable of which is the oriental. These are made up in several different shapes, and are embroidered in all the different colors, blended in a manner peculiar only to the Orientals. These are found to be ready sellers, not only for their prettiness and oddness, but on account of their ease and comfort in the wearing of something soft on the neck during the warm weather.

* * *

There are also shown muslin and mull ties, mostly in white. The stocks of these are tucked and hemstitched, with embroidered turn-over tops, and the flowing ends embroidered to match same. These are not what could be called a new line, but they are always fashionable, and sell very readily, as they are easily kept clean and are always neat and cool.

* * *

In the belt line for Summer there is not much change, unless mention might be made of the Buster Brown belt, which is one of the latest in this line. This belt is a narrow leather one, and comes in the principal shades of red, blue, brown and white. The crush leather belt, in all shades, is still holding sway, and the prices of these are very much lower than a month or so ago; they are now selling from 25c up. In the more expensive line there are the fabric belts of silk or velvet, with gold, silver or gun metal buckles back and front, and most of them are very dressy belts.

THE BROCK SETTLEMENT.

The value of the stock carried by the W. R. Brock Company, Toronto, at the time of the fire has been fixed by the adjusters at $568,000, the insurance being $550,000. Some of the salvage has been sold for $5,000, and the balance is expected to realize $13,000, bringing the company through with no loss of stock. The building has been valued at $60,000, with insurance $48,000.

CANADIAN SILK.

NOT long ago in The Dry Goods Review an item appeared to the effect that Audre Villani, of Villaniville, Quebec, had commenced the production of silk from silk worms in Canada. Mr. Villani believed that Canada could make her own silk, and in spite of the gloomy prognostications of others, set to work to carry out his plans.

He was eminently successful. In the windows of the Montreal Star a few days ago there was an exhibit, intended for the St. Louis Exhibition, of the silk produced from his own silk worms, 156 cocoons and thousands of yards of the finest silk strands. Having succeeded in proving that silk could be thus produced in Canada, Mr. Villani has a right to consider this the beginning of what may become an important industry in Canada, and since the Colonization Society, before which he first explained his scheme, though that it would be found impracticable, he naturally feels extremely proud of this exhibit.

Last year he sowed 50,000 plants, and last month he put out a carload of mulberry plants and sowed three acres of land, which it is expected will give 1,000,000 plants.

From his first crop he sent samples to the silk expert of the Italian Government, and was informed by that official that his silk was superior to either Japanese or Chinese silk in firmness, durability and consistency.

Those of the trade who will visit the St. Louis Exhibition should be all means see this exhibit. It is very attractively presented.



LARGEST AND ONLY SPECIALLY VEILING HOUSE

ALL NEW GOODS.

EVERYTHING THE VERY LATEST. INDIVIDUAL VEILS.

HAIR NET MESH WITH GRADUATED SPOTS.

CHIFFON DRAPE VEILS ALL COLORS.

To Retail From 50c. to $5.00

CANADA VEILING CO., 93 York St., TORONTO.

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Complete NEW RANGE of FALL Samples now in Stock.

We are SOLE AGENTS in Canada for the famous Brand Austrian

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THE COLLAR HOUSE

CUFFS, SHIRTS, COLLARS.

Unexcelled in FIT, STYLE, FINISH, and DURABILITY.

The public demand them. It will pay you to stock them.

THE CANADIAN UNDERWEAR COMPANY

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JAMES BLACK & CO., LIMITED

Belfast, Ireland

Manufacturers of

HANDKERCHIEFS AND FANCY LINENS

SWISS EMBROIDERED, LACE EDGE,

PLAIN LINEN AND COTTON HANDKERCHIEFS.

HAND-EMBROIDERED AND HEM-STITCHED LINENS.

Before buying your Christmas Handkerchiefs be sure and see our line.

Samples now on the road.

Sole Agent for Canada:

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SILK FAGOTING

For this fashionable work, use

Belding's Daisy Wash Silk

25 yds. on spool.

A beautiful round Thread, very suitable for this work.

Have added to our regular card, following Special Fagoting Colors:

696	699	808	826	856
GREY	SILVER	FAWN	LINEN	RESEDA

BELDING, PAUL & CO. Limited

MONTREAL

TORONTO WINNIPEG VANCOUVER

LADIES' NECKWEAR.

PRACTICALLY every style is selling in ladies' Summer neckwear. Provided a style has beauty and attractiveness to recommend it, it will sell, and sell well, too. The vast majority of neckwear that will be sold this Summer will be of the washable variety; and it may be divided into the dainty and frivilous lace and muslin affairs, and the plainer and more sedate tailored lines. Both are popular and both are selling. A little warm weather is needed to set the ball rolling in neckwear, as well as in other lines, as retailers are pretty well stocked in wash neckwear at present. They bought earlier in anticipation of seasonable weather. However, as neckwear is never bought far in excess of selling needs, a few days of selling weather will bring buyers again into the market. Notwithstanding the large number of imported lace and embroidery effects, the little made-up stocks and collars are in great demand.

A DEMAND FOR RUFFS.

THE dry goods trade is the most uncertain trade under the sun; demands spring up unexpectedly and in unexpected quarters, and right in the selling season, too, that are totally unforeseen, and for which it is impossible to be prepared. Of this nature is the demand from the retail trade for ruffs, which had been regarded as done with a year ago. Said one manufacturer, "If we had had them on hand we could have sold hundreds of them in the past month, but we did not think it was worth while to make samples up for Spring, though we had the materials on hand. We, however, have now a sample line, and are out to catch the trade."

The July Number of THE DRY GOODS REVIEW is issued Wednesday, July 6th. It is known as the Annual Fall Number. The edition is a very large one. A copy is sent to every dry goods merchant, subscribers and non-subscribers, in the Dominion. The distribution abroad is also a heavy one. These Special Numbers are trade indexes, and are preserved as such. A manufacturer or jobber suffers by not having his announcement in the July DRY GOODS REVIEW.

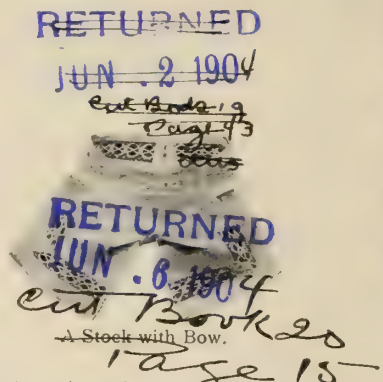
Cape effects are what are called for in flat pleated frills, and with the long stole ends. At the races in Toronto a number of ruffs in cape effects, and capes with stole ends of Arabian and renaissance lace with frills of pleated chiffon, were worn. Anyway, there is a revival of interest in ruffs and stoles in this market. It is said there is no corresponding revival in the United States.

SUMMER NOVELTIES.

THERE are some very smart styles in tailored neckwear, the newest idea in which is the long, narrow tab, almost like the ends of a four-in-hand. Linen, in a light champagne shade, is much used for tailored stocks, and so are fine vestings in all white and in tiny stripes, and patterns in black and white, pink and white, etc. Scrim and cotton etamine is another much used material, and so are some of the barred and flecked cotton voiles. These are made in all possible varieties of tabs and turnovers, piped and bound with white or colors. Fagotting is showing a revival in New York, and is pretty well represented here. Lace stitch braids are much in evidence, and stocks of this braid and narrow bands of white or color are splendid sellers.

The straight collar with points in front is a great favorite. A decided novelty in this line is one with port holes at intervals around the collar, through which is threaded a windsor tie. To wear with these collars, also are showing 50 inch four-in-hand ties. These are very smart and retail for 25c. The colors are navy, red and black. Little bows are also sold for the same use, and newer still are puff bows on a little shield, like a man's tie. There is a stock also that has a narrow turnover and strap effect, and that has the port holes in front, threaded through with a narrow windsor tie.

Very new and pretty are the long narrow ties of linen, with ends of Persian and Bulgarian embroidery. It is said on good authority that neckwear, embroidered in the Oriental colors and patterns, has by no means had its day, but is stronger than ever in the fashionable favor, and certainly in the past few days some distinct novelties in high-priced lines have been shown.



A Stock with Bow.

Tailored Stock.

Turnovers in varying widths and numberless designs are very strong, and the same applies to sets. Some beautiful things are shown in heavy raised embroidery and in English open embroidery on linen in white.

When one comes to lace goods in neckwear the array is bewildering, and the price is astonishingly small for the quality of the article. Some lovely stocks in embroidered lawn and scrim, with plauen edge and tab, are shown, that can be retailed at 50c, 75c and $1. Capes rabats, stoles and yokes are all good in plauen, venise, Irish crochet, embroidered linen and lace, and in handmade renaissance lace. These lace and embroidered lines range in color from cream and butter through linen shades to deep ecru.

Jabots in muslin and valenciennes are both pretty and new, and should be right in line for wearing with some of the new style suits. If "Directoire" styles take, they should be good for Fall as well. Just now, pert little bows figure largely in wash neckwear. Some are of muslin and lace, others are trimmed as well as the stock with lace braid, and some are in dimity and even in linen. A stock of this description we illustrate.

JOHN M. GARLAND, SON & CO.

Wholesale Dry Goods

Ottawa, - Canada.



Seasonable Specialties

LADIES' AND CHILDREN'S COTTON HOSE

A—Plain, Medium Weight, $8\frac{1}{2}$ to 10, Retails	**25c.**
B Light Weight, $8\frac{1}{2}$ to 10, Retails	**25c.**
C—Heavy Weight $8\frac{1}{2}$ to 10, Retails	**25c.**
C also made in Children's sizes at proportionate prices.	
BB—1.1 rib, in all sizes, Women's, Retail	**25c.**
DD—2/1 rib, 6-fold knee, $8\frac{1}{2}$ to 10, Retail	**25c.**

Children's Muslin Hoods and Bonnets, to retail **25c.**, **40c.** and **50c.**

We have a complete range of White Muslin and Lawn Blouses; also Ladies' and Children's Silk and Thread Gloves in Black, White and Colours.

White and Coloured Muslins from **5c.** up.

Voiles, Crepe-de-chenes, London Twines, Canvas Voiles, Knicker Voiles, Canvas Cloth, Wool Etamines, all in Black and Colours.

Creams in Voiles, Wool Taffs, Mohairs, both Plain and Fancy Serges and Mattings.

If our travellers do not reach you, write for samples. We pride ourselves on the care given Letter Orders. No charge for packing.

We Nail Our Guarantee to the Rung of Success.



There Can Only be One Best.

Men's Furnisher and Clothier

Devoted to the Canadian Dealer in Men's Goods

CLOTHING
NECKWEAR
UNDERWEAR
HOSIERY

SHIRTS
COLLARS
GLOVES
NICK-NACKS

FLOWING ENDS OF TALK.

ONE of the causes of the hold of King Edward upon the affections of his subjects is his tact. Ireland has long held the position of being the most intractable of British countries, and grave results were feared when the King announced his intention of visiting Ireland in state. Irish patriotism was, however, more enthusiastically shown than the most optimistic hoped, and the Queen placed her name in every mouth when she ordered material from the Irish textile industries for dresses for herself. Now the King has further shown his interest in Ireland by a second visit, and has made himself immortal in Wexford by ordering the Wexford Hat Company to submit samples of their manufactures to him, and by ordering a Trilby straw hat to be specially made and forwarded to Buckingham Palace. The hat industry is new to Ireland, and the King's sympathy and interest were greatly appreciated by the directors of the company, who were granted audience and encouraged by the personal attention of the King.

The King's Diplomacy.

* * *

A GREAT fight was made to keep the Chinese out of South Africa. Visions were seen of yellow hordes overrunning Africa, Europe, America, the whole world; the end of civilization, of Christianity, of the white man and his institutions was vividly portrayed by rabid opposers; a future for the world of deep black barbarism was a living possibility. But since the Government has sanctioned the importation of the Oriental a more practical attention is being given to the influence on trade and commerce, and such thoroughly businesslike propositions as the opening it gives to the clothing manufacturer have taken the place of dreams of coming calamities. The Britisher has sense enough to make the best even of an evil, and whatever a hundred years from now might see, the present day business man is more concerned with the beginning of the twentieth century. The Chinaman will not, for a number of years, be a fit subject to delight with beautiful plates of frock and evening dress; his purchases of the ordinary sack, or as the Englishman calls it, "jacket" suit, will not open a wide field for the manufacturer. But it is certain that the extent of his garb will be greater than that of the Kaffir, whose expenses for civilization, heat, cold and appearance were confined to the loin cloth. The Chinaman wears a blouse and trousers, and although the life of this costume ends only with its last few threads, British manufacturers see in it a new market. But it is figured out that this trade is a small part only of the general results. These Chinamen, when they return to Fengwangchou, or Weising, or wherever they live, will tell the other Fengwangchews or Weisingers, as the case may be, what fine clothes the English make; and the Chinese market will be opened up. In England the question is treated far more seriously than a Flowing End.

Clothing The Chinese.

* * *

AN inferior chief in Lagos has, it is feared, committed the indiscretion of using a large and elaborate umbrella, with the result that his superior chief is offended at what he regards a breach of court etiquette. Hitherto no one but a principal chief had been allowed to carry an umbrella, and when some time ago a subordinate made an appearance with one of rather showy design he was promptly fined by the local council. The principal umbrellas for Ashanti and the Gold Coast chieftains are of enormous size, some of them when open measuring ten feet across. A state umbrella despatched from London a few weeks ago had for its apex a silver eagle standing on two silver cannon, nine inches in height. Another had as a symbolical ornament an eighteen-carat gold hen surrounded by eighteen-carat gold chickens, representing the chief and his tribe.

Treasonable Umbrella.

The coverings of the umbrella are of red, white, yellow, and blue silk, with deep fringes. The largest umbrellas are carried over the heads of chiefs by bearers, while the other bearers steady the umbrella by cords attached to the uppermost parts. A comparatively small umbrella, surmounted by chased silver knobs instead of an elaborate design, is for the inferior chiefs.

FADS AND FASHIONS.

IT is altogether probable that within a week or two the Summer suit will be worrying the tailor. Already a few of them are abroad, but the tailor's troubles have not fully begun! Over no suit does the well dressed man spend so many moments of earnest thought and anxiety as over the costume he is to wear during the days when the thermometer stands 92 degrees in the shade. And may we have more of them than have visited us in two years! The problem is to select first the style, of which there are three or four, and afterwards the material. In the latter the variety is infinite. In style he can choose between the single-breasted sack, the double-breasted sack, and the norfolk; and of each the cuts are as numerous as the tastes, and all all perfectly legitimate. The materials at his disposal embrace tweeds, homespuns, serges, etc. The homespuns, which were so popular last year, are going to be worn more than ever this Summer. Of course, the term homespun is not intended to represent only the truly homespuns, since these come too expensive for general wearing; but there are various factory-made imitations that answer the purpose admirably. Light greys with black, irregular threads are the favorites, and a number of fawns and yellowish lines are shown. The single-breasted sack and the norfolk will be the style for these.

* * *

It is surprising there is not more seen of the double-breasted suit made of dark blue serges. It cannot be said to be as cool as a single-breasted cut on account of the extra fold in front, but this country is not India or Florida for heat; nor does it look quite so cool as the light shades. What it lacks in other respects it more than makes up, in my opinion, by its natty appearance. The tan shoe does not go well with it, but the tan is not a necessary shoe yet. The clothing manufacturers have this year paid more attention to the Summer suit in all its phases than ever before, and a choice variety is shown in ready-to-wear suits of homespun in both norfolk and single-breasted.

* * *

To the salvation of the reputations of certain men among the better dressed classes, the turned-up trouser can be worn with the Summer suit. Why so many otherwise well dressed men think it necessary or improving to turn up the bottom two inches of the trousers of ordinary suits is more than I can discover. There are not a few young, aye! and older, men who never wear a straight trouser leg, rain or shine, Summer or Winter. Others hasten to adopt the turn-up at every shower or at any occasion that might appear to give them some excuse. The mud on city streets is never deep enough to reach the trousers if ordinary care is taken. If it does its removal is simple. But let it once reach the edge of a turned-up trouser, and see the difficulty of removing it. Mud or dust that gets into the fold if allowed to remain for any time will make a stain, and trousers worn turned up a few times only develop a line of off-color that makes the turn-up a necessary fixture. If worn this way long the hang of a trouser and the "set" of the leg around the foot is ruined, and in addition a crease appears that will become permanent very quickly. The only proper use of the fold is on a Summer suit, where it assists in keeping the leg of the trouser from slipping down over the shoe when it lacks the support of the suspenders. From this it has come into use with all Summer suits, whether worn with or without suspenders. Trousers made with a fold have almost no shaping around the bottom, and are not too loose in that locality or the fold fails to answer its purpose.

* * *

Strenuous efforts have been made in the United States to bring the fold cuff into prominence, and from the opinions expressed by a few fashion and trade papers one would be led to think that a considerable degree of success has been met with. The notices of this innovation savor, however, so strongly of "puff" that I am inclined to doubt their assertions. I may be wrong in my conclusion, but any style that has so little in its favor and so many bad qualities could not come into general use or meet with pronounced favor even in the United States. The fold cuff, for the information of Canadian who have never met it, is built on the same principle as the fold collar—it is simply a fold collar worn on the wrist. The success of the collar has put the idea in the head of some bright junior partner of a Troy firm, no doubt, and a few papers and retailers are trying to help him out. It is, I think, an attached cuff, and for this reason less to be commended than if a man could throw it away and retain the shirt. In the first place, there is no need for it. The straight standing collar was hard on the neck in warm weather, and was inclined to melt, but the little gained in a fold cuff in its imperviousness to perspiration is more than offset by its disadvantages. To picture the girlish or Eton-school appearance should be sufficient. Moreover, there is the unsightly bulkiness at the sleeve caused by the end of the fold, to avoid which fault is the sole reason of wearing attached cuffs with a dress suit. It is no difficult mathematical problem to solve how long a shirt with attached fold cuffs would last when a fold collar passes but twice through the hands of the laundry before its race is run. However popular this cuff may be over there, it is an utterly unheard of quantity in Canada, so it is probable that the winning over of their own market keeps the Troy manufacturers' spare moments fully engaged.

THE DON.

PILCHER'S

"AMERICAN" DRAWERS SUPPORTERS



HOLD'S 'EM UP

FOR FAT MEN, LEAN MEN, AND ALL KINDS OF MEN.

WE WANT TO TELL YOU ABOUT OUR

"AMERICAN" DRAWERS SUPPORTER.

IT IS A NEAT, INEXPENSIVE, INDISPENSABLE AND QUICK SELLING ARTICLE. SUPPORTS DRAWERS PERFECTLY. HOLDS BELT IN PLACE WHEN SUSPENDERS ARE NOT WORN, AND

"IT HAS A CHAIN HOLD."

TO WHICH WATCH CHAIN OR KEY CHAIN CAN BE ATTACHED——THIS IS A BIG THING, ESPECIALLY IN SUMMER, WHEN VEST IS NOT WORN.

COSTS YOU.....75c PER DOZ. PAIRS.
SELLS FOR.....10 CENTS PER PAIR.

—ORDER FROM YOUR JOBBER, OR—

J. V. PILCHER MFG. CO. LOUISVILLE, KY.

PILCHER'S

"BIRD" COAT SLEEVE CUFF HOLDER

CUTS LAUNDRY BILLS NEARLY IN HALF.





WHEN A MAN TAKES OFF HIS COAT HE USUALLY PUTS HIS CUFFS WHERE THEY WILL GET SOILED OR MISLAID. "THE BIRD" SATISFACTORILY ATTACHES THE CUFFS TO THE COAT SLEEVE LINING—WHEN THE COAT IS REMOVED THE CUFFS COME, TOO.



COSTS YOU—$1.25 PER DOZ. PAIRS—SELLS FOR 15 CENT PER PAIR.

ORDER FROM YOUR JOBBER, OR

J. V. PILCHER MFG CO

LOUISVILLE, KY

Dr. Deimel Underwear

(LINEN-MESH)

It has the peculiar property of at once appealing to a very large and intelligent class of people as something superior to any other underwear they have ever worn.

There is not only a most substantial profit on every garment sold, but the satisfaction of hearing purchasers praise the article, and sending their friends for it, which fact also appeals to the merchant, who appreciates this commendation for the good it does the store.

SEND FOR DESCRIPTIVE BOOKLET AND PARTICULARS OF WHOLESALE TERMS TO

The Deimel Linen-Mesh Co.

(ORIGINATORS OF "LINEN-MESH")

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NOBBY FEATURES
FOR
SUMMER SORTING

Our customers and friends, who want some nobby features to fill out Summer Stocks, will find our stock fully equal to their demands.

RUSH ORDERS receive prompt attention.

FOR FALL our stock of

Woollens and Tailors' Trimmings

includes 35 per cent. more varieties than we have ever known before.

We have a choice selection of

TWEEDS, SERGES, SUITINGS, OVERCOATINGS, ETC., CANVASES, ITALIANS, ASSORTED SILKS, HAIR CLOTHS, SLEEVE LININGS, HOLLAND POCKETINGS, ETC.

Sole proprietors of the celebrated "TYKE" and "BLENHEIM" Serges, also of Salt's "YOTSMAN" Serges, the best goods in the trade. Send for samples of them.

Free Samples on Application.

A. McDougall & Co.

BRANCHES—
McKinnon Building, Toronto.
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JOHN FISHER
SON & CO'Y,
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— AND —
Tailors' Trimmings

WAREHOUSES:
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SAMPLE ROOM: 43 Scott St., TORONTO.
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The "STAR"

Our lines of the "Star" negligee soft print, and Madras, also plaited shirts for summer wear contain all the latest novelties in exclusive patterns and styles.

PROMPT SHIPMENT GUARANTEED

E. Van Allen & Co.
Hamilton

WOOLENS
CLOTHING
TRIMMINGS

THE MERCHANT TAILOR

STYLES AT
HOME AND
ABROAD.

NO complaint can be found with the movement in woolens during May. The demand has been fully up to that of the best years and better than the average, making up a great part of the slowness in April and March. Those two months are usually the best for the wholesaler, but the lateness of Spring this year hampered the regular business, and buying was postponed until May came with its more seasonable weather. There is now a strong demand for homespuns for Summer wear.

* * *

More greys are seen on the streets than was expected from the sales made earlier in the season. As a rule they have light stripes about an inch apart and standing out very distinctly. In many it is so conspicuous as to be rather in bad taste. However, it usually looks fresh, as the grey is well mixed with black, in this way giving some expression to the material.

* * *

With the increased sales by the merchant tailor, comes the same impulse to the clothing trade. The manufacturers are responsible for this by showing to the purchasing public garments that are stylish, well made, and of good material, and sufficiently varied to please anyone. Some excellent Summer suits are obtainable ready-made, with an air that is required by well dressed men. In this close attention to detail, make and material lies the great possibilities of the clothing trade. With the satisfactory garments produced by our own manufacturers it is difficult to see how Yankee makers can hope to secure any hold on this market, a move they are attempting by sending highly decorated booklets to the Canadian consumer, with the offer to forward suits to a retailer for the consumer on trial. If unsatisfactory they can be returned at the maker's cost. The idea is to catch the merchant through the consumer.

* * *

The tailor who has never made a bid for Summer clothing has lost one of his most productive outlets. In country towns it is not unusual to devote little attention to this style of clothing, but to let the demand go unsatisfied or allow it to turn to the ready-made lines, where it can often not be supplied through the local merchant carrying limited choice. A good business in this can be worked up by some judicious advertising, and a few sample suits on the backs of well known citizens. A homespun suit with Norfolk coat is catchy enough, and comfortable looking enough in warm weather to induce others to look to it as a protection against the evils of excessively hot weather.

* * *

The fancy vest has fulfilled all expectations as far as amount of sales has gone. It has become a staple in a man's wardrobe. The white backgrounds far outsell others, and when a small pattern in black is outlined against this it meets the requirements of carefully dressed men. Fawns and tans have also been successful, but they are not as strong a feature of the high-class trade. Any style of pattern can be got with or without collars, but the light shades look better with a collar, there not being enough character without it. Single breasted are the rule.

STRIKES AND RUMORS.

THE periodical rumors of dissatisfaction among the clothing workers of Montreal have been revived. They are said to be complaining of their treatment at the hands of their employers, some of them having been dismissed during the dull season, and others put on short time. The local union repudiates all responsibility for the restlessness.

Coppley, Noyes & Randall, a wholesale clothing firm in Hamilton, Ont., have been having trouble with their contracting tailors, who have demanded an increase in the prices paid. The contractors have been, through this, in complications with their union employes.

The journeymen tailors employed by C. N. Mitchell and Deacon & Ross, Winnipeg, have gone on strike on account of the refusal of those firms to sign the agreement drawn up by the men. The clause over which the struggle is occurring is that referring to the reductions in contract work. The old agreement provided for no reduction in civic and Government contract work, but the union demands no reductions on all contract work.

A dozen journeymen tailors have quit work in St. John, N. B., because their employers refuse to recognize the union. On all other points they are agreed, but the attempt is made to place the master tailors under the thumb of a few union men who have nothing to do with the business but draw their pay. St. John tailors say they will not submit to dictation by their employes as to whom they employ, and be forced to submit contemplated dismissals to a committee consisting of the men under discussion. It is said that the tailors are importing workmen from Boston, and the unions are threatening to prosecute under the Alien Labor Law.

At a recent convention of employing garment makers in Philadelphia, it was voted to have open shops. The Garment Workers' Union say they will strike at the first sign of carrying out this decision.

CANADA WOOLEN MILLS' AFFAIRS.

AN application has been made by the liquidator and a majority of the inspectors of the Canada Woolen Mills to continue the running of the mills until December. The master-in-chambers, however, handed down a decision that the four mills must be sold by July 7.

In conclusion he said: "The action of the Government on the tariff changes will not be known until the end of the month. Had there been any margin for the creditors in the way of contribution by the shareholders, so that such a substantial sum as $50,000 or $75,000 could be collected, if necessary, to meet the expenses of further unprofitable operations, I might have felt disposed to allow the shareholders to make the experiment they desire. They would then, at least, show they had

the courage of their opinions, but I do not think this can be done."

The Conservative press seems to have an understanding with Mr. Fielding, which the Liberal papers have been unable to effect. Several Opposition newspapers have come forward with the statement that in all probability Mr. Fielding will include in his budget a proposal to raise the general tariff on woolens to 45 per cent., and the preferential to 30. The manufacturers insist, however, upon 35, and whatever truth there may be in the prophecy, Canadian mills will not be satisfied until that is granted.

A NEW TORONTO WHOLESALE.

THOMAS OGILVIE & SONS is the name of a new firm in Toronto dealing in woolens and tailors' trimmings. This is a branch of a large house in Aberdeen, Scotland, which handles the productions of several mills in Great Britain.

Mr. Thomas Ogilvie, while in Toronto recently, purchased the woolen section of the Wyld-Darling Co., and the entire business of Charles Cockshutt & Co., both of whom were burnt out in the Toronto fire. At the head of this combination he has placed Mr. T. Foster Hire, late manager of the Cockshutt Co., and Mr. John B. Canavan, formerly at the head of the woolen department in the Wyld-Darling Co.

Mr. Canavan has just gone on a purchasing trip to the Old Country, and will be absent two months. The firm is doing business at 54 Wellington east.

ST. JOHN'S NEW CLOTHING STORE.

THE firm of Scovil Bros. & Co., who have a clothing store on King street, St. John, N. B., have opened a branch in the north end under the name of the Oak Hall branch. The building is of brick, 25x15 feet, and is being thoroughly renovated by painters and carpenters.

The interior is to be white, with the shelving in natural woods. The ceiling will be papered with golden tinted paper. Silent salesmen are to be plentifully used. The lines carried will be the same as those in their former store, consisting of men's and boys' clothing and furnishings.

WOODSTOCK AND ITS WOOLEN MILL.

A LEGAL tangle is to be unravelled at Woodstock, N. B. In 1891 a Mr. Willis, of St. John, established a woolen mill in Woodstock, the town granting him exemption from taxation for ten years. The town claim the time had expired in 1901, but the company say that the exemption has been in existence only four or five years.

The town seized a quantity of woolen goods in payment of taxes, and were about to offer them at auction when the company's solicitor served an injunction on the auctioneer to stop the sale. June 7 is the date set for a decision upon the case at Fredericton.

TARIFFS AFFECTING ENGLAND.

GALASHIELS, the well-known cloth manufacturing centre, is disturbed about the woolen industry. In an address a woolen merchant discussed the problem as to what steps should be taken, legislative or otherwise, to improve the woolen industry. He thought that, in the first place, the Government should do everything in its power to break down the tariffs of the great protectionist countries of the world. There was nothing so injuring their trade as these tariffs. England could only succeed in breaking down the tariff walls raised against her by resuming the power of bargaining. It was said, if she did this, she would get into tariff wars, and that that would be a terrible business for her. He was not at all sure that it would be necessary for her to put a tariff upon any single article whatever, for if a speech in the House of Commons by Mr. Chamberlain could make Germany draw in her horns, surely direct negotiations, with the power of retaliation behind, would have still more effective results. What had Great Britain to fear from a war of tariffs? France sends her £50,000,000 worth of goods, and takes only about £20,000,000 from her. Germany, allowing for what comes through Holland, sends about £45,000,000 worth of goods, and takes only about £20,000,000 from her. The United States sends her over £110,000,000 worth of goods, and takes only £20,000,000 in return. Surely her market was of immensely more importance to them than theirs was to her. Great Britain had got all the rest of the world in which to push her goods, but where were they to find a market to take her place? Surely it was common sense that they would not quarrel with their best customer. No comparison of tariff wars between other countries and their effect was of any value whatever as an argument, as no country had anything approaching such a market to offer as Great Britain.

NOTES OF THE FURNISHERS.

J. E. Breault, tailor, Deloraine, Man., has been succeeded by J. E. Stirrett.

W. Goldstein, clothier, Vancouver, B.C., has sold out to S. Weaver.

The Guelph Waterproof Clothing Co. have dissolved partnership.

N. McDougall, of McDougall & Co., tailors, Carberry, Man., is dead, and the business is advertised for sale.

Ball & Co., men's furnishers, Toronto, have sold out to J. W. Watson.

Hoffer & Stern, clothiers, Winnipeg, have been succeeded by Hoffer Bros.

S. Owen & Co., merchant tailors, Ottawa, have removed to Hintonburgh.

J. J. Murphy, clothier, Morrissey Mines, B.C., has removed to Moyie.

Irwin & Mitchell, men's furnishers, Grand View, have dissolved partnership.

Max Teitelbaum, of Lipman & Teitelbaum, clothiers, Gananoque, has sold his interest to R. J. Dier of Lansdowne. The new firm will be called Lipman & Dier.

The Boston & Nova Scotia Woolen Co., Ltd., has been incorporated under the laws of Massachusetts with a capital stock of $150,000 to manufacture woolen cloths in Nova Scotia.

John Marshall, clothier and haberdasher at St. Catharines, Ont., has removed to larger and better premises at 97 St. Paul street. He had occupied the old stand at 65 St. Paul street for over twenty-eight years. Mr. Marshall has made many improvements in his new store, including an arrangement of electric lights in his window that makes his window display a very attractive sight in the evenings.



This label is on every package of

McLean's Mosquito Netting,

Manufactured by

Andrew McLean Co.

NEW YORK,

the largest manufacturers of Mosquito Nettings in the world, whose nettings are sold by the leading dealers throughout the country.

Two Qualities: { **Regular Cauze.** **A A (Finest Grade).**

When you sell these goods you are selling something you can guarantee. ASK YOUR DEALER TO SUPPLY McLEAN'S MOSQUITO NETTING.

STANFIELD'S

"The UNDERWEAR with a Reputation."

RETURNED APR 1 1904
RETURNED MAR 31 1904

It has quality in its construction and years of experience in underwear-making back of it.

STANFIELD'S is the oldest unshrinkable underwear on the market.

It is the only underwear in the world manufactured from pure Nova Scotia combed wool.

STANFIELD'S underwear is sold to Reliable Dealers by our travellers.

Write for our proposition and

"STICK TO THE UNDERWEAR THAT DOES NOT STICK TO YOU"

TRURO-KNIT

A Full Range



of samples
of our newest productions
for the Fall Season
is now in the hands of
our Agent,
JAMES GILMOUR,
and may be seen at his address,
205 CORISTINE BUILDINGS, MONTREAL.

Welch, Margetson & Co.

Manufacturers of

SHIRTS, COLLARS, TIES, BRACES, Etc.

16 Moor Lane, E.C.,

LONDON, ENGLAND.

THE Richard J. Baker Co'y.

THE HOSIERY AND UNDERWEAR AGENCY OF CANADA.

wish to announce TO THE TRADE that their new address is

60 Yonge St., TORONTO,

where all correspondence will find us at your service in the interests of the following manufacturers :

S. Lennard & Sons, DUNDAS, ONT.

Manufacturers of **Crescent Brand** *HOSIERY and UNDERWEAR.*

Stratford Knitting Company, LIMITED. STRATFORD, ONT.

Manufacturers of MEN'S, WOMEN'S, BOYS' and GIRLS' KNITTED GLOVES and MITTS.

Clinton Knitting Company, LIMITED. CLINTON, ONT.

Manufacturers of RIBBED WORSTED HOSIERY.

Bean & Stewart Skirt Co., LIMITED. ST. STEPHEN, N. B.



Manufacturers of

LADIES' BLACK SATEEN SKIRTS

Latest New York Designs.

The Best Cut Skirts in the Market.



Soliciting a continuance of your esteemed orders, we are, yours truly,

THE Richard J. Baker Co'y.

THE HOSIERY AND UNDERWEAR AGENCY OF CANADA.

RETURNED MAY 31 1904 Cut Book 19 Page 34 Aus.

AS SEEN ON LONDON STREETS.

TO a Canadian, I suppose there would seem something unbusinesslike, a careless disregard for things suitable, in the number of knickerbocker suits worn by office men at their work. From all appearances, the habit of the knicker is gaining a stronger hold, and no one could say that last year it was at all uncommon.

To account for this is not at all difficult, although there are three or four causes that have their influence. The Englishman is strong on exercise of any kind. He walks as no other man could stand; he wheels oftener and further than is popular elsewhere, perhaps because he has the roads, and perhaps because he is eminently sensible, and does not eschew so convenient a method of transportation as the wheel, simply because fashion proclaims it passe; he is the greatest hunter and shooter in the world—in fact, he is unexcelled in outdoor sports. And for all these the knickerbocker is almost necessary. At least, it adds so much to the comfort and enjoyment that possibly it is his freedom to wear what is most suitable that makes outdoor life so general.

The same reasons account for the Englishman's particular dress—the norfolk jacket.

Straw Hats—The Panama.

The diversity of opinion expressed concerning the Panama hat has left little to be discussed. All sides of the question have been touched, one affirming, the other denying, and each, in all probability, considering his own advantage in the opinions he expresses. In my opinion, there is no doubt that the panama will not be a sight to cause comment during the Summer. Certainly no one dares to maintain that this hat will see the demand it had a few years ago, but for a few manufacturers or retailers to say it is decidedly off "correctness" savors very much of personal considerations. In high priced qualities it is going to find a fairly ready sale, or I am badly deceived.

Thank fortune, it is going to be combined with common sense! The rowdy, rough-and-ready, any-shape panama that was allowed to torture the sense of fitness of sensitive people is to be unpopular. The crease over the crown will be dropped, since its general adoption in imitation varieties was sure to mean its death in the kind that costs pounds. As the hats are seen in the windows, there is a neatness in them that has not been a usual characteristic for years past. There is a liberal brim to it, but it is all neatly turned up. This does not imply it will never be turned down, when the sun requires it, but there is shown an anxiety for appearance that will not allow a zig-zag, ragged shaped brim when the sun is straight overhead or out of sight.

A Summer Lounge.

Although the white serge lounge suit has not been an unheard of style for several years, there seems to be a strong leaning towards a renewed life for it this Summer, after some years of inconspicuousness. It will not be a matter of any difficulty for the man without a good income to decide against it, for its duration as a perfect fit extends only to the first cleanings and its first visit to the cleaner will extend no further than a few wearings and possibly one. About three or four operations upon it will make it a mere shadow of its original glory.

The material used is serge with a fine rib, and the cut is single-breasted. The buttons are pearl, the lapels low in front, and there are three buttons on the cuff. The centre of the back is usually adorned with a slit of seven inches or thereabouts. The waistcoat is single breasted and has no collar; the trousers are quite loose, but not large.

SHOES THE KING WEARS.

In an interview regarding the King's shoes, Mr. Leo Thoms, the royal shoemaker, has revealed the imagination that has been at work in some recent reports about the vast amount of money King Edward spends in shoes, and the reckless quantities he orders at a time. Mr. Thomas says:

"His Majesty has practically a pair of boots for every uniform he wears, besides walking boots, walking shoes, evening shoes, and shooting boots.

"It is a popular delusion that the King orders his boots in large quantities. This is not the case. He orders, as a rule, only one pair at a time, although occasionally several pairs which are required for specific purposes, and which differ from each other, are included in one order.

"The King knows precisely what he wants, and insists upon having it. He is one of the greatest students of detail I know, and I have come in contact with a great number of people, as you can well imagine. There is not an ornament, a button, or a particular style but what he remembers, even after the lapse of a long period since the goods were originally made for him.

"As for material, the King never wears either box calf or glace kid, the latter of which he considers too effeminate for his use. For a smart, neat walking boot he prefers the vamps cut from patent kid or fine blacking leather.

"But whatever the material, it is the very best procurable.

"The King's boots and shoes are all made on specially modelled lasts, and the work, it goes without saying, is hand-sewn.

The price the King pays was not stated, but one remark made by Mr. Thomas is significant:

"I pay as much as 14s and 15s per pair to a workman who simply attaches the soles to the uppers, which is as much as most people of an average pay for an entire pair of boots.

"Among his Majesty's favorites are Russian calf derbys for shooting, calf patent evening dress shoes for evening, and 'Oxford Ties,' a brogue shoe, for walking.

"I also make all the Prince of Wales' boots and shoes, the style and character of which are very like those of the King."

There is an interesting souvenir at Mr. Thomas' shop, in the shape of a high pair of military-looking boots, with gilt spurs attached.

"That pair of boots," said Mr. Thomas to the interviewer, "was made by me for the late Duke of Clarence to be married in. His Royal Highness died just about the time the boots were completed. They were not, of course, delivered; but I subsequently obtained the consent of his royal parents to retain them as a memento of the sad occasion."

CURRENT STYLES IN NEW YORK.

ONE of the most interesting and bewildering features of men's fashions here is the status of the tan shoe. We have several well-known manufacturers whose reputations have made their opinions of great value and full of influence on the line trade follows, who have for months asserted, and with seeming confidence, that the tan shoe will almost sweep the field; that the month of June will see it in full swing with a revival of the popularity of six or eight years ago. These men have practically staked their all on the correctness of their statements, and it was with considerable interest that events were watched.

A reputation for conservatism, for high-grade products, and a succession of former triumphs in prophesying have helped them out to a great extent, there is not much doubt. But outside of the effect these things have had on the merchants, there seems to be a ready public to go back to the brown shoe. And yet, whether it is the best kind to wear cannot be judged from the men who are seen in tans. There are, no doubt, men of recognized taste among them, but there is a large number of others who cannot say too much against a color in footwear, and whom no amount of popularity for such a style will induce to recede from their position. Youth has taken to the shoe, and the sales of it must be fairly gratifying; nevertheless, the man who is in doubt is going to be safer by sticking to the black. It is purely a matter of taste—if a man possesses a desire to change his footwear, he can do so without making himself a spot on the landscape.

Tan oxfords are looming into view in proportions that leave it unquestionably a consideration among young men; but at that it will not drive out the more seemly black.

No "Correct" Shirt.

When it comes to a discussion of shirts and shirtings one gets into territory where personal taste is almost the only thing to trust to, provided the individual taste does not run to freaks or impossible styles. There is a variety for any man to select from that should protect him from the choice of inapt, inartistic designs, and the kinds he sees on the well dressed men on the street should prove to him that the quieter the design the better. Pleated are rapidly becoming the favorites, with the pleats broader and fewer in number. A neat, small figure with occasional lines forms the principal part of the stock of the higher class shops, and the background is usually white.

For outing wear the flannel shirt in dark shades is featured by many, although through mistake it is seen on the city streets. A few plaids in these are catchy enough to place them in demand with a certain class.

Sweaters come in all cuts, the old time high roll collar being consigned to the football field as a "warmer." Attention is being paid the necks, so as to have them appear a little more dressy than formerly, although any attempt to present a sweater otherwise than as a garment for outing purposes is entirely misplaced. Some are made with a waistcoat opening to show the collar, tie and shirt underneath, precisely as a waistcoat would. The edge of the opening is woven with a special weave, and no other neck is added. Others have collars with openings in front, and some fit tight into the neck, buttoning down the front.

Cravats and Waistcoats.

I am satisfied that bow ties will be in large demand during the coming Summer. The wing collar has practically disappeared, and in its place men wear the fold. With it the bow has always been well liked, although not so much so as the long, narrow four-in-hand. The majority of these bows have square ends and will not be the diminutive creations tie makers would like them to be. But although the tie with the square end will likely be the greatest favorite, pointed ends will be offered to those who admire them. Windsors will not be unusual for outing purposes, ad are in such neat patterns as to assist greatly in placing them in a prominent position. Windsors have always held some fascination in this field of dress, but should be confined to it.

More colors are characteristic of all ties, bow, four-in-hand, etc. Purple and brown have had quite a run, and are still of the first-class for sales. The browns are in all shades from champagne in very light tones to a deep rich brown that has been highly successful. The brown has seldom been plain, dots of black or white relieving the heaviness of a solid shade.

Waistcoats offer many cuts, and might all be called correct. The opening at the neck is quite low, a quality unacceptable to many particular men. Collar or no collar is a matter of choice, as is the shape of the lapel and number and shape of the pockets. Flannel waistcoats have been receiving a good deal of attention. In many of these a narrow stripe of silk in color is a feature, with the stripes usually two or more inches apart. A new waistcoat shown by one shop had the lines running down to a point in the front instead of over the shoulders and straight down. The V-shaped lines were very odd in appearance. In this article of wearing apparel, more than in any other, new things have been constantly appearing; each have a distinctive feature if analyzed, but many at a distance resembling so much previous productions as to make them unworthy of special attention. The collar, the lapel, the shape at the bottom, the pockets, the patterns, the material have each offered opportunities that have been taken advantage of by manufacturers.

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J. W. HOLDEN, Canadian Representative, 2, 3, and 4 Carey Lane, E. C., London, and 79 Piccadilly, Manchester.

SHIRTS AND COLLARS

THE fancy shirt, while it means many an extra sale to the haberdasher, is the terror of his business. A white shirt is a salable shirt always, one that will sell at all times of the year, and which is never dead stock. But when it comes to the fancy shirt, with its stiff front, pleated and soft front, its variety of widths of pleats, materials, patterns, colors, etc., a furnisher must be a millionaire to carry the stock that will supply all demands. Every shirt manufacturer has his specialties, that would please certain customers of the retailer, but he must pass many of them by or he is certain to overstock. An overstock of fancy shirts is entirely different, too, from the same lack of judgment in other lines handled. It can be taken as a settled point that a fancy shirt not sold this season has either lost all chance of leaving the shelves or has depreciated in value by next season. No store can cater to all tastes, neither can it hit just the right quantity to buy.

* * *

One of the greatest difficulties the furnisher meets with in the fancy shirt section of his business is the exclusiveness of patterns shown by each firm. While they overlap in many styles there are several distinctive features in each lot of samples. The furnisher is impressed with a line shown by one traveler and buys fairly freely, the next one calls and he also has something peculiarly effective. And so the orders pile up until they are of excessive magnitude. There is nothing so fascinating as fancy shirts at their best, and the furnisher is apt to fall a ready prey to them.

* * *

Fortunately, for the past two seasons styles in fancy shirts have varied little, and what was bought last season is apt to stand a good chance for favorable consideration among this year's stock. The habit, steadily gaining force, of wearing soft front shirts all the year round is proving a relief to overlarge stocks, and the fancy shirt, stiff or soft, is a staple in every man's wardrobe. At any rate it is here to stay, and the haberdasher must gain what satisfaction he can from the added sales he makes.

* * *

Perfectly justifiable as was the advance in price made this Spring by Canadian manufacturers, it has had unfortunate results. Owing to competition the United States and English mills retained the former level of quotations, and many an order has been turned aside into the foreign market. A furnisher in conversation recently said he was forced to buy in England dress shirts to retail at a dollar, being unable to handle Canadian goods at that price. Everyone knows that the advance in Canadian goods was far less than the higher price of raw material and labor warranted, and it is certain that where this advance is not quoted little profit can be made, but those who have placed orders elsewhere do not think of this. In England and the United States, where there is such a hustle for business on any terms, every firm feared to start the advance, and all hung back until the season was over. It is confidently stated, however that for Fall United States prices will be up, particularly where orders for cloths were placed by the manufacturers since the cotton boom.

* * *

Plain front negligees have been selling perfectly satisfactorily in spite of the prominence of the pleated front. In fact some haberdashers say their sales of the former exceed the latter. Plain fronts are made in a greater variety of materials and the pattern has not to be selected as in the pleated, accordingly they have an advantage. Stripes of open work are being worked in quite freely, making a cool, comfortable shirt, and one enterprising manufacturer has a cellular bodied style that has at least theoretical value.

* * *

There is no collar worth considering since Summer weather reached us save the fold. And it is the same old fold with no more variations than are attempted every year by some manufacturer who desires to secure a hold by a special line. Square cornered folds are not in any demand. These have been proven to be hard on the shirt and cravat, and make the latter harder to tie. Then, too, the points are ironed to death by the laundries, and are the first to show wear. Low heights will rule, as last Summer.

The reliance the retail merchants place upon the announcements of advertisers in THE DRY GOODS REVIEW for what and where to buy is too great to be lightly esteemed by any manufacturer or jobber. Especially valuable are our Annual Fall Numbers which appear in July. Advertisers are urged to give the question of larger space prompt consideration.

SHIRTS WITH TWO PAIRS OF CUFFS.

A CORRESPONDENT has sent the following letter. In it is contained an idea perhaps worthy of consideration by shirt manufacturers. He says: "I have been for years struck by the fact that there appear to be no fancy shirts offered by our mills or merchants that have two pairs of cuffs. I think that many men would appreciate a shirt with such fittings. I, for one, would be prepared to pay a little more for it. It cannot be an unusual thing for a man to soil his cuffs before his shirt is ready for the laundry, and that means the donning of white cuffs, which are not much use to a man in business. I have never found it difficult to get these shirts in the United States, but as yet I have not been able to do so in Canada. Our retailers, too, can supply me with separate pairs of fancy cuffs that would match the shirts of long ago, but they have no patterns suitable for the new patterns. Perhaps some of your advertisers or subscribers can explain these things to me."

HATS AND GLOVES.

Such a lovely hat has mother,
Flower-decked and new.
Sister Mary has another,
So has Sister Sue.
Father—why, we near forgot him!
Really, ain't it sad!
Where's last Summer's hat we bought him?
That will do for dad.

* * *

The sales of brown fedoras have exceeded the expectations of retailers and wholesalers, a surprising demand having sprung up very suddenly. This is accounted for by the suddenness with which warm weather came. It is too early for straw hats, but the brightness and warmth of latter May days has necessitated the donning of Summer headwear of some kind. Hence the brown hat, which looks Summery and is light and comfortable. The shade most worn is of a light tone, almost fawn; the brim is wide with a curl on the edge, and the crown quite high. There are several shades on the market. The brown derby has no place at all.

* * *

Pearl grey fedoras have met with very little success this Spring, in spite of special window trims devoted to it. The brown has sold to the class that usually go in for this style of hat, and retailers have the pearls on their hands. In the shapes shown there is less of merit seen in the pearl than in the brown, many of the latter being particularly becoming to the young man.

* * *

A very, very few straws have already made their appearance, altogether too few to judge what is going to catch the fancy. Among those seen the panama seems to have quite a prominent position, but this may be on account of the tastes of men who wear straw hats early in the season. It is certainly warm enough for straws, but the average man is loathe to change to Summer apparel until it is a common sight.

BROCKVILLE HAT FIRM ASSIGNS.

THE firm of Saulnier & Decelles, Union Hat Works, have made an assignment to Sheriff Dana for the benefit of their creditors. Messrs. Saulnier & Decelles came here from St. John's, Que., in 1902, receiving a bonus of $20,000 from the town, $19,000 of which was to be in cash and the other $1,000 for the purchase of a site, the town being secured by a first mortgage on the property and plant. Before the works were removed from St. John's there was an outstanding liability of $13,750, due Le Banque National of Quebec, which is now being pressed for payment. So far Saulnier & Decelles have received of the bonus from the town $13,000, the balance being payable in yearly instalments as the conditions were complied with. The causes for the assignment are given as pressure of Le Banque National for payment of their claim, and the losses of a number of Toronto and Montreal customers in the recent big fires, with the consequent shortage in orders and receipts.

In anticipation of increasing trade a lot of valuable new machinery was recently added to the equipment. The town is well secured by mortgage on the factory and plant, and the Banque National has a security of $4,000 on the vacant factory in St. John's. Messrs. Saulnier & Decelles have issued a statement setting forth the reasons for the present financial embarrassment as outlined, and expressing the hope that when the present troubles have been arranged the industry may be continued as in the past. They feel confident that all liabilities to the employes will be met. The total liabilities are estimated at about $33,000, with assets about the same, exclusive of the property, on which the town holds a mortgage.

The firm came into prominence some time ago through proceedings against Altman, who was accused of causing the destruction of a large number of hats.

THE WRIGHT HAT CO.'S DINNER.

THE annual dinner of the Wright Hat Co., London, Ont., was held May 13. The usual dinner of generous proportions and excellent quality was served, and was followed by a programme. Mr. Wright, in the course of a few remarks, drew attention to the fact that their company was the first in Canada to brand their goods "Made in Canada," and they were prospering just the same. Each of the guests was given a neat booklet containing the menu. About sixty guests enjoyed the hospitality of the Wright Hat Company.

TWO MITT COMPANIES AT LAW.

THE Sovereen Mitt, Glove and Robe Co., of Delhi, has issued a writ against the Simcoe Mitt, Glove and Robe Co., Ltd. The statement says: In 1903 several of the plaintiffs' employes conceived a scheme for appropriating to themselves the plaintiffs' trade, business and name, and they, with some others, formed a rival concern under the name of the Simcoe Mitt, Glove and Robe Co., Ltd, and the said company since have represented to customers of the plaintiffs that the latter company have gone out of business, and are passing off their goods as the plaintiffs' goods.

The plaintiffs ask damages, and an injunction preventing the defendants from using their present name or style, or any name calculated to deceive the public.

At Osgoode Hall, May 19, judgment was reserved, an injunction being granted in the meantime.

HAT AND FUR ESTABLISHMENT GUTTED.

Fire completely gutted the hat and fur establishment of Waldron & Drouin, Montreal. The loss is estimated at $100,000, but is well covered by insurance. For a time a large wholesale section was threatened, as the building is situated in the centre of a block.



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Toughest in Creation.

"Pinto" Shell Cordovan is the toughest leather tanned by any process in the world. No oil to draw cold, no mineral to burn or crack, no pores to admit wind or wet.

"Pinto" shell stands for a profit to the dealer, for increased business, for better conditions in the mitt and glove business.

Better get in line next season.

Hudson Bay Knitting Co.,

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IN CRAVATDOM.

LITTLE has developed in cravats during May. Retailers have been doing a large business and wholesale houses are rushing orders out continually. For Summer the small shapes will be the only ones sold for informal wear. The narrow four-in-hand still holds a prominent position, but it allows more of the bow tie to come in. The latter is selling and will sell much better than it did last year. For the ordinary trade narrow shapes of five-eighths of an inch will be freely asked for, but for high-class trade larger ties will be favored. There are very few wash ties of any description being shown by supply houses. This style has met with no favor for a couple of years, and there will be no better place for it this season.

* * *

The new browns have gone only moderately well, as might be expected on the introduction of a new color after black and whites and greys have been in vogue. They have gradually worked in, however, and are partially responsible for the return to color in cravats. Champagne shades are shown by a number of the leading furnishers and have proved as great a success as was expected. The sale for them is limited, but it has not yet reached its limit. Purple is being featured by a few large haberdashers, but it is too early to say much about it, save that it has sold with the other colors. None of these shades are in the plain colors, as each requires some relief. The browns are most in demand with polka dots in white or even pale blue; the champagne cravats are mixed with varied patterns usually of a white or brown shade. Purple is broken with stripes or polka dots of white. In many the purple is only a stripe on a black or white tie.

AN ASCOT POINTER.

THE ascot has long been the proper tie with the frock coat, and has seen greater favor during the past Winter and Spring than any shape. Many men have experienced the greatest difficulty in tying this cravat, and have required considerable practice to produce one that looks neat. But not a few fail to notice that there is one side of the cravat that should always be outside. The right hand side should be turned down first and the left one last, to put it in line with the edge of the outer side of the waistcoat. This point could be emphasized by furnishers who interest themselves in the dress of their customers.

AN ENGLISH INVENTION.

AN Englishman has invented a tie which he claims will assure a clearness of the atmosphere around the man who hasn't quite got onto the knack of tying a tie with facility, and will protect him against the slouchy looseness and dropping of the knot in front. All this is effected by simply inserting a piece of elastic in the back of the band. This elastic will draw up all the slackness of tie, which some men cannot handle without abuse.

The inventor is also a poet, and has let himself loose concerning this tie, which he calls "The Slick," in the following effusion :

The makers of the "Slick"
To the public introducing
Something neat—for tying quick,
All in patterns most seducing,
Want to tell them all about it—
Why they should not do without it.

It's a tie that has a trick
In itself to be assisting
In the tying of the "Slick,"
In a canny way resisting
All the moves—that are so trying—
In a tie to start untying.

Now, the Double Collar smart
Holds the tie-band in a vice,
And it acts a wicked part
When you'd tie a tie that's nice,
Often spoiling tie and collar,
Worth at least a half-a-dollar.

But the Double Collar vice
Simply moves the "Slick" to smile,
For the "Slick" tie, in a trice,
Slips the clutch that would be vile,
And the tyer of the "Slick" is
Quickly conscious where the trick is.

THE CANADIAN WOOLEN INDUSTRY.

(By E. W. Thomson in Boston Transcript.)

DURING the past few months nearly all the woolen- certain that the industry will be ruined unless the cloth mills of Canada have been closed. It appears Government comes to the rescue. No other Canadian manufacturers are better entitled to be saved, whether "manufacturers" mean workpeople or employers, or both. The trade is so old in Canada that it seems almost indigenous to those who remember the country for from forty to sixty years. There were flourishing woolen factories under a 5 per cent. tariff, and all higher rates up to the present schedule, under which these mills continued to employ many excellent workpeople until the preference to British goods had increased to 33 1-3 per cent. This knocked the protection down to about 22 per cent., which would probably be ample if the general tariff had not the effect of raising the cost of living and therefore the rate of wages and of many classes of mill supplies. It is an error to suppose this country a much cheaper one to live in than the United States. Beef, mutton, woolens, butter, eggs are lower priced here, and so is good whisky. But almost everything else that a reasonable or unreasonable human being can want is dearer, especially commodities of an average quality, such as the masses of people consume.

United States Prices Lower.

The finer qualities of imported or European and Asiatic goods and luxuries used by the particularly well-to-do are cheaper here because the tariff on them is much lower than that of the States. These impressions I had derived from casual purchases during the past two years, before learning from one of the most authoritative publicists in the Dominion that a recent investigation, whose particulars will probably be published soon, shows that American prices for 160 articles of common use are notably lower than the Canadian. This comes of applying to an enormous country of scant and scattered

population the protective system which has been applied with impunity or possibly advantage to the enormous free-trade area within the tariff wall of the republic. Here the consumer unquestionably pays either the duty or an equivalent of increased price to the home manufacturer in respect of a great proportion of items on the protected list. Still, Canada flourishes wonderfully, by virtue of her good soil, her industrious, frugal, law-abiding people, the sound methods of her farmers, the rapid increase of population and the energetic prosecution of public improvements on borrowed money. All this is strictly germane to the case of the woolen-cloth manufacturers. They and their workpeople are at the large expense due to the wholesale application of the protective system, and they do not appear to have received enough protection themselves to enable them to bear the burden. A special exception seems made against them, though they are, as has been already stated, peculiarly entitled by lengthy establishment to most considerate usage.

Fabrics Excellent.

Again, their fabrics, or many of them, are excellent and singularly well adapted to domestic use. The better sort of Canadian tweeds can scarcely be worn out. This certificate is from long personal experience. Canadians in general would be worse off if they had not domestic woolens to choose from. Then their masses would be quite at the mercy of the Yorkshire shoddy makers who already deceive so many into buying handsome, pleasant-feeling, cheap trash; and their richer classes at the mercy of the makers and importers of better qualities of English and Scotch tweeds, who now have to accept in Canada prices controlled in some degree by the competition of the domestic manufacture. This will, it appears, be uprooted and destroyed forever unless the Government interferes to save.

Such interference is difficult, and that for reasons which cannot be called weak. It would seem that a protetive duty of 22 per cent. ought to be enough. The Administration cherishes free trade theories, though these are much ignored in the tariff. It seems wrong to shut the farmers, lumbermen, fishermen, miners, railwaymen and other great woolen-consuming classes in from supplies of English and German cloths. There is some reason to believe that the reduced state of the domestic manufacture is partially due to old machinery that should be sent to the scrap heap. And it is obvious that part of the trouble arises from the stick-in-the-mud business methods. The home manufacturers neither employ printer's ink wisely nor demand of the Government a sort of protection that would be as effective as increased duties on behalf of worthy domestic goods. These two assertions will be better understood after the reading of the following letter, received from an old friend, one of the foremost woolen-cloth makers of the Dominion:

Prejudice of Tailors.

"The old tariff (the present tariff before the preference to British goods) just about put woolen manufacturers on an even footing with English competitors. A little consideration will show you this. It is in evidence that tailors and purchasers of woolens, other than ready-made clothiers, make a boast of never keeping Canadian goods in stock, giving as a reason the false assertions that the latter do not keep their color and do bag at the knees, etc. On the strength of such allegations they can and do charge considerably more per yard and per suit for English goods than for the avowedly Canadian. It is in evidence that a Montreal tailor has paid twenty-five cents a yard more for a Canadian piece sold to him in the English department of the wholesale jobber than he could have got the same goods for in the Canadian department of the same house. He supposed, of course, that he was buying English goods, and he acknowledged that the pieces in the Canadian department seemed to be quite as good. They were the same in quality. There are many similar instances. In Toronto one large wholesale firm keeps all the woolens together, selling them on their merits, and with no English or Canadian marks on. A prominent tailor of Toronto, noted for his prejudice against Canadian goods, came in one day to buy, and when the wholesaler counted up the purchases it was found that seventy-five per cent. of them were Canadian cloths, bought on their merits. The salesman, when he found this proportion, thought it safer to tell the facts to the tailor, who then cancelled his order for most of the Canadian pieces. I have this from the wholesale firm, but it would be improper to give the names.

An Additional Preference.

"The instance is cited in support of my opinion that the prejudice amounts to an additional twenty or twenty-five per cent. in favor of English goods. Consider now that we are paying forty to fifty per cent. more for labor than our English rivals; that raw material of all the cheaper kinds, including prepared stock, centres in England and can there be purchased from hand to mouth by the clothmakers at a moment's notice and at much less than we have to pay for large stocks of the like: that all the ordinary expenses of operation are much higher in Canada; that not only is labor so much dearer here, but skilled labor almost impossible to get, which entails on us the additional expense of teaching the unskilled. Let any reasonable man, even a free-trader, reflect on all this, and on the degree in which we are put to expense through the general operation of the tariff, and I think he will admit the fairness of my claim that the old duty did no more than place us on an even footing.

Much Shoddy Comes In.

"When the preference to England was twenty-five per cent. we found the competition uncomfortable, and on certain lines disastrous, but when it was placed at thirty-three and one-third per cent. the effect was at once more noticeable, and the result is the closing of most of our Canadian mills for lack of orders. Many of the wholesale houses bought nothing from us this year. The bulk of the stuff that comes in preferred is of the very cheapest and worst materials, shoddy and cotton. Much of the yarn in these goods is of extremely poor shoddy, with a thread of cotton twisted around it to give it strength. One result of such preferred importations is that the Canadian woolgrower has to sell at lower proportionate prices than the woolgrower of any other country in the world, the intrinsic values of the wools being duly considered. Our long and otherwise excellent wool is at the disadvantage of being harsh to the touch, and short-fibred shoddy gives goods made from it a much pleasanter feel. But the shoddy stuff wears out in almost no time, while

goods made from our Canadian wool last so long that the wearer gets tired of them."

The manufacturer who wrote that is one of the straightest of men. His assertions are undeniable. Anybody acquainted with Canadian woolens and accustomed to Canadian tailors knows that they continually recommend English goods, just as Boston tailors do, and very often palm off Canadian as English. I know men who have found Canadian makers' marks on goods alleged to be English or Scotch. The popular preference for the latter continues in Canada solely because the absurdity of that preference is not exposed in any systematic way Domestic manufacturers could destroy the prejudice which injures them by utilizing the press-agent method. They advertise little, and that little is not on effective lines. So long as they allow themselves to be victimized by the puffers of English wares, so long as they do not employ modern methods of ridiculing that puffery and of puffing their own goods, they are open to the accusation of being stick-in-the-muds. Canadians are very patriotic,



The old residence on Yonge street, Toronto, until recently occupied by Mr. Mackay, of Gordon, Mackay & Co. The large lot is to be divided by a street and the land sold as building lots.

and would prefer Canadian goods if they were sedulously informed of their comparative merits.

Inspections of Woolens.

Again, my manufacturer complains of the rotten quality of the shoddy which is sold against his own excellent fabrics. Instead of basing on the poor quality of the shoddy a demand for more protection, which demand is not unreasonable on other specified grounds, why not ask the Government to establish a reasonable system for inspecting all woolens, domestic and imported alike, requiring manufacturer's certificate of its components, and requiring the tag to remain on the goods till the last yard is sold? Let official inspectors ascertain by random examination the fidelity of the tags to the goods. Oh, but that would be interference with trade? But precisely analagous interferences are numerous in Canada. There are inspectors of cheese, butter, binding twine, apples, and what not. It is true that the system is usually employed to grade up exported articles to meritorious standards. But there is not a particle of reason why it should not be employed to inform Canadians correctly of the quality of woolen goods. It would save them vastly more than the expense incurred. How many frauds on poor people and all classes of the ignorant are committed by sellers of woolens? These frauds might well be penalized, and that through a system of inspection and tagging which would make detection easy. No foreign or domestic maker of an honest article but would be pleased to tag his goods honestly, and the scallawags who manufacture things meant to deceive have no sort of right to be spared.

New, But Not Impossible.

Imagination may be staggered by the idea of compelling each piece of goods, or each ready-made garment, to wear a tag proclaiming its true quality, but those experienced in such matters say that the apparent difficulty would be almost automatically surmounted. Let the law put officially untagged goods under suspicion—then it will have touched the button and all the rest will follow by the desire of traders to stand well with the customers. Little difficulty is found in getting a stamp on every patent medicine bottle, on every draft or cheque, on every box of matches when war taxes are levied. So it would prove in the case of tags for fabrics. The interference of war taxes with trade through the inspection that accompanies such taxes is little complained of; it is the money tax secured through the inspection that makes the payers squeal. An inspection of woolens that was not accompanied by a tax would be welcomed by all the honest and annoying to none but the rogues.

Waiting for the Budget.

There is some reason to believe that Mr. Fielding, the Finance Minister, will increase the duties against foreign woolen cloths this session. But it was about as reasonably expected he would do so last year. He did nothing then, he may do nothing now. His tariff is, on the whole, so admirably balanced that there is a sort of danger in conceding anything to one interest. A score of others may pop up with the cry, "Oh, you gave the woolen men more protection, and are not we equally deserving objects?" But that sort of cry ought not to deter a statesman. He has the truthful reply that his tariff has increased pretty much every branch of home manufacturing, while it has decreased the old, meritorious domestic woolen business, on which many goodly and long established towns depend. The trade that has been specially hit by the preference to England might well be now specially relieved.

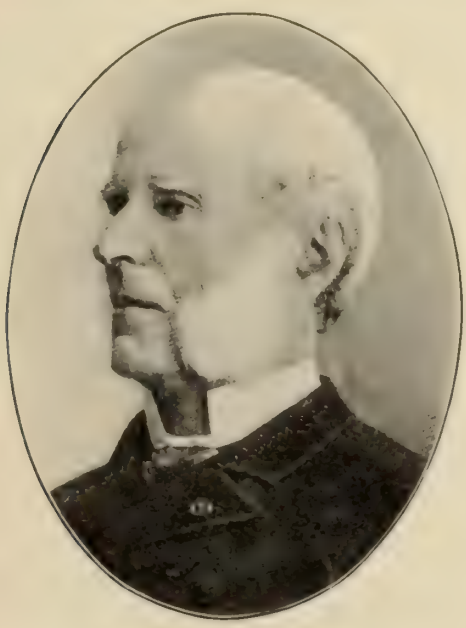
It would have been in a most flourishing condition had not the preference caused the importation of English stuff to be about doubled. In 1897 that importation was $7,177,954 worth, in 1903 it had risen to $13,612,942 worth. In 1891 there were 213 woolen mills in Canada, in 1901, the census year, four years after the preference began, there were but 157, and now nearly all the cloth mills are closed. Some are to be sold by auction early next month. They had been run at a loss for several years. It is not just that one set of manufacturers should be brought to ruin for the sake of pleasing Yorkshire, nor even for the sake of enabling importers to work off on more or less witless consumers shoddies that they ignorantly prefer to home-mades that can hardly be worn out.

THE GARNEAUS, FATHER AND SON.

DISTINGUISHED alike as progressive business men and active servants of the public in legislative halls, the Hon. Pierre Garneau and his son, Hon. E. B. Garneau, are numbered among the prominent citizens of the ancient capital. The Garneau family settled in Canada at an early date, the first Canadian ancestor having come to this country in 1636.

The Hon. Pierre Garneau was born at Cape Sante, County of Portneuf, on May 2, 1823. At an early age he came to Quebec and entered the dry goods trade. His mercantile efforts were crowned with success, and the wholesale importing house of P. Garneau, Sons & Co. stands as a monument to his ability and progressiveness.

In 1870 Mr. Garneau was elected mayor of Quebec, and continued in office until 1874. In 1873 he was elected by acclamation to the Legislative Assembly of Quebec as a supporter of the Conservative Government of the day. He became Minister of Public Works and Agriculture in 1874, and in the DeBoucherville Government he served as Minister of Crown Lands. In 1881 he was re-elected by acclamation, but was defeated in the election of 1886. He was appointed a member of the Legislative Council in the following year, and was sworn in as Minister of Crown Lands. In May 8, 1888, he was sworn in as Minister of Public Works, which portfolio he held until 1890. Mr. Garneau changed his allegiance from the Conservative party to the Liberals in 1890, and has continued a supporter of these principles ever since. He was decorated by the King of Belgium with the Cross of Leopold II.,



Hon. P. Garneau.
Recently retired from the Quebec Legislative Council

and has always been held in high esteem abroad, as well as in this country.

Besides entering into politics, Mr. Garneau was connected with the building of the Quebec and Lake St. John Railway, and the Great Northern Railway. Up to a short time ago he was president of the latter road, though he resigned when the line passed into the hands of the Canadian Northern. Mr. Garneau has also retired from active connection with the Quebec dry goods house bearing his name.

Hon. E. B. Garneau is following in his father's foot steps. He has lately been called to the Legislative Council by the Parent Administration, and he is to-day practically the head of the firm of P. Garneau, Fils & Cie. Mr. Garneau, Jr., was born in the City of Quebec, 45 years ago, and was educated at the Commerical Academy and Quebec Hill School, terminating his



Hon. E. B. Garneau.
Appointed member of the Quebec Legislative Council

studies at Poughkeepsie, N. Y. He is extremely popular with a large circle of friends, and has the confidence of the entire business community of Quebec.

The new councillor is a member and former president of the Quebec Board of Trade, as well as a director of the Richelieu and Ontario Navigation Co. He has always taken a deep interest in the public affairs of the country and became allied to the Liberal party together with his father on the Riel question. While a Liberal and a great admirer of Sir Wilfrid Laurier, he is moderate in his political views.

GOSSIP OF THE TRADE.

The Corticelli Silk Co. is enlarging its works in St. Johns, Quebec.

J. H. Burton, dry goods merchant, Bracebridge, Ont., has sold out to Hunter Bros.

F. Robertson & Co., wholesale woolen merchants, etc., Toronto, are retiring from business.

The stock of G. Orban, wholesale fur dealer, Montreal, has been damaged by smoke and water.

A. F. Banfield, wholesale and retail dealer in carpets, etc., is adding three storeys to his store.

The Guelph Carpet Mills Co. has enlarged its premises to almost three times the former capacity.

W. L. Long, formerly with Little & Long, Fergus, Ont., has opened up a general store in that town.

P. Spence, formerly with the T. Eaton Co., Toronto, has opened a new dry goods store in Lakefield, Ont.

W. Dalrymple has purchased R. F. Williams' stock of dry goods, wall papers, boots and shoes at Tillsonburg, Ont.

New and Second-Hand Machinery, Engines, Boilers, Belting, Pulleys, Motors, etc., for Textile and Other Manufacturers

Any readers of this paper wanting any of the above goods may have an advertisement inserted free in HARDWARE AND METAL, the machinery weekly newspaper of Canada, by enclosing this notice. Address

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A CHILD CAN OPERATE IT

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NEW DEFIANCE BUTTON MACHINE

Makes all kinds of covered buttons, rim, half-ball or flat, complete to make three sizes of buttons.

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Call or send for samples of our work.

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Who esale Jobbers

44 YONGE ST., - TORONTO

Near the Wharf and Station

I. B. Kleinert Rubber Co.

TORONTO

Dress Shields, Hose Supporters, Etc.

New Premises

Dowling Ave. and Queen St. W.

Business continued with slight interruption.

OUR LONDON FASHION LETTER

Styles in Tailor-made Description of the Bradford Exhibition of English-made Fabric.

TAILORS continue to borrow largely from the 1830 modes when building costumes of cloth, silk, or other fabrics for the Summer, and the modern pelerine has about it a flavor of the same bygone epoch. More particularly is this noticeable in the pelerine cut with four deep points, which occur respectively at the back of the waist, in front, and over each arm, the points being oftimes emphasized by the addition of pendant tassels and cord buttons. These shawl-capes, as they are called, are sometimes bordered with tarnished gold and silver braid or galon, such as is highly favored among tailors.

Other of the new capes are cut without points, and reach, usually, to the elbows, or rather below. With these cape-costumes the skirts and pelerines are of harmonious material, while the blouse is of lace or crepe de chine.

There is another kind of cape-costume, however, that requires merely a front of lace or chiffon worn with it, and is a greater novelty than the costume with a blouse and independent cape. The newer model has a cape cut with an Eton back and loose fronts, and is provided with full sleeves of its own material arranged beneath the cape sleeves. The back, which fits the figure like an Eton coat, is sometimes stitched to a waistband of glace silk, or fastened to the belt with tabs and buttons—a very pretty fashion, adopted on some of the most exclusive of Summer tailor-mades of all materials. This is quite the latest idea in capes and is a most becoming, picturesque model, that is seen to great advantage in a certain west end atelier, where it is made up in mastic colored faced cloth with a belt of stitched spring-leaf green taffeta.

Where the cape proper is not adopted, the cape effect is introduced, and we see this brought about by means of a stitched flounce of the dress material attached to epaulets cut in one with the yoke of the bodice, or to a stole that forms part of the bodice itself.

Ingenious tailors also bring about the cape effect by means of a new sleeve, which is cut very full all round, is pleated or gathered to the shoulder, and hangs, cape fashion, in its own natural fulness, the end being finally tucked up and stitched to a deep cuff of the dress material, or the fabric that constitutes the vest of the bodice. The sleeve, it must be understood, falls, pouch fashion, over the top of the tight-fitting cuff, and hangs in an equal amount of fulness all round, thus being distinct from the bishop sleeve, whose fulness is only on the outer part.

One of the chief recommendations of the cape, whether simulated or actual, is its "youthful" appearance. This is more particularly a feature of the round cape of elbow length, which carries nothing of "age" about it. There is much art in the cut of a cape, which can give a pretty shapeliness to the shoulders or quite destroy the beauty of outline thereabouts.

Little French capes, cut with a slight flute, are among the most becoming of their kind and this is the cape affected on a Summer dress of soft grey cloth, trimmed with lace dyed to a perfect harmony, and lovely buttons of embroidered glace silk.

The materials that tailors are using chiefly for gowns for the coming season are smooth-faced cloth, taffetas, and silk voile for smart wear, and serge, hopsack tweed canvas, and linen for simpler occasions. Canvas, and even linen, however, under glorified conditions, may also be added to the list of fabrics used for smart dresses. In fact, few materials are lovelier than the new silk canvas, which is to be met with in all the fashionable colors, and is going to account well for itself during the Summer, if one may judge from one or two model gowns of turquoise, butter-colored, and eau-de-nil canvas en-



Girl's Summer Frock of cream "Estrella," with insertions of coffee-colored lace shown at the Bradford Exhibition.

countered during a pilgrimage to various high-class shrines of fashion in the West End.

The Bradford Exhibition.

Many notable firms were concerned in the successful building up of the exhibition opened by the Prince and Princess of Wales on May 4, as already stated in my last letter would be the case. The princess was very tastefully garbed in a charming gown of panneau cloth, one of Priestleys' newest and most approved fabrics. It was in a delicate shade of dove grey, and this indication of royal favor has still further empha-

-ized the undoubted vogue for English-made fabrics which has set in.

I had the pleasure of being invited, with other members of the press, to the private view, and my sisters of the pen, after viewing the special dress exhibits, agreed with me that if we would keep well informed of the most advanced fabric modes, we must keep our eyes upon Bradford. London, Paris and provincial firms had done their best to invest the varied dress stuffs with new and artistic interest, as an instance Paquin, of London and Paris, made a number of handsome gowns for Messrs. Foster & Son, from wool and mohair. These, like the majority of the gowns exhibited, showed the very latest points in the costume mode. Paquin is responsible for



One of a new series of " Viyella " designs, posed and produced by A. Meehan, London.

the elbow sleeve which is so marked a feature in the Summer styles. From the costumes made for Messrs. Foster & Son, it is very evident that this noted firm evidently favors a much shorter sleeve than has been worn for some time. A visiting gown of pale green wool and mohair mixture is shown. The bodice is ruched round the shoulders, the fulness being laid in folds, which are tightly drawn down into a green and white leather belt. The skirt continues the same pleating effect as the bodice; in this way giving length to the wearer's figure. The sleeves are formed of two small puffs finishing in a frill of the material, just below the elbow. The neck is cut away to show a tiny vest and collar of rucked chiffon, the V-shape being edged with two narrow collars of brown and white Oriental satin, softened by a suggestion of lace. A green and white chip hat simply trimmed with a sweeping white ostrich plume, accompanies this costume. The whole effect obtained is that of a much more closely fitting outline than we have seen for some time past.

It is likewise demonstrated that mohair materials can be made into ideal coats and wraps for Summer wear, cream and biscuit tints seeming to be the favorite shades for these purposes.

Messrs. Lister & Co. have combined with Messrs. Liberty & Co., of London, to show what can be achieved in that type of costume which is specialized as artistic.

Messrs. Lister's fabrics differ from the majority of Bradford goods in that they are chiefly, if not entirely, woven of silk and not wool. Most exquisite are the chiffon velvets, the plushes, and the crepes that come from Lister's famous mills, and how gracefully and effectively these can be draped and manipulated into picturesque frocks and coats is very forcibly shown by Messrs. Liberty.

A house gown is carried out in a study of mushroom brown and dull gold, the loosely-fitting princess robe of chiffon velvet being worn under a zouave of dull gold embroidery, while the yoke and sleeves are composed of cream satin crepe touched with gold. Another gown in a shade of mushroom has a cross-over bodice and rucked sleeves of "Myrano" satin, with an over-dress in silk velvet of a deeper tone, appliqued and embroidered with silk, and clasped round the waist with a chain belt of silver and green enamel. A long coat in this same silk velvet is dyed a gorgeous regal purple; it is lined with shaded green and purple silk, and is worn over a loose flowing robe of gauze in which these same rich colors are combined. An opera coat in rich golden brown is lined with sunset yellows, and has a deep collar overlaid with one of gold-worked guipure, the deep guipure cuffs to match being laced with gold cord.

Much admiration was evinced for Messrs. Lister's wonderful rainbow silks exhibited under the title of the "Aurora." This unique fabric is seen to great advantage in a quaint old-world frock in shaded browns and mauves striped with cream.

Messrs. A. & S. Henry & Co., Limited, made so fine an exhibit of voile, crepoline and mohair costumes that the Princess of Wales asked later in the week that a selection of these fabrics should be submitted to her at the residence of the Earl and Countess of Harewood, where the royal visitors were entertained. The Princess made a choice of several beautiful dress stuffs, and again when paying a private visit of inspection to the Manningham Mills, H. R. H. ordered a number of dress lengths of varied "Lister" fabrics. Messrs. Priestleys', Limited, were singularly honored by the royal favor shown their dress goods, as in addition to the face cloth chosen for the gown worn by the Princess on the occasion of the opening of the exhibition, a number of silk and wool warp estrellas, in grey, mauve and black were ordered, not only for the Princess of Wales' personal wear, but as gifts for several of her friends and relatives.

It is an indication of the good resulting from such valuable advertisements as these, when we find leading West End firms making special window displays of Bradford fabrics in the piece, and made up into charming costumes. The success of these dress stuffs is further helped by the fact that the present mode is for soft draping fabrics.

A. MEEHAN.

INQUIRIES RELATING TO CANADIAN TRADE.

THE following inquiries have been received at the Department of Trade and Commerce. Persons desiring any of these addresses will please quote the office under which the inquiry appears and the number

Inquiries From the High Commissioner for Canada.

46. A web and twine manufacturer in the west of England is anxious to extend his business connections with Canada and has asked to be furnished with particulars regarding the demand for saddlery and upholstery webs and twines.

50. An English exporter of chemicals, minerals, etc., is endeavoring to extend his business with Canada, and has asked that he may be placed in touch with interested parties in the Dominion.

62. A Dutch manufacturer of household and toilet soaps desires to get into communication with Canadian importers of household and toilet soaps.

54. A Belgian industrial agency desires to enter into correspondence with Canadian firms with a view to representing them in Belgium and the north of France. They also offer their services to Canadian houses purchasing glass of various kinds and building material.

58. A firm of lace manufacturers desire to get into touch with wholesale importers of textile fabrics in Canada buying lace curtains, nets, etc.

Inquiries From the Curator, Canadian Section Imperial Institute.

32. A firm of wholesale and export cabinet makers and upholsterers is prepared to appoint suitable Canadian resident agent.

34. An Austrian company manufacturing arc lamp carbons and similar electrical goods wishes to receive share of Canadian trade.

35. The manufacturer of a patented sack filling and weighing machine and sack stand asks to be placed in touch with responsible Canadian firm in a position to introduce and push the goods.

10. A correspondent in Northampton would like to secure the agency of a first-class Canadian manufacturer of leather.

68. A London firm of mantle manufacturers have made inquiries respecting the import trade of Canada in dry goods, and the possibility of finding an opening.

71. Inquiry has been received for the names of Canadian firms who supply the necessary materials for fitting up roll-top desks.

Inquiries From Birmingham, England.

10. A firm in the Midlands would like to be put in touch with a firm in Canada prepared to sell carbon paper.

12. A large firm in Great Britain doing big business with South Africa wishes to represent Canadian firms manufacturing mealie milling machinery (a cheap one already in this market), leather dressing plants, flour milling plants, wool washing plants, tan making plants.

13. A large user of flax wishes to be put in touch with a firm in Canada capable of shipping regular supplies.

15. A British firm wishes to appoint a representative in Canada who is in touch with architectural engineering professions to push specialties used for roofing, under lining slates, tiles, and iron buildings.

Inquiries From Commercial Agent at Leeds and Hull, England.

17. Large manufacturers of woolens, cloths, worsted yarns, desire to extend export trade

Trade Inquiries Received From Commercial Agent, Manchester.

35. A Manchester firm dealing in all kinds of wooden ware, wooden housefurnishings, box boards, crates, etc., desires to get into communication with any Canadian firm able to furnish them with these articles.

39. A Manchester firm dealing exclusively in house furniture desires from Canadian manufacturers their prices for hall stands, sideboards, wardrobes, chests of drawers and wood bedsteads.

10. The only manufacturers of advertising matches in Great Britain, already having a limited Canadian connection, are desirous of extending same, and wish to appoint a Canadian agent to effect this.

13. A large Manchester wholesale firm, who at present obtain their supply of fleece-lined underwear from the United States, desire to be placed in touch with Canadian manufacturers of same.

PERSONAL MENTION.

Mr. Frank Debenham, senior member of the firm of Debenham & Co., London, England, will shortly visit Canada.

Mr. T. W. Chapman, of Orangeville, Ont., has retired from the dry goods business, and left for the Old Country on May 14. The has sold his business to H. Endacott & Co., Orangeville.

Mr. J. Gilmour, representing Welch, Margetson & Co., London, Eng., has been stopping at the King Edward Hotel, Toronto. Mr. Gilmour reports business as brisk.

Mr. H. H. Palmer, of Debenham, Caldecott & Co., millinery importers, Montreal, returned at the beginning of May from a buying trip to England and the continent, in the interests of his firm. He sailed three weeks later again, to pick up still later novelties for the Fall season.

The death has occurred of William Angus, a manufacturer's agent in Toronto, and for a great number of years connected with the dry goods business. Mr. Angus was born in Hamilton in 1846, and was for many years manager of the woolen department of the D. McInnis Co. of that city. In 1879 he moved to Toronto.

A. Bradshaw & Son, Toronto, who formerly occupied premises at 30 Hospital street for their Montreal branch, have moved to 446 St. James street, where they now occupy two floors, and intend putting in a much larger stock, a step considered necessary to supply the demand of increasing business. Messrs. Bradshaw & Son make Montreal the depot of the east, and Mr. M. Rittenberg and Mr. Geo. S. Watt are jointly in charge.

Among the visitors last month to Toronto was Mr. A. Murdison, the big, warm-hearted Scotchman from Bradford, Pa., where he is engaged in the dry goods business. Mr. Murdison served with the Royal Grenadiers in the Northwest campaign, and took part in the charge at Batoche when that regiment carried the rifle pits held by Louis Riel and his half-breed rebels and Indians on May 12, 1885. Mr. Murdison has made a point of visiting Toronto on the anniversary of the battle every year since to celebrate the event with his brother non-commissioned officers of the Grenadiers. He always receives a hearty welcome from all ranks, but particularly from his old comrades in that arduous campaign, who, however, are gradually disappearing.

FURS

FUR FASHIONS FOR WINTER, 1904-05.

(Written specially for Dry Goods Review.)

ALTHOUGH one fur season has scarcely passed,—and an exceptionally long one it was,—the retail furriers are already making busy preparations for next season's trade, and many new and handsome designs in the finer grade of furs have already appeared. It would occupy more space than is available in this issue to describe the stunning styles shown the writer while going the rounds of the fur showrooms of Toronto.

In fur mantles seal,—the "diamond" of furs for ladies,—still leads, with Persian lamb a close competitor. Amongst the designs displayed was shown a very handsome solid seal jacket, collarless, with stole front effect and loose box back, deep yoke shoulder and large, full sleeve with cuffs, beautifully lined with light brocade satin,—a very rich garment and something new. A cut of it is reproduced with this article. This same style is



Fashionable stole and muff for Winter 1904-5.

Stylish seal mantle, shown by "Fairweather's," Toronto.

also shown in Persian lamb. Another pretty and stylish jacket was one made from Austrian mole, collarless, and with blouse front-fitting back, new sleeves and elegantly finished with French aplique in leaf design and French grey brocade lining. This fur is especially popular with American and European tourists. It is also made into very pretty stoles, and muffs, trimmed with silk chenille to match in color.

A number of jackets this season are collarless, but for the more staple and northern trade high collars and deep revers are the most popular. Mink still leads in popularity in natural furs, both for trimming and neck wear. J. W. T. Fairweather & Co. also show some handsome mink jackets, ranging in price from $250 to $750. This firm has every reason to believe that mink will be supreme for seasons yet.

Stoles are more fashionable than ever, and seem to grow in proportions as well as popularity. Russian and Hudson Bay sable are shown in many designs for neck wear, and for the ultra stylish, of course, these furs are preferred. Chinchilla and ermine,—although the latter fur has trebled in price since last season,—are very popular, and are used almost exclusively for stoles and scarfs, and in pillow and imperial muffs to match the neck pieces.

Fur lined garments will again be popular, made up in various shades of cloth and lined with mink, squirrel, and other popular and serviceable furs. Evening cloaks in heavy brocade silk, fur lined, handsomely trimmed with white fox and other fluffy fur, are also shown, the greater number of the designs having the large flowing sleeves.

Styles generally indicate a bigger variety and more novelty than ever has been displayed by the retail fur trade, and one would really have to make the rounds of the showrooms as the writer did for a true conception of what is to be fashionable in fur styles for the new season.

SEASONABLE NOTES.

FUR manufacturers have been putting in a very busy month, with their preparations for Fall trade. The travelers have been on the road, and with considerable success. Wholesalers remark an increased demand for jackets, 24 inch lengths being among the most favored. In neck furs, however, many of the best styles are long, and in several of them a little passementerie trimming has been introduced. In New York last year passementerie was greatly in vogue, and there is little doubt but that during the coming Fall and Winter seasons in Canada it will be seen on many of the new furs. It is used both on the ends and on either side of the breast.

* * *

This style, it will be remembered, was very popular some fifteen years ago, and its revival is likely to be a success. Passementerie trimmings have been specially welcomed by the garment manufacturers, several of whom had a good deal left on their hands about fifteen years ago, and a little alteration is now all that is required to render them perfectly suitable for the coming season. Dealers who remember the great demand for these trimmings when they were in fashion before will surely keep a close watch on their progress this year.

* * *

While, as before mentioned, the bulk of the furs for the coming season will be lower in price, one or two are considerably higher. The advance in ermine, for instance, has been so great that this fur is considered practically prohibitive for the Canadian market. The advance amounted to from 70 to 80 per cent. Where two years ago ermine skins sold in Russia from 50c to $1 (and the latter figure was considered high) now they run from $1 to $2, and the made-up garments on this market had to be correspondingly advanced. The fur is likely to be worn very little indeed next season. As one manufacturer put it, "In each big city there will probably be one dealer, the largest, who will show a few ermine garments; but the rest will give it a wide berth. It is too expensive to come within reach of the average woman's purse."

* * *

There is little difference in the popular shapes of coats and jackets. Most of the manufacturers have their own special novelties, but few, if any, of them are so prominent a feature of the garment as to alter its general style.

HATS

Ready for Fall Business

Our staff has been busy getting everything in shape for Fall Sorting trade, in our new building.
We have a magnificent stock of new goods.
We always show the best in

Hats, Caps, Furs, Etc.

Edgar, Coristine & CO.

33-35 St. Francis Xavier Street. - - MONTREAL

FURS



YOUR FUR DEPARTMENT

Will soon need your attention. There's nothing like keeping posted and knowing what is doing.
A post card to us will bring you many a dollar's worth of information regarding FURS.
We have a complete line of POPULAR PRICED FUR COATS, JACKETS, SETS, MUFFS, ETC. SNAPPY VALUES.

WRITE US TO-DAY

A. J. ALEXANDOR

MANUFACTURING FURRIER,

504-506 St. Paul St., MONTREAL.

THE WALDRON, DROUIN CO.

LIMITED

are now installed at

No. 138 McGill Street

and **guarantee delivery** of all orders taken by their travellers, now on the road.

THE WALDRON, DROUIN CO., LIMITED

are in a position to give as full satisfaction, as in the past. to their large number of customers.

WITH THE TRAVELERS

AWARDED A MEDAL.

At the Victoria Hotel fire in Quebec on December 4, Mr. Maurice Frigon, the eastern representative of Nerlich & Co., fancy goods dealers, Toronto, at the imminent risk of his life, saved four people from death. For this act of bravery he has been granted the medal of the Royal Humane Society.

The medal was presented to him on May 21 by Mayor Parent of Quebec. A demonstration was carried out by the Dominion Commercial Travelers' Association, of which Mr. Frigon is a member.



Mr. Maurice Frigon.

A SERMONETTE.

TEXT.—My son, if travelers entice thee, demur thou not, for they are of goodly heritage, and doth bring thee glad tidings of great joy. Dearly Beloved Buyers—If any man come among ye bearing a leather bag or skip, which, being interpreted, is a wicker receptacle for the holding of those things that are of the earth, receive such a one with gladness of heart.

Many there are who walk in darkness, and will not hearken unto the voice of the traveler within their gates. They say, "We have no time to-day," which meaneth much to the ambassador with the samples.

A certain merchant, who was sick with Incomtaxa, resolved to take a journey into a far country. He called his steward into his presence and said to him: "During my absence, if peradventure any traveler should call upon thee, turn neither to the east nor to the west, but be ye vigilant and emulate the conduct of thy master, whom thou dost serve, saying: 'I cannot tarry with thee to-day,' and if he should be filled with the spirit of striving and of much persistence heed him not, but go thou into thine office, and close thy door."

Then said the steward to his master: "Hath not the traveler written to thee, saying, 'I shall be calling upon thee in ten days' time'? Surely thou couldst have arranged thy affairs, and then have met him gladly.

"I have heard thee say to a traveler, 'I have no time to spend with thee to-day,' and yet thou hast gone out with one of thy patrons, and hast sat for many hours in the buffet of the Bacchanalian Temple.

"Thou art to blame, for, if thou hadst kept the advice note where thine eye could have seen it, then wouldst thou have known of the coming of the traveler, and the day thereof.

"But how often hast thou cast it aside, to be trodden under foot of men, so that, when he that sent it visiteth thy possessions, thou sayest unto him, 'Adieu, I know thee not.'

"I grant there are travelers who love darkness rather than light, because their deeds are evil; but others there are whose influence radiates around us like the undulating surface of smitten water, and verily, master, these will not always bear patience with thee."

And the merchant went away sorrowful, for the steward had knocked him hard.

NOTES.

Mr. Turpin, formerly western traveler for the Toronto Carpet Co., has gone into business for himself in Medicine Hat. He is succeeded by Mr. Robert Mackerrow, who has been "doing" the Quebec Townships for the Carpet Co.

Ralph Harron, a commercial traveler in the West, was found dead in his bedroom at the Kootenay Hotel, Rossland, B.C. He had been playing baseball with the Rossland team the day before and is supposed to have over exerted himself.

Wm. Henry Hodgkinson, for the last four years in the employ of R. B. Hutchison & Co., is dead, at the age of 65. For many years he was in the employ of Ogilvie & Co., Montreal, and previous to that lived in Peterboro'. He was well-known as a commercial traveler.

FEATURES IN STAPLES

RAW cotton has maintained a surprisingly strong position during May. It opened out at $13.85 on May 1 with every prospect of a drop. This materialized, but to so small an extent as to be unworthy of remark as regards the manufactured goods. May 26 closed with the price still above 13 cents, to speak accurately $13.05, and this is above the basis of prices of piece goods according to the mills. The present quotations are lower, however, than has been seen for months, there is some relief in that thought. Whether a decided drop will occur in the immediate future depends now almost entirely on the weather prevailing through the cotton belt. This has been only moderately favorable, both bulls and bears claiming a win. The bears are having rather the better of the argument, as they are supported by the spinners and the mills, who are restricting their demand and thus bringing down prices. Liverpool is quite bearish. It is thought by some that spinners have sufficient stock to carry them over until the new season. If this is so there is sure to be a steady and pronounced decline. At any rate there is no probability of a rise in prices of piece goods. Retailers must not look too soon to a drop even though cotton goes down quite rapidly. A quoted price of 13c means almost 14c for a suitable quality laid down at the mills. There is likely to be three months anyway before price lists are easier and the mills predict a later time. This will depend upon the stock of raw material on hand at high prices.

* * *

The fluctuations in linens are far more difficult to follow in Canada than those of cotton. The retailer is forced to take the word of the wholesale house on this point, as prices of raw material are little known. There has been a steady rise in these lines for some months. every order sent in has been met by higher prices until the buyers find themselves completely out of touch with the market. Flax was a small crop in Russia, and the coming year will show a great decrease further, as the peasants have been ordered to grow wheat rather than flax during the war. It is in the cheap lines particularly where the advance has taken place, as Russia produces practically all the coarse flax. Belgium, too, has been growing less of the finer grades of flax.

* * *

The woolen market is in just as firm a condition as cotton or linen. The third series of wool sales at London closed May 19, with an advance in every line but one. At the opening merinos were practically unchanged, but prices advanced 5 per cent. above the March series. This advance was most marked in the fine scoureds and greasies. In heavy greasies the improvement was less general. Fine crossbreds are 5 per cent. higher than when the series opened. Medium crossbreds, although in demand, are not appreciably dearer. Coarse advanced 5 per cent. at the outset, shabby coloured parcels being in keen demand. Later the better grades improved and the final rates were up 7½ per cent. Slips were 5 to 7½ per cent. higher. Cape of Good Hope and Natal snow whites and fair conditioned greasies 2½ to 5 per cent. higher. Heavy and wasting greasies were neglected and it was difficult to sell them at a 5 per cent. decline. Americans opened freely, and the competition for Geelong greasies and good medium and coarse crossbreds was a feature of the sale. During the series 88,000 bales were taken by the British trade, 12,000 by American, and 9,000 held over for the next sale.

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Woolen blankets out for next year show a stiffening of prices. This is evident more in the larger sizes and better grades. Others vary little from last year although prices are firmer.

* * *

The silk markets abroad prove to be the only ones in which a material advance has not been made. This is accounted for by the decreased demand for fancy silks. Such lines as peau-de-soie, voiles, etc., have taken well, but the fancy lines have been weaker. The price of the raw material is, however, very high, and with increased demand prices will advance very sharply.

EUROPEAN MARKETS.

MR. B. B. CRONYN, foreign buyer for the W. R. Brock Co., Toronto, states that the European markets are the hardest in which to buy that he has ever encountered. Mr. Cronyn was absent on a buying trip at the time of the fire, and immediately upon receipt of the news set about rushing over the goods for the new stock.

"A buyer in the foreign markets," said Mr. Cronyn, "is met with a level of prices which we have never before heard of. Linens, cottons and woolen goods have all advanced, and show no signs of stopping. In linens the firmness is particularly marked. Russia produces the greater part of the coarse flax required for the cheaper lines of linens. Since the war began the peasants have been ordered to grow wheat for the army instead of flax, with the result that the crop will be small. Last year's was much less than is the rule. That is why the advance is shown more strongly in the cheaper grades, where a sixteenth of a cent is felt. The finer linens are not much higher, but the tone is firmer.

Everybody is thoroughly conversant with the conditions in the cotton market.

Woolen goods are almost as strong. The raw material is much scarcer, and all that is offered is eagerly seized by the manufacturers.

The only satisfactory conditions met with are in the silk markets. Prices at Lyons, the centre of the silk trade, are, perhaps, lower than they were, but the raw material is exceedingly scarce, and where goods have to be made up this shortage is keenly felt.

Mr. Cronyn is highly pleased with the treatment he has received at the hands of English houses. When the fire occurred he was forced to reorder large quantities of goods. These orders, although prices had advanced since the first orders were placed at old prices, mean that as an actual loss was sustained by the mills. The W. R. Brock Co. had large orders contracted for months ago, which were still in foreign hands. These are now arriving

WHITE GOODS

JUNE SALES.

JUNE sales are going to be held in whitewear departments by most retailers this year, and the idea is so good that these sales are likely to become an annual event. Whitewear stocks are, or ought to be, pretty well broken into by June, and the retailer knows by then which are his slow numbers. A June sale gives him an opportunity for getting clear of them. Then there are the pieces that have been on show and have got soiled and tossed; and these can be cleared out at the same time.

Besides these goods, the manufacturer has generally at this time lines of garments that for various reasons he is glad to close out at bargain prices. These are all legitimate, and not manufactured bargains, and are all available for June sales.

Those who oppose the June sales say that women will buy whitewear without any lowering in price at that time, but this seems an added reason for holding them, as she will buy more freely at a time when garments are wanted and when she can see an advantage gained in so doing.

Few men realize the attraction dainty whitewear has for the majority of women, or they would spend more time and thought on the attractive display of their goods, not only at sale times, but on ordinary occasions. A sale of whitewear, well advertised, and with genuine bargains, will always draw the crowd, but whether the merchant knows it or not, the majority of women all know that the garments shown at the January sale are specially made for that occasion, and to give bargains then means some sacrifice as to quality, size or finish. January sales are all very well for a few large firms, who enjoy special advantages, who manufacture themselves or buy in much larger quantities than is possible in many stores; but for the smaller trade, it seems as though a January showing of new lines in as attractive a manner as possible, without holding a regular sale, would be best, and then to extend the Spring selling season by a sale in June.

GENERAL STYLES.

THE sheer shirtwaist is again to the fore, and as a result very elaborate corset covers are selling; indeed, there is an enormous amount of elaboration lavished on corset covers this season.

A novelty is shown in New York, designed for stout figures. It is of linen, tight fitting, and with the full complement of seams, which have casings for whalebone. The whalebone can be removed before laundering. The round neck is plainly edged with valenciennes or torchon lace, and the trimming effect is kept as flat as possible. This cover is only shown in thirty-eight and larger sizes.

For ordinary wear the French pattern is still in vogue, but with a back that closely fits the figure, while the front has a decided slope or curve at the waist line. Some few of the more elaborate ones fasten at the side, but the opening in front is almost universal. The "blouser," covered with frills, for slender figures, is also shown. Shallow yokes of embroidery, to which the ruffles are attached, are new. Corset covers, made of embroideries with ribbons run through, and with strap of wash ribbon or embroidery, are well to the fore.

Drawers are so designed as to help to give the flat effect in front, and darts are used instead of gathers, even in the lower priced lines. These garments are still very full and are trimmed with elaborate ruffles.

Laces are to be more used than embroideries; that is, for the higher class whitewear. For useful wear lace cannot begin to compete with embroidery. Narrow beadings are used in all kinds of fanciful designs, and ribbons with bows and fluttering ends are much seen. Ribbons figure largely in the make-up of all lines of whitewear, and add considerably to the expense, as well.

A new shape in drawers has a V-shaped band, which is intended to catch under the corset clasp, and follows the edge of the corset instead of fastening in the old manner around the waist. The fact that a small waist is coming into vogue will make for the popularity of this garment.

In chemises, the newer ones have a frill around the edge, and are made long enough to answer as an underskirt; indeed, they are very generally used as corset cover and underskirt as well.

The chemise pattern is the popular one in gowns, and sleeves are wide and drapey; wide lace flounces are used as a finish to the new sleeves. The sleeve cut in one with the shoulder is a new style with possibilities in it. Gowns are very full. They are made of as soft and sheer materials as the price allows, and they fall in full soft folds; indeed, many of the more expensive ones might almost be used for negligees; many, too, are finished with a frill around the bottom edge.

In New York they are showing sets of pompadour printed cambric, that are very pretty. They reproduce under a sheer gown something of the effect of a pompadour silk lining under lace and chiffon, and they are a novelty worth trying. The cambrics are very pretty, consisting of clearly printed single roses and bunches of flowers on a white ground.

A TITLED "MAN-MILLINER."

Mere man may be correct in preaching that women have no right to crowd men out of the labor market, but now there's the other side of the question coming up. The "man milliner" is a growing power in London, and we hear of a titled gentleman who not only sells bonnets, but doesn't mind trying them on if the customer is an unusually nice young thing. This is, of course, a distinctly unfair intrusion on woman's sphere of action, for most girls wouldn't stop at an extra shilling or two for the bonnet if there's a chance of having it dumped on to their heads by a peer of the realm. Other firms will have to do the best they can to offer similar attractions and advertise accordingly.—London Pick-Me-Up.

GOSSIP ABOUT OURSELVES

THE next issue of The Review (July) will be the Special Fall Number. This is one of the big numbers of the year, and it is filled with matter of interest to the dry goods trade. Every retailer in Canada who is selling dry goods should receive a copy of this special, whether he is a subscriber or not, as we send it free to non-subscribers to show them what a good paper The Dry Goods Review is. If you do not receive one, we trust that you will communicate with us promptly, for we will be very sorry to miss anyone. There are very few who do not get The Review, and we are anxious that even the few shall be supplied with the July number.

The July Review.

* * *

This is the issue which is used so largely by manufacturers and jobbers, etc., for special Fall announcements to the trade. Already we have received several orders for space. To regular advertisers it affords an opportunity for special announcements; to those who are beginning a series it offers an exceptional opportunity for an opening advertisement, while to many who are not regular advertisers, it allows a splendid chance for covering the trade thoroughly with one advertisement.

A Splendid Chance.

* * *

For some months our editorial department has been busied with the task of securing special articles for the July issue and working up the various departments. The result, we feel sure, will be gratifying alike to our readers and to ourselves. Though it would be impossible to give a complete list of all the attractive things to be found in the July Review, a partial list will give some idea of the contents of the issue. There will be articles on the "Production and Manufacture of Cotton," "The Manufacture of Fireproof Fabrics," "The History of Lace," and an interesting description of "Ostrich Farming." Then there will be a valuable account of the changes in costume in America for the past two centuries and an illustrated description of "Canada's Unparalleled Summer Resorts." "The System of an Instalment Business" will introduce our readers to something new in the way of business management.

Some Special Features.

* * *

We are called upon to chronicle the death of Frank Parker Grant, artist, whose cover designs for The Dry Goods Review during the past year have elicited so much favorable comment. The late Mr. Grant came to Toronto a year ago from Halifax, and served us from the time of his coming up to the day of his death, which took place suddenly on Tuesday, May 3rd, the cause being heart failure. He was twenty-five years of age. Following closely on this sad event came the death of his young wife, five days later. She was dangerously ill before her husband died, and could not be informed of her bereavement, and never knew in this life of the loss she had sustained. Their remains were sent to Dartmouth, N.S., for interment. There is left an infant daughter, only two weeks old when it became fatherless and motherless. The child will be taken charge of by its grandparents in Halifax.

An Untimely Death.

The cover design appearing on this number of The Review was the last piece of work done for us by the late Mr. Grant. It depicts two young people in the hey day of life. Little did the artist think when he conceived the picture that both he and his much-loved wife were to "cross the bar" within a few short days.

* * *

Figures, like actions, speak louder than words. In view of this fact the following table of the growth in the size of The Review in the past half year, as revealed through a comparison with the same period of former years is noteworthy:

Gratifying Facts.

	Jan Pages	Feb. Pages.	Mar. Pages	Ap Pages	May Pages	June Pages
1900....	186	94	86	98	104	82
1901...	234	112	88	90	96	80
1902...	240	120	108	100	102	86
1903....	268	131	126	146	140	100
1904..	278	172	166	148	170	*

*See folio on last page. This department on "Ourselves" went to press before the size of this issue could be determined. This growth is due to two causes: 1st. Our own purpose to make The Review worthy of its position as the leading newspaper in the dry goods trade of Canada: 2nd, the largely increased use of it by advertisers, which, in enhancing our revenue, has enabled us to add fresh departments, under competent editors.

* * *

In the midst of our national prosperity, with the growing demand upon our factories a demand not wholly met there is apt to be on the part of many, whole or partial oblivion to the tremendous market being opened up through the settlement of the West. Outsiders are sometimes quicker to perceive opportunities than are those close at hand; quicker, too, to take advantage of the possibilities that are presented. It is natural to look to Northwest Canada for the big additions to the subscription list, for it is in this section of the Dominion, above others, that new retail dry goods and several stores are being established. The heavy immigration of the past year, certain to be exceeded this year, is a potent force for the rapid extension of retail supply houses of all sorts. Some thousands of men are each year opening up new stores in Northwest Canada.

The Great West.

* *

By a recent census we find only fifty merchants in the Northwest who are not subscribers to The Review, among those who might properly be expected to take it. This fact speaks eloquently for our thoroughness in canvassing the field, and is of moment to manufacturers, wholesalers and others, who seek a Northwest mar-

Fifty Western Merchants.

WITH STEVENSON, BLACKADER & CO.

MR. FRED TREBILCOCK, formerly buyer for, and head of, the dress goods department of the Wyld-Darling Co., Toronto, has accepted a position with Stevenson, Blackader & Co., Montreal. Mr. Trebilcock has been brought up in the dry goods business, and should prove an acquisition to his new employers.

His entire career has been in Toronto. First, as a lad he entered the employ of James Scott, at that time a retail merchant in that city, and soon afterwards he joined the staff of W. A. Murray & Co. Following this



Mr. Fred. Trebilcock.

he was with the Robert Simpson Co. for two or three years, and then for nine years was an employe of Simpson, Robertson & Simpson, wholesalers and retailers.

In 1894 he was engaged as traveler for the Wyld-Darling Co., but after one year left the road for a position in the house. For five years he has been buyer of the dress goods department.

CORRESPONDENCE

Editor Dry Goods Review, Toronto :

Dear Sir,—The great disaster that has befallen Toronto in the recent fire, which has destroyed about $15,000,000 worth of property, will for a short time disturb the regular trade relationships that have existed between the Toronto merchants and other customers. We are glad to find, however, that the prevailing note amongst the whole of our Toronto merchants is one of a most cheerful character They recognize the fact that they have been met in a most generous spirit by the fire adjusters, and so far as we can learn, in most if not in all cases, the adjustments have been made with the consent of both the fire companies and the merchants who have been burnt out

We are glad to note, also, that preparations for the re-erection of warehouses has commenced and is proceeding with a fair amount of speed, and a number of our merchants expect to be in their new warehouses not later than the 1st of October next.

In the meantime a little sorting trade may be lost, but all the houses are making large preparations for the Fall business, and the probability is that Toronto will be able to show at the trade opening the end of August a large collection of the newest and most fashionable goods produced, either on this continent or on the continent of Europe, and we have no doubt the merchants of Canada will show their practical sympathy with the merchants of Toronto who were burnt out in the conflagration of April 19, by putting as much business as possible their way, and thus in a short time Toronto will recover from her severe disaster and go forward to retain and increase the large business she has done in the past.

As a firm we desire to recognize the kind consideration we have received from our friends, which we shall never forget.

DEBENHAM, CALDECOTT & CO.

Toronto, May 20, 1904.

NEW TORONTO DRY GOODS ADDRESSES.

IN the May issue of The Dry Goods Review the temporary addresses of a large number of the firms burnt out in the recent fire were given, together with interviews concerning plans for the future. Herewith is a fuller list of revised addresses :

Allcock Laight & Westwood	25 Jordan street.
Allan, A. A. & Co.	18 Wellington street West.
Ames, Holden & Co.	Cor. Yonge & Wellington street.
Anderson & Macbeth Co.	141 King street East.
Ansley & Co.	91 Wellington street West.
Asher & Leeson	161 King street East.
Atkinson Bros.	Cor. King and Bathurst streets.
Baker, Richard L., Co.	60 Yonge street.
Belding, Paul & Co.	Carlaw Building.
Bond, H. E., & Co.	36 King street East.
Borgfeldt, Geo., & Co.	88 Front street East.
Boulter, Geo. E.	122 King street West.
Boulter & Stewart	204 Church street.
Bradshaw, A. & Sons	732 King street West.
Brereton & Manning	27 Melinda street.
Brock, W. R., Co.	87 Front street West
Brown Bros.	96 Yonge street.
Canada Veiling Co.	93 York street.
Caulfeild, Burns & Gibson	20 Front street East.
Cockburn & Rea	74 York street.
Continental Costume Co.	Cor. Mowat ave. and King st. W.
Croft, Wm. & Sons	126-132 Queen street East.
Darling, Robert	8 Colborne street.
Debenham, Caldecott & Co.	122 Wellington street West.
Dignum & Monypenny	8 Colborne street.
Drake, Hambly & Cockburn	Yonge street Arcade.
E & T Corset Co.	10 Melinda street.
Fisher, Mark, Sons & Co.	8 Colborne street
Gale Mfg. Co.	142 Front street West.
Garside & White	Queen st. West, cor. of Esther
Gillespie Fur Co.	91 Wellington street West.
Gordon, Mackay & Co.	10 Front street West.
Goulding, Geo., & Sons	5 King street West.
Greenshields Limited	Carlaw Building.
Gutta Percha & Rubber Co.	15 Wellington street East.
Hachborn, E G., & Co.	46 Colborne street.
Hawthorne D. D. & Co.	1 Front street East.
Hutchison, R B. & Co.	11 Front street East.
Imperial Carpet Co.	11 Front street East.
Irving Umbrella Co	108 Wellington street West.
Jenner, Sauer, Bannerman Co.	Manchester Bldg., Melinda st.
Johnston & Sword	Cor. College and Bathurst streets
Kleinert Rubber Co.	1487 King street West.
McClung & Burns	17 Jordan street.
McLaren & Dallas	2 Court street.
McMahon, Broadfield & Co.	40 Adelaide street West.
McPherson, John, & Co.	122 King street West.
Merchants Dyeing & Finishing Co.	18 Front street East.
Morrice, D., Sons & Co.	15 Wellington street East.
New Idea Pattern Co.	36 Toronto street.
Office Specialty Co	55-57 Yonge street.
Ontario Neckwear Co.	Cor. Simcoe and King streets
Phillips & Wrinch	5 Jordan street.
Prime & Rankin	37 Colborne street.
Sanford, W. E., Mfg. Co.	117 King street East.
Standard Cap Co.	N.W. cor College street and Brunswick ave.
Stewart, Howe & May Co.	142-144 Front street West.
Tooke Bros.	117 King street East
Weston & Sons	7-9 Bolton avenue.
Westwood, C. H., & Co.	60 Yonge street.
Wyld-Darling Co.	18 Wellington street West.

HINTS TO BUYERS

From information supplied by Sellers but for which the Editors of THE REVIEW do not necessarily hold themselves responsible

W. R. Brock Co., Montreal.

IN the W. R. Brock Co.'s trimming department some pretty silk belts are being shown in white and colors,—7852 to retail at 35c, 761 to retail at 75c, and 785 to retail at 75c, are all worthy of special attention.

This company are showing some special things in handkerchiefs, among others their special assorted 60 different patterns to a box. These can readily be retailed at 25c, and make a cheap Swiss muslin embroidered handkerchief at that price

Has your stock of crushed leather belts run out? The W. R. Brock Co. carry a large range of these popular goods

Fancy handkerchiefs are being greatly used for making ladies' kimonos this season. The line of fancy "Excelda" handkerchiefs carried by the Brock Co. is especially adapted to this purpose.

If you are open for ladies' umbrellas the Brock Co can show you some nice lines. Their B5 and B10 are extra special and will prove good leaders for any purchasers.

Business in cuff and collar sets is brisk and the popularity of these goods is on the increase. Brock's have some pretty lines. They also carry a full stock of tab collars in all designs.

Brock's have a large stock of lace curtains which they are disposing of at old prices. They are enabled to do this through the foresight of their buyer, who purchased largely when prices were low.

There has been a great deal of talk in the trade concerning the Proctor patent wheel and square for making Teneriffe or Taora lace. These articles greatly simplify lace making, and the Proctor Teneriffe Lace Wheel Co has lately issued a little booklet describing and giving directions for making various designs in this lace. The lace can be used in a great many ways, for curtains, sofa pillows, doilies, centre pieces, tray cloths, blouse trimmings, collars, etc., in fact almost anything that lace can be used to decorate. The W. R. Brock Co. have put in a stock of these goods and will be pleased to forward a descriptive circular to enquirers. The wheel can be retailed for 25c, and the book and square retail for 25 and 50c respectively. They are made of hard rubber and are therefore practically indestructible.

The W. R. Brock Co.'s stock of hose supporters is second to none in the trade. It includes all the well known makes, such as the "Sun," "Boston," "Foster," "Hold-On," etc., etc.

Their stock of armlets, key chains, cuff holders, scarf holders, etc., is most complete, and any haberdasher who calls at 26 St. Helen street will find many of these little articles which always appeal to men.

Leather goods, such as purses, wallets, chatelaine bags, car ticket cases, etc., can be had at Brock's at prices to satisfy the most exacting buyers

"Carmen" and "Lion" brush bindings are still selling freely, although the demand for brush bindings generally is not very heavy at present.

The skirt hanger shown by the Brock Co. is finding a very ready sale. This hanger has been referred to in previous issues and what was said then still applies, viz., that it is one of the most practical hangers ever seen, and will appeal to merchants who keep a stock of skirts and have found it very difficult to keep neat.

The W. R. Brock Co.'s stock of combs is most complete, occupying a large section of their smallware floor. Combs of all kinds can be found there, such as the "Rough on Rats" pompadour comb, the "French Dip" comb, etc., back combs, side combs, all in great profusion and at popular prices. A comb stock can be sorted up in a short time from this department.

Brocks' staple department is worthy of special mention. With 42 travelers on the road you can readily understand there is not much chance for their buyers to rest. Almost as soon as a shipment from the mills is unpacked it is hurried away to the parcel room and distributed to their customers. Everything in the way of prints, linings, table linens, in fact staples of all kinds, can be found here at prices close enough to suit the keenest of buyers and owing to the number of travelers this firm has on the road the stock is always fresh. Business has always been brisk in this department and since the burning of the Toronto warehouse it looks as though the members of the staff would have to work night and day in order to keep pace with the orders that come in every mail.

Brock's "Mandarin" silks made of cotton are apparently becoming very popular, judging from the shipments being made. These goods are desirable for children's wear, as they can be washed without losing color.

Linen suitings in all the newest patterns can be had at Brock's. Their stock is a particularly well chosen one this season and well worth inspection.

One of the newest things this season is a printed cloth for making cushion covers. This can be procured from the W. R. Brock Co., Montreal, in red and white, blue and white, green and white, pink and white, and black and white checks. The cloth can easily be retailed at 12½c per yard and should prove a good seller now.

An English print to retail at 10c is something out of the way. The Brock Co., however, are showing such a line.

The print department of the Brock Co. is fully up to the high mark of excellence set by other seasons. The patterns are bright and catchy, all the latest designs being shown and the quality of cloths is first-class.

Table cloths with napkins to match are always in demand. These are a feature of the Brock Co.'s stock.

Bathing towels should be selling particularly well this season of the year. The Brock Co. are showing a nice range of Turkish bath towels.

Although having to fill all orders both from Toronto and Montreal travelers is a very heavy drain on the carpet department, yet there are still some pretty designs in tapestry carpets to be seen. Many of these are confined exclusively to the Brock Co. for Canada, and are of such a nature that it will repay any merchant to include them in his stock.

Brock's are showing a line of cravenettes which is unrivalled. These goods are being greatly worn this season in ladies' costumes as well as in tam coats. Merchants, therefore, who wish to be up-to-date should carry a well assorted stock of these goods and nowhere can they find such a variety as at 26 St. Helen street.

"Sunbeam" velveteen and "Ravenswing" Italian lining, both shown by the Brock Co., are deservedly popular. "Sunbeam" velveteen has been on the market for a long time now and from the very first demonstrated its superiority, while "Ravenswing," although comparatively new, is increasing in popularity.

Cashmere and cotton hosiery should be selling well just now. The Brock Co. have a very large stock of these goods.

Business in negligee shirts should be brisk at this season of the year. If not there is something wrong with the stock. The W. R. Brock Co. are showing a line "Brock's Special," which should have your trade if you have it. The shirt can be retailed profitably at $1. Of course they have other lines as well.

Mr. Paquette of Brock's ready-to-wear department claims his department is the most complete and up-to-date in the trade. Apparently Mr. Paquette is doing his very best to justify the truth of his assertion, for he is tireless in his efforts to get hold of everything new from the large fashion centres. He is showing some very attractive white silk and muslin blouses this season. Business should be good in his department if the values and beauty of the articles shown are an indication. Their line No. 56 silk capes, with applique trimming, which can readily be retailed at $20, is exceptional value. These capes are tastefully designed and are the latest things out. Merchants who stock these can be sure of one thing, they will never become dissatisfied after you have them long enough.

The New York Silk Waist Co.

The travelers of the above company are now on the road with their new range for Fall. This comprises taffetas, peaux de soie, louisines, mervs, satin mervs, crepe de chine, plain and printed flannels, lustres, Bedford cords, sateens and voiles.

The company are making several additions to their plant, which will enable them to show a larger range of waists, and to give quicker delivery than in the past.

They are still keeping up to the high standard which first set for the "Shield Brand" garments, and leave nothing undone to retain their place as leaders in their line, now as in the past.

Brophy, Cains & Co.

Brophy, Cains & Co.'s fancy dress goods have been in heavy demand this season, and for the sorting trade they are still better prepared to fill orders than most houses. They have a great range of plain colored silks which are just what the trade want, judging by the demands made upon them. The popular priced lines are particularly wanted by the trade. Complete ranges of colors are shown in tamalines Nos. L90 and L100, and taffetaline No. T51. It would be difficult to obtain better values in taffetas than in this house, in two qualities and a full range of shades. Among the silks are some small check patterns in black and white, navy and white, and blue and white, which are very much admired and are selling rapidly.

Lustres still go very well in spite of the long run made upon them. Besides the blacks the lightest shades, especially white and cream, are in the best demand. In this warehouse a full range, containing some splendid values, is shown.

A complete assortment of canvas voiles in low price goods is now in stock. These are shown in all popular colorings. The number is W331.

In waistings, Brophy, Cains & Co. have been very successful this year. They are shown mostly in cream grounds, with self-colored stripes and also colored stripes and figures. The numbers are T78, T80, P269, P271, P273 and P270.

The new brown shades which have come into vogue are shown here in voiles, canvas cloths and crepolines, and though but recently arrived they are making rapid headway in the estimation of the trade and public. An assortment of these dress materials cannot profitably be omitted from any well ordered and up-to-date stock. The numbers are as follows: AR12, AR14, AR16, B1, B2, B3, B4, B5, B6, B7, B8, B9, and B10. These lines are confined to Brophy, Cains & Co., and cannot be obtained from anyone else on the market. Excellent values are shown in them all.

The company have given some startling quotations in striped mohair and lustre blousings, which has the effect of bringing in many orders from buyers eager to snap up these bargains. Some plain colored job silks in off shades are also offered at extremely low prices.

In box cloths and venetians the demand has been unusually large, the best colors being brown, black and navy. Fawns and drabs also come in for some attention. Besides these shades Brophy, Cains & Co. have received an entire new range of colorings, and can offer the trade the very best choice to be had.

John Macdonald & Co.

The housefurnishing department is opening up new lines in tapestry curtains and quilt covers. Their Fall purchases of tapestry squares will be on hand early in June. The new 8-4 and 16-4 linoleums are coming in, and new inlaid patterns can be supplied for large contracts. Canadian floor and table oils are in, and there will be no delay with broken stock. All Fall purchases have been ordered in to fill the assorting trade of June and July. Canadian wool and union carpets and squares are to be delivered June 1. The following range of sizes in tapestry and velvet squares are shown for Fall: 6 feet 9 inches by 9 feet, 7 feet 6 inches by 9 feet, 9 feet by 9 feet, 9 feet by 10 feet, 9 feet by 10 feet 6 inches, 9 feet by 12 feet, 10 feet by 12 feet, 10 feet 6 inches by 12 feet, 12 feet by 12 feet, 12 feet by 14 feet, 13 feet by 15 feet. Their stock of mats and rugs includes jute brussels, jute velvet, smyrna, axminster, wilton and mohair.

The woolen department has special values in the following lines: 54 inch black Italian at 25, 30 and 37 1-2c; 40 inch fancy silesias at 9, 12 1-2 and 15c; 54 inch belwarp mohair linings, "Mabel" and "Beatrice" twills, also in plain Italians; belwarp worsteds and serges in indigo, black and mixtures. These goods are guaranteed sunproof and seaproof. There is, too, a well assorted stock of worsted and tweed suitings and trouserings.

They are showing in their whitewear department this white cotton underwear: No. 442, ladies' drawers, at $3.60 dozen; No. 441, ladies' corset covers, at $4.50 dozen; No. 679, ladies' gowns, at $9 dozen; No. 286, ladies' underskirts, at $9 dozen; No. 358, ladies' underskirts, at $12 dozen. There are new shipments in India linen, nainsooks, check muslins, apron muslin, fancy stripes; black, navy and brown lustres; ladies', misses' and children's cotton vests, all sizes. A large stock of valenciennes, torchon and guipure laces and insertions is to hand.

The fancy goods department is showing six numbers "Peggy From Paris" Handbags, the newest bag out. Can be retailed at 25c, 50c and $1. If you have not seen it write for a sample lot. The handkerchief stock is complete.

The prints in the staple department are well assorted, with Crum's in light and dark fancies, greys, cardinal, blue-greys, black and white, indigoes, bright reds, chambray stripes; while they last at old prices. Linings—Percalines, spun glass, silk taffeta, and our special XLNT, to retail at 20c, as a leader, are well assorted. Bed comforters shown for Fall are special value, and made of newest designs of silkoline, turkey chintz and art sateens. Special lines of grey and white blankets are shown. Large orders are being booked for their flannels for Fall, bought at old prices.

Greenshields Limited.

Greenshields Limited have purchased a large job lot of prints which they are selling far below ordinary prices, and in colored muslins also some very low prices are quoted. The big buyers are picking these lines up in large quantities, and the trade are advised to secure them now, as when the present stock is sold the goods will have to sell at an advance of about 25 per cent. A job line of ducks is offered at extremely low prices.

The company have now a full stock of victoria lawns, India linens, nainsooks, organdies and spot muslins, which they secured before the advance in price. They are giving their customers the benefit of the low price, as long as the goods last.

This month Greenshields will be placing in stock their purchase of handkerchiefs for Fall, and they assert that this is the largest purchase ever made by them. The range comprises plain and hemstitched lawns and linens, hemstitch embroidered, scallop embroidered, lace edged, corset cover handkerchiefs, initialed, plain and fancy mourning, exceldas, printed embroidered, silk embroidered, plain hemstitched silk and initialed silk handkerchiefs. Included in the assortment will be found some remarkably good values in plains and fancies. They will not be repeated, so merchants wanting the special lines should see them as soon as possible in the warehouse or with the travelers. Several special designs, controlled by the firm, and suitable for the holiday trade, are among them, and will prove trade winners.

Greenshields are always to the front with a good selection of faille, taffeta and duchess ribbons, and their values now are inducing the trade to place orders for them very freely. The increase in the business of this department is the result of the good values offered. All requirements can be filled as the firm carries the largest stock on the market.

The company have already had their Fall range of plain and fancy cashmere ringwood gloves out, and the orders already received speak highly for the values offered, exceeding the trade of any previous season. Included in the range are blacks, whites, beavers, new greys and homespun cashmeres with dome fasteners; also some very pretty combinations in silk and wool, and plain and

fancy wool gloves. There are a number of attractive lines which will prove ready sellers.

In woolen hosiery the company are showing some really wonderful values for Fall, 1904. All who have seen them speak highly of them and are ordering good quantities. The lines were bought under a special contract and cannot be repeated at anything like the same prices. Dealers wanting good lines to offer at popular prices should not miss them, and orders should be placed early to insure good delivery. There is also a fine range of plain and ribbed cashmere hosiery, the result of the company's scouring the market for the best values to be had. Samples are now in the travelers' hands.

The range of ladies' and children's Fall underwear has been most favorably commented upon, and the prices quoted have secured the company many good orders already. In view of the strength in the market retailers needing underwear will be wise in placing orders early. Not a single number can be repeated at old prices.

The range of fancy woolens is the largest ever shown the trade, comprising bootees, infantees, gaiters, overalls, polkas, mitts, toques, sashes, clouds, caps, tams, hoods, shawls, and fascinators. An endless variety of these lines is shown and some very special values will be found on looking through the range. These goods cannot be duplicated at the price.

The sorting trade with Greenshields is exceedingly brisk, for retailers find it most convenient to send repeat orders to this house for any fancy Summer lines required. In Department E, the range is still complete in such lines as cotton, lisle and cashmere hosiery in plain, fancy and lace effects, ladies' and children's underwear, and lisle, taffeta, silk and lace gloves and mitts, laces, embroidered sunshades, plain and fancy handkerchiefs, ladies' neckwear, ribbons, veilings and children's headwear. These are all moving out rapidly and should be spoken for now.

The Jaeger Woolens.

The new wholesale and retail establishment of Dr Jaeger's Sanitary Woollen System Co., at 2,206 St Catherine street, Montreal, has opened with a flourish, and is attracting considerable attention from the public. Though the company have had agents in Toronto for some time, they have never been established themselves in Canada, though having many branches in many other countries and in other colonies of the Empire.

Now, with the rapid growth of the west, they see an opportunity for enlarging their trade in Canada. The opening of the warehouse in Montreal is the commencement of this.

The Jaeger sanitary woollens have been known far and wide for a good many years, and their name and trademark are everywhere recognized as a guarantee of the purest woollen goods. The company have their own laboratory where they make the strictest tests of all the woollens used in the manufacture of their garments. They make seven varieties of woollens of different weights, suitable for all countries, from the tropics to the coldest lands, and the quality of each of these is kept up to a certain standard. It never varies.

Merchants will find it very much to their advantage to supply the Jaeger woollens to customers, from the increased trade they will gain in the underwear departments, and on account of the large margin of profit the company allows. For all the goods are sold only at a fixed price.

Wyld-Darling Co.

The Wyld Darling Co. are laying in stock as rapidly as it can be rushed forward. The travelers are out for Fall, and business for that season is going on as usual. A large quantity of goods is already in the warehouse.

In the smallwares department they are showing for immediate delivery women's plain black cotton hose, to sell at 10, 15 and 25c; ribbed cotton hose, all sizes, for boys' school wear, to sell from 10 to 25c; infants' cashmere hose, "Little Darlings," sizes 4 to 6, to sell at 25c, in black, cream, tans, cardinal, sky or pink. Their special numbers, 36, 37 and 72, are 1-1 ribbed cashmere hose, six-fold spliced knees, full range of sizes, and are just passed into stock. "Gloria" taffeta ribbons are shown in all colors, W19, W22, W17 and W20 ribbons are in all widths and colors. The smallware stock is well assorted in elastics, hooks and eyes, tapes, belt webbing, pins, hair pins, toilet pins, hat pins, silt braid, silt buttons, "Lightning," "Measure" and "Victoria" safety pins, snap fasteners, etc.

In the men's furnishings department balbriggan, merino and natural wool undergear is carried in all sizes to shirts and pants. Negligee shirts in new patterns of American goods are special value to sell at 75c and $1.25. They are just the thing for Jane trade. "Viscount," "Vim," "Aide," and "Vesta" are popular seamed collars in all sizes. "Warwick," "Savoy" and "Roosevelt" are celluloid collars. A full stock is carried of men's black silk neckwear, Tom Thumbs, derbys, four-in-hand and puffs, English made, extra value, to retail for 25c. Their special number of umbrellas, A 21, sells at $1. A case has just come to hand. There is a good range of men's working shirts and black sateen shirts to sell from 50c to 75c.

The staple department has a good assortment of general staples, including flannelettes, shakers, sheetings, pillow cottons, etc. There are special values in grey cottons and jobs in prints and dress duck. Their stock of linings, including silesias, sarahs, colored cambrics, percalines, etc., is fairly complete. The travelers have with them sample blankets, including their two specials, "Canada" and "Matchless." Special sizes are to be sold at popular prices, and unions and all wools, 5 to 8 lbs. There are flannels, grey and navy, unions and all wools, to retail at 12 1-2 to 40c, including special military flannel.

Linens are being opened up daily. There are in stock eight good lines of crash, four special numbers in towels. These were ordered long ago and could not be repeated at these prices. Others are coming to hand.

Thos Ryan & Co.

The interior improvements in the Thos. Ryan & Co. wholesale boot and shoe warehouse at Winnipeg have just been completed. With its massive circular walnut counter extending from end to end of the spacious office and with a heavy plate glass counter fixture mounted with brass extending along the whole length of the top, it presents a most beautiful effect and with numerous other improvements it greatly adds to the appearance of the whole office.

Kyle, Cheesbrough & Co.

Kyle, Cheesbrough & Co. report an increased activity in trade. The lines prominently in demand are laces, trimmings and Summer dress materials. In laces there is a good demand for valenciennes in narrow widths, plauen laces in ecru and ivory, also plauen insertions, galloons and all-overs. A new range has just been placed in stock of these lines. In trimmings, the sellers are chiffon and black and ivory silk trimmings. In chiffon they have a very large range in colors, blacks and whites, from lowest to highest priced goods.

In dress materials, voiles, cohennes, crepe-de-ville and similar lightweight materials are having a good sale in colors and black. This firm have a good assortment of these goods still on hand.

In wash materials, their Scotch linen goods and figured and dotted linen goods are up-to-date, in colors and white.

Muslins will have a run with warm weather, and now is the time to secure the good lines. Dotted Swisses should prove good property. Kyle, Cheesbrough & Co. are showing a box lot, six patterns of ten yards each, at 10c.

Smallwares and buttons are carried in the prominent lines, and prices will be furnished at any time.

"The Proctor Patent Wheel and Square Lace Makers" are kept in stock. The novelty should take the ladies' fancy, as it is interesting and clean work for spare moments. Sample quantities are furnished on application.

W. R. Brock Co., Toronto.

The W. R. Brock Co. have refitted the Harvey Van-Norman building, 87 Front street west, and are prepared to handle their customers as usual. In a couple of weeks it is expected that all stocks will be complete, and at present the greater part of it is in place. Many orders were in the mills' hands ready to ship at the time of the fire, and these have been received. A great part of their new goods was contracted for long before the fire at old prices, so that the present high level will not rule in the new stock.

The woolen department has a full range of solitaire serges in blacks, blues, and greys; black and blue twill worsteds; fancy suitings and pantings.

The carpet department is filling up with better goods than ever.

The staple department is getting into good shape and will be able, at the time this goes to press, to fill all orders direct from Toronto. Prices are right, as usual, and this is only second to quality.

The dress goods department will be in as good shape as ever within a couple of weeks. Already the shelves



Grip, Limited, Toronto.

are well filled with cashmere, venetians, cheviots, serges, etc. Large contracts, which were placed long before the fire, are coming in, so that values will be equal to heretofore. There are in stock now two ranges of new voiles and etamines, in reseda, browns, champagnes, blues, blacks. Colored lustres are shown to retail at 25 to 50c; black lustres, black velveteen, cream canvas cloths, colored venetians, retail 50c to $1.25; black and blue cheviots, retail $1.25; new tweeds, fancy worsted suitings for ladies, black taffetas, satins, peau-de-soies; veils in louisines, bengalines, royals, gros-grains.

The smallwares department is well stocked with goods and more are arriving hourly. A circular says, "Our head is above water, and we will be in the swim at once." There are full lines of ladies' vests, gilt braid buttons, gunmetal buttons, handkerchiefs, etc., etc.

The men's furnishings department has a large range of balbriggan underwear to retail at 25 and 50c, overalls and pants filled from old contracts, and therefore at lower prices than at present prevail.

The W. R. Brock Co. report that their ladies' ready-to-wear department is now in shape and ready for business. Their lines of skirts and samples for Fall are now complete and in the hands of their representatives. Merchants will find in these the very latest creations both in style and fabric. All their skirts are taped throughout, even to the cheapest line, and the smallest detail is perfect.

Their skirts all come boxed separately, opening out clean and fresh, and they are in a position to give immediate shipment. Their lines of waists for Fall are meeting with great success. The new Bischoff David model sleeve which they are using to such an extent has proved itself very popular, and has greatly helped their waist business. One line, 0487X, made of Jap taffeta, lined throughout, heavily tucked and hemstitched, comes in all sizes and colors, and for the price is the best silk waist on the market. It retails for $1, with a good margin of profit. For present use they are showing a complete line of ladies' white, black and colored cotton and muslin waists, children's dresses in white and colored cottons and ginghams, underskirts and overskirts. All goods clean and fresh.

The New York Silk Waist Co.

This company's travelers are out with a full line of Fall samples, as well as some special lines for immediate delivery. The samples for Fall are mainly in the very popular soft materials, and show in most of the waists entirely new patterns.

Their dress waists, which are mostly made by hand, are a very fine line, and run as high as $25. In crepe de chine and satin de lyons, trimmed with hand-worked braid and lace, these waists are beautifully designed.

In their popular priced waists, which are made up in peau-de-soie and other soft materials, they are offering so large a variety of styles and prices that they are able to answer all the requirements of the trade.

The J. V. Pilcher Mfg. Co.

The "Bird" coatsleeve cuff holder is said to save half the laundry bill. The advertisement of the J. V. Pilcher Mfg. Co., Louisville, Ky., explains this. It says: "When a man takes off his coat he usually puts his cuffs where they will get soiled or mislaid. 'The Bird' satisfactorily attaches the cuffs to the coatsleeve lining—when the coat is removed the cuffs come too."

Another little article, cheap but useful, handled by this firm, is the "American" drawers supporter, a fastening that supports the drawers perfectly, and in Summer will keep the belt in place. It has also a chain hold to which can be fastened the key or watch chain. Selling for ten cents at a profit it should be in demand

Clearing Sale.

A clearing sale of some very desirable goods is now to be had at Geo. H. Hees, Son & Co., 71 Bay street. They are offering at cost and less than cost, short ends of furniture coverings in great variety; jute, cotton and silk goods, tapestry curtains in odd lots of some patterns they have discontinued making and other lines of goods the trade will find to their interest to look into.

P. Garneau, Fils & Cie.

At this season of the year, when the merchant finds that he must have certain lines or certain styles of goods in a rush, P. Garneau, Fils & Cie. will be pleased to submit samples per return mail, or give special attention to sample orders.

Their dress goods department will be found very useful, being still well stocked in the lines now in demand all over the country, such as plain voiles and canvasses, knops, voiles, melanges, etc. Other lines also in demand are cream serges and cream figures. Some very cheap cream figured alpacas are expected in stock shortly. Several new and stylish lines for blousing are being opened up. The patterns in these are very nobby and are shown on cashmerettes and velours finished flannelette cloths, to

retail at 20c. Attention is also called to a 36 in. moire cloth in several shades, which can be retailed at 25c.

The woolen department is well assorted in black and navy serges, suitings and pantings in popular prices. Three remarkable values of 6-4 Italians, to retail at 35c, 45c and 60c, are in stock and can be shipped at once.

In the smallware department will be seen a large assortment of ladies' collars in the newest styles and designs. Silks are much in demand. Tamalines and Japs can be made in a variety of shades. In blacks, paillettes and peau de soie are amongst the best sellers. Extra values are being shown in black taffetas. A special line of black merv for blousing is expected shortly and will be a leader.

Debenham, Caldecott & Co.

Debenham, Caldecott & Co. report to The Review that they now have a larger stock than ever on hand in all the new soft makes of silks. In colored taffetas, louisines, paillettes, etc., they have all prices and colors.

They are also showing a large range of black silks, in taffeta, paillette, louisine and satins in all qualities and prices.

They have a special line of taffetas, to which they would draw attention; this is the "Ideal." This line is extra value, and is shown in a large range of shades and colors.

Debenham & Caldecott are showing a larger and more complete stock of ribbons than in any previous season. They come in taffeta, satin, duchesse, etc., and are stocked in all widths and in a complete range of shades.

Their present address is 122 Wellington west, where they will be pleased to welcome old friends. They hope to be settled back in their old building at the corner of Bay and Wellington streets by November 1, or if possible a little earlier.

H. V. Cowie.

Though the fire completely cleaned out his stock and samples, except those of ladies' and children's garments, raincoats, etc., which luckily were on the road, H. V. Cowie is now settled back in his old quarters, and has all his sample lines in good order. He has now a strong line of samples in dress and wash goods for Spring, 1905. Travelers are on the road with them, and those interested, when in Toronto, should call at the old address, 69 Bay street.

Phillips & Wrinch.

In their temporary premises at 5 Jordan street, Toronto, the firm of Phillips & Wrinch are prepared to fill orders almost the same as usual. Before July 1 they expect to be back in their old premises at 8 Wellington west.

They have some new and nobby lines of novelties and smallwares that are capturing the trade. Among these are waist sets, hat pins, buckles and buckle sets in Canadian militia design in grey and gold, some entwined with maple leafs. They are exceedingly attractive and unique. Another line that is sure to be in large demand at the present time is Japanese military designs on belts, belt buckles, hat pins and waist sets. Belt sets, waist sets, hose supporters, fancy hairpins, etc., are all selling exceedingly well, and the demand for variety can be fully satisfied by this house.

The Salem Co.

The Salem Co. report that they are well prepared for all competition with their new shirts. Dealers who inspect their latest lines do not take long in deciding that these styles will sell, and with but little salesmanship to help them. The Salem Co. have been very successful with their Spring shirts.

Their representatives on the road have other lines which are no less in demand by the trade. Collars are among their specialties which have now been heartily endorsed by the trade for some time. Men's fancy cuff pyjamas, and boys' waists are other Salem lines which it will pay to inspect, especially the fancy vests.

The Salem waists are too well known to need comment. This year the assortment is a very handsome one which should by all means be seen.

The Montreal Waterproof Clothing Co.

The "Elite" brand of rainproof and waterproof garments are not surpassed in Canada, a fact pretty well known by this time throughout the trade. Not only does the Montreal Waterproof Clothing Co. manufacture clothing with the perfect skill that only comes of experience, but having a resident buyer in London their facilities for procuring the best and latest novelties as soon as they appear on the English market are unexcelled.

Their new lines bear out this statement. The latest improvements in skirts and collars are embodied in them.

New Combs.

One of the best selling lines of combs offered to the trade for many years is the "Evertidy." It is something that the ladies have been wanting, for the ordinary comb has not proven satisfactory in retaining the hair. "The Evertidy" has an ingenious locking device that holds the hair firmly, and it has met with a very great demand among the live merchants who are constantly looking for salable novelties. The "Three-in-one" is a popular comb where the hair is worn pompadour and the dip effect desired.

No one will make a mistake in trying these lines for their sale is assured, as they have genuine merit, and are not a passing fad or fancy which will soon go out of style.

"Snap-Lock" Skirt Fastener

This Placket is Securely Locked.



Can only be opened by a slight pressure on the projecting spring lever.

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PERSONAL MENTION.

Mr. Charles Purkis, of Cauldfeild, Burns & Gibson, Toronto, is in Europe on a buying trip for his firm.

Mr. E. B. Wallace, formerly head of the linen department of the Wyld-Darling Co., has taken the same position in Gordon, Mackay & Co. He is at present in Europe on a buying trip.

Mr. B. B. Cronyn, foreign buyer for the W. R. Brock Co., has returned to Toronto after an extended purchasing trip.

Mr. E. P. Howe, who has been in charge of the men's furnishings department of the Wyld-Darling Co. has accepted a similar position with Gordon, Mackay & Co.

Mr. S. A. Jacobs, manager of the New York Silk Waist Co., has just returned to Montreal from a visit to New York. Mr. Jacobs found many new things in waist designs which he thinks will please the Canadian trade.

COUNTRY MERCHANTS who sell Gold Paint should buy "Aurora" and "Sunrise." Good margin of profit.

GEO. RIDOUT & CO., Agents, - Toronto

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DRESDEN, ONT.—The leading business. Turnover last year exceeded $73,000. Stock consists of Dry Goods, Ready-to-wear Clothing, Gent's Furnishings, Hats, Caps, and Shoes. Will inventory between $9,000 and $10 000. Correspondence from buyers solicited. Address, Box 53, Dresden, Ont. (7)

FOR SALE.

IN best city in British Columbia, $10,000 stock of Staple Dry Goods; splendid corner store; low lease; owner retiring. Address Box 135, DRY GOODS REVIEW, Toronto. (7)

WANTED.

WANTED—A young man with ability and energy to represent well-established English Thread Manufacturer. To the right man I would sell a part interest in the business. Must be one familiar with the dry goods trade. Full information to likely applicant. Address, giving full particulars, references, etc., MANUFACTURER'S AGENT, care of DRY GOODS REVIEW, Montreal. (6)

TO AGENTS.

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THE DRY GOODS REVIEW 1904

SPECIAL JANUARY NUMBER

THE MACLEAN PUBLISHING CO LIMITED MONTREAL TORONTO WINNIPEG



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Fall 1904

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Plain and Ribbed Woollen Hose in hard and soft make; a great variety of lines with exceptional values in the leading prices.

Ladies' and Children's Vests and Drawers. Complete range of prices with unsurpassed values

Handkerchief Dept.

Here are shown:

Plain and Hemstitched Lawn.
Plain and Hemstitched Linen. } Exceptional values.

Lawn Handkerchiefs with Lace Edges – Hemstitched Embroidered.

Scalloped Embroidered, exclusive designs. The largest range shown by any house in the market, also an immense range of the popular Excelda Handkerchief in Plain White and Fancies.

Neckwear Dept.

Novelties in Embroidery Collars, Plain and Tabbed, Applique Collars in White Black and Paris, and Silk Stock Collars.

Windsor Scarfs, Plain, Hemstitched and drawn work ends, in White, Black, Plain Colors, Tartans and Fancies.

Ribbon Dept.

Here is shown a wonderful stock of Ribbons, comprising Satin, Faille, Taffetas, Duchesse, Plain Velvet, Satin Back Velvet in Black and very large range of colors. A very large stock always on hand

Laces and Flannelette Embroideries Dept.

Here are offered some wonderful values in Flannelette, Flannel and Cashmere Embroideries, also some novelties in Laces, Veilings, Chiffons and special line of Mourning Veilings.

Pewny's Kid Gloves

Are sold by all the Leading Stores throughout Canada.

Fit
Quality
Style
Durability

Every pair carries the maker's guarantee.
The **Most Popular** Glove with the trade.

We have now in stock a full assortment of all the latest shades for

FALL 1904

and can fill all orders promptly.

Greenshields Limited

MONTREAL

Greenshields Western Limited,
Winnipeg, Man.

Greenshields & Co., Limited,
Vancouver, B. C.

Sole Selling Agents for Canada.

Five Specialties

No. 1 Specialty.—Pure Gum Dress Shields; sizes 3 and 4; price $10.80 a gross.

No. 2 Specialty.—Another range of Lithograph Cushion Tops, $27.00 a gross.

No. 3 Specialty.—New wide Silk Belts. See them.

No. 4 Specialty.—New Dress Trimmings that it will pay you to see.

No. 5 Specialty.—Absolutely the best 25c. Hair Brush on the market. Write for sample.

GREENSHIELDS LIMITED
MONTREAL

LINENS

We have now in stock a full assortment of

Housekeeping Linens

THE MANUFACTURE OF

Messrs. James & Thomas Alexander, Limited, Canmore Works, Dunfermline.

The goods made by this well-known firm are unequalled for their quality and superiority of finish.

GREENSHIELDS LIMITED, Montreal,
Sole Selling Agents for Canada.

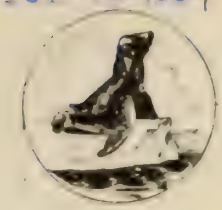
Greenshields Western Limited, Winnipeg, Man.

Greenshields & Co., Limited, Vancouver, B.C.

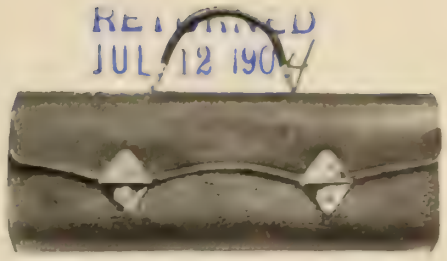
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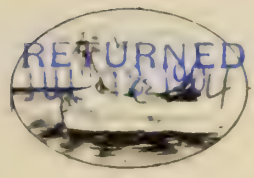


SPECIAL SHOWING OF GOODS IN

Russia,
Pig Skin,
Morocco,
Buff Alligator,
Lizard,

Sea Lion,
Dolphin,
Walrus,
Dull Seal,
and new grains.

RETURNED JUL 12 1904



OUR

REPRESENTATIVES

are now on the road

showing the largest range of

RETURNED JUL 12 1904



LEATHER GOODS

—OF—

OUR OWN MAKE

—AND—

IMPORTED

ever shown in Canada. Orders are being taken for immediate delivery and for the Fall and Holiday trade.

IF YOU COME TO TORONTO

don't miss seeing our new sample room of Leather Goods.

- Hand Bags
- Peggy Bags
- Pocketbooks
- Card Cases
- Letter Cases
- Bill Books
- Bill Folds
- Clasp Purses
- Tray Purses
- Ticket Holders
- Jewel Cases
- Neck Pockets
- Skirt Pockets
- Cigar Cases
- Cigarette Cases
- Tobacco Pouches
- Photograph Frames
- Music Holders
- Crush Belts
- Writing Fonos

- Watch Guards
- Flasks
- Ink Bottles
- Mirrors
- Dressing Cases
- Dressing Bags
- Toilet Rolls
- String Boxes
- Sewing Sets
- Collar and Cuff Cases
- Brushes in Cases
- Foot Balls
- Basket Balls
- Shin Guards
- Ankle Supports
- Razor S rops
- Rug Straps
- Skate Straps
- Men's Belts
- Telephone Registers
- Playing Card Cases

Etc., Etc., Etc.

RETURNED JUL 12 1904



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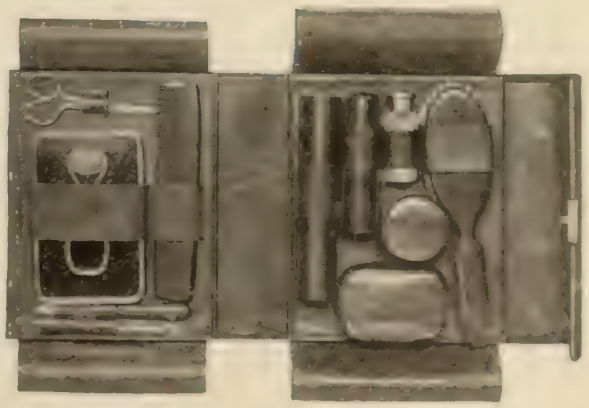
THE

Julian Sale

Leather Goods Co., Limited.

105 King St. W., TORONTO

THE LARGEST MAKERS OF LEATHER GOODS IN CANADA.



Laces —— Dress Tr

UNQUESTIONABLY
STOCK

Dress Trimmings.

We have those new trimmings you want in stock right now.

If it's new; if it's fashionable; if you saw it elsewhere for import, you will find it in our stock for immediate delivery.

Gimps, Sequins, Cotton and Silk Appliques, Fancy Braids.

Buyers for our New York house are in Europe continually purchasing novelties for New York and Canada.

Laces. *From half a cent to fifty dollars a yard.*

Swiss Laces that are works of art. **Chantilly, Calais, Plauen** and **Nottingham Laces** of every description.

Real Brussels Lace in great variety.

Nettops and **Oriental Laces** in **Ecru, White** and **Black.** Large assortment of all different makes.

Lace Berthas, Boleros, Fichus, Collars, Robes, etc., up to one hundred and fifty dollars each.

If it's lace you want we have it in stock.

Embroideries.

For immediate delivery and for import. **Allovers, Edgings, Insertions, Galoons, Flounces** for Corset Covers, **Skirtings** for Communion Dresses, and for Embroidered Petticoats.

KONIG AND

Offices and Manufactories: Brussels,
Paris,
Calais,
Lyons,

immings——

THE LARGEST
IN CANADA.

Embroideries

In our Corset Department

WE CARRY IN STOCK

W.B.

America's Leading Corset,

AND

P.D.

The High-class French
Corsets.





Both these lines are kept in up-to-date dry goods stores and are **money makers.**

A full assortment of all latest styles in stock.

STUFFMANN

Plauen,
Nottingham,
St. Gall,
New York.

Canadian Branch: Victoria Square,
MONTREAL.

Thomas May & Co., Limited

SUCCESSORS TO

(The Canada Ribbon Co.)

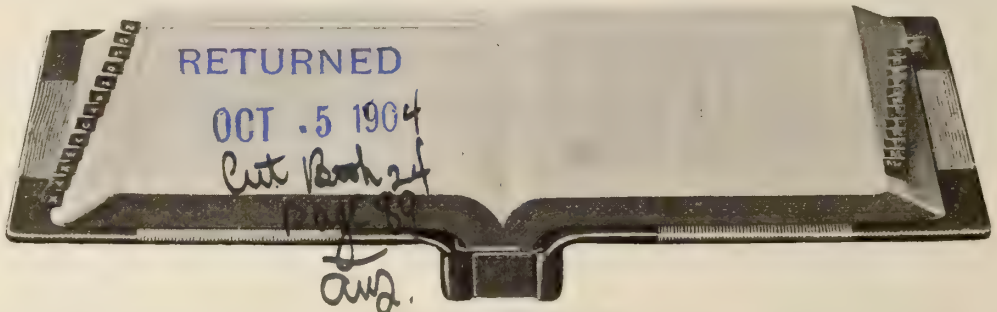
10 St. Helen St., Montreal.

Importers of the following specialties:

Ribbons, Laces, Trimmings, Velvets, Velveteens, Chiffons, Veilings, Ruches and Fancy Neckwear, Etc.

A large and well assorted stock of Ribbons always on hand. Send for sample cards and prices.

THE CRAIN CONTINUOUS LEDGER



"PHLEXO"

Hinge is the name of our new LEDGER LEAF which makes possible the **PERFECT LOOSE LEAF LEDGER** with a **PERFECT FLAT OPENING SHEET.**

The CRAIN CONTINUOUS LEDGER is the strongest, most secure, most flat opening and handsomest Loose Leaf Ledger on the Canadian Market to-day.

Our Customers include many of the leading Banks, Insurance and Financial Corporations, Manufacturers and Wholesale and Retail Dealers throughout the country.

Write for Catalogue D and prices.

MANUFACTURED ONLY BY

THE ROLLA L. CRAIN CO., Limited

Branch Offices:—TORONTO and MONTREAL **Head Office and Factory:**—OTTAWA, ONT.

N B.—We manufacture all kinds of Loose Leaf Systems for Manufacturers, Wholesalers, Retailers.

Prime & Rankin, Limited

MANUFACTURERS OF

Ruffled Bobbinet Curtains and Piece Goods.

Frilled Muslin " " "

IMPORTERS OF ALL KINDS OF *Curtains, Curtain Materials, Laces and Embroideries.*

The only house in Canada who have their curtains designed in New York and made in Nottingham, exclusively for *their* trade, and who devote their whole time and attention to *Curtains, Laces* and *Embroideries.*

By buying their goods you can rest assured that you can show your customers the very best designs in the market.

It will pay you.

See their Samples for 1905.
Ask their travellers for their free advertising schemes for 1905.

TORONTO ADDRESS:
37 Colborne Street.

NOTTINGHAM ADDRESS:
Commerce Square.

COPESTAKE, CRAMPTON & CO.

Manufacturers and Warehousemen

5 Bow Church Yard **LONDON, ENGLAND.**

RETURNED
AUG . 2 1904
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Nottingham Factory



Houndsgate, Nottingham.

Manufacturers of

Curtains, Nets, Veilings, Laces, Ladies' Neckwear, Etc.

Mantles, Jackets, Skirts, Waists, Ladies' and Children's Underwear

Besides which, Canadian Merchants visiting English Markets will here find the most extensively selected stock of all the best Manufacturers, both British and Continental, in GENERAL FANCY DRAPERY, RIBBONS AND MILLINERY TRIMMINGS.



RETURNED
AUG . 2

A Workroom in London Factory.

A request for Samples or Illustrated Fashion Book will receive immediate attention.

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JUL 7 1904
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Page 77



Elegant Evening Robe of Chantilly Lace trimmed with wood fibre trimming and made over Surahline Silk
The latest Paris production.

Kyle, Cheesbrough & Co., = Montreal.

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Page 97

The Lace Warehor

is conceded more than ever the **first place** in the **Lace Trade** of this country. **Everything** produced in laces and lace effects finds a place in our collection, and our display for the import season of 1905 probably exceeds anything ever offered the trade in this market.

LACE CURTAINS, ranging from 19½c. up to the highest prices and finest makes. Curtain Nets, Lace Allovers in Silk nd Cotton, in almost bewildering variety.

VEILINGS by the yard, in all the newest colors and textures. Individual Veils in newest styles, including the latest Paris fashion 1.45 mets (about 1⅔ yards), to be used as a trimming for the hat as well as for a veil. Chiffon Veils with large Chenille Spots, the latest novelty, from $2.00 doz. up The newest colors are "Coque de Rocher," and "New Cardinal."

COLLARS in endless variety and of the newest and most exquisite designs. Hand-made Tab Collars from $1.20 doz. up, in White and Paris shades.

Linen Collars in newest shapes and styles.

The latest Neck Frillings and Goffered Pleatings.

SILKS in all the new makes and latest shades, including Crape de Soie, Surahline, good values to retail at 75c. per yd. Black and Colored Taffetas, Black Peau de Soie, extra value to retail at $1.00 per yd. Jap Silks from 19½c. up, and an endless variety of Plain and Fancy Silks in newest makes.

RIBBONS in great variety of Plain and Fancies and Colored Satin in line 4⅞ at 6¾c. per yd. See this line as an index to the value of our ribbons.

KYLE, CHEESB

Montreal---93 St. Peter St. **Winnipeg**-- 216-218

se of Canada

DRESS TRIMMINGS in perplexing variety, gathered from the leading makers of Europe and America, including Braid effects and new designs in Wood Fibre.

BLOUSINGS in very choice designs of French and English manufacture.

DRESS GOODS being one of our largest departments comprise the richest materials and newest shades and patterns obtainable from the world's leading producers. This department includes Dress Cashmeres self colors embroidered, Basket Cloths, Tweed Suitings, Banton Cheviot, Stone Cheviots, Black Bouela, Black Roxanas, All Wool Sacking Cloth, Oak Bark Crepoline, Amazons, Venetians, Sublime Suitings, All Wool Momie Cloth, Panama Cloth, Sedan Cloth, Black Mosique Suitings, Black Mohair Resille, Nattie and Pebble Suitings, Box Cloth, etc., etc. See our All Wool 44-inch Satin Amazon at 37½c. It is an indicator of our values throughout.

SILK VELVETS, Velveteens, Colored Plushes, and ***Chiffon Velvet*** to retail at $1.00 per yard.

HAIR PINS, Barrettes, Slides, Combs in newest designs and large variety. Gold, Pearl and Turquoise Necklets and Chains in latest patterns.

ROBES of latest Paris styles in Sequin, White, Black and Paris shade, White and Black Crepe de Chene, Ivory and Black Silk Cristoline and Voile, prices ranging from $13.50 to $60.00 each.

Specialties in Imported Blouses. Very large range of styles and materials. In silk at $1.50 each up, and in Nun's Veiling at 80c. each up. Style and fit absolutely **right** and up to-date. It will pay you to write us for one each of a range of prices as a sample lot.

"QUEEN'S GATE" HOSE. Our special hose of of this proprietory brand are indellible Black, always reliable and the best value in the market.

ROUGH & CO.

annatyne St. **England**—35 Milk St., London.

RETURNED
JUL 7o 1904



L 134—$1.50 each.

Dainty Waist of Japanese Silk, tucked back, front and sleeves, two-tone lace yoke and cuffs, with bebe ribbon and fancy buttons across throat in white, pink, sky, Nile, turquoise and black, open back.

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L 146—$2.50 each.

Smart Blouse of Japanese Silk, trimmed two-tone lace and insertion teneriffe rings, yoke ruched and gathered, open back. Colors — White, pink, sky, Nile, turquoise and black.

RETURNED
JUL . 1904



L 129—80c. each.

Smart Nun's Veiling Blouse, tucked and trimmed with two-tone lace and teneriffe rings, open back. This is extra value—comes in colors—White, pink, sky, Nile, turquoise and black.

RETURNED
JUL . 7 1904



L 135—$1.75 each.

Showy Waist of Nun's Veiling, gathered sleeves, front composed of rows of Paris colored lace, joined with silk faggoting, accordion pleated, lace collar and cuffs edged with faggoting, open back, white, pink, sky, Nile, turquoise and black.

Kyle, Cheesbrough & Co., Montreal.

Featherbone



Made by an entirely new process, combining the most up to date methods of American and Canadian factories.

Some dressmakers have had to take what they could get. They will soon begin to ask for REID'S (and REID'S only).

Write us for samples of our

FEATHERBONE FOUNDATION COLLARS

We have them from $5.00 to $16.00 per gross. No Cane (or so-called Fibro) about these, and not the kind of Featherbone Stock you have been getting and paying big prices for.

Watch for our next ad. in this REVIEW.

The

Reid Featherbone Manufacturing Co'y. Limited

Manufacturers of
Featherbone and Featherboned Novelties

94 Carling Street, - - London, Ont.

COOP & CO., Ltd., Wigan, Eng.



Wholesale Clothiers, Men's Raincoats, Ladies' Tailor-Made Jackets, Costumes and Rainproofs

To the Wholesale Trade Only

UTILITAS BRAND

Canadian Agent, **J. W. HOLDEN** 79 Piccadilly, Manchester, Eng.

also 2, 3 and 4 Carey Lane, London, Eng

SISBEE & AULD

TORONTO

WOOLLENS and TAILORS' TRIMMINGS

DRESS GOODS and HOUSEHOLD LINENS

Our Fall Assortment
of 54-inch Dress Goods is the largest we
have yet shown. Every merchant can buy from our range with
the knowledge and satisfaction that every advantage of selection, style and
price is placed before him. Our range of **FANCY TWEED** Novelties,
manufactured from designs furnished by us, is worthy of special mention. We are selling
many of these lines at popular prices, which fit in with every merchant's trade in village, town,
or city. In **BLOUSINGS** we show a range of exclusive novelties in Silk and Cotton from
famous foreign makers; also a select assortment of high-class fabrics for **EVENING**
WEAR. In Household Linens we offer splendid values in **BLEACHED**
and **CREAM DAMASKS** in all qualities from our 20c. line up.
For the holiday trade we are showing a very large range of
FANCY LINENS in new designs.
All sizes in all qualities.

NISBET & AULD

TORONTO.

Fall 1904



The new **1904 Fall Samples** which our Travellers are now showing, embrace many unique features, keeping always within the bounds of tasteful selection as to designs, materials, and real worth. Special attention is called to the following Lines:

Foreign and Domestic Woollens.

Beavers, Meltons, Coatings and Cloakings, etc

Tailors' Trimmings, special Italian values that are now well known.

Skirts and Blouses.

Popular styles, combined with comfort and lasting wear. Well-known Brands that stand for ease, elegance and superiority in negligee wear.

Dress Goods. The new monotones are shown in Meltons, Mattings, Granite, Basket Weaves, Canvas, and Tweed Effects.

Blouse Cloths. An unusual showing of the newest and best things for Blouses.

Men's Furnishings. An extensive range of Penman's Celebrated Underwear. Our Smallware and Notion Department is radiant with new things for present or holiday trade. Read our "Hints to Buyers."

JOHN M. GARLAND, SON & CO.,

Wholesale Dry Goods, OTTAWA, CANADA.

S.T. GREENLEESE & SONS

Wholesale Furriers

MONTREAL.



Size Rule

Size	Head	Hat
6⅛	19⅜	20¼
6¼	19¾	20⅜
6⅜	20¼	21¼
6½	20¾	21⅜
6⅝	21	22
6¾	21½	22½
6⅞	21⅝	22⅜
7	22¼	23¼
7⅛	22½	23½
7¼	23	24
7⅜	23⅜	24⅜
7½	23¾	24¾
7⅝	24	25
7¾	24½	25⅜
7⅞	25	26
8	25¼	26½

MEASUREMENTS

FOR MANTLES AND JACKETS.

	INCHES
1 to 2 From neck to waist	
1 to 3 Total length	
4 to 5 Half of back	
5 to 6 Continue to elbow	
6 to 7 Continue to wrist	
1 to 8 From centre of neck over shoulder to highest point of chest	
1 to 1 From centre of neck under armpit to the same point back again	
9 to 10 Length of waist under arm	
11 to 12 Neck to shoulder seam	
Round neck	
Round bust under arm, largest part	
Round waist	
Round hips	
Round skirt	

FOR CIRCULARS, MEASURE.

1 and 2 to 3	
Round neck	
Round bust over arms	



Measurements For Gents' Coats on back.

THERE'S A DIFFERENCE IN GLOVES.



SEE THAT YOU GET THE RIGHT KIND.



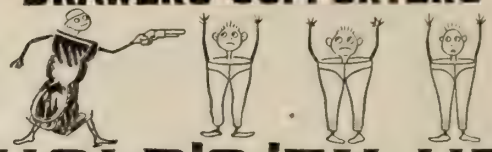
STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS and MITTENS IN ALL NOVELTIES.

W. H. STOREY & SON
THE GLOVERS OF CANADA. LIMITED
ACTON, ONT.

PILCHER'S
"AMERICAN"
DRAWERS SUPPORTERS



HOLD'S 'EM UP
FOR FAT MEN, LEAN MEN, AND ALL KINDS OF MEN.

WE WANT TO TELL YOU ABOUT OUR
"AMERICAN" DRAWERS SUPPORTER.
IT IS A NEAT, INEXPENSIVE, INDISPENSABLE AND QUICK SELLING ARTICLE. SUPPORTS DRAWERS PERFECTLY. HOLDS BELT IN PLACE WHEN SUSPENDERS ARE NOT WORN, AND
"IT HAS A CHAIN HOLD"
TO WHICH WATCH CHAIN OR KEY CHAIN CAN BE ATTACHED——THIS IS A BIG THING, ESPECIALLY IN SUMMER, WHEN VEST IS NOT WORN.

COSTS YOU	$1.00 PER DOZ. PAIRS.
SELLS FOR	15 CENTS PER PAIR.

—ORDER FROM YOUR JOBBER, OR—

J. V. PILCHER MFG. CO. LOUISVILLE, KY.

LADIES' COSTUME CLOTHS, HOMESPUNS, SUITINGS, OVERCOATINGS, FRIEZES, YARNS.



MANUFACTURED BY
HARRIS & COMPANY, Limited
ROCKWOOD, Ont.

SELLING AGENTS:
DIGNUM & MONYPENNY
8 Colborne St., - - TORONTO

RYLANDS & SONS

LIMITED

MANCHESTER, ENG.

Cotton Spinners . . . .

Merchants . . . .

Manufacturers



Bleachers . . .

Dyers . . .

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS Heapey, Longford works, Gorton, Swinton, Wigan, Crewe, Chorley, Bolton.

Capital, $14,500,000; Employees, 12,000

LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign
Fancy Dress Goods, British and Foreign
Silks and Velvets
Velveteens
Irish and Scotch Linens
Table Damasks, Towels and Tray Linens
Muslins, Curtains and Handkerchiefs
Flannelettes, Hosiery
Flannels and Blankets, Quilts
Smallwares, Haberdashery and Trimmings.
Bleached Calicoes, Sheetings
Oxfords, Harvards, Galateas
Dyed Linings
Floor Oilcloths
Laces
Prints and Cretonnes
Shirts, Underclothing
Ladies' Blouses
Boys' Blouses and Sailor Suits
Umbrellas, Gloves

FALL 1904

Silk Department

VELVETEENS FULL RANGE

Black Taffeta, Satins, Duchesse Satins, Failles, Bengalines, Gros Grains, Armures, Broches, Moires, Tamalines, Louisine, Surahs, Bonnet's Guaranteed Peau de Soie.

Also a new make: Black Silk "Paillette," Black Messaline.

COLORS

in Satins, Taffetas, Tamalines, Shot Glaces, Louisine, Tussore Silks, Japanese Silks and Fancies.

Black and Colored Velveteens, Corded Velveteens, Metallic Prints, Extracts, etc., etc.

3 SPECIAL LINES 27-IN. BLACK MANTLE VELVETEENS.

BLACK and COLORED SILK VELVETS,
BLACK SILK MANTLE VELVETS, Etc., Etc.

ALL ABOVE LINES AT CLOSE PRICES.

GREENSHIELDS LIMITED

MONTREAL.

GREENSHIELDS WESTERN LIMITED, Winnipeg.

GREENSHIELDS & CO., LIMITED, Vancouver.

DOMESTIC and FOREIGN

Dress Department

Complete range of

NEW FALL PURCHASES

IN ALL LEADING SHADES

Consisting of

Cashmeres, Voiles, Crepolines,
Satin Cloths, Amazons, Broadcloths,
Tweed Effects, "Pirle" Coatings,
Basket Cloth, Venetians, Homespun,
Friezes, Cheviots,
Silk Warp Estrella, Wool Panama,
Wool Nanoya, Crepon Roxana,
Wool Coterail, Wool Valeska,
Wool Corecca, Wool Caracue,
Wool Vienna, etc.

WAISTINGS

Finette Laines, Opera Flannels,
Printed Flannels,
Printed Satin Laines,
Cream Lustres,
Woven Fancies.

GREENSHIELDS LIMITED

MONTREAL.

GREENSHIELDS WESTERN LIMITED, Winnipeg.

GREENSHIELDS & CO., LIMITED, Vancouver.

FALL SEASON 1904

BUYING



is of equal importance as selling. The right thing bought at the lowest possible price never fails to bring profitable results.

Our claim to your thought is the ability we have to place goods before you that will appeal to the people in the homes with whom you are doing business. Had you not better think this over carefully before placing your orders ?

It is important to remember that the markets of the world are open to us and that our buyers are experts in their respective departments.

You will find in our immense assortment the product of artists and manufacturers from all the great islands and continents on the face of

THE EARTH

John Macdonald & Co.

Wellington and Front Streets East,

TORONTO

ESTABLISHED 1849

SELLING

Why business men buy from us is because they have found out that it is really to their advantage to do so.

Success and failure depend largely upon how time and money are used. In serving our customers we take up no more of their time than they are willing to let us have and give them a liberal cash discount for their money.

The phenomenal success that we have in selling is achieved by the value of our goods and the unique system governing our business transactions.

Prompt and courteous attention to customers in our warehouses. Rapid dispatch in the filling of all orders. Reliable salesmen representing us with a full range of samples in Dry Goods, Men's Furnishings, Haberdashery, Carpets, House Furnishings, Woollens, and Ready-to-Wear Goods in every Province and Territory in Canada.

Yukon Territory
British Columbia
N.W. Territories
Manitoba
Ontario
Quebec
New Brunswick
Nova Scotia
P. E. Island

John Macdonald & Co.

Wellington and Front Streets East,

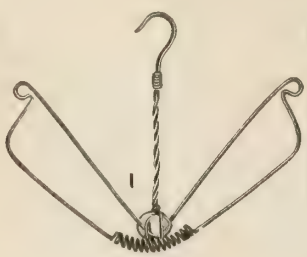
TORONTO

GOOD EVIDENCE THAT THE

BOWMAN GARMENT HANGERS

are proving satisfactory. Eighty per cent. of the business now done is on duplicate orders, with a steady increase in trade of 25 per cent. They keep garments in their natural shape. They add greatly to the appearance of a cloak department.

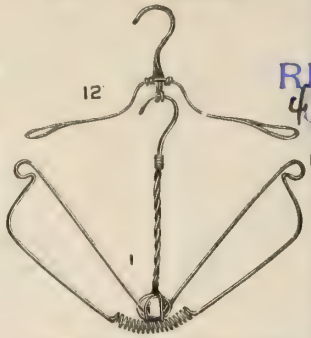
SKIRT HANGER.



[PATENTED.]

Made of bright tinned steel spring wire, No. 1. Price **$8.00 per 100.**

SUIT HANGER.



Jacket Hanger No. 12 with combination Suit Hook, used in combination with No. 1 Skirt Hanger. Price of Jacket Hanger with Suit Hook **$4.00 per 100.**

AGENTS:

Marshall Field & Co., Chicago.
Meyer, Wise & Kaichen, Cincinnati.
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Babbitt-Taylor-Lane Co., Detroit.
Tibbs, Hutchings & Co., St. Paul.
Belle-Hickey Mfg. Co., St. Louis.
Star Skirt Company, New York.
Perfection Mfg. Co., Cedar Rapids.
Landesman-Hirschheimer Co., Cleve'ld.
Wm. Marshall, Toronto.

Order of Agents or Direct.

The A. K. Bowman Mfg. Co.,
GREENSBURG, PA.

ELLIOTT'S PYRAMID HAT BOX



DO NOT CONFOUND THIS WITH OTHER PYRAMID BOXES

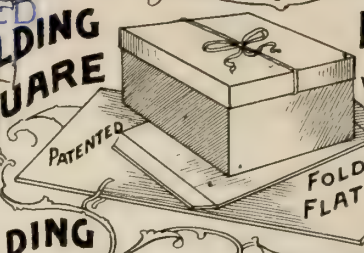
THIS BOX COMMENDS IT'S SELF TO THE MILLINERY TRADE

SIZES 15x15
" 18x18
GREEN. GRAY. WHITE.

RETURNED 4661 1904

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FOLDING SQUARE HAT BOX



VARIOUS COLORS AND SIZES.

FOLDING SUIT BOX.



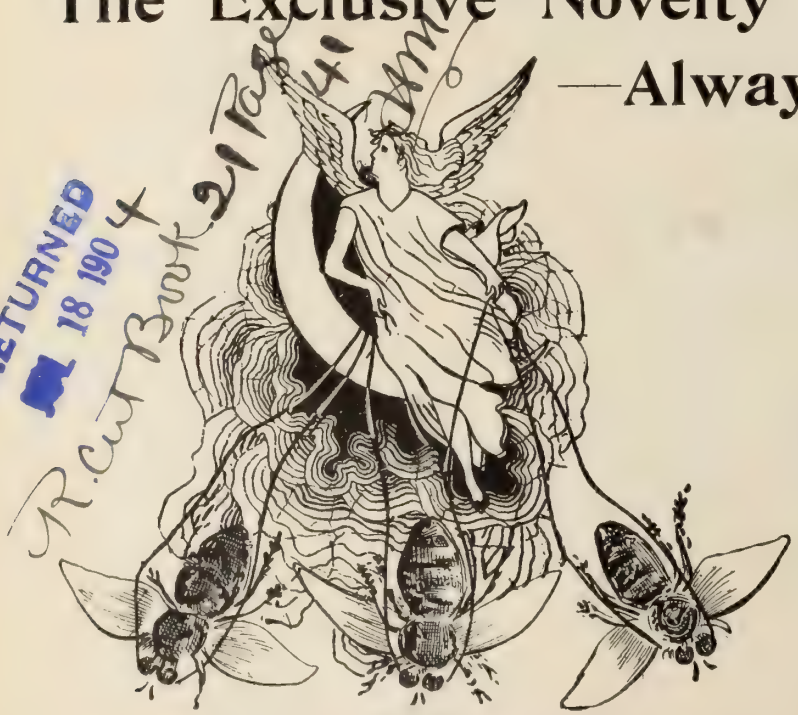
SAMPLES AND PRICES ON APPLICATION

WE MAKE A SPECIALTY OF FOLDING CLOTHING BOXES.

MANUFACTURED SOLELY BY THE **ELLIOTT MF'G CO.** LIMITED.

229 TO 235 RICHMOND ST. W. **TORONTO.**

The Exclusive Novelty House of Canada —Always Something New to Show



Trade Mark

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Novelties in Art Needlework, Cushion Tops, Cords, etc.
Hand Crocheted Babies' Jackets, Hoods, etc.
Hand Painted Novelties.
Hair Ornaments.
Berlin Wools, Shetland Floss, etc.
Lace Braids of all descriptions.

In fact, we stock everything required in a Fancy Goods Store.

The Boyd, Brumell Co.

LIMITED

11 Wellington Street West, Toronto

Our Illustrated Fall Catalogue will be issued about August 15th. Write for Sample Copy.

Velvets

of beautiful lustre, deep, rich color and splendid finish invariably bear this brand on the reverse side:

This Piece is Warranted to be in Our Best Dye and Finish.

J. & J. M. Worrall

REGISTERED TRADE MARK.

J. & J. M. WORRALL,
LIMITED
Dyers and Finishers,
of Manchester, Eng.



WEAR THE CELEBRATED



Wolf Brand

Registered TRADE MARK.

UNSHRINKABLE UNDERWEAR

THE VERY BEST IN MAKE, STYLE AND WEAR. CAN BE HAD FROM THE LEADING WHOLESALE HOUSES.

RETURNED
JUL 11 1904
Cut Book 20
Page
City.

THE WOOLNAP TRADE MARK

UNSHRINKABLE

WINTER UNDERWEAR

At last one is able to buy heavy, pure wool Underwear, which is Non-Irritating to the Most Tender Skin.

WOOLNAP is also made in double-body shirt with double-seat drawers.

Carried by Leading Wholesalers.

The W. R. Brock Company, (Limited)

87 Front St. West, opposite the Queen's Hotel. **TORONTO.**

Staple Department.

Perfection White Wool Blankets, 60 x 80 and 64 x 84, at prices that cannot be repeated.

Grey Blankets, Prairie, Medium, and Atlin, to retail at **25, 35** and **40cts.** per lb.

White Cottons. 4 Specials, being late deliveries of orders placed before the advance in prices.

Extra Heavy Drills. 500 pieces, 32-in., Blue and Black Grounds, Spots and Stripes choice patterns, 20% below present value.

Printed Moleskins. 300 pieces, Light, Heavy and Extra Heavy, to retail at **15, 20** and **25cts.**

Denims. Blue, Black, and Slate, Gold and White Backs, heavy quality, to retail at **20** and **25cts.**

Bolton Sheeting. 8/4 Unbleached Twill, at old price.

S15 —Reversible Wrapperettes, 28-in. - - - to retail at **10cts.**

55 —Domestic Wrapperettes, 29½-in. - - - - - " " **12**

S40 —Plain Saxony, 32-in., fine and heavy, - - - - - " " **12½**

LB1 —Cotton Knicker Suiting, 28-in. - - - - - " " **12½**

Heavy Striped Crepe Toweling, 18-in. - - - - " " **10**

Bleached Damask Napkins, - - to retail at **$1.25, 2.00, 2.50, 3.00.**

JB44—Cream Damask Tabling, 60-in. - - - - to retail at **35cts.**

M133—Glass Toweling, 23-in - - - - - - - " " **10**

54 —Natural French Canvas, - - - - - " " **15**

CW1 —Black Cotton Italian, 54-in. - - - - - - " " **50**

H105 —Beatrice Serge, 54-in. - - - - - - - " " **75**

THE W. R. BROCK CO., LIMITED

87 Front Street West, opposite the Queen's Hotel,

TORONTO.

Dress Goods Department

"Hucar" Black Cord-de-Soie, the most popular black dress material, and confined to ourselves for Canada. 7 qualities, to retail from **50 cts.** to **$3.00.**

Black French Voiles,			to retail from	**$0.50**	to	**$1.25**
"	"	**Etamines,**	" "	**0.50**	to	**1.25**
"	"	**Eoliennes,**	" "	**0.75**	to	**1.50**
"	"	**Satin Stripe Etamines,**		**2.00**	to	**3.00**
"	"	**Satin Stripe Twine Cloth,**		**2.00**	to	**3.00**
"	"	**Silk Spot Cord de Chene,**		**2.00**	to	**3.00**

Woolen Department

Fancy Worsteds and Scotch Tweed Suitings, Stripes and Checks, in Greys, Browns Greens, etc.

Venetian Worsteds, Black and Blue Twill Worsteds, Black and Blue Serges, Cheviots and Dress Worsteds in all the different weaves.

Fancy Worsted and Scotch Tweed Trouserings in all the latest designs and colorings.

Ready-to-Wear Department

0487X—Jap. Taffeta Waists, lined body and sleeves, all colors to retail for **$4.50.**

1014—Silk and Wool Vesting Waists, all colors, to retail for **$4.50.**

H566—Black Sateen Skirts, to retail for **90 cts.**

H593—Black Italian Skirts, adjustable band, to retail for **$3.00.**

H517—Flannelette Gowns, White, Pink and Sky, to retail for **$1.00.**

Catalogue sent on application showing cuts of styles of "Her Ladyship" Overskirts with price list and samples of cloths.

THE W. R. BROCK CO., LIMITED

87 Front Street West, opposite Queen's Hotel,

TORONTO.

Hosiery, Glove, Underwear and Fancy Goods Dept.

Negligee Shirts, 100 doz., Standard Cuffs, new patterns, can be retailed at **50** cts.

Mole Pants, to retail at **$1.00.**

Etoffe Pants, to retail at **$1.25, $1.50, $1.75.**

Lumberman's Sox, 300 doz., Men's and Boys', a clearing lot of a mill giving up business.

Boys' Fleeced Underwear, Stampede and Champion, at same prices as end of last season.

D. Men's Striped Fleeced Underwear, to retail at **50** cts.

Men's Sox, Plain and Striped, Siberia, Alaska, Colproof, New Scotch, Yukon, Volga, Zebra, Soo, Algoma, Moscow, to retail from **15** to **50** cts.

Sox to retail at 25 cts.—A250, **Blk. Rib. Cashmere,** with mending. A240, A270, **Heather Rib.,** with mending. A210, A270, **Rib. Blk. Worsted,** with mending.

Gilbert. Grey Covert Waterproof Coat, to retail at **$2.25.**

Cashmere Hose.

New Cairo, 98, 222, 111 and other special numbers at old prices.

Little Darling, in ½ dozens, sizes 4 to 6, cream, black and cardinal.

Ladies' Vests, 50 cases Mill seconds, white and natural, at special prices.

Ladies' Golf Jerseys, plain and fancy, to retail from **$1.50 to $6.00.**

Saxony Wool, 5 x 5, all colors, can be retailed at **10** cts. The cheapest Saxony in the trade.

Carpet Department.

Tapestry Carpets, a good range of patterns, to retail at **50** cts., purchased before the advance in prices.

Brussels and **Velvet Carpets,** New Patterns.

Nottingham Lace Curtains, 25 numbers, to retail from **25** cts. to **$6.00** per pair.

White Quilts, 11-4, extra value, to retail at **$1.00.**

The W. R. Brock Company. (Limited)

MONTREAL

For You to Consider.

We submit below a few from each Dept. of the many exceptional values we are showing for Fall, 1904.

Department "A"

MC1—The greatest White Cotton to retail at 10 cents on the market.

C100—Grey Cotton. This line fills the universal demand for the "best possible" to retail at 5 cents.

200—25-in. Union Flannel; a leader, that can be retailed as such, 2 yards for 25 cents.

SX3—26-in. Saxony. Can be retailed for 8 cents with an extra profit. A line that makes people think.

Department "AX"

SJ4—Reversible Flannelette to retail at 10 cents.

J058—Black Sateen; the greatest "profit-getter." Any retailer can buy to sell at 25 cents.

"Canada"—A 20-in. Linen Crash. The retail merchant can astonish his neighbors by selling this line for 10 cents.

"Tyrone"—An 18-in. Brown Crash that fills the retail want for a ten-cent line with lots of profit.

Department "B"

"Coronation" Peau-de-Soie. Retails *itself* at $1.00.

—Black Satin 22-in. ***yarn dyed.*** One of the very few in the market that can be sold for 50 cents. retail.

025—Black Taffeta in 25-yard pieces. Special value to retail at 50 cents.

TH52—Black Eolienne to retail at $1.00.

WM2—Colored Wool Satin Cloth; complete range of shades; extra value to retail at 50 cents.

S73—36-in. Spot Lustre for blouse purposes to retail at 35 cents.

3000—35-in. All-Wool Colored Cashmere to retail at 25 cents.

AX—"Sunbeam" Velveteen cannot be beaten for a 50-cent retail line.

THE W. R. BROCK CO., LIMITED

MONTREAL.

Department "H"

R22 "Ravenswing" Italian. Retail merchants' favorite for a 50-cent line.

TBI—16-oz. Black Satin Dress Worsted to retail at $1 25. The most successful line in the department.

—¾ Job Tweeds: a few hundred pieces to retail at 50 cents.

Department "D"

Ingrain Carpets—Yard wide, fast colors, thoroughly scoured, to retail at 35 and 50 cents.

Wool Carpets—Yard wide, fast colors, thoroughly scoured, to retail at 65c, 75c. and $1.00.

8 4 & 16 4—Scotch Linoleums, new goods, selected patterns, most reliable makes, to retail at 50 cents.

6/4 Derby Furniture Coverings, all leading shades to retail at 50 cents.

11/4—White Honey Comb Quilts, full size, A1 value, to retail at $1.00.

Department "F"

Combs—A complete line of the latest styles in pompadour, side and back combs, to retail from 10 to 25 cents each.

Belt Buckles—Complete range of new designs in belt buckles, to retail at 25 and 50 cents.

Belt Buckle Sets—An assortment in cut steel, gilt, silver and oxidized, to retail at 25, 35, 50, 60 and 70 cents.

Department "G"

Camel's Hair Jackets,	to retail	**$5.00** up.
Frieze Skirts	"	**2.25** up.
Vicuna "	"	**4.50** up.
Black Sateen Underskirts,	"	

Specially designed for The W. R. Brock Co., Limited

Canvas Blouses,	to retail	**$2.25** up.
Flannelette Blouses,	"	**.50** up.
Misses' Skirts, all sizes.		

THE W. R. BROCK CO., LIMITED

MONTREAL.

Department "E"

Just received a large assortment of **White Mercerized Damascenes** and **Basket Weave Vestings** and Blousings to retail at 20 cents per yard and upwards.

Also Plain and Fancy Muslins, varied styles, in all prices.

Laces and **Embroideries**—One of the largest and most varied stocks carried in Canada. One can find all the newest novelties as they come out.

Ribbons and **Trimmings** here again. We carry all the leading makes and styles, and would call special attention to our 330 quality of Taffeta Ribbon which we carry in all widths from ½-in. up to 4½-in., to retail at 15 cents up to 25 cents per yard.

Ladies' Neckwear—We make a specialty of and carry all the newest novelties in Swiss Embroidered, Foreign and American makes. We would specially call attention to our cheap embroidered Turnover Collar, to retail at 10 cents a-piece.

Knitted Wool Goods of every sort daily arriving now for Fall business. Ladies' and Children's Mitts, Bootees, Infantees, Gaiters, Clouds, Hoods, Polkas and Jackets, in all the latest styles. We would specially call attention to our range of new Knitted Wool Shawls, the largest and best selected range to be seen anywhere to retail 50 cents upwards.

In Ladies' Golf Blouses we would call attention to our very large range which is selling very freely. Another line selling fast, and which we challenge competition on, is our **Camels' Hair Tams,** to retail at 40 and 50 cents each.

THE CANADIAN
DRY GOODS REVIEW

VOL. XIV. MONTREAL AND TORONTO, JULY, 1904. No. 7

THE TARIFF CHANGES.

Opinions of Interested Business Men.

IT is only from the heads of firms, men who have made a life study of the conditions in their own branches of trade, men whose success depends upon their knowledge of what is and should be, whose ideas are based upon personal experience and first-hand information, that a reliable estimate of the effects of the recent changes in the tariff can be obtained. It is with a knowledge of this fact that The Dry Goods Review has interviewed a large number of prominent firms whose business will be affected.

The opinion is general that Mr. Fielding has taken a step in the right direction, but the impression is widespread that combined with this there has been a carelessness of detail, and a too limited investigation of conditions, that unnecessarily injures a number of business men.

The woolen manufacturers are thankful but not satisfied; the clothiers are displeased, and the wholesale woolen men and cloak makers have definite complaints. The men's cravat manufacturers appear very little interested, while the china importers are pleased. The dumping clause is treated as an effort to stop an evil, but various opinions are expressed as to its efficacy. Nothing definite can be said on this point until it is seen what schemes foreign manufacturers can devise to evade the tariff, and how the machinery of the Customs' Department can be made to enforce the regulations. There is also a great deal of uncertainty as to the application of the alterations. Cloak makers are divided as to whether the 30 per cent. minimum tariff applies only to piece goods or to all woolen goods with the exception of those mentioned in the budget speech. This point is easily settled, however, by referring to tariff item 391, which includes both cloths and clothing.

A complaint is made by the manufacturers of yarns that they are not protected by the new clause. Considering the fact that they have had energy enough to establish these mills in the face of as many disadvantages as the cloth manufacturers labor under, they think they should have been treated just as well.

Montreal and Toronto are putting different interpretations on the china and porcelain clause, the former applying it to tableware only and the latter to all china and porcelain.

All these difficulties are urged by the dissatisfied as proofs of too little attention to details, and of the ignoring of the advice of business men. At the same time allowance is made for the enormity of the task which Mr. Fielding had to perform, and the obstacles which he must have met.

Let the men affected speak for themselves.

WOOLENS.

John Dick, of the John Dick Co., Toronto:

We should have had 35 per cent. clear over and above the preference. This increase of 6 2-3 per cent. is in reality only about 5 per cent., since freight and other charges must be considered on the price of goods. Still we are grateful, and although not entirely satisfied, it is a step in the right direction. It will be a boon to us, but is not sufficient to encourage further investment in the woolen industry; and that is what Canada should have. The farmer sees these goods manufactured and wonders why he can't have an outlet for his wool in a near-by mill. A greater percentage of the money employed goes into Canadian pockets from the woolen industry than from any other, since from first to last the material and manufacture is a Canadian product. The change will mean little to clothiers—only about 10c a suit. It may add a dollar to King street tailors' prices, but it is the clothier clothes the country. With the possible exception of a few mills engaged on special effects, the industry will not advance.

J. Muldrew, of Mickleborough, Muldrew & Co., Toronto:

The tariff changes on woolens reveal a hurried preparation not supervised by men in close touch with the woolen market. The tariff is increased on a vast amount of goods not made in Canada, and this is obviously unfair. Why should the Government do this? They show a large surplus, so it cannot be that they need the increased duties. Then, too, I have not only bought my goods for next season, but have sold them. I have not yet received them, and if this tariff is not postponed for a couple of months I will lose the seven per cent. It strikes me the whole affair is very crude at the best. The delay in enforcing the German surtax should have taught Mr. Fielding the necessity of a similar delay here. At any rate the 6 2-3 per cent. will not affect the Canadian mill a great deal. They, no doubt, manufacture the best goods in the world up to a certain limit, and if they made the goods I want I would sooner get them here than elsewhere, but if the consumer favors English goods he will still buy them. I want the best goods at the best price, and must cater to the public demand. The tariff should have affected only such goods as are not made in Canada.

This would have meant a staff of experienced appraisers, but that is only just in any case. Blacksmiths, grocers and butchers would find no place as appraisers.

B. B. Cronyn, of the W. R. Brock Co , Toronto:

I can't see the justice of a higher tariff on dress goods such as are not made in Canada. The greater part of our stock in this line must come from abroad, accordingly we suffer and no one benefits.

C. A. Calkins, of The Merchants Mantle Mfg. Co., Toronto:

The increase in tariff will help our woolen manufacturers very little, as we cannot hope to compete with the British mills. There they turn out hundreds of rolls of one pattern to one in this country; the entire industry is divided into sections, and each stage is done by a mill of specialists. There is the spinner, the weaver, the dyer and the finisher, and each works separately. In this country one mill must have experts in every branch, so that one is sure to be weak in some point. Here employes go to the States when mills are quiet; in England they simply go from one mill to another and are not lost. This 6 2-3 per cent. is a protection on the manufactured goods entering this country. Why should we pay 35 per cent. or 47 per cent. on the same silks as are imported by men's neckwear manufacturers at 10 per cent ? The Government knows nothing about the cloak industry. When the 1897 and 1898 tariffs were formulated cloak making was unknown in Canada, and even now everything in this line comes in under the heading of clothing. The importations of foreign goods will not be lessened at all, as they are what our customers want.

R L. Davidson, of John Macdonald & Co.:

It is grossly unjust to make us pay more on dress goods that are not made in this country. Linings, too, are not competing with Canadian-made goods.

John S McKinnon, of S. F. McKinnon & Co , Toronto:

There is perfect unanimity between the cloak and woolen sections of the Manufacturers' Association in thinking that the new tariff should not come into force until September 1, applying only to goods ordered before June 7. If we are not granted this we lose 7 per cent. on all our sales. Travelers have been out since March 15, and almost all our orders are in, but the goods have not yet arrived. Much of the cloth used in cloaks comes from Germany, and the duty on this has not been touched, making the surtax only 17 per cent. higher than on English goods. It is likely that Mr. Fielding will allow us time on our orders given before the budget speech.

W. R. Johnston, of W. R Johnston & Co. Toronto:

It simply means we have to pay 6 2-3 per cent. more for our cloth. That will be 25 to 50c on a suit. It may mean we will have to buy a little more of Canadian cloth.

W. L. Alley, of the Consolidated Cloak Co., Toronto:

It is not exactly fair to us as it favors the importation of manufactured cloaks from Germany, whose tariff has thus been practically lowered. I don't think it will send us to Germany to buy our cloths. We will have the advantage of German goods this year, however, since the coats are to be tight, and as ours are tailor-made they will prove more satisfactory. It is unfair unless the time of receipt of goods is extended. The German excels in kerseys and beavers, and some cloth must be got there, but as a rule we buy in England. What we use is not made here, and yet we have to pay higher duty on it.

K. A. Nisbet, of Nisbet and Auld, Toronto:

It is a step in the right direction, but does not go far enough. Still we must consider the difficulties in the way of Mr. Fielding in his collection of reliable information to assist him in moulding the tariff. Unprejudiced men look on the change as good, and are reasonable about it. All that Canada needs is protection of this kind to enable her brains and ability to display themselves. We have both and are only looking for a chance to use them. I give Canadian goods the preference, but have found the unreasonable prejudice of many a Canadian tailor my greatest opposition. Before the preference 75 per cent. of our stock was Canadian-made, but afterwards it was not over 25 per cent. Let us become manufacturers and we have a bright future.

W. M. McCausland, of the Continental Costume Co , Toronto:

From what I can make out this means that English-made goods will come in at 23 1-3 per cent., while we manufacturers pay 30. This is a moot question. Almost all the manufactured goods are, however, imported from Germany. We will not buy our goods on the German market in spite of the lessening of the difference by 7 per cent. between English and German goods. On one entry of goods this morning this increase meant $84. The woolen men should have had a higher protection.

The Humphrey Clothing Co , Moncton, N B.:

The old tariff bore so hard on us as woolen manufacturers that in order to do business we found it necessary to go into the manufacture of clothing from our own cloths, in order to be in a position to go to the consumer with our goods. The increase of tariff, we feel, will be an advantage to us as woolen manufacturers, and no injury as manufacturers of clothing.

C. B. Lowndes, of the Lowndes Clothing Co., Toronto:

By this tariff goods not made in Canada are protected. There is a great number of cloths we must use, not made here, such as serges and blue and black worsteds, and yet we must pay 7 per cent. more for them. It will raise the price of all kinds of goods to clothing manufacturers while doing little good to the woolen manufacturer. At least it won't influence us in buying in different markets from those which we have patronized. Here is the Government protecting an industry of $7,000,000 at the expense of one of $28,000,000. Scarcely reasonable, is it ? I think the Minister might have extended the time for receiving goods, as it could not affect Canadian mills. The orders are already placed and must be taken. It would have been a different matter had the changes been made March 1, as heretofore, since that would have been just before she season commences. As it is the business is practically finished as far as our sales are concerned, and yet we have not received our imports.

John W. Peck & Co., Winnipeg :

Any effect which the recent tariff changes might have on the clothing business will certainly be an unfavorable one. There was to our mind no reason whatever for the change made, the Government having been "buncoed" into making it. It it were made with the view of "protecting Canadian labor," which is the usual pretext for such changes, what about the case of the garment workers ? These, we think, are much more numerous than the employes of the woolen mills. The product of the woolen mills is the raw material of the clothing manufacturers, but whilst the duty is increased on this raw material no increase has been made on the duty of the finished garments. We are not, of course, asking for, or suggesting, an increase in this duty, we only point out the inconsist-

ency and the want of method which prevails and characterizes these tariff changes. It does seem a little absurd, too, that just when some item of the preferential tariff permits some line of British goods to be more fully imported than previously, it is promptly so readjusted as to again discourage importation.

P. Garneau, Fils & Cie:

We have no objection to put forward re the tariff changes, except the temporary loss and inconvenience to the wholesale trade, caused by the fact that orders have been taken on many lines of imported woolens at prices based on the old tariff, and these goods, arriving after the 7th of June, have to be delivered to the customer at those prices, although they are entered at customs at the advanced rate, entailing a loss of 6 2-3 per cent. to the importer. It would seem equitable that some provision be made to protect the wholesale trade against this loss by an extension of time on goods ordered bona fide before the 7th of June, provided that adequate safeguards be found to prevent this privilege being abused.

W. Harris, Harris & Co., Rockwood:

We think tariff changes quite necessary to keep out low qualities in woolens, that in appearance displace good lines made in Canada. We work hard to keep our mill going. Were we larger, we would no doubt have felt more the need of a change. Mr. Fielding is to be commended for bending to the wishes of the woolen manufacturers.

An Eastern Firm:

We do not believe that it is possible for any one to say whether the change made will be of any benefit to the Canadian woolen mills or not. There are doubtless very large stocks of imported goods in the Dominion which it will take time to consume, and if the change made is sufficient to stimulate the woolen trade, it will not be known at least for six months or a year; at least, that is our opinion. Whether the change will have the effect contemplated by the Government remains to be seen. During the last two years our company has experienced considerable difficulty in marketing its goods in large centres like Montreal and Toronto, where it has been brought into direct competition with Old Country manufacturers. Our goods, however, have a special name, and there has been a reasonably fair demand for them. The competition, however, has been such as to compel us, in order to compete, to reduce our prices where it left little profit to the mill.

The 7 per cent. additional is a move at least in the right direction. Whether it is sufficient or not, time will tell.

Leslie Gault, Gault Bros. Co., Limited, Montreal:

Naturally a Government cannot frame a tariff to adequately meet everyone's needs, and in this connection the wholesale woolen trade have called attention to the loss they must suffer owing to lack of warning being given of the course events were taking in that direction. Immediately after Mr. Fielding's budget appeared we had to pay the extra 6 2-3 per cent. on British woolens, which had been sold to the retail trade without this in view. This extra duty has entirely wiped out our profit and we are delivering goods to-day at almost actual cost. The Government has been interviewed by the Wholesale Manufacturers' Association in this connection, and we all await the outcome. Personally, I believe we should be exempt from the extra duty till say August 1 or September 1 on all orders placed with British houses before the passing of the new law.

As regards the effect upon the Canadian woolen industry, I do not think the duty high enough to adequately protect the languishing woolen industry.

It is a hard matter to prevent dumping, for we as business men are going to buy where we get the best value, no matter what our sentiment may be. It seems that the proposed duty on goods at their market value in the United States and other countries may be avoided by the manufacturers there selling a few cases at the price they propose to slaughter them in Canada for, thus securing their entrance into Canada at that price as a basis on which duty must be paid. Undoubtedly a higher all round protection would minimize this.

The lowering of the duty on silk used for the manufacture of neckwear will undoubtedly protect us from the inroads of English manufactured goods, and will augment the manufacture of such goods. As all manner of silks, however, can be used for this class of manufacturing, there will be some trouble, especially in small centres, where the Government can't keep a close watch as to the purpose for which the silks are to be used.

R. Brock, The W. R. Brock Co., Limited, Montreal.

The condition of both the cotton and woolen industries is the best criterion whether more protection is needed. In regard to the increase of 6 2-3 per cent, making the British duty 30 per cent., it hardly seems enough to put them in a flourishing condition. The importers of woolens in this connection have, of course, suffered, and we are not yet in a position to say what the outcome will be. A still further protection in both cottons and woolens seems needed if those industries are to flourish. The notice about the dumping clause sent to us seems very ungrammatically worded, but I believe if it can actually be carried out it should be effectual in lessening the practice.

The President of a Large Jobbing House:

Very little seems to have been done, and that only in a half-hearted way. Naturally we prefer to buy from Canadian manufacturers, but for business reasons are obliged in many lines to turn to foreigners. To make effective any effort to foster the woolen industry, instead of our 30 per cent. duty we should have an all round duty of 45 per cent. at the least.

As regards dumping, it is good business for those across the border to give us their surplus at a loss and unless higher protection in the way of perhaps an all round 45 per cent. duty is given it is hard to see how it is to be prevented. This dumping legislation will be evaded in many ways.

R. C. Wilkins, Montreal:

If the Government is satisfied the woolen men need more protection they should have given them enough to make it worth while. I think it would have been better if they had advanced the duties on woolens to 45 or 50 per cent., and let the 33 1-3 per cent. preference stand. As it is now the reduction seems to be against Britain alone, while practically no change is made against other countries.

What you call the dumping clause seems to me to be almost impracticable. The customs' man in Montreal may apply the new law to an invoice from New York, while his fellow officer, say in St. John, may let the goods go through under the ordinary tariff. This would make it hard for the Montreal wholesaler to do business in the Maritime Provinces. The whole thing seems to be left to the discretion of the customs' officers, and they

may differ widely in their views. I think the only safeguard is to put a specific duty on all the goods, in addition to the ad valorem duty.

BRITISH AND AMERICAN OPINION.

There are many representatives of American and British houses in Canada who are besieging the jobbers with reference to the recent tariff changes affecting the wholesale dumping of American goods and the importation of British woolens. The Dry Goods Review was in conversation with a representative of a British woolen house, who remarked: "The recent addition to the woolen tariff will affect us very little, as in our line of goods the Canadians have as yet made little progress. We give a finish to cheap woolen goods which they can't seem to duplicate. Anyway, the addition is so slight we believe it will cause no serious falling off in British woolen importations. An American traveler thought the "dumping clause" couldn't be properly interpreted, and would require experts to do so. He said: "It will necessitate the employing of experts in every foreign country to ascertain the proper price on which a duty must be levied."

COTTONS.

R. R. Stevenson, Stevenson, Blackader & Co., Montreal:

The reduction of the preference and the action taken by the Government in the matter of "dumping" is a step in the right direction. We asked for a very moderate advance in the duty—for 6 2-3 per cent. on English bleached and colored goods—which would mean from 3-8 to 1-2c per yard. On goods coming from fereign countries, we asked 10 per cent. The cotton mills in Canada have closed down for a few days from time to time on account of the great importations of cottons from Great Britain under the preferential tariff, and two Canadian mills have lost quite a large number of orders on account of the dumping into this market of English white shirting, which is not as valuable to the consumer as our own.

As to the dumping clause, it is to be hoped that now that the Government have taken the matter up seriously, they will place a few men in the United States to see where these slaughtered goods come from. Perhaps the eyes of the customs officers would be opened wide if they knew exactly where the goods were manufactured, as it is hinted that quantities are made in the penitentiaries.

I do not believe the present regulations of the Government will be of any use whatever to the dry goods trade.

James Morgan, Manager of Henry Morgan & Co.'s, Montreal:

I regret that tne Government has seen fit to reduce the preference on British goods. Great Britain deserves all the preference we can give her, and I would prefer to see the tariff advanced to 45 per cent., and still retain the 33 1-3 per cent. off in favor of Britain. though in principle I am a free trader. I am a firm believer in Mr. Chamberlain's trade policy, and think that the greater preference we can give to the Old Country, the more we will be strengthening his hands, and help to bring about the condition of affairs between the Mother Country and the colonies for which he is working.

As to the measures taken to prevent what we call dumping, it seems to me that it would be pretty difficult to overcome. Except in the case of certain branded goods or special lines, it would be next to impossible to establish a case of dumping. Very often a buyer here can go to the United States and on a large purchase obtain a better price than has been given to an American buyer. But in cottons, for instance, which I suppose was chiefly aimed at, no doubt the Canadian manufacturers should be given some aid, though when the tariff is made too high, and things look too prosperous for the manufacturers, the consequence is that the public get an inflated notion of the business; factories spring up here and there, and then comes the crash—for which the Government is always blamed.

A Large Cotton Manufacturer:

To meet American competition in some lines it is necessary to sell very close, but we are more than holding our own. I am an advocate of higher protection, and believe it sound business to foster industries which give employment to hundreds of Canadian workingmen, and furnish a ready home market for our farmers. The measure seems only half-hearted, and it looks as if the Government were awaiting the result of the election before anything radical is attempted.

MEN'S NECKWEAR.

J. W. Woods, of Gordon, Mackay & Co, Toronto:

The increased duty on dress goods, linings, etc., is unfair, as is the putting into immediate effect of the changes. As far as I can find out the clamor for lower tariff on silks for men's neckwear has been confined to one or two who have been losing money. As a general rule the manufacturers were satisfied and would have preferred no change. They will find that it will only injure them, as it will encourage competition. The ladies' neckwear and men's neckwear industries overlap so much that the former will be manufactured more extensively in the latter factories. The scheme for protecting the men's neckwear makers will encourage misrepresentation.

E A. Taylor, of the Ontario Neckwear Co, Toronto:

The ladies' neckwear manufacturers should have had the protection as well as those who make men's. We are laboring under precisely the same difficulties, but they came more into notice during the surtax excitement on account of their getting more fabrics from Germany. We obtain ours in Switzerland and France, and were not affected by the surtax. The silk waist makers also need the protection as much as those who got it. The only difference between much of the silks we handle and what they use is that ours come mostly in 19 to 21 inch widths, and theirs is 24 inches.

T J. Wardell, of the Men's Furnishing Branch of the Ontario Neckwear Co.:

In my opinion the duty should have been raised on the manufactured goods instead of lowered on the fabrics. As it is now it will in all probability induce many new mills to start. Small men can go to New York and buy these goods in the proper widths and it will mean a lot of local competition. Most of the imported goods come from England, so that we are only 13 1-3 per cent. better off, and the wholesalers say they will still buy in England.

H. J. Caulfeild, of Caulfeild, Burns & Gibson, Toronto:

I haven't had much time to consider the effects of the lower tariff, and it does not concern us much as yet, as we have not been manufacturing since the fire. It is a good thing, however, as far as I can see, since there was

a quantity of goods imported under the preferential tariff that was not of British make.

W. A. Denton, of John Macdonald & Co., Toronto

The changes in the tariff will make no difference to us as to where we get our neckwear. There is, at any rate, little imported in this line.

G. F. Watson, of E. & S. Currie, Toronto

Personally I have always been opposed to a lowering of the tariff, and have talked against it. Since the fire, however, I care nothing about it in any way, as the evils that may result are rather offset at the moment by the fact that we will get our new stock more cheaply. It will mean nothing to us, however, as the customer will get the benefit of it. There is almost no imported goods, and the lower duty will leave a large opening for dishonesty, and arouse competition.

F. P. Evans, of Ladies' Wear, Limited, Toronto:

We did not wish any further protection. It is likely that the change will give rise to the manufacturing of neckwear by large retail houses. If it does we can look for some evasion of the regular tariff on silk fabrics. The competition will be more keen. At one time I was travelling in Australia, and found in Melbourne and the surrounding colony, with a population of less than a million, ten manufacturers of men's neckwear. They were protected by a tariff of 38½ per cent., and ties were being sold there at about half the price we could sell them at. Nobody made money but the consumer.

W. W. Doran, Dominion Suspender Co.:

In regard to the action of the Government in reducing the tariff on silks for necktie purposes to 10 per cent., we objected to this reduction for over a year, sending letters and petitions to the Government. Our personal opinion is, that it is an unwise action on the part of the Government, as it leaves the matter open to a good deal of fraud.

There are many shrewd business men among the wholesale dry goods and men's furnishing houses, manufacturers of umbrellas, ladies' shirtwaists, etc., that will see a great opportunity for entering into the manufacturing of neckwear, for the sole purpose of getting in silks at the low rate of duty. To our mind, they would be very foolish if they did not start a branch of this kind in their regular establishments. The effect would be that all legitimate manufacturers of neckwear would feel the competition very keenly, as these small sideshows could afford, and would sell at cost and less. However, we will go on manufacturing as long as we can, and when we cannot make a legitimate profit, we will close up our business. Personally, we advocated an increase, either ad valorem or a specific duty on manufactured neckwear.

CHINA AND PORCELAIN.

R. W. McClain, of Gowans, Kent & Co., Toronto

The duty on china and porcelain is reduced from 20 to 15 per cent., and we are perfectly satisfied. It injures no one in this country and the consumer will get the full benefit of it. The greater part of our goods is bought in England.

J. S. McMahon, of McMahon, Broadfield & Co., Toronto:

I am inclined to think that the recent changes in the tariff will not have any appreciable influence in so far as the greater preference on china and crockery manufactured in Great Britain is concerned. The price to the importer remains unchanged as well as that on package, freight and insurance, all of which are considerable items. This means that the retail dealer will pay perhaps one-half per cent. less for English staples than heretofore. Owing to the possibility of the lines of British china to which the new preference refers being restricted as a result of the ambiguity in the reading of the clause, it is not unlikely that even the small reduction of one-half per cent. may be further reduced. The only condition under which the change in the tariff will be noticeable is that the preference applies to all china and crockery, etc., manufactured in Great Britain. This 5 per cent. is nothing but a "big handle" to offset the increased duty on English woolens.

E. W. Klotz, Manufacturers' Agent, Toronto

The new tariff will undoubtedly tend to increase importations of china, etc., from Great Britain, and to a certain extent to reduce receipts of German goods, although for years now the bulk of the trade has been supplied by British makers. Where the change will be most noticeable will be in fancy lines, in which Germany has led in spite of the duty of 40 per cent. Englishmen have still to learn the art of manufacturing cheap novelties. Any actual increased consumption of English staples in Canada will not be so noticeable as a probable increase in the sale of English novelties as soon as the English manufacturer can compete with the German.

THE TAILORS.

Tailors who import clothing are unanimous in saying that the 6 2-3 per cent. will not deflect their trade at all. The class of goods they import is not manufactured in this country, and is demanded by their customers, so that even if they are forced to charge a dollar more for a suit it will not lessen their importations in the smallest degree. In fact the increased cost to them on the material for the average suit will not be more than 50c. To the class of trade to which they cater the increased expense will be a small consideration as far as turning their taste to Canadian-made goods is concerned.

Several letters have been written to Mr. Fielding suggesting changes, and many deputations have waited upon him. To all his answer is that the subjects commented upon will be considered. It is altogether likely that some of these will receive a favorable reply. A deputation consisting of Messrs. J. W. Woods, president, J. D. Allan, vice-president, and F. G. Morley, secretary, sent by the Toronto Board of Trade, waited on the Minister to discuss the advisability of extending the time of entry of goods, and to point out the apparent injustice of favoring men's over ladies' neckwear, and of increasing the duty on such woolens as are not made in Canada. An answer has not yet been received.

NOTES.

There seems to be some confusion among the jobbing trade as to the exact interpretation of the "dumping clause" in the recent tariff changes. In this connection a meeting of the Montreal manufacturers and jobbers was held at the Windsor Hotel, Monday, June 27, to come to an understanding. The meeting was private but it is learned no two expressed the same view. Later a deputation waited upon the Montreal collector to ascertain his views.

* * *

Some changes have been proposed by Mr. Fielding since the writing of the previous portion of this article. The new tariffs are not to go into effect until August 31, on goods bought before June 7. The privileges of the low tariff on silk for men's neckwear have been extended to silks for ladies' neckwear. The changes on china and porcelain are interpreted to mean "tableware of porcelain, china or other white clay." The delay in the date of enforcement will be good news to importers.

* * *

Mr. B. Tooke, of Tooke Bros., Montreal, who took in the matter, expressed himself in strong terms of disapproval against the Government's conduct. He said that he could not understand why a Government would remain quiet after the Finance Minister himself had said that he was not satisfied with the tariff. This was some years ago. At the time that clause (1604), giving us protection in cottons at fifteen per cent., was introduced. Though a good while ago, nothing has ever been done to make the matter right.

PARIS FASHIONS

By A. E. DACAM, for "Dry Goods Review."

Silk Apparel in Favor—The Mode in Linen Costumes—Daring Blending of Colors on Hats.

THE craze for silk apparel is upon us, and seems likely to have come to stay; thanks to the ingenuity of the silk manufacturers, the range of choice is wide—from the stiff and formal "stand-alone" that delighted the hearts of our mothers, to the light and frivolous oriental, so becoming to the Parisiennes, and which their dressmakers know so well how to manipulate. It recalls the period of the second empire, at the beginning of the nineteenth century, when silk was used for everything in the way of a smart woman's wearing apparel, and up to 1870, when the Empress, by her own example, authorized the use of serge and cloth for country costumes during the hunting season at Compiegne, and even then, although the skirt was of cloth, there was an overskirt or draping of silk, matching the bodice.

* * *

The taffeta tailor-mades have proved a great success. These are generally made in plain colors, with the skirt very full, without, however, the "volouts" and frills used on lighter silks, although a narrow "ruching" of the taffetas might be taken round the edge. The little bolero, fastened into a waist belt, is trimmed with a vest or yoke of lace or embroidered lingerie. The Louis XV. adapt themselves very readily to the taffetas, and are very becoming to a stylish woman. Foulards also have been revived, and are very light and soft. A white foulard with silver spots is very pretty. The skirt is made entirely of small frills, and the bodice is trimmed with the same frills, but rather wider, and held in place at intervals by small bows of green velvet and a Strasse buckle. The elbow sleeves to correspond are finished with a "sabot" of linen and Louis XVI. bow. A high waist belt fastens at the back with three Strasse buckles. Worn with this chic costume is a Gainsborough of fine "paille de riz" trimmed with two long black and white feathers.



Sketch No. 1.

Amongst other silk fabrics "a la mode" are etamine, voile, tusor, plumetis and a satin de Bengal is very pretty. Many of these silks wash as well as cotton, and are thus rendered very serviceable. A crepe de cotton in supple, delicate tones is being worn, and this is really much prettier than the name would lead one to realize. I have seen a very pretty gown in this—several shades of pink poppies on a white ground.



Sketch No. 2.

* * *

Linen costumes are being much sold for both town and country wear, and these, for the more dressy occasions, are trimmed and trimmed again with entredeux, embroidered lingerie, and valenciennes—also the embroidery anglaise has lost none of the public favor, and is used just as well for an entire gown as for blouses and chimisettes. Lace of all descriptions is a great feature in this season's dress, and the old-fashioned lace fichus and scarfs of our grandmothers are brought out and worn "telle que" in an artistic manner, or otherwise, accord-

ing to the owner's taste. A rather pretty idea is to have a plain scarf of muslin just thrown very loosely round the neck with a decolte gown for concert wear; this is also a slight protection against draughts.

* * *

The blending of colors on hats is very daring, and only a Frenchwoman could wear them without the effect being exceedingly "criard"; as it is, the gown and sunshade to go with them have to be very carefully chosen, and the "Pompadour" parasol, which is also in favor, must be left at home for a future occasion. The large art-shaded roses are very beautiful, especially such shades as "hanneton," "criniere-de-lion," cigare and all through the scale of browns. One of these large roses, with three or four leaves and a drapery of tulle, is enough to trim a picture hat; the tulle would be caught at the back and the ends allowed to hang free or brought round and twisted under the chin, and thrown again over the shoulders. A high-crowned hat has the hard outline taken away by means of two mousseline-de-soie frills round it. For theatre wear the lace veil is worn as a drapery for the hat, falling a little below the brim, to give a soft shade to the face, and at the back falling to the nape of the neck—this same arrangement is also worn at garden parties and fashionable outdoor meetings.

* * *

No. 1 sketch is a very dressy bolero blouse, having a lace stole forming yoke at the back and being crossed in front and taken to the edge; this stole has a narrow black velvet ribbon, threaded along each edge; the deep lace epaulettes are edged with a ball fringe. The sleeve is "evasee" and elbow length, from under which is seen a tightly gathered band of mousseline, from which falls a deep lace frill. Most blouses have a wide yoke taken quite across the shoulders, the sleeve proper beginning on a level with the under arm, or if without a yoke, then trimming, in the form of entredeux or tucks, are taken round with often a frill of lace, or on a linen blouse embroiderie anglaise, falling below. The elbow length sleeve for all full-dress occasions is invariably worn, although during the last two or three weeks a few very smart models have been made with the fullness on the shoulder itself, which is quite contrary to the general run of things worn.

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No. 2 sketch is a beige colored cloth cloak, of the style very much in vogue. There is no sleeve proper, but two deep flounces at each side, the upper being fastened to the lower by means of three fancy buttons at each edge, which buttons are repeated at the bottom of the cloak. This arrangement gives much freedom to the arms, but needs to have invisible fastenings to keep the flounce in place; for instance, during a high wind. These beige colored cloth paletots are used for evening as well as day wear.

THE CANADIAN COTTON INDUSTRY.

A REPORT was current among some papers that the Canadian cotton companies had agreed to close down, but a leading official of one of the largest of them informs the Review that there has been no combination of the manufacturers to do so. "The cotton industry is very dull," he said, "and several of the factories are closing down for a few days now and then. It is purely a case of desperation. Whether the helpers like that sort of thing, which allows them to go and pick blackberries whenever they choose, or whether they prefer steady work all year round, may be a matter of opinion, but I rather think if a deputation of the cotton workers would call on Mr. Fielding they would give him some opinions which would be anything but agreeable.

"Stocks throughout the country are much depleted in staple goods, and no doubt the cotton merchants bought more than they should have last year, but it will not be many weeks before they will be clamoring for goods again. It is really wonderful how some reminiscences of the famous circular of the Merchants Cotton Co. are still hanging on to the trade.

"The dry goods department at the customs house is running overtime on account of the huge importations, much of which could be made here with a little support from the Government. A leading banker in Montreal who has just returned from the far west tells me that the population coming in there (which will have to be clothed) will astonish all in a few years. It is a mystery why the powers that be can't see that with plenty of mills running full time there would be a market here for these people better than any export market."

ENTERTAINMENT OF R. McKAY & CO.

TWO special cars carried a merry party, composed of over two hundred of the employes of R. McKay & Co., Hamilton, to the Hotel Brant one evening towards the end of June, where they were royally entertained by the representatives of the wholesale and manufacturing houses in Hamilton and Toronto. Everybody, from the head of the firm to the check girls, was invited, and all accepted the travelers' kind invitation.

Supper was served at 11 p. m., and many toasts were proposed and responded to. The toast, "The Firm, Manager and Employes," was proposed by Richard L. Baker, and responded to by Robert McKay, A. A. McKay and R. L. Smith.

Robert McKay, in responding, spoke of the travelers as good fellows, whether encountered in business or in private. He heartily thanked them for the evening that was being so thoroughly enjoyed by all present.

A. A. McKay followed in the same strain as, to use his own words, his illustrious father. He spoke of how the firm had been always fairly dealt with by the drummers, and thanked them for the outing they had tendered the staff.

R. L. Smith, the genial manager of the firm, responded. He thanked the travelers and also the employes for the good feeling they had always manifested for the firm and himself, and hoped it would always continue.

The toast, "The Hosts," was proposed by Robert McKay, and responded to by Richard L. Baker, Edward Burns and Thomas Verner. They spoke of the courteous reception they always received from both the firm and employes when they called upon them. They always felt at home in the big store, and were glad to know that the business was prospering, as they were sure it would continue to do with such an obliging staff. In concluding his remarks, Mr. Verner proposed the toast, "The Ladies," which was responded to by F. A. Benjamin and D. H. Gibson. The party broke up about 2.30 a. m.

This entertainment was given by the traveling men and manufacturers' agents to the firm and staff, in return for a couple of evenings provided by the firm during the past couple of years, each to celebrate the amalgamation of another store. Such gatherings show the pleasant relations existing between the firm and its employes.

For Fall 1904

The following list will be helpful if you are in need of, or looking for, the **correct styles** and **colorings** in **Ladies' Dress** and **Full Costume Materials** and **Jacket Cloths** for the incoming season :

C200.	54-inch	Tweed,	3	Colorings,	Small Broken Check.
C202.	"	"	3	"	Dark Pin Spot
C204.	"	"	3	"	Dark Fancy Stripe
C206	"	"	4	"	Dark Hair Line Stripe.
C208.	"	"	4	"	Broken Hair Line Stripe.
C210.	"	"	4	"	Broken Knop Stripe.
C212.	"	"	4	"	Speckled Pepper and Salt Style.
C214.	"	"	5	"	Fancy Broken Stripe.
C216.	"	"	5	"	Fancy Mixtures.
C218.	"	"	4	"	Pin Spot with Noil Knop.
C220.	"	"	3	"	Dark Ground with Fine Colored Knop Stripe.
C222.	"	"	4	"	Heavy Knop Stripes.
C224.	"	"	5	"	Knop same color as ground.
C228.	"	"	6	"	Clouded Effect Small Check Ground. Brushed Face.
C230.	"	"	3	"	Fcy. Mixtures, Small Knop Effect.
C232.	"	"	4	"	Similar to C230, with hard finish.
C234.	"	"	2	"	Navy and White, Black and White, Wide Knop Stripe.
C236.	"	"	5	"	Fancy Mixtures, prominent Curl Stripe.
C238.	"	"	4	"	Fancy Clouded Ground, Black Tuft Stripe.
C240.	"	Mantle Cloth,			Black and White.
C242.	"	"	"		Dark Ground, White Spot.
C244.	"	"	"		Dark Ground with Grey Zibeline.
C246.	"	"	"		Grey Zibeline Effect.

Brophy, Cains & Co.

23 Scott Street, TORONTO.

23 St. Helen Street, MONTREAL.

C248.	54 in.	Mantle Cloth,	Black and White Spot, Zibeline Finish.
C250.	"	" "	Black and White, Small Pattern, Zibeline Finish, Check Back.
C252.	"	Tweed, 6 Colorings,	Hewson's Basket Weave Mixtures.
C251.	"	" 4 "	Small neat designs.
C256.	"	Tweed, 2 Shades of Grey Hair Line Jacketings.	
C258.	"	Grey Mottled Zibeline.	
C260.	"	20 oz. Homespun Mid Grey, Dark Grey, Black.	
C262.	"	26-oz. " " " " " " "	
C263.	"	26-oz. " " " " " " "	
C264.	"	20-oz. Blanket Cloth, Cardinal, Grenat, Navy, Black.	
C266.	"	26-oz. " " " " " " " "	
C276.	"	Mackinaw Rainproof in Cardinal, Royal, Navy, Black.	
J172.	40-in.	Tweed, 16 Colorings,	Twilled Mixture.
J173.	40-in.	" 6 "	Small Check Mixture.
J174.	40-in.	" 8 "	Pin Spot Mixture.
J175.	40-in.	" 5 "	Mottled Effect.
J176.	40 in.	" 6 "	Fine Striped Mixture.
J177.	40-in.	" 8 "	Zibeline Mixture.
J178.	40-in.	" 8 "	Fancy Zibeline Stripe.
J180.	54 in.	" 8 "	Mixtures.
J181.	54-in.	" 8 "	Mixtures.
BC30.	50-in.	" 6 "	Self Ground Granite, with Small White Splash.
C268.	54 in.	" 5 "	Coarse Pepper and Salt Style.
C270.	54-in.	" 6 "	Hewson's Basket Mixtures, neat style.
J179.	40-in.	" 8 "	Colored Curl Stripe.
C190.	54-in.	" 5 "	Small White Spot on Self Grounds.
J183.	40-in.	" 5 "	Small Broken Check.
J184.	40-in.	" 5 "	Same style as J183, Brushed.
J185.	40-in	" 5 "	Brushed Mixtures.
J186.	46-in.	" 7 "	Self Ground Basket with White Thread Mixture.
Z578.	44-in.	" 2 "	Navy and White, and Black and White.
Z579.	40-in.	" 5 "	Small Check with White Spots.
Z580.	40-in.	" 4 "	Herringbone Stripe.
Z581.	54-in.	" 5 "	Broken Stripe.
Z582.	54-in.	" 4 "	Mid Colorings, Small Colored Spot.
Z584.	54 in.	" 4 "	Colored Mixtures, Body Combination.

Brophy, Cains & Co.

23 Scott Street, TORONTO.

23 St. Helen Street, MONTREAL.

Z586.	54-in.	Tweed,	1	Colouring,	Broken Pattern, White and Black.
Z588.	50 in.	"	6	"	Self Grounds, Colored Knop Stripe.
Z589.	50-in.	"	5	"	Mixed Grounds, Zibeline Curls.
Z592.	54-in.	"	2	"	Small Black and White Stripe, with Black Tuft.
Z594.	54-in.	"	6	"	Mixed Grounds, with Contrast Tufts.
Z595.	54-in.	"	5	"	Similar to Z594, with Knop Stripe.
Z596.	54-in.	"	6	"	Broken Patterns, with Knop Effect, exceptional styles.
Z597.	54-in.	"	4	"	Wide Zibeline Stripe.
Z598.	54-in.	"	4	"	Irregular Zibeline Stripe, Fancy Colors.
D359.	52-in.	"	4	"	Dark Ground Zibeline Knop Stripe.
M602.	54-in.	"	3	"	Grey Broken Stripe Zibeline.
M600.	54-in.	"	3	"	Grey and Colored Stripe.
W399.	47-in.	"	5	"	Fancy Zibeline Stripe, "Wide."
F18.	46 in.	"			Combed Basket Cloth, with Knop, Mid Navy, Navy and Black.
F20.	46-in.	"	3	"	Each of two designs in Broken Basket Styles, in Light Navy, Navy and Black, with large Curl Knop.
F22.	46-in.	"	3	"	Rough Curl Surface, in Light Navy, Navy, and Black.
Z585.	54-in.	"	5	"	Mannish, in very desirable mixtures.
Z593.	54-in.	"	3	"	Self Ground Speckled, in Light Navy, Navy, and Black.
Z599.	54 in.	"	4	"	Self Ground Speckled, with Knop.
Z600.	54-in.	"	2	"	Black and Navy Ground, with Contrast Knop.
Z601.	54-in.	"	4	"	Narrow Stripe Zibeline, very stylish.
Z602.	54-in.	"	3	"	Zibeline Flaked Mixture, "Haute Nouveaute."
BC26.	50-in.	"	6	"	Self Ground Granite, in Light and Dark Brown, Green, Light and Dark Navy, and Black.
BC27.	50-in.	"	6	"	Same Ground as BC26. with Broken White Splash.
Z583.	54-in.	"	4	"	Mixed Colored Ground, Stripe Tweed Effect.
D366.	44-in.	"	6	"	Coarse Basket Weave, Shaded Colorings.
Z562.	38-in.	"	3	"	Self Colored Wave Pattern, with White Pin Spot, in Light and Dark Navy, and Black.
Z566.	44-in.	"	5	"	White Speckled Venetian.
W338.	47-in.	"	5	"	Fancy Colored, with Grey Zibeline Stripe.
AR641.	52-in.	"	8	"	Speckled Mixture, with Colored Knops.
AR639.	52-in.	"	8	"	Speckled Ground, with Self Colored Broken Knop Stripe.
C276.	54-in.	"	5	"	"Hewson" Basket Shaded Mixture.
AR642.	52-in.	"	7	"	Box Cloth, with very fine Broken White Hair Stripe.
AR637.	44-in.	"	5	"	Self Ground, with White Speck and Self Colored Tuft.

Brophy, Cains & Co.

23 Scott Street,
TORONTO.

23 St. Helen Street,
MONTREAL.

The lines described in the 3 previous pages of this advertisement refer only to Ladies' Mannish and Tweed Effect Suitings.

We could give an almost endless list of other kinds, styles and qualities in the following: Satin Cloths, Crispines, Venetians, Vicunas, Serges, Hop Sack, Ladies' Cloth, Box Cloth, Covert Cloth, Lustres, Paradigms, Panama Cloth, Sicilians, Henriettas, Canvas Cloth, Granite Cloth, Voil de Paris, Crepoline, Voiles, etc., in a large variety of ways, both Colored and Black.

ALSO

Melton Cloths of all kinds.

We are anxious to have your trade and have no doubt that our business relations will be mutually profitable.

Brophy, Cains & Co.

23 Scott Street, TORONTO.

23 St. Helen Street, MONTREAL.

N.B.—Those wishing samples of any lines of goods which we carry will please write and ask for them.

The Merchants Cotton Co.

MONTREAL

MANUFACTURE FOR US

Plain Grey Sheetings, 6-4, 8-4, 9-4, 10-4, and 11-4.
Twill " " " " " " "
Plain Bleached Sheetings, 7 4, 8-4, 9-4, and 10-4.
Twill " " " " " " "

AND

Plain Pillow Cotton in 40 to 50 inch.
Light Circular Pillow Cottons in 40 to 50 inch.
Heavy Circular Pillow Cottons in 40 to 50 inch.
Pillow Slips, Light Circular, 40 to 50 inch.
" Heavy Circular, 40 to 50 inch.

ALSO

Pure Bleached Cottons, Bleached Cambrics, Bleached Twills, Bleached Interlinings, Grey Cottons, Extra Fine Grey Cottons, Grey Twills, Drills, Sail Duck and Standard Ducks, Butter Cloth, Cheese Cloth, Sanitary Diaper Cloth.

BROPHY, CAINS & CO.

23 Scott Street, TORONTO.

23 St. Helen Street, MONTREAL.

Your Lining Department

Should be one of the most profitable in the house.
We carry all the best ranges of these goods made by

The Montreal Cotton Co., Valleyfield

Foulards, Cambrics, Silesias, Surahs, Taffetine, Linenettes,
Percalines and Canvas,

AND

Plain Sateens in Fast Black and Colours,
Mercerised Sateens in Fast Black and Colours,
Silkettes, Peau de Soie, Spun Glass, and a full range of
Colours in Moreen Skirtings.

ALSO

Turkey Red Cottons, Percales, Bunting, and Cotton Cashmeres.

BROPHY, CAINS & CO.

23 Scott Street, *TORONTO.*

23 St. Helen Street, *MONTREAL.*

AT THEIR MAGOG MILLS

The Dominion Cotton Mills Co., Limited

make

Salisbury Suitings, Velour Wrapperettes, French Twills,
Kimona Cloths, Swansdowns, Ladas and Magog Tweed, Heavy Moles,
all Sleeve Linings.

All of which lines we carry.

WE ALSO HAVE IN STOCK, MADE BY

The Dominion Cotton Mills Co., Limited

Bleached Shirtings, Cambrics, Lining Cloths, Sheetings,
Pillow Cottons, Ducks, Drills, Cantons and Grey Sheetings,
White Quilts, Towels and Towelings.

BROPHY, CAINS & CO.

23 Scott Street, *TORONTO.*

23 St. Helen Street, *MONTREAL.*

FALL SEASON 1904

FOR UP-TO-DATE STYLES SEE OUR RANGE OF

Royal Waist Flannels,

Fancy Twills, Art Tickings,

THE PRODUCT OF THE

Colonial Bleaching and Printing Co.

See their advertisement first page of this Number.

BROPHY, CAINS & CO.

23 Scott Street, TORONTO.

23 St. Helen Street, MONTREAL.

WADDING Black and White.

in one-yard and 12-yard sheets.

BATTING

WE SELL NONE BUT THE BEST.

North Star, Crescent and Pearl.

Cotton Batting

In Bales and Cases.

In 4, 6, 8, 12 and 16-oz. Rolls.

ALWAYS IN STOCK.

BROPHY, CAINS & CO.

23 Scott Street, TORONTO.

23 St. Helen Street, MONTREAL.

LEATHER AND FANCY GOODS

THE past year has seen a volume of business in the leather goods trade that has made that department in the dry goods store one of the most important. The old method of laying in a few purses, staple shapes of handbags and valises, will never be a success in the present state of trade. Buying has become a fine art, and a most careful study of styles and novelties, etc., must be made. Manufacturers are offering a variety that renders success possible in any store, and the public are becoming so educated as to look for something special in every stock. As gifts, leather goods cannot be excelled; there is a substantialness, durability, and usefulness combined with luxury about them that make them peculiarly suitable as presents.

• • •

The strongest line has been, perhaps, the hand bag in all its variety of forms and leathers. The extensive demand for this line has developed such a prodigality of variety as to rather injure it, both for the maker and the retailer. With a few staple shapes the stock can be kept down, but when hundreds of styles are thrown on the market, the size of stock must be large, and the tastes of customers wander. Many manufacturers, especially in the United States, have lost thousands of dollars in this branch of leather goods on account of the fact that special machinery is ofen required, and before the new shape begins to pay a newer comes in and the older one must be dropped. There is, too, the greatest rivalry in the manufacturing trade, and shapes that sell are immediately copied by rival makers, who sell them at cut prices. So keen has this competition become that New York manufacturers show their newest goods in far off parts of the country before putting them on the market in New York. This is done in order to delay the adoption of the shape by local makers.

• • •

It has been found that, while there is a momentary demand for new shapes, the staple, moderate designs are the best to carry and sell regularly through it all. A great splash was made by the "Peggy From Paris" bag, and the advertising it received made it one of the best known styles. But it has had a rather poor sale, in spite of it all, its initial success being momentary. A partial cause for its rapid fall was the cheap imitations that followed its introduction. A large departmental store was offering a couple of months ago a small "Peggy" for ten cents, and the large sizes were selling for a dollar. This imitating has been responsible for the small success of several shapes, for the multitude of new designs.

• • •

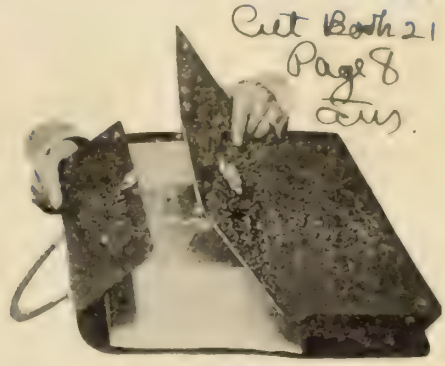
The novelties that are offered in leather goods are innumerable. From trunks to the tiniest purses there are included bags, writing folios, dressing cases and bags, hat boxes, jewel cases, watch fobs, pin cases, card and cigar cases, ticket holders, telephone registers, bill books, collar, cuff and brush cases, drinking glasses, sponge bags, belts, music holders, traveling pockets, flasks, etc., and each is useful and ornamental. And in each individual taste can be gratified. The prices, too, varying as they do from a few cents to a great many dollars, put the lines in touch with every purse.



A Folding Writing Case.



A Jewel Case.



A Music Holder.

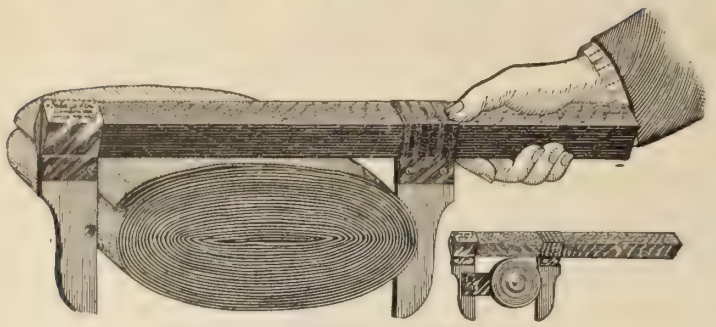
• • •

Travelers' needs are among the most important for this season of the year. For this there is a ready sale in bags, trunks, writing cases, traveling cases for playing cards and other games, safety pockets, jewel cases, toilet bags, collar and cuff cases, drinking glasses, etc. In the illustrations are shown a convenient writing case, music holder and jewel case. These cuts are from the catalogue of the Julian Sale Leather Goods Company.

• • •

Among fancy goods there is a great demand for cushion tops in the lithographed designs in the fancy worked patterns, and in tapestries. Such well known pictures as The Fencing Girl, St. Cecilia, the Angelus, are included, and special designs are shown for bachelor quarters.

Putnam's Cloth Chart



PRICE $5 00 EACH, COMPLETE.

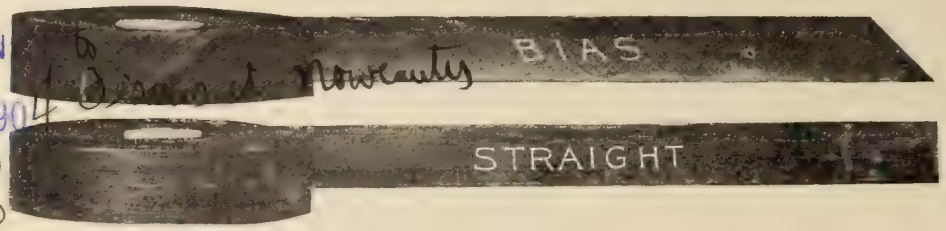
Accurately measures piece goods and ribbons without unwinding them from the bolt.

All measurements printed upon the rule just as a lumberman's log rule; works on the same principle. No book of tables to refer to as with other charts. Simplest and best.

Eight years in American market; nearly 10,000 satisfied customers.

Booklet with description and testimonials sent free on request. Address—

A. E. PUTNAM
Care of E. J. JOSELIN, Agt.
Factory— MILAN, Mich.
33 Melinda Street TORONTO, ONT.



RETURN
JUL 9 1904
Cut Bottom Page To Suit.

Narrow Fabric Mfg. Co.

14 COURT STREET, TORONTO

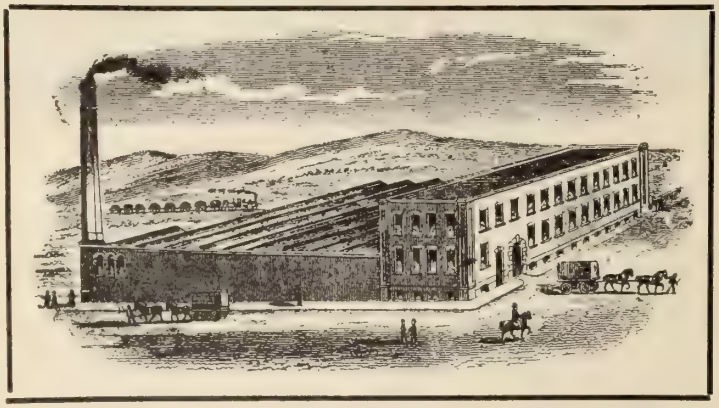
Prices Right. Write for Prices.

ALL Kinds of FABRIC CUT Any Width BIAS or STRAIGHT, PLAIN or FOLDED, to ORDER

Established over a Century.

John Dearden & Co. Ltd

11 and 13 Bridgewater Place, MANCHESTER, Eng.



Cotton Spinners and Manufacturers of every description of

ALHAMBRA, TAPESTRY, HONEYCOMB, SATIN, TOILET AND MERCERISED

QUILTS

in all Qualities from the lowest to the best.

Every buyer knows that a Quilt of good quality is sold largely by its design. Our season's range, in the new Art styles, are the prettiest and most graceful designs in the Market.

Canadian Representative:

J. W. HOLDEN, 79 Piccadilly, Manchester,

and 2, 3 and 4 Carey Lane, London, Eng.

Branches—Paris, Milan, New York, etc. **WHOLESALE TRADE ONLY.**

GOOD ADVERTISING FOR WIDE-AWAKE RETAILERS.



* This department is conducted and prepared by Mr. J. C. Kirkwood, advertising specialist, Toronto and one enjoying a high reputation as an expert and authority on all advertising matters. He will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," The Dry Goods Review, Toronto.

EVERY dry goods merchant in Canada suffers to a greater or less extent from the inroads on his trade by the "mail order houses." Whether or not those who send to the mail order houses for goods profit thereby is a matter open to question. It is true that the big houses offer a greater variety, and supply many lines that the local dealer cannot, but for the average needs of the average buyer there ought to be no occasion for a customer's sending to the department stores. How the people learned to send away for dry goods and other lines is attributable to only one cause, namely, the aggressive advertising of the big concerns. There is, of course, a species of satisfaction in getting one's merchandise from a city store, but it requires only the merest consideration of the question to discover that the town or village can supply, and does supply, if not the identical, then equally desirable goods. A portion of the public seem to have forgotten their local store, when in need of important purchases, using it only for the little odds and ends that are standard everywhere.

The remedy for this great and growing evil is persistent advertising on the part of the local merchant—advertising not only through the use of the local newspaper, but by means of personal letters, printed circulars and by samples, where and when possible. I find, too, a tendency on the part of some merchants to issue monthly or quarterly a sort of newspaper of their own, in which they can tell their own story at length and illustrate their goods by the use of cuts. Several communications have been sent me this past month, inquiring the cost of such a publication. It would seem that these men are determined to contest the ground with the mail order houses whose frequent circulars tend to divert the attention and money of good customers. In this connection, I shall be very glad to receive from Review subscribers who are sending out circulars or store papers to their constituency, examples of their work.

There is a phase of the question that is too often lost sight of, namely, the injury done the community by its members when they fail to support home institutions loyally. Mr. C. W. Hendershot, of Kingsville, Ont., in one of his newspaper advertisements, set forth this aspect of the mail order evil very admirably, and I cannot do better than to reproduce what he has to say:

Do you want a live business in your town?

Why do people send to the mail order houses for their goods? Why?

They will send and get eight or ten samples and be able to make a selection from that assortment of about one inch square each, but will not be able to make a selection out of a stock comprising hundreds of pieces, right at their own doors.

Supposing that we, as dry goods merchants, should want something that we do not handle (a buggy, for instance). We look through the mail order catalogue and see a buggy quoted at $59.75 or $74.50. We go to our local man, who handles buggies, and find that his price is $90 or $100, and the description given is about the same as given by the mail order house, but there is a difference—yes, and a great difference. The one was made especially to sell at a mail order house, where cheapness means more than quality, and the other has the maker's name to uphold, and in every case will give the satisfaction that it should.

We, knowing these facts, would give the local man our custom, even though his price may be $10 or $15 higher, and we would be money ahead in the long run—for does he not help to keep up our schools and churches, our sidewalks and roads, and in many ways help to build up our town?

But, hold on for a moment! We know of parties who sell buggies and other things besides (they do not live over 100 miles from K——, who, when they want shoes, dry goods, etc., send to these mail order houses for them. We ask you, as loyal citizens of our progressive town, is that right?

Suppose that we, as dry goods merchants, should send to these mail order houses for our groceries, hardware, drugs, etc., or if we wanted a buggy and should bring our

---

Tho' forests thrive on drops of rain,
How are the leaves turned green?
And how do motors draw a train,
With subtle force unseen?
These questions tend to make one think,
Why trade thrives best on printer's ink.

Trade; like some folk in every town,
Takes "spells;" and for a time runs down;
For folk, they order mineral springs;
For trade, some printer's ink, and things
That build up business, business wise;
They call the mixture—advertise.

into town with The Blank Co.'s name on it, what a howl would go up from some of our local men!

No! we would not be guilty of such a thing. If we want a buggy, hardware, groceries, drugs, etc., we will patronize the merchants in our own town, whom we consider honorable and upright men, and whom, we know, would not charge more for an article than they should.

Brockville's Greatest Store

NEED A NEW

Raincoat ?

Probably the most useful and popular garment at this time of the year is the Raincoat. Our lines are created in such styles and of such cloths that they can be used as a dressy wrap for cool evenings, or a protection against dust or rain. Our stock of these garments is very large —we can suit any taste or purse. Prices from $5.00 to $25.00.



GREY OR FAWN RAINCOATS—
Good Cravenette cloth, full length with roll collar and reveres, flare sleeve with two neat frills at the hand—price 5.00

GREY OR FAWN CRAVENETTE COAT
with one shoulder cape, collarless, Bishop sleeve with cuff, full length, an excellent garment for 6.00

TWEED CLOTH—
mixed colors, positively shower proof, with one cape, collarless style, Bishop sleeve with cuff, full length—price..... 7.50

FAWN CRAVENETTE—
with one shoulder cape, neat roll collar and reveres, Bishop sleeve with fancy cuff, half belt, full length—price 10.00

We are agents for the celebrated Nov-I-Mode Costumes.

New Idea Magazine for June Now Ready 5c.

Robert Wright & Co.

Importers.

We will say here that if you want stores that will be a credit to our town, stores that you would be pleased to bring a visitor to our town to see; if you want such stores, you will have to buy more than your pins and needles in your own town, to make it worth while for them to continue to do business.

COMMENTS.

C. W. H.—The advertisement you submit would stand out better and stronger were it to have a border all about it. Its several divisions would thus be made a unity beyond doubt. The head line is killed in effect by the stronger, bolder lines below, namely, "Bring the children on Saturday. Candy at wholesale." Better to bring this top line to the bottom. It would be more impressive there, and would not be in conflict with any other display heading you might use. The paragraph devoted to a consideration of children's wants, while very well written and a point well made, is too long. It could be condensed to half the amount of matter to advantage. Don't prolong your argument; if you do, it is apt to become wearisome, and the object aimed at the development of desire to possess—is defeated. Your specific announcements are very pleasingly displayed and stated, and leave little to be desired. The closing section of the advertisement is possibly a little long, but the subject matter is of such an interesting character that this objection largely disappears. Your choice of location for your advertisement is excellent.

* * *

J. B. Horrell & Son, of Midland, Ont., gave a piano recital recently in their store. All selling was suspended for the time being. Memo cards were given out, and if any visitor saw anything that took his or her fancy, the item could be jotted down for later inquiry. The salespeople were on hand to assist in the entertainment and to answer questions. This same firm have provided another feature likely to attract much attention to their store, namely, a prize composition on a subject named by the advertisers. Such things constitute good advertising. The editor of this department will be glad to hear of other unusual examples in retail advertising.

* * *

Hollinrake & Co., Ingersoll, Ont., say: "What we say to our customers: We measure your rooms, cut and match the carpets, make and lay the carpets, and line them with moth-proof felt. It is a most satisfactory proposition, and saves customers all care and worry. Get right in line for this store. Don't think it is necessary to chase off to a distant city when wanting a good carpet. It's not. They're here for you. Satisfaction guaranteed.

The Story of a Beautiful Coat And Why It Costs So Little

One of the best master tailors in New York found himself without orders, and was about to let his people go, and shut up shop for the time.

He happened to drop into WANAMAKER'S.

We gave him a different idea. We started him out to find a big lot of good black taffeta, that some one was real anxious to sell quickly.

He found it.

Then he arranged with his people to work on this contract on reasonable terms, instead of hunting new places, when work was slack.

They were glad to do it.

Then we furnished the handsome Paris model, after which the coats were designed—had them made in the most beautiful and most desirable pattern that we could select; made up spic-span-new; made of an excellent quality of black taffeta silk; with collar of handsome applique, belted at waist; with smart and stylish sleeves. Coats are full length, for Summer traveling, to St. Louis, to the seashore, to the country or mountains. One of the most practical as well as the most beautiful Summer Coats brought out this season—coats that could not have been produced regularly for less than $33; but now offered

At Twenty Dollars Each

The coats are box-plaited, front and back; can be worn half or full belted; the full sleeves are also plaited to the elbow; edges finished with double strapping of taffeta silk. Coats as effective and handsome as any for which you might pay double—now $20 each.

Second floor, Broadway.



* * *

There are reproduced this month several advertisements of Canadian merchants which commend themselves

as being good examples; also one or two suggestive American advertisements.

* * *

Hollinrake & Co., Ingersoll, send in an attractively gotten up booklet, calling attention to many of their regular lines. The cover is green, and the inner leaves yellow. Cuts are used to illustrate. The descriptive matter is satisfying. This booklet is mailed to their customers, and to others whom they desire as customers. The sending out of such advertising literature is good advertising, and is made necessary in this day, when the large department stores are soliciting by catalogue and circular almost every home in the land.



Attractive.

LEARNED BY EXPERIENCE.

Advertising creates a preference.

* * *

Good advertising is news.

* * *

One thing at a time.

* * *

The best asset a business can have is to be continually impressed on thousands of human brains.

* * *

Simplicity is a short cut to the ideal in advertising.

* * *

The real object of advertising is to inform, not to deceive.

* * *

Eternal vigilance is the price of success.

* * *

Attend to quality first and prices second.

* * *

Think success and you will find it easier to achieve success.

Early advertising is good advertising—it paves the way for stronger work when the busy season arrives.

* * *

Simplicity is the result of using simple words in simple sentences.

* * *

Sow the seed between times—reap the harvest during busy times.

* * *

If you change the reading of your advertisement in the daily every day it will, even if unconsciously, impress the reader that your stock is continuously changing—constantly being renewed, and that your business is too wide awake and progressive to allow old fashioned, undesirable and shop-worn wares to be kept in stock.

SOME GOOD INTRODUCTIONS.

The cry is cheap, cheap, cheap. But we say good. Goodness is the main point with us.

* * *

Economy is the keynote of our talk.

* * *

Briefly stated facts, and plainly printed figures, backed up with these goods, best tell the story of this special sale.



Two ads. with the same story.

Morning shopping is best. One morning hour equals two in the afternoon.

* * *

Good health never goes on wet feet. Wet feet are always running for the doctor.

* * *

You are always welcome here—and don't think you're expected to buy every time you come into the store.

This business didn't grow by chance. The goods and prices have done most.

* * *

For every profitable investment we tell you about, a dozen await you in silence.

* * *

The artist's touch is in the make-up of these clothes.

* * *

A clean, well-lighted store, bristling with bargains.

* * *

One suit of cut-to-order clothes will outwear any three ready-made suits.

* * *

Your patronage hangs on a thread. That thread is your satisfaction. We treat you honestly, and the thread has become a cable.

—From "The Ad-Writer."

ADVERTISING BY PHOTOGRAPHY.

A GENERAL store in a town in Tennessee evolved a scheme in advertising for a country district which proved a great success. It was advertised that on a certain day a large photograph of the store would be taken, and people from the surrounding country were invited to be present. It was further announced that everyone whose face appeared in the picture would be entitled to a free copy. The result was the biggest sort of an "opening." People even secured positions on the roof. In order to get a copy of the completed photograph, each person was obliged to call a second time, and on such an occasion would be apt to buy something. Besides the photographs would likely be preserved permanently and would thus form a perennial advertisement.

NOVEL ANNOUNCEMENT.

A RETAIL advertiser in a country paper takes the following ingenious method of reminding his customers that a prompt settlement of accounts is desired :

O the wild charge they made!
All the world wondered.
Honor the charge they made
Noble Six Hundred.—Tennyson.

That's just what we've been doing—"Charging," and if the Noble Six Hundred would now honor the "Charge" we made, and settle up, we should be supremely happy. Don't hesitate because your charge was only $5.00. We're not millionaires, and every V counts.

Yours truly,
DRAKE & JOYCE.

COURSE IN WINDOW DRESSING.

The International Correspondence Schools, of Scranton, Pa., have prepared a course in window trimming and mercantile decoration. It is said that there is a pressing need for competent window trimmers, and few good men available for this class of work. Many a salesman has a first-class outlet for his talents as a salesman in arranging strong window displays. Indeed, there are some men who deserve to be ranked as the most successful salesmen just because of the attractive and impressive character of their window displays.

ADVERTISING INSTRUCTION COURSES.

DOUBTLESS many readers of The Dry Goods Review have been curious to know the nature of the instruction which the "schools of advertising" provide. The value of any such course in the principles and practice of advertising lies for the most part in the student's contribution—to his diligence in performing the tasks allotted. Some of these so-called "schools" are very one-sided concerns; they provide lessons and lectures, and that is about all. Their criticisms and attention to the submitted work of students are perfunctory. Not all instructors are to be charged with neglect, and it is but just to say so. In this age, when good advertising in every sense of the term is so imperative, it behooves every writer of advertising to learn all he can to enable him to do the most successful work.

Herewith are given the lesson headings of one such course:

1. General instructions.
2. The advertisement in detail.
3. The study of type.
4. Proof-reading.
5. Measurements.
6. Headlines.
7. How to lay out an advertisement.
8. Mail order advertising.
9. Special matter on grocery advertising.
10. The sentence paragraph.
11. How to write to fill a certain space.
12. How to lay out a magazine advertisement .
13. How to collect material for advertising.
14. The Wanamaker style.
15. Comparison of styles.
16. The planning of large newspaper advertising.
17. Sentiment in advertising.
18. High-grade advertising.
19. Illustrations.
20. Engraving methods.
21. How to buy engravings.
22. The placing of advertising contracts with publications of general circulation.
23. Making contracts for large daily papers.
24. Making contracts for small daily and weekly papers.
25. Street car advertising.
26. The poster.
27. How to figure the cost of a booklet.
28. On the preparation of booklets.
29. Special sales.
30. The inquiry bringer.
31. The follow-up system.
32. Using timely events in advertising.
33. Getting advertising that is not paid for.
34. What to do with your competitor's advertising.
35. How to work up a personal business.
36. Planning an advertising campaign.
37. Duties of the advertising manager.
38. The card system and tracing advertising results.
39. The advertising man as sales manager.
40. How to get and hold a position.

FALL 1904

"Laurus" Fabrics.

are

exclusive in manufacture and design.

We are the leading House for

RAINPROOF GOODS

Our collection for the Fall season is now complete. It comprises the latest novelties in all classes of Bradford Fabrics.

Law, Russell & Co.,

LIMITED.

Converters of Bradford Fabrics,

Bradford.

FERGUSON BROS., Limited,

Holme Head Works,

CARLISLE, ENGLAND.

PHILADELPHIA, 1876



Highest Award.

SYDNEY, 1879



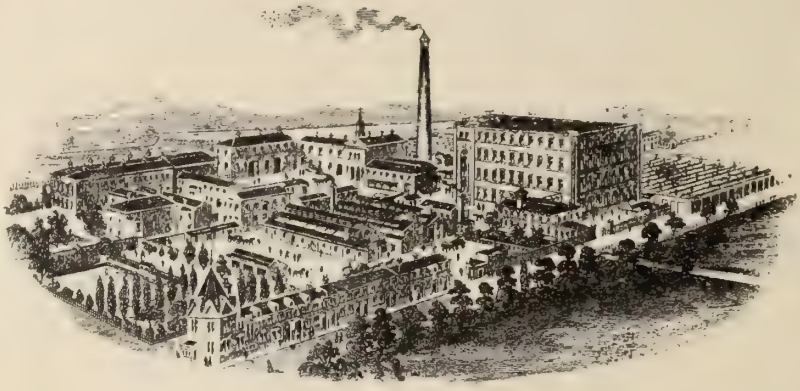
Gold Medal.

CALCUTTA, 1884



Gold Medal.

CHICAGO 1893, HIGHEST AWARD.



PARIS, 1878



Highest Award.

MELBOURNE, 1881



Gold Medal.

ADELAIDE, 1887



Highest Award.

HIGH-CLASS

DRESSMAKERS' LININGS in ORDINARY and MERCERISED FINISH

DRESS SATINS,
PERCALINES,
LINENETTES,
RUSTLES, GLACES, Etc.

HIGH-CLASS

TAILORS' LININGS in ORDINARY and MERCERISED FINISH

DYED and PRINTED TWILLS and POCKETINGS,
DYED ITALIANS and BEATRICE TWILLS,
SATEENS and CAMBRICS,
SILK STRIPED SATEENS,
SHRUNK SUPERS, Etc.

OUR GOODS CAN BE OBTAINED FROM ALL THE LEADING **WHOLESALE** HOUSES.

AGENT for the DOMINION,

SAMUEL HIRD,

759 Craig Street, - Montreal.

FIREPROOF CLOTH AND ITS MANUFACTURE*

DURING the year 1902 there was produced in Canada 30,219 tons of a material, valued at over one million dollars, which to-day is beginning to occupy an important place in commerce and which to-morrow will undoubtedly be in enormous demand. This material is asbestos and it is sought because of its fire-proof qualities.

Asbestos in its crude state is a mineral composed of flax-like fibres. Paradoxically, it is the link which completes the chain between the vegetable and mineral kingdoms. It is a mineralogical vegetable possessing the properties of both vegetable and mineral, for it is both fibrous and crystalline, elastic and brittle, heavy as a rock in its crude state and yet light as thistledown when broken up. Still more wonderful is the fact that it has withstood the action of the elements since the world began. While the hardest rocks surrounding it have been reduced, the asbestos deposits have successfully resisted the assaults of fire, acids and time.



Scene in an Asbestos Fabric Factory.
(Courtesy of Scientific American)

Regarded from the commercial standpoint, asbestos is the link between the dry goods merchant and the hardware merchant. Its utilities are extremely varied. It can be woven into cloth, spun into rope, made into paper and compressed into a form which possesses all the qualities of wood save ignition. The dry goods merchant can handle asbestos in the form of curtains and draperies, while the hardware merchant can sell it as boiler covering, rope or paper.

Asbestos in Canada.

The principal supply of crude asbestos, suitable for manufacturing into fire-proof materials, comes from Canada. The deposits are found in the peculiar rock group known as the serpentines, which occurs in many parts of the Dominion. Serpentines have been observed in Cape Breton, in Nova Scotia, near St. John, New Brunswick, in Quebec, north of the Ottawa River, in the Eastern Townships, in Eastern Ontario, among the eruptive rocks west of Lake Superior, in British Columbia and in the Yukon. The other sources of supply in the world are Italy, South Africa and South Carolina. The superiority of the Canadian asbestos lies in the strength of its fibres, which admit of its manufacture into fabrics.

Asbestos is mined almost entirely in the Province of Quebec, at Thetford, East Broughton, Black Lake, Colerame, Danville, Brompton Lake and Denholm. In Ontario two mines in operation are located at Tweed and at Actmolite. The production of asbestos has grown steadily from 380 tons in 1880 to 30,219 tons in 1902. The value has increased from $24,700 to $1,126,688 during the same period, though the average value per ton has decreased from $65 to $37.28.

Mining Asbestos.

Asbestos is found in narrow veins or seams about an inch and a-quarter in thickness, and embedded in rock from which it is easily severed. The strata of asbestos may be either vertical or horizontal, and are found in practically detached deposits, so that the search for them is most elusive. The act of separating the mineral from its matrix of rock is termed "hand-cobbing" and is carried on largely by an automatic process.

The first step is to pass the rock through a crusher in which it is sized for what are termed the rolls. These are corrugated and still further reduce the size of the pieces of rock. From the rolls the material passes into a series of cyclones which finally reduce the rock to powder and separate the fibres of the asbestos. Shaking screens then divide the two components and the fibres are ready for being packed in bags and shipped to the asbestos factories.

*In the preparation of this article The Dry Goods Review has been indebted for information and cuts to the "Scientific American" and for information to Dr. R. W. Ells of Ottawa.—Editor.

Manufacturing Asbestos Cloth.

At the factory the crude material is placed in a chaser mill. This is a machine comprising a rotating edge-wheel revolving at the end of a radial arm in a trough, which crushes the mineral and divides the fibres. The result is a snowy mass of mineral wool ready for winnowing. Like the winnowing of grain, the process consists of removing the minute particles of rock still clinging to the fibres. This is accomplished by means of a blast of air.

Next in the process of manufacture comes the air fibre raising. The fibres are raised by a current of air produced by a blower operating through a vertical pipe, inclined at a small angle. The fibres of coarser fibre are deposited in a compartment near the bottom of the pipe. The medium fibres are projected a little higher and fall into a second compartment. The finer fibres ascend to a still higher point, while the dust is carried to the top of the pipe.

Carding and Spinning.

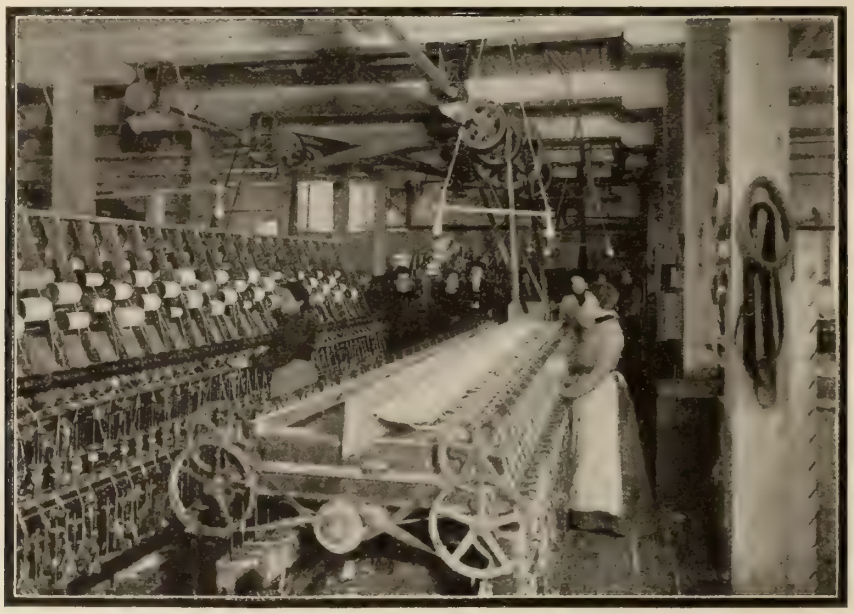
The fluffy asbestos is now carried to the carding room, just as if it were genuine wool or pure cotton, instead of a mineral substance which was originally mined like coal. A carding machine, similar to that employed in preparing wool, cotton, or flax fibres before spinning, has been adopted by the manufacturers. The problem of mechanically combing these fibres was no small one, and the carding takes place in a machine having a large central rotating cylinder covered with card clothing, that is, strips of leather set with projecting wires termed teeth. Around the main cylinder there are a number of smaller cylinders, also provided with card clothing, which engages the teeth of the central cylinder rotating in the reverse direction.

This machine straightens out the fibres and lays them parallel; after passing through the first breaker, they are fed into a second carding engine or breaker, which is set to a finer gauge than the preceding. A third and last carding process takes place in a machine called a finisher or condenser, when all the irregularities are eliminated, and the fibres are stripped from the final cylinder by means of a fly-comb, and are converted into unspun threads, when they are delivered on a traveling apron or endless band, and are gathered into rows by reciprocating scrapers; they are then condensed, and the process is continued in the coiling cans.

In spinning the yarn, the rovings are delivered to the spindles on a carriage, which then recedes, when the fibres are twisted, and returns when the spun asbestos yarn is wound on the spindles. The spinning frames do not draw the yarn, and no strain is placed on it until after it is twisted. This brings the manufacture of the fireproof material to a point where it is to be woven into cloth, packing, or other forms.

Use of Asbestos Cloth.

Up to the present time the chief use to which asbestos fabrics have been put is for fire-proof curtains and other hangings in theatres. To be absolutely fire-proof, the purity of the asbestos must be one hundred per cent., and not only is purity essential, but strength as well, for, after asbestos is subjected to intense heat, it has a tendency to powder and may break through owing to its weight. In order to overcome this possible defect, an ingenious manufacturer has hit on a new method of weaving cloth for theatre curtains. Two strands of asbestos are spun round a strand of high-temperature-melting brass wire, so that the wire is completely embedded and concealed. These metallic strands form the warp, so that the threads run the long way of the cloth, when finished. The weft or cross-threads are of pure asbestos.



Scene in an Asbestos Fabric Factory.
(Courtesy of Scientific American).)

Asbestos cloth is gradually being utilized for other purposes besides stage curtains. It is now employed by upholsterers in making the stage furniture, and the set scenery is often constructed of asbestos cloth. Fine textures are required for this purpose, as scenic artists find the ordinary cloth difficult to paint on. Asbestos carpet is also an accomplished fact to-day, and it is with satisfaction that it is found to grow tougher with use.

Asbestos is a valuable mineral and consequently asbestos cloth is expensive. The mineral, as it comes from the mine, costs $200 per ton, and after it is stripped the long fibres are worth $1,500 per ton. The manufactured cloth sells for $3 a square yard. So far as is known there are no manufacturers of asbestos cloth in Canada, though several firms are engaged in the manufacture of boiler coverings of asbestos.

Mid-Summer Wants

WELL ASSORTED STOCK

—OF—

Ladies' Underwear
Cotton Hosiery
Val and Yak Laces
Lace Curtains
Ladies' Gloves
Bathing Suits
Neglige Shirts
Overalls and Smocks

SPECIAL

Nazareth Waists

wash well — wear well—have you handled them? Put up in ½ doz. boxes, sizes to fit children from 1 to 12 years. Retail at 25 cents. A good thing. Try them.

Fall 1904

Knox, Morgan & Co.

Wholesale Dry Goods

HAMILTON.

COMPLETE LINE SAMPLES FOR FALL In hands of our representatives.

Let us show you what we are doing this season.
Request for samples will be appreciated and agent in your district immediately despatched.

Liberal Terms
Prompt Shipments

Fall Goods.

SEE US FOR

Dress Goods
Velveteens
Hose and Half Hose
Blouses
Wrappers
Ladies' and Children's Vests
Worsted Yarns
Flannels
Blankets
Shirts and Drawers
Top Shirts
Comforters
Flannelettes
Wrapperettes
Tweed Pants
Men's Reefers
Waterproof

An inspection of our stock will convince you that we carry the goods you want.



A YOUNG friend of mine has been having rather a hard time of it lately. Some years ago he entered the employ of a well known commercial institution, and as he was bright and clever he made rapid headway. Not only was his salary advanced more rapidly than many others of the firm's employes, but he received substantial bonuses in addition. Finally he was sent away to one of the firm's branches in another town, but there his trouble began. He did not get along very well with the manager, and unfortunately became more impressed with his own importance; to use a slang phrase he got a "swelled head," and imagined that he could not be taught anything in regard to the business. The fact of the matter was, that bright and capable as he was, he did not know it all. He certainly did not appreciate the fitness of things as far as his own position was concerned, whatever his knowledge might have been of the particular line of business in which he was engaged. The ultimate outcome was the inevitable one: he had to resign to save being dismissed. But this did not teach him a lesson, for the complaint of his employer in the next position he filled (or thought he filled) was that he would not be taught anything, and always had a different way of performing his duties from that which was laid down by the head of the firm. He is again looking for a position, but appears to be gradually discovering that he has yet a great deal to learn, and that there are some people who actually know more than he does in regard to business and its methods.

* * *

This young man's experience puts me in mind of that of still another one. He was from the country and felt that he did not know very much. He secured employment in a wholesale house. As he was ambitious he worked hard and worked well. He was not in a hurry to leave the warehouse on the minute of closing time. In addition to industry he also possessed the quality of courteousness, and was courteous to customers as well as to his employers. He naturally advanced. Soon he was passing over the heads of some of those who had been a great deal longer in the employ of the firm, thus creating jealousy. Those whom he was outstripping in the race did not understand the reason thereof. It was an enigma to them, and jealousy no doubt blinded them. One of the dissatisfied fellow clerks, who had the courage to approach the head of the firm in regard to the matter, soon learned the reason.

* * *

Still another experience comes to my mind. Twenty-five years ago a young lad who had just left school entered the employ of what is to-day the largest manufacturing firm in its particular line in Canada. At that time the business was a small one, and the boys from the factory had to dust the office every morning. The boys were taken in turn. A part of their duties was to dust the desk of the head of the firm. Most of the boys instead of lifting the articles on the desk would wipe around them. This particular boy, however, lifted everything on the desk and performed his duties as they should be done. By and by the business had grown sufficiently to warrant a boy being employed in the office. The young boy to whom I refer was given the choice, and like the admiral in "Pinafore," he did everything so "care-ful-ly" that promotion after promotion was given him, until to-day he is manager of the financial end of the business, is a partner and draws one of the largest commercial incomes in the particular city in which the business is situated. Those who have brains, and have energy enough to use them, never make shipwreck of life.

* * *

Bankers are supposed to be adepts in detecting spurious money, and no doubt they are; but sometimes the best of them are deceived, and that in a manner which is often surprising. I saw an instance of this the other day. The manager of a bank in Toronto tendered a 50c piece to the steward of his club. "Ah no," said the steward, "you cannot pass that off on me." The banker looked in surprise, picked up the coin, blushed and said, "Why, it is loaded." And it was loaded. All that remained of the original 50c piece was the two outside coverings. The centre was filled with lead, and the coin had a decidedly leaden sound.

* * *

A legal gentleman with whom I am slightly acquainted is of opinion that the members of his profession cannot get business through advertising. I cannot agree with him. Lawyers themselves do not believe it. Most of them may consider it unprofessional to advertise after the manner business men do, but most of them advertise in some way. Nine lawyers out of ten court publicity, and publicity is advertising. The legal world is crowded with impecunious lawyers. Probably many of them would be more affluent were they, after the manner of enterprising business men, to do a little judicious newspaper advrtising. It would pay them better than by courting publicity through political parties.

* * *

If the impecunious lawyers would do a little judicious advertising like an impecunious business friend of mine did, their experience might be something like his. This friend of mine began business as a manufacturer of a certain line of package goods. He had very little capital, and he at first felt that he could not afford to advertise. The article he manufactured was good, but very little business came his way. As a sort of forlorn hope he at last decided to set aside $500 for a year's advertising campaign. Before he had spent the $500 he was so gratified that he increased his allotment to $1,500. This was only about a dozen years ago, and to-day he is one of the most prosperous business men in his particular line of business in Canada, and his advertising account runs into about $35,000 annually.

MARKUS.

J. Y. SHANTZ D B SHANTZ

The

Jacob Y. Shantz & Son Co.

Limited

BERLIN - ONTARIO



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Stn

Manufacturers of

Fine Lines of Buttons

IVORY, HORN, PEARL, PEARLETTE

All leading Wholesale Houses handle our goods in Canada, and leading Button Houses in the U.S., who recognize our goods as of the best manufactured on the continent.

FACTORIES: BERLIN, ONT., BUFFALO, N.Y. WAREHOUSE: CHICAGO, ILL.

WOOLENS

Honestly Made and Sightly Patterns.

No cotton or shoddy of English manipulation, but Pure Goods.

Ladies' Homespuns, Dress and Mantle Goods, Friezes, Blanket and Mackinaw Cloths.

THE

T. H. TAYLOR CO.,

LIMITED

CHATHAM, ONT.

BATTING

GUARANTEED FREE OF THREADS AND OTHER WEAK AND LIFELESS STOCK.

NORTH STAR, CRESCENT

AND

PEARL COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not of shoddy. Ask for **North Star, Crescent, and Pearl Batting**. Be sure you get these brands.

Robert Henderson & Co.

Dry Goods Commission Merchants

181 and 183 McGill St., MONTREAL.

THE PATTERN THAT PAYS

TO BE SUCCESSFUL IN . THESE DAYS OF KEEN . . COMPETITION YOU MUST GIVE YOUR CUSTOMERS . THE BEST POSSIBLE BARGAINS. . . . . .

THE

NEW IDEA 10c. Pattern

IS ALWAYS A BARGAIN.



A thoroughly reliable, up-to-date paper pattern. Carefully designed and adapted to suit all sizes and styles of figure. Guaranteed perfect fitting.

EVERY PATTERN, NO MATTER HOW LARGE OR ELABORATE, RETAILS AT 10c.

Dressmakers praise its fit and general excellence. The children's models please the mothers. The novice is charmed by its simplicity. IN A WORD, IT IS THE **POPULAR** PATTERN. You need it in your business.

WRITE TO US FOR PARTICULARS.

THE NEW IDEA PATTERN CO.

Home Office: 636-638 Broadway, NEW YORK CITY.

Western Office: 232-234 Fifth Ave., CHICAGO, ILL. 202 Board of Education Building, St. LOUIS, MO

Canadian Office: 36 Toronto St., TORONTO.

DRY GOODS BUSINESS IN DAWSON

By Geo. S. B. Perry.

IN Dawson, the most northern city in Canada, and in fact in North America, it might be supposed from the pioneer conditions which obtain, from the isolated position of the city and from the extremely arctic weather during a great portion of the year, that dry goods, at least the finer or fancy lines, would not be in great demand, and that there would not be the same liberality of stocks and display of the many fabrics and appliances usually classed in the category of luxuries.

A great surprise awaits any person going to the capital of the golden Yukon with the idea that conventionalities, an observance of the niceties of dress and general attire which indicate the more refined usages of civilized society, are not observed or are honored by their absence. Quite the contrary is the case. Nowhere are the people better dressed than in Dawson. Both men and women are noticeable for the careful and up-to-date styles and the excellent quality of the clothing worn.

An Explanation.

Perhaps it is easy to account, in part at least, for the existence of such careful attention to the usages which mark society in more favored localities. One reason is that nowhere is there more money than in Dawson. That is what the people went there for, and they have it more abundantly than anywhere else in Canada, proportionately. Men do not brave the rigors of an arctic climate and the "roughing it" at a northern mining camp for glory only. It is hard, bright golden dollars they seek and it is taken as a matter of course that they get them. But in the getting of money in the Klondike the people who are there avail themselves of all the appliances of modern civilization in so far as they are available, to ameliorate in a measure the many drawbacks which undeniably must be encountered in a residence and employment in the north.

Splendid Dry Goods Stores.

One glance at the splendid dry goods stores of the city of Dawson dispels at once the supposition that there is any deprivation in that line at least attaching to a residence in the golden capital. Far otherwise is the truth. Not in the brightest emporiums of the east, in large cities, can be found a finer display. The stores themselves are large, well-equipped and handsomely decorated with displays of all the pretty and fashionable fabrics of the hour.

Modern Equipments and Displays.

Electric lights, handsome mirrors, and other fittings are as lavishly used in making attractively dressed stores in Dawson as anywhere. Plate glass windows fill the



A business street in Dawson City.

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fronts, steam heating plants make the premises warm in Winter, and stoves are always kept set up ready for any emergency which a breakdown of steam-heating appliances might cause. Cash carriers, and many other conveniences, make the purchaser for the time forget that she is an exile many hundreds of miles from the confines of an older civilization. Enterprise has annihilated latitude and longitude. Once there, the lady living in Dawson has no cause to complain of being far west or far north. All that she could get in the south and in the east is brought to her door. That the ladies (and the colony is greatly increasing in number of wives and children every year) avail themselves of the facilities so generously provided is amply proven on a fine afternoon in the open season, especially on a Sunday. The people who throng the streets and drive or walk in the pleasant sunshine are dressed as if on Broadway, New York, Yonge street, Toronto, or St. Catherine street, Montreal.

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On the way to Dawson City.

Some of the Firms.

Three of the largest mercantile concerns in the country—the Northern Commercial Co., the Ames Commercial Co., and the North American Trading and Transportation Co.—are in general business. They carry heavy stocks of all lines of merchandise required in the country. They deal in mines, mining machinery and tools, steamers, freighting outfits, horses, and everything pertaining to the industry which the Klondike has called into existence. These big companies also carry every line of goods ready to supply the miner at the camp or the family living in the town.

Large Stocks of Dry Goods.

As a consequence their stocks of general dry goods are perhaps the largest in the north. It is possible to estimate the extent of the business they do when it is noted that one of them last year paid taxes on an assessment of $750,000, and another on $1,250,000. In other words, their stocks, wholesale and retail, approximate a million dollars for assessment purposes.

There are a number of other firms in the dry goods business in a large way, and these, as well as the big commercial companies, have fine large stores, well equipped and stocked with the best and latest goods. Among these are the firms of J. P. McLennan and Scougale Bros. They carry both millinery and dry goods, as do the big commercial companies. Summers & Orrell, who have their main house in Vancouver, B. C., also carry a fine stock of millinery and ladies' clothing, etc.

Where the Merchants Buy.

The general character of dry goods is the same the world over and, as already said, the buyer can find anything in the Dawson dry goods stores that can be bought in Montreal, Toronto, Winnipeg, Vancouver or Victoria. In Canadian goods the stocks are fairly well represented, the supplies of Old Country goods being perhaps second. Much of the millinery is bought in New York. Of course there is a larger proportion of Canadian millinery stocked also, but dry goods men know that the gleanings of distant fields glitter with greater attractiveness than those from home.

Clothing and Furnishings.

In clothing and gents' furnishings, which are also carried by the three big houses referred to before, there are several stores which would do credit to any city. One of these is Sargent & Pinska, another is Oak Hall, S. Spence, proprietor, and another is Henry Hirshberg & Co. This latter firm make somewhat of a specialty of American clothing, stocking chiefly the Stein-Bloch



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The Organ of the Drapery and Kindred Trades of the Antipodes.

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Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of . . . .

CHENILLE CURTAINS
AND
TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART
27 Front Street West, TORONTO

BE SURE YOU GET THE BEST

Paton's Scotch Boot and Shoe Laces "BEAT ALL GERMAN IMITATIONS."

See Name on Every Box.
Better value Cannot be Got.
Send for Samples and Prices.

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide.

"Paton's Cotton Twine."

Paton's Wax Machine and Sole Sewing Threads.

Paton's Tailors' Linen Threads, Unexcelled in Quality.

Paton's Super Machine Twist. The best substitute for Silk. Retains Color and Lustre under Damp and Heat.

"Milward's Sewing Needles."

SOLE AGENTS FOR CANADA. **GEO. D. ROSS & CO.** 52 Wellington St. West, TORONTO. 648 Craig Street, · MONTREAL.

clothing. This class of goods, and especially this particular make, is so perfect in style and finish that it is impossible to find details which could be improved. Even in the sewing on of buttons the same care as in custom-made goods is observed. Pockets, facings, linings, every detail is worked out in a way which makes it hard to compete with. The fact that there is a large percentage of Americans in the north, and that they have not been used to buying goods which are not up to the standard in these details, makes it hard for many lines of ready-to-wear Canadian clothing to compete. The quality of the goods put into Canadian clothing is equal and often superior, and the workmanship, as far as care goes, is good, but in style and other details there has been a noticeable lack when put into direct comparison with the up-to-date American makes. The Canadian manufacturers are, however, finding themselves, and in many cases are showing vast advances in the line of finish in semi-ready clothing. In Dawson this is an important consideration, for the custom tailor is not patronized as he is elsewhere. A suit which would cost $75 made to order in Dawson would not compare in appearance with a tailored ready-made at $25 to $35, so the latter wins out under such a handicap.

Fur goods are much used in the north, everyone having some article or articles of fur clothing. Of course coats are the principal articles. Furlined overcoats are not very freely worn. Ladies' furs are of the finest, and some large and attractive stocks are carried. Montreal and Quebec wholesale houses supply the major portion of the stocks used.

Miners Buy High-Class Clothing.

The miners, while purchasing their share of good clothing, go in more for high-class underclothing. It is much more desirable, in a climate such as that of the Klondike, that they have good, warm woolen underclothing than fine outer clothing. The bulk of the knitted goods is Canadian, and large stocks are carried. The miners wear overalls for outer clothing when at work, and here again attention to detail makes the goods from the United States more popular. The fastenings, etc., are better, and the overalls appear to be better made. At any rate the United States importations sell far better than the Canadian goods, as any dealer will tell you from his sales book. Here is a point for eastern manufacturers.

Traveling Garments.

In traveling, "mushing" as it is called, when a party makes a trip from one creek to another, or strikes out for the outside, or joins in a stampede to a new creek, strange to say the fur overcoat is not in favor. In fact any overcoat is a detriment. It is too heavy to carry and impedes walking, with the further fatal objection that it is too warm. The pedestrian gets so heated up that he takes a chill easily, and is thus worse off that if he had not had his warm coat.

A favorite outside wrap is the "parka," "parque'a," or whatever it is called. It is a loose canvas hooded jacket reaching down to the knees, and without opening other than from below. It is pulled on over the head like a sweater, and the head is enwrapped in it like the old-fashioned "capote" of the French-Canadian habitant. An opening in the capote leaves room for seeing and for breathing, and this opening is bordered with some sort of fur, to keep the exposed portions of the face cosy and less liable to frost bite. This garment appears to be peculiarly well adapted to travel in the north, as under it woolen underclothing, sweater and short coat keep the body warm, while the canvas of the "parque'a" keeps out the wind and at the same time it is light and the walker does not get overheated, as with a heavy fur coat.

General Plane of Prices.

Speaking generally of the dry goods and clothing trade of the north, it may be said that there is a general plane of prices which is considered very reasonable. When a fairly good ready-made tweed business suit can be bought for $15 to $20, prices cannot be said to be exorbitant. In other lines the same statement is in the main correct. Of course it is more expensive to buy clothing in Dawson than in, say, Montreal, but not comparatively more so. Some of the larger houses send out buyers every year to stock up and a large proportion of the goods used is purchased in Canada, and much of it direct in the east, as some of the wholesale men and manufacturers can testify. The fact that there is no duty to pay, and also that in many lines the goods, especially those "made in Canada," are of better quality, even if not finer in style, bears great weight.

Business Structures.

The buildings occupied as stores in Dawson are nearly all wooden, with galvanized iron sheathing. There are two brick blocks, and these are three storeys in height. The others are but two storeys. In mentioning those firms whose names appear in this article, it is not for the purpose of making any invidious comparisons or drawing the conclusion that these are better than others, but altogether by way of illustration that such references are made. To Mr. Geo. Trevice, a gentleman well known in business circles in Vancouver, where he now resides, and in Dawson, where he spent several seasons, the writer is largely indebted for information in preparing this article.

SILK IN PROCESS AT ST. LOUIS.

EVERYTHING pertaining to silk-making, from the little worm feeding on the mulberry leaves to the woven silk fabric of the mills, is shown in the great Palace of Manufactures and in the Agriculture Building at the World's Fair.

Cocoons from New York are used in this display, and the mulberry leaves upon which the silkworms feed are taken from the trees imported from Italy. In the Agricultural Building the silkworms may be seen actively engaged in the first process of silk-making. Their silk cocoons are also shown.

All stages of silk culture are shown in the Agriculture Building, and the next steps in silk making can be seen in the Manufactures Building, where the various phases of the work are exhibited, from the raw silk to the finished fabric.

Machinery begins where the worms leave off, and World's Fair visitors who have seen, worn and admired the beautiful silks of commerce can see how these soft strands are first made by the tiny worms among the mulberry leaves, and how man takes up the work of the worm and turns the raw silk into the finest of fabrics. The machinery's work as well as the worm's work in the process of silk-making is done in plain view of the visitor.

Just beyond the silk factory is exhibited a fine collection of beautiful silks of every description. In this manner the underlying principles of the entire exposition are carried out, in showing the process of making beside the finished products.



I. B. KLEINERT RUBBER CO., DOWLING AVE. and QUEEN ST. WEST. TORONTO.

THE OFFICE END

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

TREATMENT OF CASH DISCOUNTS.

By C. A. Rose in The Bookkeeper.

IT is understood that cash discount is handled separately from bank discount, but the latter being a form of cash discount the writer claims that is should be posted in a general "discounts" account.

The subject must be handled from the business man's point of view, and not from a book-keeper's theoretical standpoint. The well posted salesman has in mind, when making a price, whether his customer takes advantage of cash discounts or takes full time. It is a fact when the salesman makes a very close price he stipulates "no cash discount." It therefore follows that cash discount on sales should appear in trading account. The buyer also considers whether his firm "discounts" or not when determining the price he will pay on purchases.

The matter of interest of loans from bank to enable the business man to take advantage of discounts, and the discounting of notes which he has been obliged to take for goods sold (bills receivable) are entirely different matters and pertain to capital, or the lack of it. Such being the case, it would seem that bank discounts are a "general expense" and must be transferred from "discounts" account to profit and loss direct.

Therefore, to get a clear idea of this subject it is necessary to divide cash discounts into three parts.

Discounts on bills receivable (bank discounts).

Discounts on purchases.

Discounts on sales.

The first is a general expense, and not chargeable to purchases, for the reason that discounts are not taken at the bank except when capital is short. The second should be carried to trading account with the amount of purchases. The third is also a matter for trading account. By putting the latter two in trading account the writer is claiming that the business man considers the discounts when making purchase or sales prices. It is contended also that the amounts of discounts should appear in trading account on the same side of the account as the amount on which it is a discount.

The writer holds that the simplest way to handle cash discounts is to carry all cash discounts in one tabular account under sub-heads. The account may be called cash discounts.

The ledger should be double ruled, Dr. and Cr. under each head.

The balance of interest and discount should be transferred to profit and loss direct with the other general expense items at the end of the period.

The balance of discount purchases should be transferred to purchases account and from that transferred to trading account at the end of the period. When making the transfer to trading account it should be itemized, as

Trading account Dr.		
To Purchases account	$.....	
Less discount	$.....	
		$.....

The balance of "discount sales" should be treated in the same manner as discount on purchases.

Sales account Dr.		
To Trading account	$.....	
Less discount	$	
		$.....

It is advisable to transfer accounts to trading account and profit and loss account only once a year because all comparisons and calculations are made by the year, and it makes it much simpler for the accountant to make his monthly statement of earnings and expenses. By keeping the above accounts as suggested for the whole year before transferring to profit and loss and trading account, the asset and liability statement can be made more easily. All the open expense and earning accounts showing as undivided expenses and undivided earnings. The columns of each discount account will have to be footed at the end of each month for the trial balance, and these footings can be of use when making up the monthly statement. Deducting the footing used at the end of the previous month from that of the present month, the result will be discount for the present month and the item to be used in making up the monthly statement.

When itemizing in the monthly earnings statement the deductions and totals on the line below when a "short column" is used should be put:

JANUARY.

Sales account		$.....	
Less discount		$.....	
Net			$.....
Purchases account	$.....		
Less discount	$.....		
Net	$.....		
Balance gross profit from Trading account	$.....		
Totals	$.....		
Gross profit as above			$.....
Sundry Trading	($.....		
Expense accounts	($.....		
	($.....		
Balance, net trading profit	$.....		
Totals	$.....		$.....
Net trading profit as above			$.....
List)	($.....		
General)	($.....		
Expenses)	($.....		
"Int. & Disc.")	($.....		
Salaries)	($.....		
Pay roll, etc.)	($.....		
Balance, net profit month January	$.....		
Totals	$.....		$.....

By making up this statement in a trial balance ruled for twelve months with fly leaves and putting deductions and addition on the line below, it is possible to make comparisons with any previous month's business. For convenience the yearly deductions and totals may be transferred to a special statement book ruled after the same manner with numbered lines, and, by putting each account on the line in the yearly book that it occupies in the monthly book ready reference and comparison may be made of the monthly and yearly expenses.



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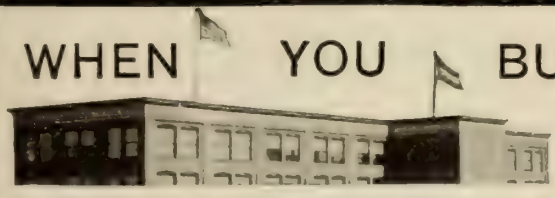


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BAD BREAKS IN BUSINESS.

From The Saturday Evening Post.

AN illustration of the results of allowing an employe to monopolize information comes to my recollection in connection with a large wholesale drug house. In this business, as in several others, prices on a large variety of goods are subject of daily fluctuation. Therefore "pricers" are employed to each day figure the prices to be charged for certain commodities, in accordance with the law of supply and demand and other significant considerations. This is not the simple task which it might seem, for a certain ingredient of a compounded drug may suddenly become scarce while another will depreciate in value.

One day the chief pricer of a large house left on a vacation. When he returned at the end of two weeks he carefully examined the prices made by his assistant. The figures, which he showed with considerable pride to the head of the house, demonstrated that through his absence for twelve days the house had lost $1,500 because the prices had not been figured from all the data that should have been taken into consideration by the pricers. It did not occur to him that by the same token he convicted himself of a failure so to systemize his work and record vital data that another might take up his work without serious loss to the establishment. Judged on his own figures for the one week, this loss would in a year have amounted to about $35,000.

Another serious "break" in business is the failure systematically to keep vigilance upon the comparative amounts of trade done by a customer during different periods. When a customer who is in the habit, for example, of ordering five bags of coffee orders only one, there is but one conclusion to be drawn from the viewpoint of the house; he is dividing his coffee trade with another firm. Certainly the only safe thing for the house to do is to draw this inference. Under a thorough system this deviation from the habit of the customer would be instantly noticed, and he would be written a letter politely inquiring if anything unsatisfactory in the previous treatment he had received from the establishment was responsible for the falling-off in the amount of his order.

When the management of a large commercial house is not alive to the fact that the office end of the business should be a positive trade-producing factor, he is in one of the business errors that will cut deeply into his profits if he is not in the enjoyment of a monopoly. It is a poor office that is not a close second to the salesmen's department as an actual trade-getting factor.

Often some decidedly fantastic complications are brought about in the order department, owing to a lack of proper method. In a very large wholesale house a telegram from a distant customer was received which read: "Duplicate our order No. 865." A few days later a letter from the same customer again instructed the duplication of the order bearing that number. While this second order was being filled the buyer from the firm in question arrived in the city, went to the wholesale house, and among other purchases duplicated the items in "order 865."

Several days later the distant customer was heard from with emphasis, frantically asking why the house had shipped three times the amount of each kind of merchandise that had been ordered. Of course, the explanation of the matter was very simple. The letter was intended as a confirmation of the telegram, not as a new order. Then the house of the customer had failed to notify its buyer in the market that a sudden demand for goods which were on his "buying list" had made it necessary for them to be ordered by wire. The buyer had made several stops on his way to the city and was in ignorance of the fact that these goods had already been bought. Had this whole transaction been properly made the buyer in the market would have been advised by wire that the order had been telegraphed to the house: the letter to the house would have read: "Confirming our telegram of November 10," etc.; then the buyer would have found a similar letter of confirmation from his own house awaiting him at the wholesale house.

WE NEVER ACCEPT DRAFTS?

Editor, Dry Goods Review.

THERE are two sides to every question, and the draft is no exception. I have read articles or letters in your valuable paper on this subject at different times, but always on one side. I now say a word for the other side. Granting that some men use this draft question as stated, others only do it in self defence and on the soundest of business principles. Where there is no branch of any bank, and a merchant has to remit his money away by mail, he is keeping his accounts with each house he deals with. They don't all draw on him. He may not be able to meet all his bills at thirty days. Why should he sign a draft acceptance which, if he failed through miscarriage of the mail to meet, would be protested, thus proving expensive and injurious to his credit? The retailer cannot always call in his money just as he wants it. He has to use patience and tact, and sometimes is disappointed then. For years I positively refused to accept drafts, as there was no bank here, and the money had to be remitted anyway, but just as soon as a bank was opened here, so that I could be sure of myself, I opened an account with them, and would rather accept drafts than not. We all have our difficulties to overcome in business, and our wholesale friends must bear their share, just as we retailers bear ours, possessing our souls in patience. A.B.C.

CERTIFIED BALANCE SHEETS.

By H. G. Stockwell.

I KNOW of some cases in which business men have their books examined every six months, and send a copy of their condensed balance sheet to the mercantile agencies. This balance sheet is certified to by the auditor.

Credit is worth a good deal. It is worth possessing. It may easily be created by that means; and to have one's books audited regularly should be thought of as an expense similar to insurance, rent, light and heat; in other words, a wise and necessary outlay. A detailed audit of the books is not necessary for credit purposes.

Not one of you will doubt the desirability of having before you an examined balance sheet, but the question you will raise is one of practical importance—how shall we secure such information?

Traders will refuse to have it done, on the ground of expense alone, if for no other reason. They will refuse to allow you to have their books examined from fear that you will learn too much about their business.

No secret of a business is given away by the experts. The report would be made to the man who employs the company. Accompanying the report would be a balance sheet condensed, and in the reading of which no information not necessary to the purpose would be shown. The trader or manufacturer could use it for credit purposes if he chose.

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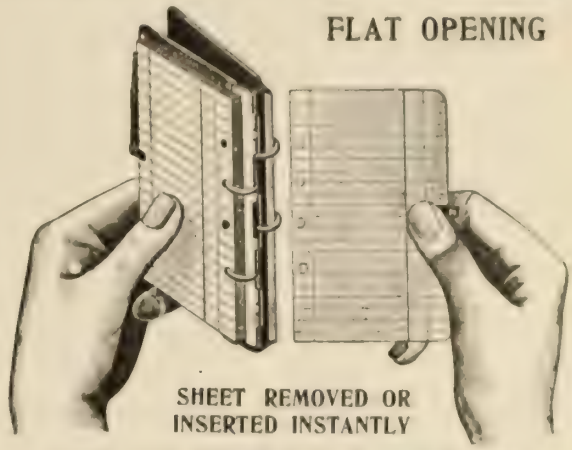
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Incorporated 1851

FIRE AND MARINE

Head Office Toronto, Ont.

Capital -	$2,000,000.00
Assets, over - -	3,546,000.00
Annual Income -	3,678,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $1,000,000.00.
TOTAL ASSETS, $2,024,096.02.
LOSSES PAID SINCE ORGANIZATION, $23,886,005.32.

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HEAD OFFICE, - TORONTO, CANADA.

THE CANADIAN BANK OF COMMERCE

Paid-up Capital, - - $8,700,000
Rest, - - - - $3,000,000

HON. GEO. A. COX, President. B. E. WALKER, General Manager.

HEAD OFFICE: TORONTO, CANADA.

LONDON, ENG., OFFICE, 60 Lombard St., E.C.
NEW YORK AGENCY, 16 Exchange Place.

The attention of exporters and importers is requested to the undernoted list of correspondents of this bank, embracing all parts of the world. In conjunction with its widespread system of branches, numbering 109 and covering all important points in Canada and on the Pacific coast of the United States, it is thus enabled to offer them unexcelled facilities for the transaction of domestic or foreign banking business.

List of Bankers and Chief Correspondents:

GREAT BRITAIN— The Bank of England; The Bank of Scotland; Lloyds Bank Limited; The Union of London and Smiths Bank, Limited; Parr's Bank, Limited.

UNITED STATES— **New York** The American Exchange National Bank, The Fourth National Bank; **Boston** The Bank of Nova Scotia, The National Shawmut Bank, The National Suffolk Bank; **Buffalo,** The Marine National Bank; **Chicago,** The Northern Trust Company; **Detroit,** The People's Savings Bank, The Commercial National Bank; **Minneapolis,** The North-Western National Bank; **New Orleans,** The Commercial National Bank.

FRANCE— Credit Lyonnais, Paris; Messrs. Lazard Freres & Cie, Paris.

GERMANY— Deutsche Bank.

HOLLAND— Disconto Maatschappij, Rotterdam.

BELGIUM— Messrs. J. Matthieu & Fils, Brussels; Banque d'Anvers, Antwerp.

SWITZERLAND— La Banque Federale, Zurich.

INDIA, CHINA, JAPAN and the PHILIPPINE ISLANDS— Chartered Bank of India, Australia and China; Hongkong and Shanghai Banking Corporation.

SOUTH AFRICA— Standard Bank of South Africa, Limited; Bank of Africa, Limited.

AUSTRALIA and NEW ZEALAND— Union Bank of Australia, Limited Bank of Australasia; National Bank of Australasia, Limited.

HAWAIIAN ISLANDS— First National Bank of Hawaii, Honolulu; Bishop & Co., Honolulu.

SOUTH AMERICA— British Bank of South America, Limited; London & Brazilian Bank, Limited; Bank of Tarapaca and Argentina, Limited.

MEXICO— Banco de Londres y Mexico.

WEST INDIES— Bank of Nova Scotia, Kingston, Jamaica; Colonial Bank and Branches; National Bank of Cuba, Havana, Cuba; Bank of Bermuda, Hamilton, Bermuda.

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It may be necessary for your staff to have fidelity bonds. We act as surety on such. We are known the world over.

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The London Guarantee & Accident Co., Limited,

D. W. ALEXANDER, General Manager for Canada,

Canada Life Building, - - - TORONTO.

CAPITAL PAID UP, - - $1,000,000.
RESERVE FUND, - - 1,000,000.

THE METROPOLITAN BANK.

DIRECTORS

R. H. WARDEN, D.D., President S. J. MOORE, Esq., Vice-President
D. E. THOMPSON, Esq., K.C. His Honor W. MORTIMER CLARK, K.C.
THOS. BRADSHAW, Esq.

HEAD OFFICE, - TORONTO.

W. D. ROSS, GENERAL MANAGER.

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FINANCE AND INSURANCE

TWENTY years ago the annual premium income of British life assurance societies was only £11,766,000, representing an annual saving of only 8s 1½d per head of population, or £2 1s 10d per family of five persons. Ten years ago the premium income reached to $22,283,000, an annual saving of 11s 8¼d per head of population, or £2 18s 5d per family; but according to the most recent returns the annual premium income of life companies is now no less than £33,264,000, an annual saving of 15s 10d per head of population, or £3 19s 2d per family. Thus in 20 years the annual sums set aside as a provision for death and old age have increased 125 per cent., and as the growth in population has been only 19 per cent., the annual rate of savings per head of population for this purpose has nearly doubled.

* * *

ACCORDING to the New York Journal of Commerce the United States is rapidly becoming afflicted with a multiplicity of small banks of no considerable resources or reliability. Congress in 1900 authorized the establishment in places of not more than 3,000 inhabitants of so-called "national banks," the minimum of capital permitted being $25,000. Since this action at Washington no less than 1976 new national banks have been created, with an aggregate capital of $114,591,000. These small institutions have appeared in the largest number in the west and the south, though many have cropped up in the eastern states also.

* * *

FINANCIALLY, Canada is at present in a sound condition. In his budget, the Minister of Finance announced a further reduction in the national debt of probably seven and one-half million of dollars. Canada's debt reached its highest point two years ago, when it amounted to nearly $272,000,000. Last year a reduction of seven million was effected, and this, together with the present reduction, will bring the debt down to about $257,500,000. The possibility of making these reductions has been due to an excess of revenue over expenditure during the past two fiscal years. In 1903 this excess was $14,315,166. This year it is estimated at $10,500,000. A considerable portion of the surplus has in both cases gone towards expenditure on capital account, which accounts for the fact that less than fifty per cent. has been applied to a reduction of the debt.

* * *

AS the Summer advances the amount of United States silver circulating in Canada increases, and the tills of our merchants are found on inspection to contain quite a noticeable percentage of foreign coin. The presence of this foreign money is detrimental in more ways than one. It hurts the national pride in things Canadian and it removes a source of revenue from the Government. The coinage of silver is carried on by the Government at a profit, being the difference between the face value of the coin and the cost of the material and manufacture. So long as the coin is not issued too freely, it maintains its standard value and the Government receives its profit. If, instead of the Government keeping the supply of coin up to the demand, that demand is supplied by foreign coins, the Government loses the profits on a corresponding amount of coin. Under these circumstances, some method should be introduced by means of which the foreign coins could be periodically cleaned out. The banks would naturally appear to be the proper channels through which to accomplish the work, but the banks are not directly interested. The Government is the real sufferer, and the Government should make it worth while for the banks to collect and ship out of the country all foreign coins.

* * *

ENDOWMENT life insurance is growing very fast, while insurance for the whole term of life is relatively stationary. In the past fourteen years the sums insured by endowment insurance in Great Britain increased from £31,000,000 to £183,000,000, a growth of £119,000,000. During the same period the growth in insurance for the whole term of life was only £67,000,000.

* * *

IN spite of many adverse circumstances the year's business of the Liverpool and London and Globe Insurance Co. has been decidedly satisfactory, in that the progress made in all departments exceeded all past records. The official financial statement put before the shareholders at their last meeting was amply sufficient to dissipate any apprehension that might have existed that the losses entailed upon the greater insurance companies would not be readily met. Last year the company's fire premium income, after deducting re-insurances, amounted to £1,067,194, and the losses, inclusive of full provision for all claims up to the close of the year, amounted to £1,043,512.

* * *

THE N. B. Board of Fire Underwriters have sent copies of the following circular to the local civic authorities of each town in the province:

The New Brunswick Board of Fire Underwriters have had under consideration the urgent necessity which exists for improvement of building laws and in the fire protection of the various towns in this province.

The numerous conflagrations in Canada and elsewhere have emphasized the necessity for the enactment of stringent regulations to prevent the spread of fires.

The rates fixed by this board are based largely on the construction and situation of the buildings and the

means of fire prevention, and in the future still more attention will be paid to these points.

It is recommended that in all congested framed districts the height of buildings be limited, and shingle roofs entirely prohibited.

The New Brunswick Board of Fire Underwriters trust, that in their efforts to diminish the fire loss in this province, they will meet with the hearty support of the civic corporations and property owners generally of the various towns and that the public will recognize the fact that, independent of the fire insurance companies, they are largely interested in reducing the fire hazard and in the adoption of measures tending to prevent the spread of fires.

* * *

LOANS and discounts of Canadian chartered banks have now crossed the half-billion dollar mark, constituting a new high record. The figures since 1896 are as follows :

1896	$213,211,996
1897	212,014,635
1898	223,806,300
1899	251,467,076
1900	279,279,761
1901	288,299,888
1902	410,662,213
1903	463,969,527
1904	500,648,396

On the other hand, the resources of our banks have grown as follows :

	Capital.	Deposits.
1896	$62,043,173	$193,616,049
1897	62,627,703	211,788,096
1898	62,571,920	236,161,062
1899	63,726,399	266,504,523
1900	65,154,594	305,140,242
1901	67,035,615	349,573,327
1902	68,406,624	362,022,610
1903	74,883,880	406,933,546
1904	78,727,552	444,904,203
	Reserves.	Circulation.
1896	$26,670,199	$31,456,297
1897	27,715,999	34,350,118
1898	27,955,807	37,873,954
1899	29,967,724	41,513,139
1900	34,501,349	46,574,780
1901	37,364,708	50,601,205
1902	37,571,193	55,412,598
1903	45,371,899	57,736,243
1904	50,892,024	50,760,119

BANKING NOTES.

AT the annual meeting of the shareholders of the Standard Bank of Canada, held June 15, the following report was presented : The profits for the year have been very satisfactory, amounting to $183,007.17, which, together with the balance of profit and loss account brought forward from last year, $14,507.79, have been appropriated as follows : Dividends at the rate of 10 per cent. per annum, $100,000; added to reserve fund, $75,000; carried forward to profit and loss account, $22,513.96. The reserve fund, after the addition made this year, now amounts to $181,893.48.

The Royal Bank has opened a branch at Cumberland, B. C.

A branch of the Traders' Bank will shortly be opened in Walkerton.

A charter has been granted incorporating the Penny Bank, of Toronto.

The Sovereign Bank of Canada has opened a branch at Thessalon, Ont.

The Sovereign Bank of Canada has opened a branch at Niagara-on-the-Lake.

The Crown Bank has opened a branch at Burford, with Mr. Allan D. Muir as manager.

The Bank of British North America opened its new building in Winnipeg on May 30.

The Crown Bank of Canada is now doing business at Toronto, Ottawa, Burford and Port Dover.

Mr. Harry C. Fawcett is the new manager of the branch of the Merchants' Bank in Walkerton.

The Farmers' Bank of Canada, with headquarters at Toronto, have applied for an act of incorporation

Mr. H. H. O'Reilly, of Vancouver, succeeds the late C. A. Patterson as Winnipeg manager of the Bank of Hamilton.

Mr. Walter G. Harvey is manager of the new branch of the Bank of Hamilton, at the corner of Barton street and Sherman avenue, Hamilton.

Mr. Ewing Buchan has been promoted from the managership of the Bank of Hamilton, at Owen Sound, to that of manager of the Vancouver branch.

Mr. John Pool, late manager of the Glencoe branch of the Traders' Bank, has been appointed manager of the branch at St. Mary's. He has been succeeded by Mr Malcolm Elliott.

The Sovereign Bank of Canada have taken over the private banking business of E. A. Westland & Co., at Wyoming, Ont., and also the private banking business of Jacob Fuller, at Thedford, Ont.

The Blue Book containing the statement of dividends remaining unpaid, unclaimed balances and unpaid drafts and bills of exchange in chartered banks of the Dominion of Canada for five years and upwards prior to December 31, 1903, which has just been issued, shows a decrease in unpaid dividends, an increase in unclaimed balances and one in unpaid drafts or bills of exchange.

The annual statement of the Traders' Bank shows net profits of $238,422, on an average paid-up capital of $1,890,625, or 12.61 per cent. Premium on new stock, $150,000; balance carried forward, $14,975, which together with net profits, aggregate $403,397. After paying 7 per cent. in dividends, and transferring $250,000 to rest account, there is a balance of $22,678 carried farward to profit and loss account. Capital paid up is now $2,000,000, and the rest account amounts to $700,000. Increase in deposits for the year, $2,429,611.

The second annual statement of the Sovereign Bank of Canada has just been issued. The next profits amounted to $119,760.94, as against $51,223.00 the previous year. Four quarterly dividends have been paid, amounting in all to $65,000, while $20,000 has been reserved for rebate of interest on unmatured bills, and the sum of $25,000 transferred to reserve fund, making the latter $350,000. The comparative statement of assets and liabilities is also very satisfactory, the deposits showing an increase of $2,438,500. The assets have grown from $5,775,000 in 1903 to $8,604 000, an increase of about $2,830,000

INSURANCE PARAGRAPHS.

A new life insurance company has been organized in Toronto, known as the Monarch Life Insurance Co. The authorized capital stock of the company is two millions.

An effort has been made to form a mutual fire insurance company, with head office at Waterloo.

The Manchester Fire Assurance Co., of England, which was organized in 1824, and commenced business in Canada in 1890, has retired from business and has transferred its assets and business to the Atlas Insurance Co., of England, of which Mr. F. C. Henshaw was the chief agent in Canada.

The Excelsior Life Insurance Co. is embarking in business in British Columbia, with Mr. F. J. Gillespie as manager for the province.

This list is for the purpose of placing retailers, manufacturers, jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,

Leading Canadian Accountants and Auditors

adjusting and auditing accounts, arranging partnerships or organizing joint stock companies devising special office systems making investigations and investigations, handling estates making valuations etc

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Chartered Accountant,
Auditor,
Financial Valuator.
207 Manning Chambers, City Hall Sq.,
Toronto, Canada.

F. H. KIDD,
Chartered Accountant, Auditor,
Assignee, Etc
505 McKinnon Bldg., Toronto.

JENKINS & HARDY,
Assignees, Chartered Accountants,
Estate and Fire Insurance Agents.
15½ Toronto Street Toronto
485 Temple Building, Montreal
100 William Street, New York.

HENRY BARBER & CO.,
Accountants and Assignees
Offices
18 Wellington St. E., Toronto, Ont

WILLIAM FAHEY,
Accountant and Auditor
402 McKinnon Building, Toronto.

GEO. O. MERSON,
Chartered Accountant
Auditor, Assignee, etc
Regular and Special Audits
27 Wellington St. E.,
'Phone Main 4744 Toronto

Cable Address: "Wigwam."
T. G. WILLIAMSON,
Chartered Accountant and Auditor,
15 Toronto St., Toronto, Canada.

This space $15 a year

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This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,

LEGAL CARDS.

organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature

For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto

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Offices, Bank of Toronto.
Tel., Main 3813. Toronto, Ont.

JAS. H. BURRITT, K.C.
Solicitor, Notary, Etc.
Pembroke, Ont.

D. O. CAMERON, Barrister.
Equity Chambers, Toronto.
Branch Office, Oakville, Ont.

L. L. O. VIDAL,
Barrister, Solicitor, etc. Collections and Commercial Law.
Montmagny and Quebec City, Que.

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Barristers, Solicitors, Etc.
Winnipeg, Canada.

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Barrister, Solicitor and Notary.
McKinnon Building, Toronto.
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Advocates Montreal
Albert W. Atwater, Q.C., Consulting Counsel for City of Montreal Chas A. Duclos Henry N. Chauvin

Educational Department.

The following institutions for the education of business men's sons and daughters are recommended by this paper:

Have You Any Spare Time?

Why not use it to study Bookkeeping, Shorthand, Commercial Law, Household Science or English?

The study of any of these will increase your usefulness and chances of success.

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You can learn **at Home** in your spare time

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Thorough courses in Bookkeeping, Stenography, Typewriting and **Penmanship**; individual instruction

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Business firms get the best results by applying to us 10 days before vacancies occur in their employ.

See Catalogue pages 21, 27, 33, 41

J. A. Tousaw, Secretary. | **BELLEVILLE, ONTARIO.** | J. Frith Jeffers, M.A., President

Special Advertising Rates have been arranged for space in "The Office," and will be gladly quoted on request.

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Write for particulars about our cuts and ads from 50 cents up. To advertise in newspapers. Catchy ideas for each business. Given to one merchant in a town. Send us your ads and we will criticise them free. WRITE TO-DAY

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A new copper metallic line has just been completed from Simcoe to Port Rowan. The towns listed below can now be reached from Toronto at the following rates:

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Rifle,
Flat,
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Porpoise.



FRANK & BRYCE, Limited

Toronto **MONTREAL** **Quebec**

THE EVOLUTION OF COSTUME IN AMERICA

FASCINATING in many ways is the study of the social customs and the dress of our ancestors. Each reflects the other; the custom influencing the dress, and the dress reacting on the custom. Moreover, an acquaintance with ancient modes of dress and manners of life possesses a commercial value at the present day, for the tendency of the times is to imitate, in a large measure, things that have been. An admirable opportunity for studying the evolution of dress in America during the seventeenth and eighteenth centuries is afforded by an examination of the two magnificent volumes* compiled by Miss Alice Morse Earle, and just published, dealing with the costume of the inhabitants of America during this period. These books are beautifully bound in half-leather and green cloth, and are lettered in red and gold. They are printed on heavy white paper, and are profusely illustrated with reproductions of valuable pictures, paintings and historic garments. Their value to the drygoodsman milliner and dressmaker is undoubted, and they could be placed in the way of customers to advantage.



Gold-covered Brocade Gown—A handsome Eighteenth Century Robe

RETURN
AUG 10

Beginning with the Puritans of New England, Miss Earle notes that the immigrants did not change their style of dress when they left the Old Land. The fashion did not wear out more apparel than the man; for clothing, no matter what its cut, was worn as long as it lasted, doing service frequently through three generations. An examination of wills often discloses bequests of clothes from mother to daughter for four generations. Petty details, of course, were altered, but the general style remained through many years.

The Sumptuary Laws.

In America, as in England and France, strict laws concerning what should be and what should not be worn were enforced. Thus, in 1670, in Northampton, Mass., thirty-six young women at one time were brought up for overdress chiefly in hoods. An amusing entry in the court record states that one of them appeared in the very hood for which she was fined. Another instance is embodied in a Massachusetts statute of 1634, reading, "No man or woman shall make up or buy any slashed clothes, other than one slash in each sleeve and another in the back. Men and women shall have liberty to wear out such apparel as they now are provided of, except the immoderate great sleeves and slashed apparel."

Scarlet was a most popular color for all articles of dress in the early years of the eighteenth century. There was good reason for the wear of scarlet; it both was warm, and looked warm; and the color was a lasting one. It did not fade like many of the home-made dyes. It would appear that a long scarlet cloak was never out of wear for men and women until the nineteenth century. It was, at times, not the height of fashion, but still was worn. During and after the Revolution, these cloaks remained in high favor for women. French officers, writing home to France glowing accounts of the fair Americans, noted often that the ladies wore scarlet cloaks, and Madame Riedesel asserted that all gentlewomen in Canada never left the house, save in a scarlet silk or cloth cloak.

Monotony in Dress.

There was much monotony in woman's dress in the eighteenth century. The mid-century produced the Wat-

*"Two Centuries of Costume in America," by Alice Morse Earle. 2 vols. Toronto: Morang & Co., Limited. New York: The MacMillan Co. Price, $5.00.

team dress, with its swelling skirts, clouds of lace, and gay ribbons, a costume deemed by many the most charming of all women's dresses. Yet even this fashion lasted too long a time. It is curious to note, that in the oldest gowns of this period, the method of cutting and shaping the waist and body is precisely the same as at the present day. The outlines of the shoulder and back seams, of the bust forms, are alike, though not so gracefully curved, and the number of pieces is usually the same. Nor are there to-day any richer or more beautiful stuffs for gowns. The silks, satins, velvets and brocades which wealthy colonists imported for the adornment of their wives and daughters, and for themselves, cannot be excelled by the work of modern looms; and the few laces were equally beautiful.

No Ready-Made Clothing.

Though the shops were full of rich stuffs, there was no ready-made clothing for women for sale, either in outside garments or in under-linen. Occasionally, by the latter part of the eighteenth century, we read the advertisement of a "vandoo" of "full-made gowns, petticoats and sacs of a genteel lady of highest fashion,"—a notice which reads uncommonly like the "forced sales" of the present day.

There was a certain type of woman's dress which was worn in the eighteenth century in many shapes and in rich and varied materials; sacques "polonezes," levites, trollopees, negligees, slammerkins—all forms of the same loose dress. Women wore hoops and paniers, and stays and stomachers. Capuchins, cardinals, ridinghoods—all were forms of the same hooded cloak.

Sacque or "sack" is now the name for a loose outer garment, but a hundred and fifty years ago it referred to a gown. The "levite" was originally a long, straight frock-coat, somewhat like that worn by a priest. The robe levite imitated it with a train added. The open gown, which was looped at the sides and trailing behind, was sometimes called a polonese. Another name for these loose, ruffled gowns was slamkin or slammerkin, which later became an approbrious term applied to a slattern.

Some Accessories.

In 1688 was introduced to fashion one of the most charming accessories which women's dress has ever known, namely, lace elbow-ruffles. They may be termed the typical feminine sleeve of the eighteenth century. Accompanying the sleeve-ruffle were several new gown trimmings. Furbelows were invented. These were quilled pleatings, or narrow flounces, pinked, hemmed, lace-edged, disposed often in curving lines, such as we now term festoon-shape. They were used lavishly on the petticoat and sparingly on the trained overdress or sacque, provided that sacque were not looped up at the sides. Another novelty was pretinailles, appliques of colored figures, cut from brocaded materials, and sewed upon other backgrounds, sometimes very thin ones with unusual embroidery stitches.

Ruffles gathered or pleated in the middle, or on either or both edges, and disposed in various waving, circling or even regular parallel forms on the gown or polonaise, were called robings. Many and ingenious were the ways in which these were plaited and twisted into ruches, rolls, folds and bands. They were often made of strips of the dress material, or of gauze ribbons or of printed silk. Pinking was very fashionable at the time. Fly fringe was a universal trimming of the eighteenth century. It was composed of simple tufts of silk, alternating two and four tufts.

Aprons varied from year to year in form. In 1744 they were worn so long that careless girls were warned not to tread upon them when walking, but to lift them daintily. They covered the petticoat, which was displayed by the open-fronted robe. They frequently formed part of a wedding dress. In the eighteenth century every lady carried a fan. It was an indispensable part of a costume, and the management of a fan seems to have been a study in elegance and grace.

Conclusion.

In the few preceding paragraphs, some attempt has been made to give the reader a foretaste of the good things in Miss Earle's book. The facts have been gleaned from but one or two of the thirty-four chapters contained in it. These chapters deal with such interesting subjects as "Bridal Dress," "Mourning Attire," "The History of the Riding-Habit," "The Pocket," "Hats, Bonnets and Calashes," "The Evolution of Pantaloons and Pantalets," and "The Dress of Children." In each chapter the writer introduces anecdotes and quotations which serve to enliven the pages.

Head Dress

It would be idle to enumerate the various designs which were borne on the heads of women about the time of the American Revolution. There were "garden" styles with flowers, "kitchen garden" modes with vegetables fastened to the side curls and heaped on top; "rural" styles had windmills, which turned in the wind, a sportsman and deer, a shepherd and sheep. The "peal of bells" was a headful of ringing bells; the "treasurer" showed the hair dangling with coins. The "naval battle" showed a French ship of war in full sail, in spun glass. This might have been worn by the Duchess de Chartres, a most unusual woman, whose intimacy with and appreciation of John Paul Jones is one of the most fascinating and romantic side-lights of American history. But this forceful, intelligent and thoughtful woman chose to wear instead a perfect museum of little figures of spun glass, silk, silver wire, and human hair. Among them was a figure of her son (afterward Louis Philippe) in his nurse's arms; also a little negro, a parrot nibbling a cherry, and figures made in the hair of her kinsfolk and friends.

The beautiful embroidered collars, capes, undersleeves, caps, and ruffles, which every old American family cherishes so faithfully, and in such numbers, are haloed with a tradition of vast age. Their beauty, delicacy and marvelous workmanship are reason enough for their preservation, without any question as to their antiquity. Few are very old. These fine embroideries nearly all owe their existence to the revolt of Marie Antoinette against formality and ceremony, with their incidental accompaniment of heavy and rich dress. She could not show this revolt at public functions, but in private life she gave up the rich laces of heavy point and wore fine, embroidered India muslin and mull.

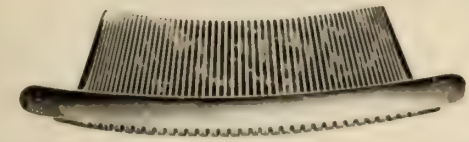
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THE EVERTIDY

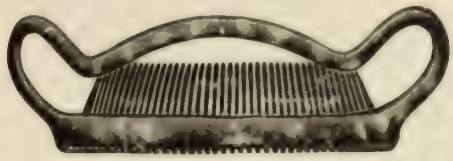
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UP, TO STAY UP.

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Another Great Success.

THREE IN ONE

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COMBINATION POMPADOUR AND FRENCH DIP COMB.

Patents Pending.

Can be used either for:



Straight Pompadour.



Right Dip Effect.





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FOR SALE BY ALL LEADING JOBBERS OF CANADA.

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Canadian Office:
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232 McGill Street,
MONTREAL.

Patentees and Manufacturers of Combs and Celluloid Hair Ornaments.

486 Broadway, NEW YORK.

HOW A CASH BUSINESS WAS STARTED

IN a recent issue of The Review the question of cash in the dry goods store was dealt with editorially. The following, while directly concerning the grocery trade, will doubtless interest readers of The Review, and particularly those who are giving thought to the cash system. Dry goods merchants may possibly get some helpful suggestions from it. The article is by Fred Harris, a cash grocer of Mattoon, Ill.

Our business is now strictly cash. Everything is paid for before it leaves the store or goes C. O. D. Our system in regard to checking C. O. D. orders is almost perfect. We have a place for everything and everything in its place. We believe in and practice system, always remembering the words, "Do it now" —not to-morrow or after awhile. Do it now and get it off your mind, so you will be ready for the next thing that comes up.

I worked for my father until I was twenty-one, at which time he retired from business in comfortable circumstances. I bought his stock, paying for it as I could with 7 per cent. interest on same till paid. When I took the store I didn't have a dollar, but I managed to pay for it all, $2,200, in just thirteen months, and $80 interest besides. I had worked for him eight years. He conducted a credit business, and after taking the store I did a credit business for six years. Now I have done a strictly cash business four years, and can't begin to tell you how much better I like it. I made money in the credit business, but I had my losses, too, just as most all my brother grocers do.

Days of Worry.

There were days I wished I had never seen a grocery store and worried, just as thousands of credit grocers are doing to-day. Then came a time when persons whom I considered my best friends began to take advantage of the bankruptcy law and get the better of me. That put me to thinking, and I decided to wind up the credit business at once and forever. My store was seven blocks from the heart of the city of Mattoon. I changed my system. I moved to the heart of the city, and have been at this location four years.

When I made the change I had some very fine credit trade, but I made up my mind to conduct a strictly cash business. I sent out a thousand letters telling people I was going to make the change, advertised largely in all the home papers in advance of my change, and gave a swell opening by serving coffee free to everybody for three days. The opening was a grand success, and the store has been continuously successful ever since. When I made the move it made some of my old customers sore, and many predicted my failure on the cash plan in from two to six months. Some fairly laughed at me and said a strictly cash business in a credit railroad town was an impossibility.

As I had made up my mind to go ahead, I went ahead and I have to-day one of the finest stores in Illinois outside of Chicago. There are forty grocers in Mattoon, and I am the only one doing business strictly for cash. My sales exceed those of any other grocer. My store has been many times complimented, and is called one of the neatest, handsomest and best arranged stores in this section.

We do not solicit orders. We advertise largely and in many ways. We didn't move to this location with the view to sitting down and waiting for trade. We carry a large, complete stock, and every article is guaranteed or money back. Rich and poor are treated alike. A poor man's dollar is worth as much as the rich man's. We advertise in the home papers, send out bills by mail, give pretty calendars, send out sample packages of many foods we handle, give demonstrations in the store and adopt any other advertising plan which appears to possess merit.

Farmers Can Pay Cash.

I am a strong believer in advertising, especially in a cash business. Good advertising always pays. We have a very heavy C. O. D. telephone business. The drivers always have change and collect at the house. This was new to the people at first, and some pretended to be offended when we refused them credit. These same people are now trading with us and think cash the only system. We make a strong pull for the farmers' trade and find that good advertising sent to the farmer brings better results than to any other class of trade. We show our appreciation of this trade and find it pleasant and profitable. They own their own farms and can pay cash the year round.

In all my advertising I use cuts as much as possible, and from 10 to 150 low prices in most every ad. I put out. Using good cuts makes the advertising much more attractive. We do not try to see how cheap we can sell, but we endeavor to sell the best guaranteed groceries cheaper than they have ever been sold in Mattoon before.

I am highly pleased with my change from credit to cash and never expect to do business in any other way. When the cash system is adopted and you live up to it, you have thrown aside the cares of the grocery business. Brothers who are doing a credit business, be frank—don't you worry and sometimes lay awake nights wondering how you are going to make ends meet? Profits are so small the grocer can't pay unless customers pay him.

I do not advise everybody to do a cash business, but I do advise grocers in cities of over 10,000 inhabitants who have nerve and are not afraid to push ahead to try it and see how much more pleasure, as well as profit, they will find in a cash business. If you can't say "No" to everybody, stay out of the cash business. If you are easily discouraged stay out of it. If you will not advertise never go into the cash business, for advertising is the life of a cash store.

FINEST OF THE SEASON



RETURNED
JUL .2 1904
Cut Book 19
Page 51
Qty

...MADE IN...

CLOTH, SHOWERPROOF and CRAVENETTE

ALL SIZES.

Travellers now out for Fall and immediate orders.

New catalogue containing illustrations of many new and up-to-date styles, both for Ladies and Gentlemen, sent free on application.

(Mention Dry Goods Review)

The National Rubber Co.

Makers of NATIONAL BRAND Waterproof Garments.

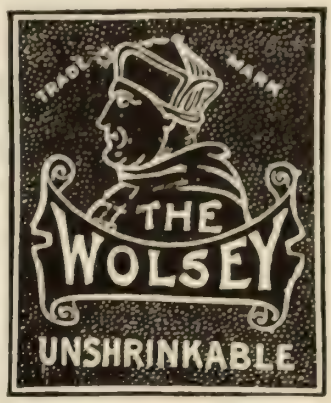
524 Craig St., - - - - - MONTREAL.

The Wolsey

UNSHRINKABLE UNDERWEAR

THERE ARE INNUMERABLE SO-CALLED IMITATIONS OF "WOLSEY," BUT THERE IS NO SUBSTITUTE FOR IT AND NOTHING JUST AS GOOD

The Canadian Public, knowing its unrivalled qualities, and that it is in every respect all that the manufacturers claim for it—



Being Absolutely Unshrinkable Pure Wool, Durable, Well-Fitting

—are insisting on being supplied with "Wolsey," which has stood the test of time, and is one of the greatest successes of modern times.

AVOID SUBSTITUTES.

"CEETEE"

Underwear Unshrinkable Full-Fashioned

Never gets hard with washing. Retains its elasticity.
Keeps its shape. Is soft and warm.
Made from fine pure wool.

We replace any that shrink. Made in light weight India Gauze, for Spring and Summer. Medium and heavy natural for Winter.

Elastic Ribbed Underwear for 1904

Our Ladies', Children's, Infants', Vests, Drawers, Union Suits, Corset Covers, Tights, etc., will be right at the top for quality, new designs, new trimmings.

Our travellers will call on you shortly.

The C. Turnbull Co.,

of GALT, Limited.

GOULDING & CO., 30 Wellington St. East, TORONTO.

JOS. W. WEY, 7 Bastion Square, VICTORIA, B. C.

ABSOLUTELY RELIABLE AND UNSHRINKABLE UNDERWEAR.

THE
EILDON
UNDERWEAR
HAS ACHIEVED A
WORLD-WIDE
REPUTATION.

WHY ?

BECAUSE IT IS
UNSHRINKABLE

WELL MADE

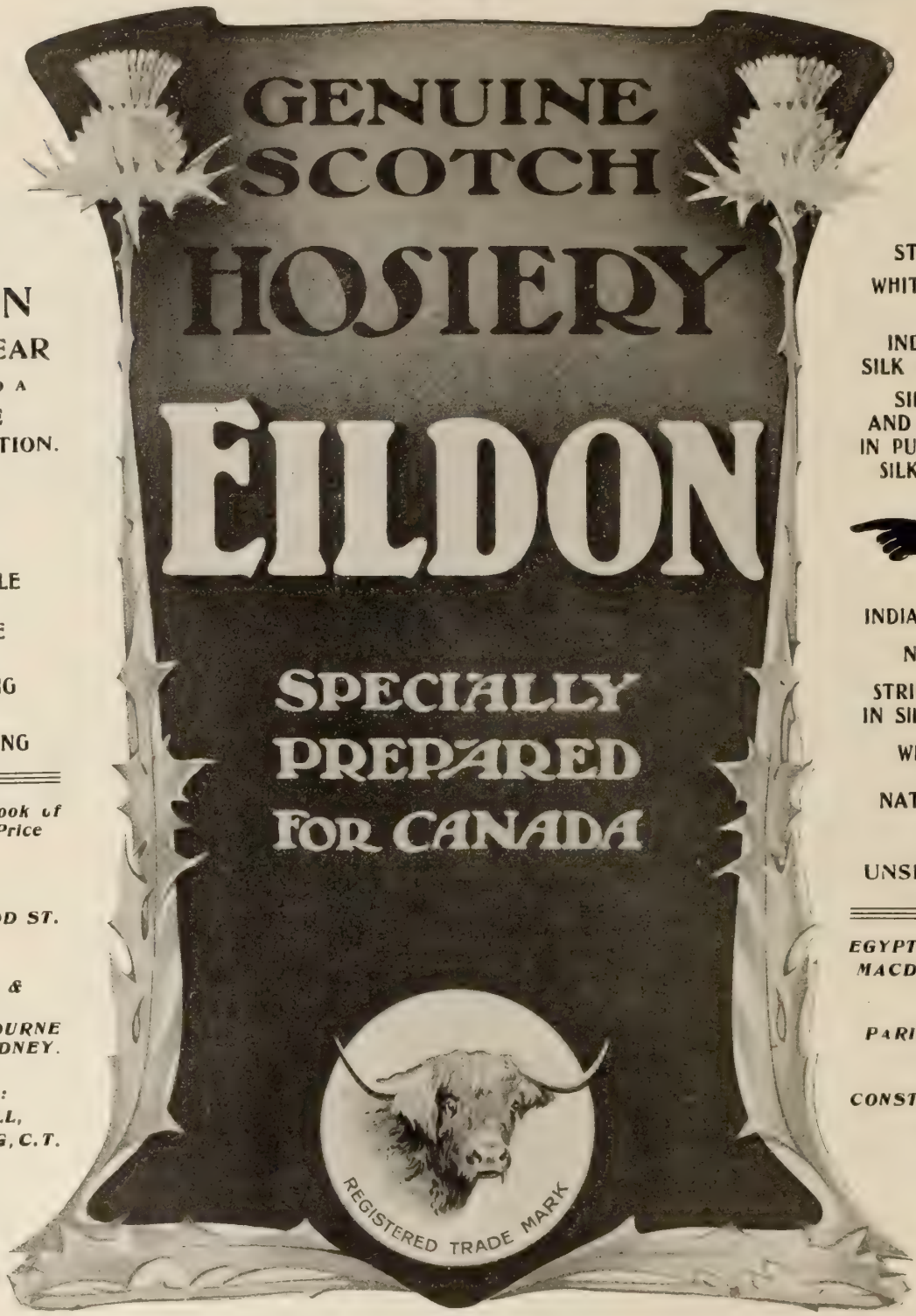
WELL-FITTING
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Write for our Book of Patterns and Price List.

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AUSTRALIA :
PATTERSON & RUHFUS,
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SOUTH AFRICA :
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STOCKED IN
WHITE GAUZE
MERINO,
INDIAN GAUZE
SILK AND MERINO,
SILVER GREY
AND ART SHADES
IN PURE WOOL AND
SILK AND WOOL,

INDIAN CASHMERE,
NOVI SPUN,
STRIPED EFFECTS
IN SILK AND WOOL.
WHITE WOOL
AND
NATURAL WOOL.

ALL
UNSHRINKABLE.

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OUR LEADING LINE

EILDON "Guaranteed Unshrinkable Pure Wool."

These compare favorably with any other make on the market, and we give an unqualified guarantee with every garment. These are labelled "GUARANTEED UNSHRINKABLE," in addition to Eildon tab.

If your wholesaler cannot supply you, drop us a card, and we will arrange to have samples and a price list submitted to you.

Montreal Representative:
J. L. WOODS,
214 CORISTINE BUILDING.

TRY THEM

Toronto Representative:
A. ROLAND WILLIAMS
MANCHESTER BUILDING.

Ladies' Wear

KNITTED GOODS

Men's Wear

WITH the holding off of warm weather, there is a slowness of trade in retail circles. The one or two weeks, or parts of weeks, of sunshiny Summer weather which have visited us gave merchants a taste of what would be if Summer were really here. In spite of it all, however, underwear has been selling in fair quantities, and many assorting orders have been sent in. It is too early as yet for the retailer to feel discouraged in any way, even though his underwear stock has been growing smaller but slowly.

* * *

Orders are being taken by the wholesale houses for Fall underwear, and they report the volume of these as very satisfactory, considering the tardiness of Summer selling. Reports have been issued of the slowness of delivery of Fall goods to the wholesale houses, but these are premature, as these goods are never received until long after this date. If there is a backwardness it will be in line with other years, but it is of little use to prophecy an evil like this, or rather to speak of it as actually existing, when nothing is known, nor will be, for a month or thereabouts.

* * *

During this month the Spring buying will be done in the wholesale houses. Nothing as yet can be gleaned of the trend of prices. In the United States the Spring samples are already out, and while many lines are going at last year's prices, an advance of 5 per cent. is reported on certain lines of balbriggans and ribbed goods. The quotation of prices on the basis of last year is a risk, since cotton and yarns will have to drop to make a profit probable. In the present state of the cotton market the manufacturer is at a great disadvantage in quoting prices. There is no accurate idea obtainable about the future price of raw cotton, and prices of underwear for next Summer are based on the merest guess.

* * *

Since the tan shoe has become so popular it is only natural to suppose that tan hosiery would be in active demand. That this may be so when warmer days arrive is possible and even probable, but there is not much evidence of it as yet. A warm sun will be sure to bring out summery styles, and the tan hose with the tan shoe is one of them. Plain black hosiery are the most prominent yet. In the United States tan hosiery is selling very fast. One importer states that he has 5,000 dozen of unfilled orders.

* * *

Men's hosiery continues to arrive in all imaginable designs and colors. Some new plaids have been put out. They are of a quiet order, and seem to be pretty well liked. A Montreal furnisher has found a good demand at present for a large assortment of grey effects, which certainly do seem to be about what is wanted now in fancies. The body of the sock is dark grey, top, heel and toe black, with a white stripe, or two down the sides. Browns are also again coming in for a good share of the trade. This is usually a popular color in men's hosiery, but this year the range of shades is from a light tan to a deep seal brown. Fawns and blues are also good, and in the fancies with black grounds the usual good demand is in evidence. The very light gauzes and lace effects are again shown, but are not selling well at present.

* * *

For the Summer trade the demand for the balbriggan lines has been good, and merchants who are well stocked with balbriggans have reason to congratulate themselves. They cannot now be repeated at the same prices, and the advance is considerable. In special lines, such as linen mesh, there has been no particular change, and this fact is doubtless having something to do with the increased popularity of these garments. Some makers of mesh undergarments have put union suits on the market. It is said that they are taking well.

* * *

The number of special lines of men's and women's underwear on the market seems to be continually on the increase. No sooner does an inventor or manufacturer produce something out of the ordinary than a dozen others follow with a garment as near like it as they dare go, providing, of course, that the original shows signs of becoming a success with the public. There are special woolen brands, linen mesh brands, and others galore, all with their satellites, which are doing more or less of a trade—the business done being more or less in proportion as they advertise than for any merit one make has over another, for they are much the same, like the dozens of breakfast foods on the market.

* * *

The several lines of fancy underwear shown now by retailers are selling only moderately well. Both solid colors and fancies are shown. In the former the light blues, pinks, salmons, light greens and helios are most common. The fancy effects are greatly varied, and the stripes are in blue, gold, red and other strong colors on colored grounds.

* * *

One line of knit goods which our Canadian merchants do not seem to push with the same energy as the American drygoodsmen is ladies' knit golf sweaters, vests, blouses, etc. That there is a very good trade in them in most towns many merchants have found out, but they still are more or less kept in the backyard. For golfing and all outdoor sports in Spring, Summer and Fall they are unexcelled in point of popularity. In the Winter time they have been found just the thing for skating, and for tobogganing, snow-shoeing, skiing, and other sports they are to some extent taking the place of the regular Canadian "snowshoe" costumes—a fact perhaps to be regretted, but none the less true.

* * *

They come generally in scarlet, navy, white and black, though several fancy designs in figures and stripes are being shown. The low-necked garment seems to be much preferred for the warmer seasons. For colder weather about the same shaped garment with knitted neck sells best. This is a trade worth specially cultivating.

The managers of the knitted goods departments in the wholesale dry goods houses usually look forward to the month of June to do their chief sorting trade for the Summer, and under circumstances which nearly always prevail there is a good demand for sorting lines. This year, though, the movement was not to be called light. There was, nevertheless, not the same brisk call for certain numbers and sizes. Some excellent values, however, are being offered the trade, both in lines for immediate requirements and for Fall. Every wholesaler seems to have protected himself against what he foresaw would surely be an advance in prices in Spring goods, and stocked well with last year's productions, with the result that retailers who are buying now are reaping the benefit.

* * *

Sales of Summer weight ladies' and children's knitted underwear are not up to the usual standard at this time of the year. This can be put down solely to the unseasonable character of the weather. When a warm day



Shown by The Galt Knitting Co.

or two comes along sales at retail take an upward jump and there is something doing at the underwear counter, but they flatten out again when the weather turns cool. There has been some report of advances on Fall repeats, but inquiry among the manufacturing and importing ends of the trade does not quite bear out this statement, though prices are firmly and stiffly held. Both fine wools and the coarser grades are in good demand, and cotton cannot now be used as an admixture to cheapen prices. The retailer should keep a watchful eye on his stocks, and see that assortments are kept full, as there is likely to be some shortage before the season is out of desirable lines, though the mills generally are in better shape for the Fall trade. This applies to hosiery lines as well. Ribbed hosiery, it will be remembered, was decidedly short last year, and in this stock this year the retailer should lose no time in anticipating his wants.

STOCKINGS WITH POCKETS.

LADIES' pockets, says the Hosiery Trade Journal, have so long been the source of wit in others and frantic misery in themselves, that their inaccessibility seems to be accepted with the resignation of despair. Some two or three years ago, the question was debated as to whether women should have pockets at all. It was the time of the tucked-in handkerchief and the purse carried in the hand—when purses were left on shop counters or even posted for letters in a despairingly pocketless effort to get rid of them. Things had reached a crisis. Woman declared that, as she had to go out, like man, to battle with the business of the world, she must have pockets like man. And she did. Woman, in fact—or at any rate the American woman—is no longer to have her pockets in her skirt and coat; she is going to have one capacious pocket in her stocking. For a New York contemporary, who shows an illustration of stockings with the new feature, says so; and further says: "Are hosiery pockets for women to supplant the dainty purse or reticule? Hosiers, who have made a long study of women's needs for pockets have introduced, under the guise of St. Louis Fair souvenirs, a big variety of women's stockings with pockets knitted near the top. As a rule, the pockets are done in bright colored silk, the designs being the Stars and Stripes, crossed flags, or St. Louis Fair inscriptions on pink or red silk. The pockets are three and a half inches in length and one and three-quarter inches broad, and are made, ostensibly, for the safeguarding of railroad tickets. Hosiers gravely announce that the new creations are the forerunners of a modified pocket-stocking, which will be fastened or buttoned, and is destined to contain the money or trinkets which milady carries about with her. These manufacturers, who are accustomed to study the needs of women in wearing apparel, even prophesy that skirts will be made, eventually, with apertures so as to render the pocket easy of access. The importers admit that neither they nor anybody else can venture to say how capricious woman will regard them. She may prefer the discomforts of searching through a muff for car-fare, or continue to worry about the contents of a chain purse on shopping expeditions."

There is certainly more novelty about the pocket-stocking than some other stockings which have come under our notice, such as the following: A new stocking has been introduced of a superior fabrication. First of all the sole has the seam on the side instead of down the centre, which is an advantage to people having delicate feet. This stocking at present is only seen in ecru and in white, and is known as the semelles d'or, but we shall soon have it in the new shades.

NOVELTY IN LADIES' KNITTED GOODS.

AMONG Summer novelties now on the market is one that reveals in a most decided manner the feeling that is manifesting itself in so many ways in favor of a return to a more closely fitting style in women's dress. These are vests, drawers, and combinations in a knitted fabric that closely resembles that used for gloves and hosiery. It is designed to fit the figure closely, and follow the outline just as a stocking or a glove does, and it will not pull and stretch like an ordinary knitted vest will do. Some of these sets come in very gauze-like texture, and are specially intended for stout figures, as they add nothing to the bulk and there is no fullness in any part. The drawers are made in umbrella shape, and are finished with a frill of the material and with wash ribbon and lace. These garments are of silk; the vests, etc., are shaped like a chimese, and many are hand embroidered in small floral motifs, while others show a yoke of elaborate hand crotchet work.

PREMIER FINISH
TRADE MARK
NON-SHRINKABLE
PURE WOOL.

Cartwright & Warner,
LIMITED.
Loughborough, England,

Manufacturers of

NATURAL WOOL UNDERWEAR

In addition to the well-merited reputation of this firm in all important markets in the world we take pleasure in subscribing to the fact that during ten years that we have represented them in Canada this reputation has been well sustained for their durability and unshrinkable qualities.

R. FLAWS & SON, Agents, : : Melinda St., Toronto.

JAEGER
Pure Wool

If you stock JAEGER Underwear you attract the best class of customers to your store.

You are sure of repeat orders.

No underselling — uniform prices throughout the Dominion.

LIBERAL TERMS TO THE TRADE.

The TRADE MARK is a genuine guarantee of purity and quality

NOTE TRADE MARK IT

PURE & WARRANTED WOOL

Price List and full particulars as to terms, etc., apply to the

HEAD OFFICE FOR CANADA.

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY, LIMITED
2206 St. Catherine St.,
MONTREAL.

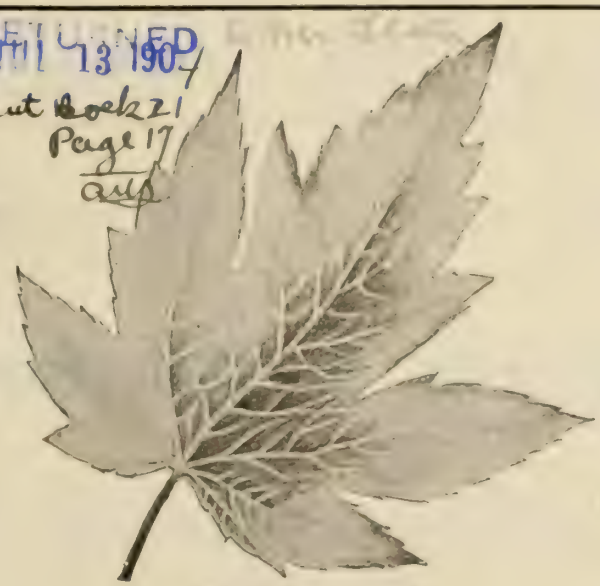
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and

You can depend upon our

"MAPLE LEAF" BRAND

of

Hose,
Half Hose,
Over Hose,



Maple Leaf Brand

Fine Mitts,
Toques,

for

FINISH
DURABILITY

and

SATISFACTION

Retail Trade Only.

PROMPT DELIVERIES. SATISFACTION GUARANTEED. EVERY PAIR WARRANTED.

The Goderich Knitting Co., LIMITED, ...Goderich, Ont.

J. E. LEWITT, Manager. Established 1895.

SELLING AGENTS:

McCLUNG & BURNS, 17 Jordan St., Toronto, Ont.
A. L. GILPIN, 22 Victoria Chambers, 232 McGill St. Montreal, Quebec
J. H. PAYNE, Box 643, Winnipeg, Man., N.W.T., B.C.
FRED. S. WHITE, St. Stephen, N.B., For Maritime Provinces.

Geo. H. Hees, Son & Co.

LIMITED.

We invite the trade to examine some extra good bargains we are now offering. They are bargains, as we are offering them below cost.

Furniture Coverings

Short Ends

Jute, Cotton and Silk Goods

Tapestry Curtains

Some lines we are running out of, and the assortment is not quite complete,

And Other Lines of Equally Good Value.

Correspond or Call at our Salesroom, 71 Bay Street.

GEO. H. HEES, SON & CO.

LIMITED

TORONTO



CARPETS.

POINTS ON ORIENTAL RUGS.

WHEN woman fares forth to purchase an Oriental rug she is often hampered in her selection by ignorance of her subject. She may be familiar with Turkish rugs in general, and can run over the entire trade shibboleth—Shiraz, Daghestan, Kurdistan, Bergama, Khorassan, Bokhara, and so on ad infinitum—with parrot-like facility, but when she attempts to discriminate, to diagnose the characteristics of the rugs and know whether she is getting the worth of her money, as well as the style of rug best suited to the place for which she intends to use it, she is often at sea.

In selecting a rug the first thing to be considered is the use for which it is intended. Is it for the dining-room? Then it must be heavy and of thick pile, especially if the rug is to be used on the bare floor. For this purpose the Khorassan, Ushak, Beloochistan, Feraghan and Bokhara are used to advantage. Persian rugs are sometimes employed, but are usually too expensive, as, for instance, the Kirman, which sells from $3 to $6 a square foot, wholesale price. These rugs have a medallion centre, with a design of curved lines. They are clear and distinct in character, and usually delicate in color. The pile is silky and velvety to the touch.

While the Ushak rugs are now being made especially for foreign trade and not for native private use, as is the case with most varieties of rugs, they wear well. A good Ushak should last from thirty-five to forty years in constant use, and the color, if genuine, should disappear only with the last vestige of the carpet. In the Ushak regularity or precision of design is not so much sought after by the weavers as a certain breadth of effect and harmony in coloring. Red and green are usually the chief colors in a diamond-shaped centre, while in the border black, blue and yellow are tastefully intermingled. A remarkable feature of these rugs is the extreme rarity of the use of white.

The Khorassan is more of the palm-leaf pattern. The centre is usually of plain red, blue or gray, or blue and red medallions. They are made of the best sheep's wool in the country of Khorassan, where the nomads raise their sheep. This region, now occupied by the fierce Turcomans, whose name is often given to the rugs, was the cradle of the Turkish race. The large rugs are made by experts in the native factories, so that they always come even and regular, but the small ones are made in the homes. They have a heavy pile, suited to a khalee or carpet of the larger sort, intended for service in reception or dining rooms.

In selecting a Khorassan, one must be on guard, as sometimes they are made of cotton. The way to detect this is to dampen a cloth or corner of the handkerchief and rub it against the face of the rug. Cotton does not absorb color as well as wool, and the color rubs off. Should there happen to be plain white ground in the carpet it can be tested by burning. Light a match and singe a spot. If the rug is pure wool the scorch will brush off, leaving no trace; if cotton, it cannot be removed.

The Feraghan has a loose texture and a velvety pile of medium thickness.

The centre is generally of a mixed pattern of small irregular figures, surrounded by a rich border. Sometimes one comes across a Feraghan having the centre of one uniform color—a rich red or the deep, dark Persian blue. The Feraghan has not so rich a texture as the Khorassan.

The Bokhara

is so well known that "he that runs may read." It is invariably of a definite pattern—a small figure repeated, and a peculiar design that once familiar with one never mistakes. Sometimes, as in the prayer rugs, it consists of two or more large squares with a geometric pattern. These are usually of a deep red. They are made in homes and are of the best quality in general.

Just now there is an excellent opportunity to buy Beloochistan rugs. The rug market has been flooded with these beauties for the reason that the road for commerce has been recently opened. Once the present supply is

exhausted, the Beloochistans, like the Daghestans, the Yeordiz and the Sennahs will become scarce and correspondingly high. They are made of the finest goat's hair, which renders them marvelously soft and flexible, with a sheen like satin. The coloring is always of deep, rich reds and blues, the reds having a burnish suggestive of copper in the high lights. The pattern is small and rather intricate, while the border is usually very fine, including two rows of white, showing the latchkeys or hooks which mark the work of the Tartar tribes.

The Daghestan, which is made on the Caspian sea, northeast of the Caucasus Mountains, is woven of the best wool, and is durable in the extreme. They are of thick pile, with a rich, smooth surface, and have the largest size of geometric figures. The coloring in generals is of reds and blues. The largest size never comes more than eight or nine by five, and unfortunately for rug lovers the antique ones are getting very scarce.

The same may be said of the Yeordiz, now so nearly out of the market that dealers are asking from $75 to $200 apiece, and they never come in larger sizes than four by five. They are made of the best quality of sheep's wool, and are a valuable acquisition to any collection.

All Persian rugs are made of goat's hair bleached. Sehna rugs are of small design usually, but incorrectly called the palm pattern. The design is really intended to represent the clustered jewels in the Persian crown. Most of the Sehna rugs are deep red verging on terra cotta, or peacock blue.

The Shiraz can be distinguished by the finish of the borders only, as the infinite variety of pattern does not permit a generalization. The border of the Shiraz rug is always whipped over with a close woolen cord, invariably of blue and red, green and red, black and red. They are made of the best quality of hair.

Good antique Shirvans can always be utilized to advantage in parlors. They come as a rule in small sizes, and in such infinite variety of pattern and color that it is not always easy to tell them from other rugs save in the fineness of weave and smallness of design. They are made in the homes in the Province of Shirvan, southeast of the Caucasus Mountains.

The expensive Kirman or Kirmanshal are made of the best quality of goat's hair. There seems to be some peculiarity of climate that affects the growth of hair on the backs of the animals, giving it a lustre that is transmitted to the rug even when new. These rugs come in large sizes, seldom of a geometric pattern, but of flowery and elaborate designs, as well as the all-over palm pattern, which, connoisseurs in rug designs say, is the weaver's conception of the almond leaf.

Sometimes the antique Kirmans contain elaborate mythological designs.

In the ninth century the Persians accepted Mohammedanism, which forbids the using of images. Before their acceptance of this creed their religion, which included sun worship and the sacrificing of animals, especially birds, led them to work into their rugs designs typifying their belief.

The Kurdish

or Anatolian rugs, which are getting scarcer every year, are always crooked. The reason is that they are made of tiftik, the Turkish name for Angora wool. All other rugs, save the Anatolian, are made with a cotton or linen back. The Kurdish rug is made entirely of wool, which shrinks or stretches according to atmospheric conditions. So beautiful, however, are the rugs and so durable that their crookedness is ignored by rug lovers. The pile is heavy and silky, the patterns large, the coloring rich, with a border of the cream-colored hair in its natural state.

Prayer rugs are made especially in Beloochistan, Shirvan, Carabagh and in some of the Turkish provinces. They always have the pointed pattern which the Turks spread for their devotions, turned toward Mecca, or the east. All devout Mussulmans use these save the dervishes, who use deerskins, putting the head toward Mecca and placing their palms on the outstretched front legs of the deer.

In purchasing rugs there are several practical details to be looked into. First, is the color vegetable or not? Second, is the white warp mixed with cotton? Third, was the white wool or hair bleached before being wrought with the rug? Fourth, is the rug, if "antique," genuinely so, or has it been doctored? Fifth, is the rug damaged? Sixth, is it straight?

The first and second questions may be answered by rubbing a damp cloth over the cotton or color suspected. If the color comes off, beware.

To tell whether the wool or hair has been properly bleached you must judge from the odor. If it is strong, don't take the rug, for the disagreeable wooly smell becomes intensified in hot weather, so that it is an offence to the entire household.

To tell whether a rug has been doctored chemically look at the back and see if the color corresponds with the face of the rug. If the former is bright and the latter "toned down" it is the work of man, not time.

Hold a rug with the front to the light and look through it if you would search for damaged spots, and if there are any you will see them. The holes that often come, made by the hooks in baling and rebaling, can be readily repaired, and do not materially damage the rug.

PRICES LOWER IN THE UNITED STATES.

WITH the opening of the Fall season in the United States, a new price list has been issued by the carpet manufacturers. In this, the reductions are remarkable, and in most lines entirely unanticipated. There cannot be said to be any reason for this in the reduced price of making, for material is just as high as ever. It is said to be due to the backward Spring trade.

The lists show declines of from five to ten cents a yard on Wilton velvets, and of four cents a yard on Palisade velvets. The prices of tapestries remain the same, although an advance is expected. One line—ten-wire goods—has been reduced one and one-half cents. There is no change in Brussels and Wilton carpets and rugs. In Axminsters, a decline of five to eight and one-half cents is registered. Extra super manufacturers quote no change, save a small advance to jobbers. Unions, cotton chains, and all grades of cotton carpets show varying advances.

One large mill has closed one of its branches in order to curtail production and make the prices quoted stable.

The Philadelphia tapestry carpet manufacturers, who last year compromised with their employes on a fifty-



June 18th, 1904.

TO THE WALL PAPER TRADE:

Gentlemen,--

We beg to advise you that our salesmen are now upon the Road with a full line of Wall Paper Hangings and Interior Decorations.

NOTE--Our lines are all new, and are admitted by all who have seen them to be the finest selection ever shown in Canada.

Our mill has nearly twice the capacity of any wall paper mill in Canada, consequently we can give more prompt delivery than others.

WE HAVE NO CONNECTION WITH ANY TRUST OR COMBINATION.

We guarantee our prices against all comers.

Dealers wishing to obtain exclusive sale of our goods for their section should write us by return mail. We have salesmen in every section of Canada from the Klondyke to Newfoundland.

Correspondence respectfully solicited.

Yours very truly,

THE MENZIE WALL PAPER CO., Limited.

Head Office and Salesroom--98 King St. West, Toronto.

seven and one-half hour week, have notified them that on June 1 the old sixty hour week will be resumed. The employes were so badly beaten last year that no opposition is expected.

Notice was taken some months ago of the introduction of Irish hand-woven rugs into Canada. At the World's Fair will be seen one hundred and fifty Donegal peasants manufacturing these rugs.

THE MATTING SEASON.

WITH the approach of the matting season the merchant must make some effort to advertise his goods. The suitability of matting as a part of a window display is doubted by so many that the accompanying illustration will come as a surprise.



The possibilities of matting and Japanese goods in a window display.

Every general merchant handles palm leaf fans, and most can show Chinese lanterns and Japanese fans, parasols, etc. The background is made of porch curtains, a line for which there is an ever increasing demand. Along the top of this is hung a row of fans—a very simple, but exceedingly effective plan. Three rolls in the back are arranged with centres pulled out, the two side ones forming an arch, and the centre roll reaching up to it. Only two other rolls are used, and are topped with Japanese umbrellas. The remaining features are parasols and Chinese lanterns. Two Japanese kimonos and a few artificial palms complete the display with a touch that shows a good idea of window dressing.

ADVERTISING SCHEMES.

AN exchange tells of a Pittsburg merchant dealing in house furnishings, who makes a special effort to capture the trade of newly married couples. He uses a clipping service covering Pittsburg and all towns within a radius of fifty miles, and in this way secures all of the announcements of engagements and marriages. Whenever one of these is received he sends to the interested parties a letter setting forth some of the reasons why it will be profitable for them to trade at his store.

An Ohio man has used the following for an advertisement, and it is good enough to copy:

"If a girl is in love, that's her business;
If a man is in love, that's his business;
If they get married, that's their business;
When it comes to furnishing the home, that's our business."

A. B. C., in the House Furnisher.

WALL PAPER.

JAPANESE DESIGNS.

OWING to the recognized beauties and the great possibilities in the Japanese style of decorative art, and the fact that the war has brought things Japanese into renewed favor, Japanese ideas in wall paper might well be followed out.

There was a time, several years ago, when Japanese art was popular. The Mikado was the favorite opera, and homes were filled with things Japanese. This fad died out, and conditions are now favorable for reviving this popularity along more practical lines.

There is a life-giving quality in both Japanese and Chinese art, to which decorative artists have frequently turned for inspiration, and to nothing can this art be more profitably applied than in the designing of wall paper.

PANELS IN WALL PAPER.

WOOD panelling is known to everyone, as well as panelling in stucco work, and with it in everyone's mind is connected the idea of great expense. There is, however, another method of obtaining quite a similar effect at a cost beyond the reach of few. The use of wall paper and moulding in this way is developing rapidly, and as soon as its possibilities are more widely known it will be more generally adopted.

It is in his attention to specialties, in his evident efforts to get what is new and what is best, that a merchant's reputation is built up in his town. He might go on, year after year, laying in nothing but rolls and borders of paper for the ordinary uses, and his business would never grow very large. But let him keep in touch with all the latest ideas and novel effects, and his towns-

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WALL PAPERS

Let the 1904-5 Samples Speak for themselves

THE DESIGNS AND THE COLORINGS THE WHOLE LINE THROUGH SHOW GOOD STYLE, ORIGINALITY AND INDIVIDUALITY — JUST THE LINE OF WALL PAPERS TO MEET POPULAR FAVOR AND JUST THE GOODS THE DEALER MUST HAVE TO BUILD UP AND HOLD A PROFITABLE BUSINESS.

Our Travellers are out this month. Wait. See the Staunton line.

Let us have your order.

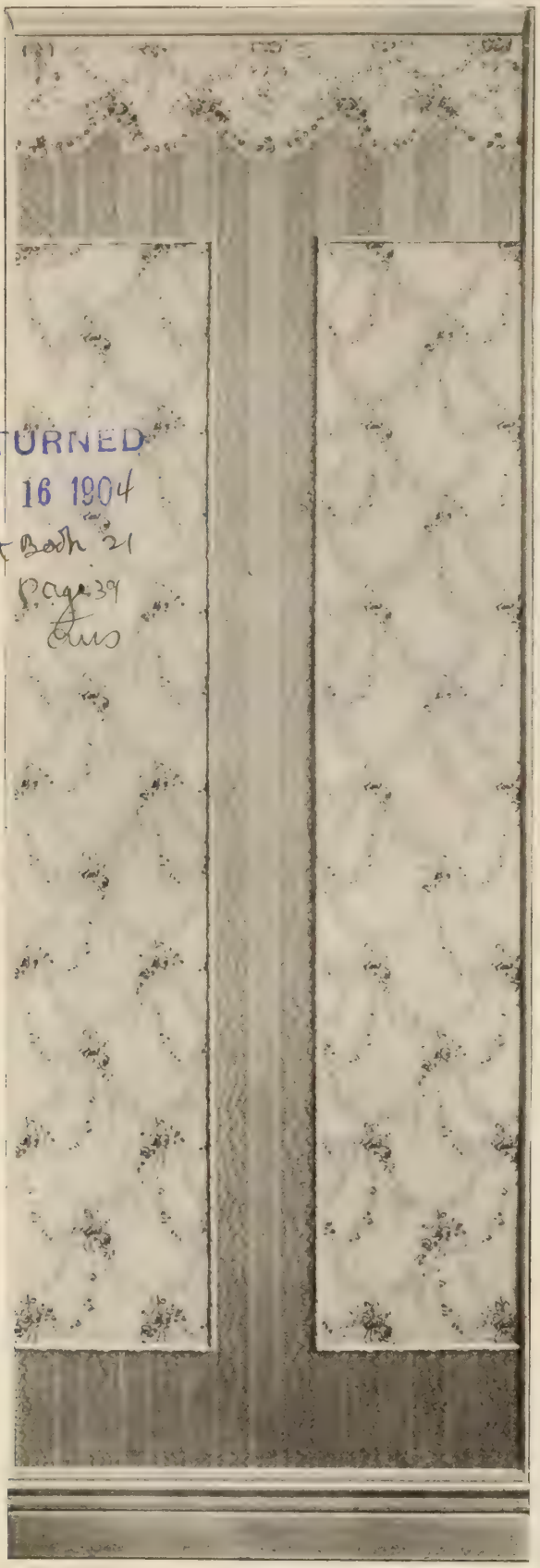
STAUNTONS LIMITED

TORONTO

944 YONGE ST. CANADA

people will get into the habit of coming to him for the best goods, as well as the cheapest.

In the cuts shown is given a good idea of how effective this panel treatment can be, and how simply it is worked out. For the walls there are three papers, called the "style," the portion outside the panels; the "panel," and the "border." At the top of one is a fourth paper, which is intended for the ceiling. Around the panels is a small neat moulding, which carries out accurately the panel idea.



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Panel Treatment—Shown by Stauntons Limited.



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Panel Treatment—Shown by Stauntons Limited.

The border is of a special kind, with the edge shaped to the pattern. This is printed in ordinary strips of border with straight edge, and afterwards cut to the pattern.

COTTON COMFORTERS.

BRITAIN—60 x 72—$13 75 doz.—Baling free.

The above quilt was our best seller in 1902 at $13.90 per dozen and baling.

Cotton was cheaper then, too.

Our quilts are made better now than ever before.

We have twelve grades this year, with over one hundred styles, at from $7.20 per doz. to $33.50.

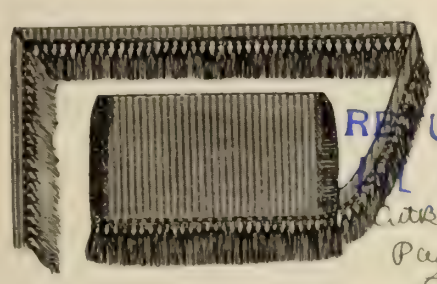
Our sales since January exceed three thousand dozens and we cannot promise early deliveries to late buyers.

BETTER ORDER TO-DAY

WRITE ANYWAY FOR PRICE LIST.

THE ALASKA FEATHER & DOWN CO., of Montreal LIMITED

WINNIPEG and MONTREAL



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A. R. Burrows & Co.

Guelph, Ont.

MANUFACTURERS OF

Rug Fringes,
Upholstery Fringes,
Carriage Fringes and
Carriage Dusters.

Wool and worsted yarns of the very best quality, and fast colourings are used in the making of these goods.

Write us for Samples and Prices.

DOWN COMFORTERS
WOOL COMFORTERS
COTTON COMFORTERS
BED PILLOWS
WHITE CUSHIONS
COSIES, MUFF BEDS, etc.

FANCY CUSHIONS.



FANCY COSIES.

PRICE LIST ON APPLICATION. FEATHERS BOUGHT.

THE TORONTO FEATHER & DOWN CO., Limited

74 KING ST. WEST, TORONTO

CHINA AND GLASSWARE.

SPECIAL CATERING.

MERCHANTS who reside in towns of a thousand or over have an avenue of profit opened up to them which is, one might say, never taken advantage of. In every town there are socials, picnics, parties, weddings, funerals, and gatherings of various kinds, at all of which glassware and cutlery are in demand. And it is the rule that for all these events the necessary table fittings are difficult to get.

It has become the custom for a church to own its own glassware, or for those who are engineering the entertainment to provide the dishes from their own private stores. This is unsatisfactory, and a carelessness in handling is always observed that means a depleted stock in the church in a very few years, or the destruction of more or less valuable glassware that prevents a repetition of the loan by private individuals.

Not infrequently the merchants are solicited for the loan of dishes from their stock, and this must be refused, or if granted for politic reasons, it is with many misgivings. If the merchant is interested in the church or society giving the social, he is expected to acquiesce in the carrying off of his stock, with a smile on his face. Then if there is any breakage, he either stands it himself without murmur, or charges the cost only, and gets nothing for his risk. If he occasionally charges, his rates vary with the customers and ill-feeling is sure to arise. But all this discomfort and risk can be avoided by the adoption of a system of renting out glassware that is undertaken as a regular part of the business.

The first step is to order a supply of a good class of hotel ware, with name and, possibly, address on each article. Pure white is not as attractive as a small pattern. In this supply must be included plates of two or three sizes, cups and saucers, meat dishes and other shallow dishes, jugs, vegetable dishes, butter plates and small butters and platters. These should be all matched, of course, and of a pattern that can be easily obtained at any time if pieces get broken or lost. Job lots should be avoided, as they are usually inferior in quality, are more or less motley in appearance, and cannot be repeated with ease in either pattern, shape or size. The wares must be presentable, and not stamp themselves immediately as borrowed or rented. The name should be on the bottom, and not on the sides or in the most conspicuous position, as so many hotels appear to be delighted with.

Together with the dishes, it is well to carry cutlery, although people are better supplied with this, and less of it is absolutely necessary. There would also be a demand for tumblers, vases, etc.—whatever is used in fitting up a table.

When the stock is laid in the scheme must be thoroughly advertised, and forms be made out to be used on every

WE LOAN

GLASS, CROCKERY AND CUTLERY FOR

SOCIALS,
PICNICS,
WEDDINGS,
FUNERALS,
ETC.

CHARGES REASONABLE
CASH TERMS
ADVANCE DEPOSIT

JAMES SMITH,

26 SIMPSON STREET,
WINNIPEG, MAN.

All goods must be thoroughly clean on return, or charge will be made for washing. Broken or missing goods will be charged for at wholesale prices.

RULES OF LOAN.

Goods must be examined at time of delivery and signed for as found.

One-fourth of the value of the loan must be deposited at time of ordering.

Five per cent. interest will be charged for each day's delay in returning goods.

Name of Hirer.....A. C. STANHOPE.....

Address.....237 First Ave.....

.....Winnipeg, Man.....

Date of Order.....Sept. 3 for Oct. 10..... Date of Delivery.....Oct. 10.....

GOODS LOANED :

....4 dozen Irish Breakfasts, gold sprig, at $2.00 a doz	$ 8 00
....6 dozen Plates, 6 in., $1.50 a doz	9 00
....2 Epergnes, one $3.50, one $5.00	8 50
....12 Comports at $1.00 each	12 00
....4 dozen 10-in. Dinner Plates, at $1.00 a doz	4 80
....4 Cover Dishes, at $1.00 each	4 00
....4 Meat Dishes, at $1.00 each	4 00
....4 dozen Tumblers, at $1.00 a doz	4 00
....4 dozen Wines, at $1.00 a doz	4 00
....12 dozen Cutlery, 4 knives, 4 forks, 4 spoons, at $1.00 a doz	12 00
Value of goods loaned	$70 30
One-fourth of above Value Received on Deposit	$17 58
Charge for Loan	$5 00

Plus.....breakages.....shorts and.....demurrage.

Balance of deposit money returned as soon as goods have been returned and examined.

THE
WATSON FOSTER Co
L-T-D
MONTREAL.

SUPREMACY
PAST PRESENT FUTURE

A MANAGEMENT WITH AN EXPERIENCE OF TWENTY-FIVE YEARS, UNCEASING VIGILANCE, UNEQUALLED STRENGTH OF EQUIPMENT AND AN UNTIRING ENDEAVOR TO MEET THE WANTS, CONVENIENCE AND TRADE INTERESTS OF ALL DOING BUSINESS WITH THE COMPANY, HAVE REASON FOR THIS POSITION.

AND IF THE STRONGEST LINE OF PRACTICAL WALL DECORATIONS EVER PRODUCED BY ONE FACTORY CARRIES ANY WEIGHT, IT WILL BE

MAINTAINED
IN
1904 - 1905

WALL PAPERS

IF YOU HAVE NOT RECEIVED OUR ILLUSTRATED BOOKLET
ASK FOR IT

occasion. This formality of signing documents must not be omitted, as it impresses the customer with the business side of the deal, makes him more careful, and prevents his taking advantage of friendship or the newness of the scheme. A sample bill head is given.

It will be noticed that a deposit of a-quarter of the value is demanded as a protection, and responsible customers will not hesitate to agree to it. A copy of this bill is given to the customer, so that he will know how much he owes when he returns the goods, and the merchant's bill will not appear over large. Explanations of bills will then be unnecessary.

RECEIPT FORM.

JAMES SMITH, 26 SIMPSON STREET, WINNIPEG, MAN.
Goods received from above store in good condition and full count.
Signed.....
To be returned in same condition and count, thoroughly clean, on ....
Complaints (if any).....

A receipt form like the one given is to be signed by the hirer as soon as the goods are delivered.

As to price charged, the merchant can settle this point best himself. In the sample bill shown the rate is about seven per cent. Whatever price is decided upon, it must be adhered to through every transaction, just as the selling price of any article of stock is unvarying.

SUMMER NECESSITIES.

DON'T forget the lines of china and glassware that are in strong demand throughout the Summer season. Simply because the first of July ushers in a month or two of what might be called dull business, it does not mean that no effort should be made to catch what is going.

Just at this season there are several lines in this department that should be kept in good variety and quantity. These are vases, china and glass, jardinieres, tumblers and drinking glasses, water sets and water pitchers. These should be well shown in the windows and featured in the advertisements and interior. Remember, too, that fifty dozen tumblers in only a couple of patterns is not as choice a stock as forty dozen in five or six varieties.

DECORATION.

THE IMPORTANCE OF DRAPERIES.

A HOME is not simply a collection of chairs, carpets, beds and a piano. It is a place in which all the details are so manipulated, so judiciously chosen and placed that a feeling of comfort and rest is imparted to each member of the family. With a few dollars and a house, any woman can arrange a place to eat in and to sleep in; but a home—one that will be sought with pleasure by the husband, the daughter and the son—must exhibit judgment and art, in addition to a care for material needs.

Axminster carpets, Linerusta Walton wall paper, silk hangings, oil paintings, mahogany furniture, do not always combine to produce an artistic, homelike room. Almost always a housewife works on the idea that at least her drawingroom, and, if possible, a few other rooms, should contain some of these luxuries; and after she has expended much money on their purchase, the family seek the sitting room or the bedrooms when they wish to be comfortable.

Money is the smallest part of the expenditure on what might be called successful rooms. It is thought and artistic taste that show to better advantage, be they combined with nothing but rag carpets and cotton draperies.

In her treatment of draperies is revealed more distinctly than anywhere else a woman's sense of fitness and development of good taste. This feature of the fittings cannot be so disastrously mishandled as some others, and it is in all probability due to this that so little care is taken to choose what it suitable, and to treat it properly in the hanging. But for the same reason the decorator judges most truly from this how much real art is possessed by her.

While, as has been said, fewer glaring mistakes are made in the draperies than in wall paper or furniture, they can be made to utterly change the character of a room and to add the one touch lacking. The fault of an almost perfect arrangement of an interior may be traced to the hangings, and improvements that could not be definitely placed might very often be easily effected by a slight change in the draping, pattern or color.

So much of the finished air of a room depends upon the draperies that a few very simple rules can be given that would eliminate many of the difficulties met by decorators.

The material depends almost entirely upon the money to be expended. Silk is the richest, but wool hangs the best. Wool, however, is sometimes undesirable, and cotton is the more common. The colors of cotton, with the possible exception of indigo, are unstable, but a protection is provided in the lining, which is often used with draperies.

Tastes vary widely when it comes to pattern, and unfortunately it is left too much to the impression created in the store where the goods are shown. Some will not use patterned hangings on any account, while others think plain colors are monotonous, and lack individuality. The fact is, that the pattern depends upon the furnishings to be found in the room. Where walls are hung with damask, the same material is usually used in the hangings, and with sufficiently good effect. This is not necessary, however, as is commonly supposed; it will often be found that plain velvet or satin in the same shade is a relief from too great an extent of pattern, renders a softer effect, and brings out the pattern of the walls. In general, if the wall paper is patterned at all strongly, the curtains and draperies should be plain, but if a plain paper is used, figured draperies will lend life and purpose to the room. Figured hangings at the ends of a long room shorten it in appearance, and without pat-

ESTABLISHED 1791.

Horrockses'

Longcloths, Nainsooks,

Cambrics,

India Longcloths,

Sheetings,

Ready-made Sheets,

(plain and hemstitched).
HORROCKSES' name on each sheet.

Flannelettes of the highest quality.

N B.—SEE 'HORROCKSES" ON SELVEDGE.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.

tern make the walls less conspicuous, and the room larger, accordingly, as in wall paper.

But while decorators and housewives err at times in the selection of pattern, it is in their use of colors that they are apt to show little regard for the fitness of things. Color is always the stumbling stone in house decoration. The simplest method, of course, and the one in which there is less chance of error, is to carry out the most prominent color of the wall paper in the draperies. On general principles this is quite proper, and where there is lack of confidence in personal taste it should be adhered to. But in this are lost many of the possibilities afforded the decorator.

It has long been a fad with a certain class of people to have what they call the blue room, the yellow room, the red room, and so on. A yellow room is furnished throughout in yellow; carpet, curtains, wall covering, furniture covering, and even the woodwork and furniture. But, heretical as it may seem, the single color room is not in perfect taste. Nature never produces anything in one color; there is always a green added, or a combination of colors. While a one-color room cannot be said to be in bad taste, the best effect has been missed. It is impossible to produce harmony on one note; in color as in music, harmony consists in the judicious variation of tones. It may even be the co-mingling of opposite tints that satisfies the eye. Candace Wheeler says: "Undoubtedly there is a color scale which has its sharps and flats, its high notes and low notes, its chords and discords; and future science may make it a means of regulated and written harmonies, and some colorist may so arrange them that they can be played by rule."

There is a utilization of complementary colors in the draperies, and particularly in the curtains, that will neutralize the effect of too great monochromatic effect. Red curtains in a green room are very effective, as are blue with orange, or violet with yellow.

Since, however, the entire atmosphere of a room depends upon the color, consideration must be had for the light which enters, combined, of course, with further attention to the prevailing tint. If the room is dark, the windows should be hung with sun-colored silk or muslin, and the other draperies be of such a color as to carry out the deception of plenty of light. In a room where the sun enters freely, a rose color or delicate green, or any of the darker shades, such as blue, are preferable. Blue is the coldest of shades, and in the same class are water-greens and silvery tones. The warmer, brighter colors are yellows, reds, gold and certain shades of brown.

It is well to remember that great stretches of color in wall paper, draperies, carpets, etc., are darker in appearance than where another shade is introduced.

Draperies and curtains allow of manipulation that will change the shape of the room, and the apparent height or width of the openings. If the doors or windows are too high, the impression of a more suitable shape can be given by placing rods for the curtains and other hangings below the top of the openings, and covering the space above with a thin material fulled or tight of the same color as the wall on either side. The same design as the adjoining wall can be painted on stretched muslin. Narrow openings can be made to appear wider by continuing the drapery rods and draperies past their edges, and low windows heightened by extending the curtains some distance above.

Many of the hints given are known to decorators, and not a few appreciate the opportunities offered in all of them, but to remember them all and to know at a glance what is necessary to effect successful results is a task that is not successfully dealt with by the majority. To anyone but a professional decorator of extended experience many valuable points are sure to slip his memory, and it is only after years of application to the subject that the small defects of ill-chosen, ill-hung draperies can be avoided.

AFTER THE SHUTTERS ARE UP.

At a recent dinner Dr. Rainsford amused the guests, all members of "the cloth," with this story as illustrative of answers to prayer, as told him by a non-clerical friend.

A Southern darky minister had as a deacon a man who had a wife and seven children. The crops had been a failure, and the deacon and his family had come down to their last meal. "If I only had one sack of corn," said he to his wife, "I could do my planting in the Spring and give you and the children a square meal once more." Then he went foraging.

It was dusk when he espied the parson's cornerib on the other side of the fence, filled with tempting ears of yellow corn. By chance, the deacon had an empty sack slung across one shoulder. Peering around behind and before him, he cautiously climbed the fence and crept into the cornerib.

In less than a second he was down on his knees holding the sack open with one hand and poking in the big ears with the other as fast as he could. The deacon had his sack half filled when the click of a gun near by made him throw up his hands as if his time had come. But he did not lose his presence of mind, for he began to pray in a loud voice, as he rolled his eyes heavenward:

"Good Lord—dear Lord—I cayn't do it! I cayn't do it! I cayn't steal the parson's corn! No, Sir, I cayn't steal the parson's corn, no matter if my wife an' child'ns am starvin' to death this minit! They'll just have to starve. I cayn't do it—I cayn't do it!"

"Hey, there, brother," called a voice which the deacon recognized as the parson's, "fill your sack, deacon; fill it to the brim."

* * *

It was Mabel's first appearance at church, and she was rather fidgety. First she wanted one thing, then another. Finally she decided that she must have a pin, so she asked for one from her father. He had none. Then she tried her mother; but her mother too had none. Mabel's longing had been increased with her ill success, so she climbed upon the pew and shouted at the top of her small voice:

"Has anyone in dis trowd dot a pin?"

The Dominion Oil Cloth Co. Limited

We have pleasure in announcing to the trade that our new Plant, for the manufacture of Linoleum, is now in running order. No expense has been spared in securing the latest and most up to date machinery for the manufacture of this line, and we feel confident that our goods will compare favorably with any.

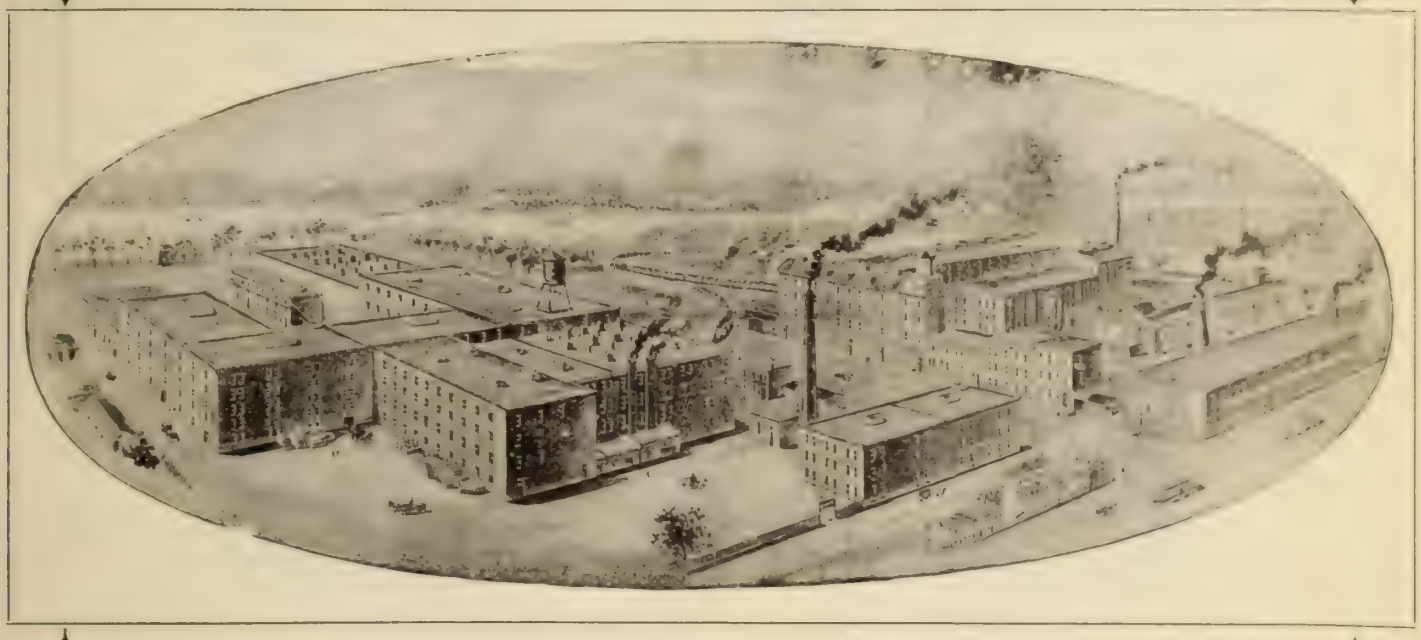
The attention of the trade is called to the fact that Prompt Deliveries can now be had of these goods.

We are at present manufacturing

Five Qualities, viz., A. B. C. D. and E.

in both Printed and Plain.

Buyers are invited to inspect our new lines before placing their orders for import.



Samples of our Standard Lines for Fall, comprising

Floor, Table, Stair, Enamelled, Carriage and Linoleum

are now in the hands of the Wholesale Dry Goods Trade.

WE ALSO MANUFACTURE

DECORATIVE BURLAPS

Oil-Coated and Double Sized.

An economical and most attractive wall covering. Can be washed, and from a sanitary point should be used in every house.

Office and Works MONTREAL

"Old Bleach" Linens

TOWELS, TOWELINGS, DIAPERS.
PILLOW OR EMBROIDERY LINENS.
ART LINENS IN FANCY WEAVES.
DRESS AND SHIRT WAIST LINENS.



Bleach Green (100 acres), Randalstown.

"Old Bleach" Linens are the Sweet Old-Fashioned Linens of Our Grandmother's Day. They are made of Pure Flax Yarns and are Bleached on the Grass by the sun without the use of Chemicals, and so retain the Full Strength of the Fibre and its Natural Lustre.

"Old Bleach" on every article and every yard of goods.

All First-Class Dealers Keep Them.

Before buying your Linens, be sure and see "OLD BLEACH."

Ask your traveller for them. Booklet sent on request.

The Old Bleach Linen Co.

Randalstown, Ireland.

R. H. COSBIE,

30 WEST WELLINGTON ST.,

SOLE AGENT FOR THE DOMINION. **TORONTO**

The Imperial Carpet Co.

11 Front St. E. Toronto

Axminster Wilton Velvet Brussels Tapestry Wool Union Jute in Body, Stair and Squares.	We are now showing a full range of samples of our new goods for 1904-5. We handle floor coverings only and are consequently in a position to devote our entire attention to these lines. Samples sent on application. Letter orders receive prompt attention.	Canadian and Scotch Floorcloth and Linoleum Japan and China Matting Cocoa Matting and Door Mats, Rugs. Agents for Bissel's Carpet Sweepers

Representatives

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Special Notice

To the Dry Goods Merchants of Canada.

Our Specialty
IMPORTED JOB LINES

In all classes of Dry Goods and Fancy Goods, English, French, Austrian and German.

Several important lots now on hand:

Silk and Fancy Skirts and Blouses, Silk and Lace Collarettes, Honeycomb Shawls, Ladies' Underwear, etc., a Special Lot of Boys' Washable Blouses, Children's Dresses and Jackets, Linen and Plush Table Covers, Swiss Curtains, Linen Handkerchiefs, Silk Mufflers, Hosiery, Men's Underwear, Men's Ready-Made Suits, Piece Goods, etc., etc.

L. Hirshson & Co'y

58 Victoria Square

Telephone Main 2715 **Montreal**

BUSINESS MEN AND THEIR STORES

R. J. TOOKE AND HIS STORES.

THE accompanying photos are of R. J. Tooke's big furnishing store at the corner of St. Catherine and Peel streets, Montreal. This is the largest of Mr. Tooke's three stores, and one of the largest furnishing stores in Canada. In photo No. 1 we are looking from the St. Catherine street entrance to the rear of the store, and in the second photo the view is in the opposite direction, from rear to front.



View No. 1, from Front to Rear of one of R. J. Tooke's three Handsome Stores in Montreal.

It is not difficult to see from these pictures that the establishment is well appointed in every respect. Indeed, Mr. Tooke's three stores all show the best of taste in the fittings as well as in the disposition of the goods. Glass show cases and low tables are used throughout for displaying the goods. Down the centre of the store is a row of massive marble pillars, to which are attached electric lighting fixtures. From both the entrance and the side windows a splendid light is obtained, making this store one of the lightest in the city.

Plenty of room is given to all the goods, and in every part of the store opportunity is afforded customers to inspect them.

Of late Mr. Tooke has been dividing his show windows into sections of about three feet wide, separated from each other by mirrors. Different coloured plushes are used for the floors of each section, and in each it has individual display. The effect is very striking. Combinations of collars, shirts, neckwear and gloves are shown in each, and it is doubtful if in any other way could the same strength of display be produced.

A word or two about the growth of this Canadian haberdashery may not be out of place here.

It is 45 years old. That is, Mr. Tooke opened his first store at 161 St. James street in 1869. Il years afterward moving into his present St. [illegible] quarters at Nos. 175 177. His eastern St. Catherine street store was opened in 1885, with Mr. Leblanc as manager. This is to-day one of the handsomest stores in the east end of Montreal.

The west St. Catherine street store, the interior of which is here pictured, was built by Mr. Tooke in 1896. It is the largest of the three, and —American visitors say—one of the largest in North America.

This big furnishing business has been built up by Mr. Tooke himself. He began with a certain business policy, to which he has adhered ever since. This was to supply the best customers with the best goods. His chief trade to-day is with the finest dressed men in the Canadian metropolis, though there are none who do not know one of all of R. J. Tooke's stores. You cannot pick up a city paper without seeing Mr. Tooke's name in large, black print among the advertisements. He is a good advertiser, as he has always been, and believes that no small amount of his success is due to the prominence given to his stores in the daily papers of the city.

CULTIVATING THE SILKWORM.

A SYSTEMATIC effort to cultivate silkworms on a large scale is being made on Long Island, N. Y. Articles of incorporation have been drawn up by the Long Island Silk Growers' Association.

This effort to establish a profitable and interesting industry on Long Island is the outcome of two factors, the first of which is that experiments that have been conducted in a small way on Long Island and Staten Island, have proven that the worm that produces silk can be easily reared and brought to maturity locally, and secondly, that the Government has recently made an appropriation of several thousands of dollars for the purpose of fostering such industry.

The association proposes to have three distributing stations on Long Island, one at Cedar Manor, another at Syosset, and the third in the eastward end of the island. Membership in the association is free, but members will be required to pay for the cost of eggs, which is of a trivial nature. All members will receive an allotment of mulberry trees when the time comes for the distribution of the same, which will be about two months hence.

The United States Government is prepared to buy all silk so produced at the rate of $1 per pound of cocoons. One ounce of eggs will produce about fifty pounds of silk, so that it will be seen that the industry is of a profitable nature, the more so because women and children can engage in it with little or no labor.

About forty days from the hatching of the eggs the finished cocoon is formed, thus a quick return is given from time and money invested.



View No. 2, from Rear to Front of one of R. J. Tooke's three Handsome Stores in Montreal.

The association, which is not a money-making enterprise, is now in communication with Professor Howard, chief of the Entomological Division of the United States Agricultural Department at Washington.

Within a few months, the Government, in view of the feasibility of silk-growing hereabouts, has made arrangements by which 5,000 young mulberry trees are to be imported from Italy. These will be distributed on Long Island and elsewhere, and the association is making a requisition for a number of such. Professor Howard is to supply choice imported silkworm eggs at a nominal figure, so it is said. The Entomological Department is also furnishing detailed instructions for the rearing of the insects from the moment that they emerge from the egg until they spin their cocoons.

It is said that the silk produced locally, so far, is of fine quality, comparing favorably with the products of Southern Italy.

Mulberry trees, on the leaves of which the silkworms subsist, are by no means uncommon on Long Island. Some years since an Englishman planted a couple of acres of them near what is now Cedar Manor. Another "orchard" of the trees planted for the same purpose is in existence near Hempstead. Apart from these, however, the majority of Long Island farms have a mulberry tree or two within their lights. The Government has recently acquired novel machinery for spinning the silk off the cocoons.



SIMPLE, SAFE and ECONOMICAL.

The Positive Acetylene Generators

MANUFACTURED BY

P. E. WARD & CO., Kingston, Canada.

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THE AUER GAS LAMP



"Turns night-time into day-time"

NEW MODELS. LOWER PRICES.

We offer you the best made lamp on the market, built scientifically.

We offer you a lamp that will light your store for half the cost of kerosene.

We offer you a lamp that is safer than a coal oil one.

We offer you a lamp which you can sell at a good profit.



No. 25
100 Candle Power.

Do you want the Agency for it?

THEN WRITE FOR
OUR CATALOGUE AND DISCOUNTS.

EVERY LAMP GUARANTEED.

AUER LIGHT CO., 1682 NOTRE DAME ST., MONTREAL.

Luxfer Prism Clear & White Light.

Do not forget that when we undertake to light your Premises

We do not do it by chance, but figure scientifically and correctly the angles to give the proper results.

Luxfer Prisms Fireproof.

Our Prisms, the only glass left in the entire front of warehouses in fire district, thus adding materially to fire protection.

The First-Class Business Man
Uses
First-Class Fittings.
Luxfer Prisms Fill the Bill.

Luxfer Prism Co.
LIMITED
Toronto and Montreal.

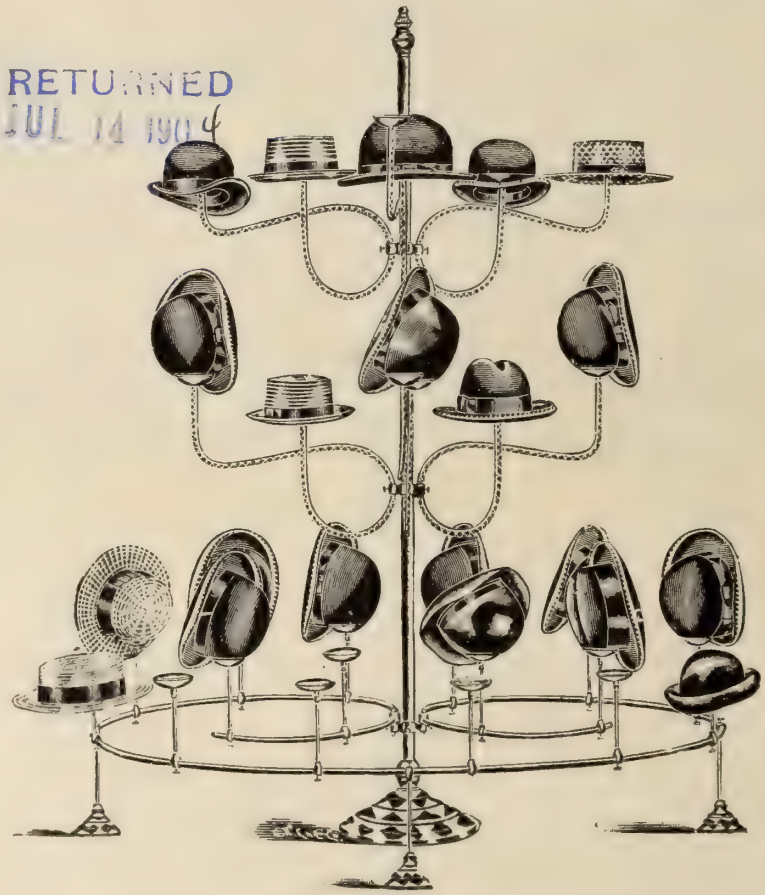
We Have Formed a Complete Blockade on

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MERCHANTS now realize that the Toronto Brass Mfg. Co. can give them just a little better than the best imported article at less money and on shorter notice.

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Our Fixtures adorn the largest and **most successful business houses** in Canada. You can easily find out the truth of this statement. Just ask our customers — they'll tell you. . . . . .

We **manufacture everything** in our catalogue, or can make any fixture **which you may choose from any other catalogue.** Send a sketch of anything you may require of special design and we will be pleased to quote price. . . . . .

REMEMBER THE ADDRESS

The Toronto Brass Mfg. Co.

Phone Main 814 **98 and 100 Lombard St, TORONTO, ONT.**

WINDOW DRESSING

THE ART OF DISPLAY

INTERIOR DECORATION

BACKGROUNDS.

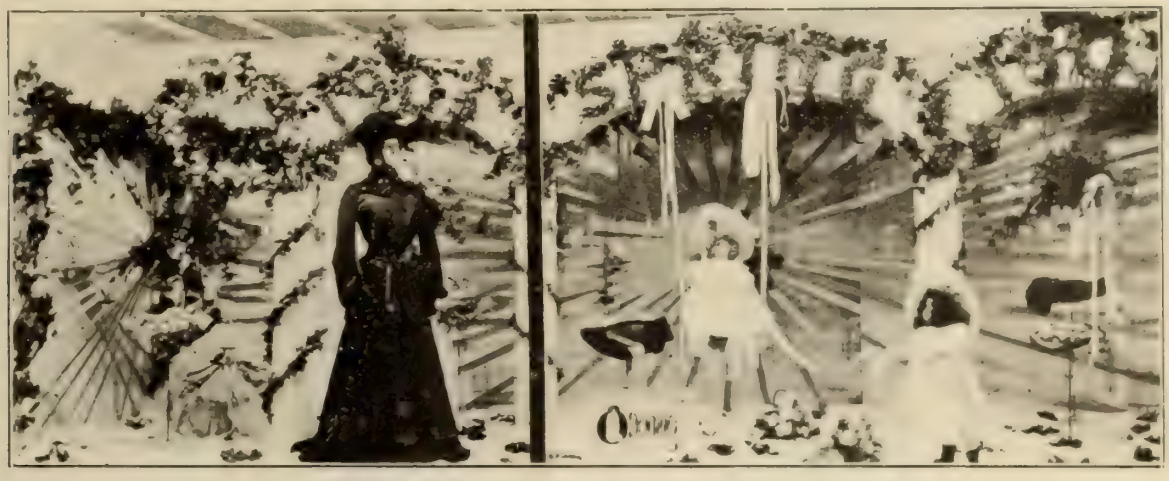
(Continued from June issue.)

WHEN it is thought desirable to spend time and material upon a rich background or ceiling perhaps better results can be obtained by using "smocking" either in panels, diamonds, or similar designs, than almost any other treatment. Smocking can be made from almost any material, but is more commonly designed from cotton scrims or cheese cloth, in white, or any other best colorings. The finished article resembles very much a honeycomb, with the exception that the openings are of diamond shape. The depth of each cell is governed by the width each pleated material is folded.

Take a web of goods and lay in pleats or folds one upon another, lengthwise of the material, being careful to lay each fold exactly the same width; each fold or pleat should be from three-quarters of an inch to an inch and one-quarter wide, according to the depth of each cell desired. When the folds are evenly laid, mark across the edges every two inches with a piece of tailor's chalk (that is, if the pleats have been laid three-quarters of an inch wide); for wider pleats increase the spacing of chalk marks on pleats. With a needle and thread tack the edges of first and second folds every two inches exactly on the chalk marks; then, commencing half way between these marks, tack the second fold to the third, and continue thus clear across the width of material pleated. When finished, stretch the material crosswise and it will pull out into a handsome series of diamond-shaped openings or cells. Insert this material for panels in backgrounds, as described in May and June issues of The Review, and use in the same manner for ceiling trims; the result will be not only beautiful, but quite uncommon in the average Canadian town.

Window Signs.

Many people who are not superstitious believe in "signs." It is often thought necessary to call attention to a seasonable trim, or special occasion, by a sign in the window background, which may be anything, such as Winter Wearables, Fall Fancies, Opening Week, etc., and such efforts need not, by any means, be confined to the larger or more important establishments.



(Illustration No. 1.)
A millinery opening window dressed by A. A. Arnold for D. Spencer, Victoria, B.C.

Any One Can Do It.

Use three-quarter inch manila rope and plaster of paris. On a soft pine board arrange your rope, twisting the same to form the desired wording, after having first oiled the board freely with cheap floor oil to prevent the plaster of paris from sticking to it. Nail the rope to the board, driving the nails in lightly, so that they will barely hold the rope in place, and may be easily withdrawn. Now, mix the plaster of paris quite thin and pour enough of it over the outline of letters of rope to just cover them. Then get enough small mesh wire chicken

fencing to form a background for the window, and paint it all over with the plaster of paris or alabastine, using a whitewash brush. After your sign has become dry, fasten it to a section of chicken wire of suitable length, which has previously been nailed to a frame, and cover



(Illustration No. 2.)

with plaster of paris. Suspend this on the background or in the centre of window, as desired. Twine smilax or artificial flowers and leaves over this wire net background, and around the sign; puff the floor with white puffing, and you have a window setting for millinery, silks or suits of considerable beauty, and at slight cost either in money or labor.

Another Treatment.

Where time and patience are not considered, a really taking background is formed by shirring colored scrim on wire at the ceiling, allowing each length to fall two feet on the window floor. Now, over this full, soft curtain of scrim stretch tightly against it half-inch white tape, from left to right and from ceiling to floor, forming squares one and a-half inches square. Pull the soft material forward in raised puffs; through each square hole formed by the tapes crossing at right angles; the full puffs will take up the overplus of two feet which was left on the window floor; the ceiling can be finished in the same manner, and the result will be worth all the trouble expended thereon.

The Month to Look After Things.

Every season has its advantages, as well as its drawbacks. Take the present month, for example: things are dull and hot, and clerks are languid—perhaps lazy. It's the Midsummer, or between season period. But opportunities are presented by the very dullness of the season—opportunites to better and improve the store's appearance, and that of the front. At no time of the year can a window so well afford to remain dark for a few hours. At no time can the interior be dismantled of all displays so thoroughly. All of which suggests something—it suggests the idea of doing some renovating. Perhaps the woodwork of the background is "smallpoxed" with nail and screw holes. Perhaps the ceiling resembles a huge pincushion—the pins that have failed to pull out when the overhead drapery was removed, are standing out like stubble, or bare trees in a Winter landscape. Perhaps there is a broken glass in the top transom, and one hundred and one other eye-sores noticeable just as soon as the window is bared. It is a good remedy to repair such things now. None better. The between-season Midsummer period brings renovating opportunities which are not to be overlooked. Catch the point ?

MILLINERY OPENING WINDOW.

(Illustration No. 1.)

The background is a sunburst of Nile green satin ribbon, No. 20, and the centre extends twenty inches towards front of window. Pillars are five feet high and eight inches in diameter; the arches the same width as



(Illustration No. 3.)
Ledge trim shown by W. H. Roach & Co., Windsor, N.S.

pillars. They are all covered first with carpet paper, then with pleated cheese cloth. The arches and background are bordered with natural ivy and artificial fruits. The words "1903. Spring. 1903" on the arches are of violets. Under each outside arch is a hanging plant of natural flowers. Only eight hats are displayed.

It Pays TO USE Steel Ceilings

WE MAKE NUMEROUS HANDSOME DESIGNS



Plate No. 417

They never crack nor drop off like plaster but last practically forever.

Send us rough diagram and dimensions of space to be covered and we will submit Blue-Print of suitable design.

THE METALLIC ROOFING Co. Limited

TORONTO MONTREAL WINNIPEG



NO. 30. 6 AND 8 FT.

DISPLAY CASE

This handsome Silent Salesman Case, 42 inches high, 26 inches wide, receding base, sliding glass doors, two finished wood shelves in hand-polished golden oak and with Plate Top Beveled, $5.75 per ft.; with double-strength glass top, $4.75 per ft. Boxed F.O.B. Windsor.

THE REID MFG. CO.,

Detroit, Mich.

IMPERIAL JOBBING CO., Lock-Box 347, WINDSOR, ONT., Agents.

Write for Catalogue.

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DON'T FORGET

We are still hustling making

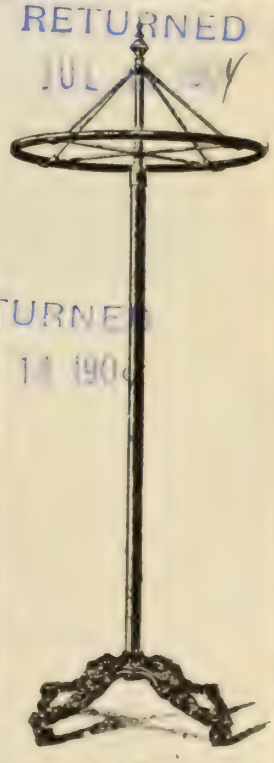
WAX FIGURES, METAL RACKS

and all kinds of STORE FIXTURES









MONTREAL
40 Victoria Sq.
PHONE, MAIN 4334.

A. S. RICHARDSON

TORONTO
62 Hayter St.
PHONE, MAIN 3687.

WASH GOODS DRAPE.

(Illustration No. 2.)

Upon a stand four feet high, with V-shaped base, drape any wash material in spear point design, as shown in cut, and ripple the material for a floor dressing; fold the balance of material nine inches wide, and pin in the shape of a ruffle to wooden side braces fastened to pinnacle and ends of V at base.

———

LEDGE TRIM.

(Illustration No. 3.)

The standards are two-inch strips covered with cheese cloth, with quarter circles at the top for capitals. The arches are quarter-inch bent strips, covered with cheese cloth and trimmed with handkerchiefs. No. 9 ribbon fills in the corner spaces. On the ledge are draped light shades in cashmeres, sateens, etc. The end of the store (which was the background of the show window) is so well shown in photo that it needs little description. The strips, circles and arches are covered with blue crepe paper, and the ribbons for lattice work are pink.

———

DRESSED BY A LADY.

(Illustration No. 4.)

The background of the left-hand window is made of a simple framework of cheese cloth covered wood, with a design of insertion, curtains draped back near the bottom. On side pieces are hung whitewear. The other window has a ribbon and curtain background, and is a display of fancy linen. The palm in the centre lends a good effect.

PLANS OF STORE ARRANGEMENT.

THE planning of a store interior is not by any means the least of the worries the prospective builder has to encounter. Upon the successful arrangement of his counters, shelving, departments, etc., depends much of the success of his business.

A great number of readers of The Dry Goods Review have expressed their intentions of building, or have already opened new stores. The Review would be glad to have these send in plans of the interiors which they have arranged. Plans, however rough, provided they are intelligible, will be re-drawn and published with the name of the merchant.

Drawings should include measurements, the arrangement of the counters and the lines to be sold over them, the stairways, the position of the offices, and preferably the positions of the heating apparatus.



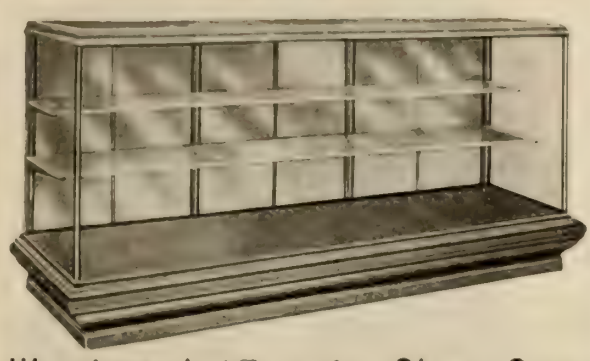
(Illustration No. 4.)
Windows dressed by Miss H. Read for D. Almas & Son, Hagersville, Ont.

HOW TO SHOW HANDKERCHIEFS.

COUNTER and overhead displays are to a department what a frame is to a picture: they give it an attractive setting, and hold the attention of customers. Several tasteful designs for this class of decoration can be worked out with handkerchiefs. All that is necessary is a little thought and study and considerable patience in the arrangement.

In the accompanying illustrations several pleasing effects are shown, each of which shows quite clearly its details of construction.

Attach to a surface an opened handkerchief by two opposite corners. Turn in the third corner, as shown in Fig. 1, and then the other corner, forming a fold as illustrated in Fig. 2. Fold three other handkerchiefs the same way, and let them radiate from a common centre, as seen in Fig. 3.



Illuminated "Quick Sales" Show Case

JOHN PETZ, Patentee.

Our Mr. John Petz's invention of the illuminating device for show cases was the ideal result hitherto vainly sought for by the progressive merchant as a means to create quick sales and more sales.

Our show cases possess all the good features of all other show cases and many features exclusive with us, an excellence which places them beyond the reach of competition. We charge no more for our show cases than they are worth. Write to day for full description and prices.

P. S. We make outside show cases, too.

DETROIT SHOW CASE COMPANY

Show Case Builders to Progressive Merchants.

482 to 490 Fort Street West, Detroit, U.S.A.

Canadian Branch—Windsor, Ontario

JOHN PETZ, Pres. and Supt. HERBERT MALOTT, Sec. and Treas.

GOODWIN'S

PERFECT FITTING

STANDS

ARE USED THROUGHOUT THE

EMPIRE

THEY ARE KNOWN IN THE TRADE AS THE

STANDARD SHAPES

AND ARE

SMART, FASHIONABLE, AND NATURAL.



SHOWROOMS

119 CHARTERHOUSE ST.

FACTORY

HATTON WALL,
HATTON GARDEN,
LONDON,
ENG.

WRITE FOR LISTS

1904 MODEL.

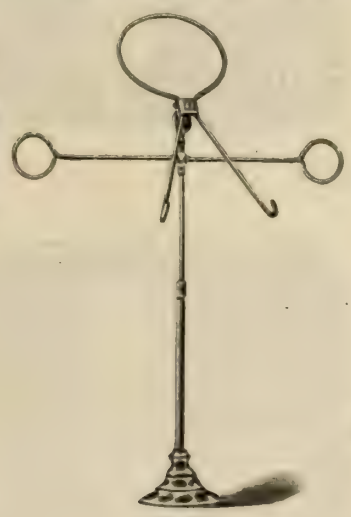
PRICE AS ILLUSTRATION. - - $4.00.
WITHOUT EPAULETTE SHOULDERS $3.50.

GUARANTEED CORRECT FORM

FIXTURES FOR YOUR STORE



No. 320



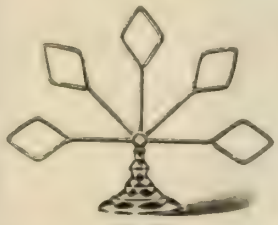
No. 396

The largest concern of its sort in the world—such is our Fixture Factory.

Largest because best and best because largest.

Largest because more orders for Fixtures are entrusted to us than to any other makers.

Our Fixtures are of the newest in all ways—the best and safest for you to have.



No. 391

Window and Interior Display Fixtures, Papier Mache Forms, Wax Figures, Triplicate Mirrors, Wall Mirrors, Stools, Show Cases—

SEND FOR OUR CATALOGUES—FREE

Hugh Lyons & Co.

CHICAGO SALESROOM, 238 MADISON ST. LANSING, MICH. NEW YORK SALESROOM, 679 BROADWAY.

The firm finished effect is obtained by placing the star, made of a single handkerchief, at the corner, as illustrated in Fig. 4.

Another effect is secured by running tube rolls from the centre outward and beneath the star fold, as shown in Fig. 5.

Good change effects are secured by using six and eight long points about the centre, instead of four, as in the designs.



Fig. 1.



Fig. 2.



Fig. 3.



Fig. 4.



Fig. 5.



Fig. 6.

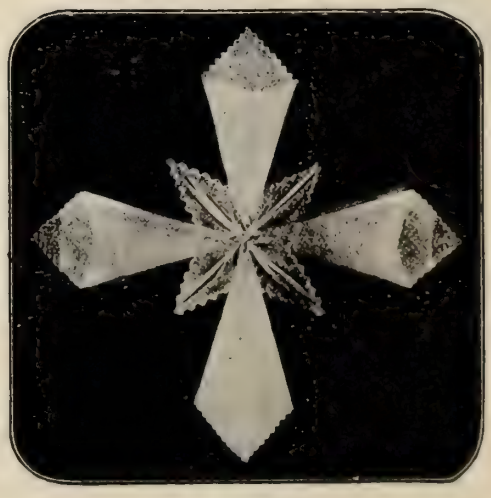


Fig. 7.

William Liddell & Co, - BELFAST, IRELAND,

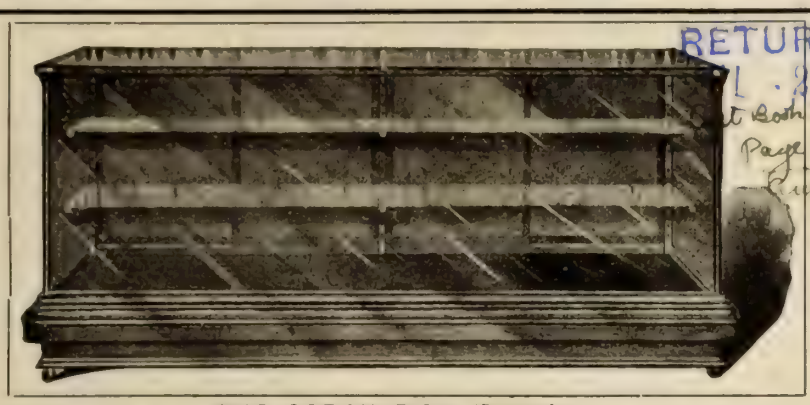
TRADE MARK
UNUS ET IDEM

Beg to announce that their new collection of

The Celebrated Gold Medal Brand Linens

for the coming season is now complete, comprising many new and elegant designs especially produced to meet the demand of a critical clientele. All lovers of high, artistic designs, combined with excellence in quality, at POPULAR PRICES, should carefully examine THESE WORLD-RENOWNED LINENS before placing their orders elsewhere, a full range of which is now being shown by our representatives.

Represented in Canada by JAS. A. CANTLIE, 22 St. John Street, MONTREAL.



THE CORONATION (Patented.)
ALL GLASS Top. NO WOOD frame ABOVE or AROUND the glass to become scratched, dirty and unsightly in appearance. THE CORONATION is a MONEY MAKER.

Store and Office Fittings.

We undertake the complete contract of interior store and office fittings. We make dust-proof doors. We build modern show windows.

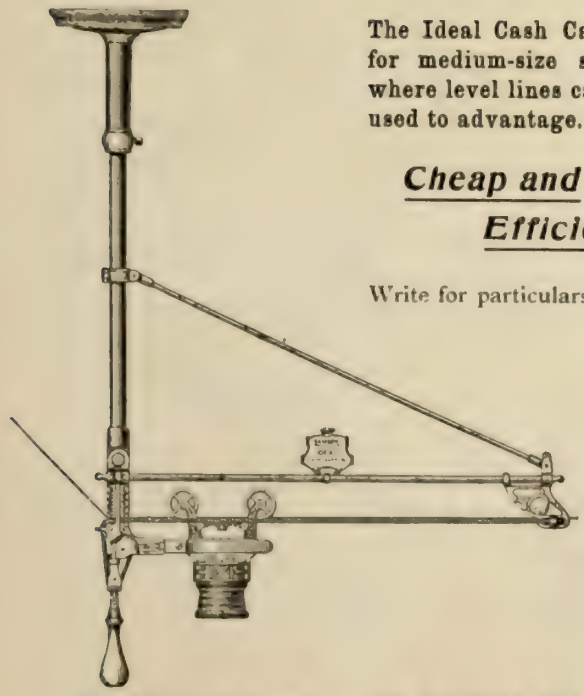
Work strictly first-class. Whether the job is small or large, the quality of our work is the same.

Estimates furnished. Correspondence solicited.

Catalogue—FREE.

DOMINION SHOW CASE CO.,
N. R. LINDSAY, Manager.
Office and Factory:
53 Richmond St. E., Toronto.
'Phone Main 3611.

LAMSON IDEAL CASH CARRIER



The Ideal Cash Carrier for medium-size stores where level lines can be used to advantage. . .

Cheap and Efficient.

Write for particulars.

FRED'K C. CUTTING

73 Adelaide St., West, TORONTO, ONT.

YOU WILL PROMOTE YOUR OWN BUSINESS BY INSISTING UPON HAVING

THE

PALMENBERG FORM



Cloak and Suit Model.

(Patented September 15, 1903.)

For Manufacturers and Retailers

It is made in latest shapes, absolutely correct in style and measurements and is constructed so that operators in fitting a garment over it can determine the exact position of the center lines by grooves in front and back which can be readily felt through the material of the garment which is being fitted.

Arm-hole caps are made exact size and shape of human arm so that the distance from waist line to armpit can be determined accurately.

Of course this form, being the best made, is also indispensable to RETAILERS for their store displays.

J. R. PALMENBERG'S SONS

710 BROADWAY, NEW YORK, U.S.A.
(ESTABLISHED OVER 50 YEARS)
Factory: 89 and 91 West Third Street.
Manufacturers of Paper Mache Forms, Wax Figures, Finest Metal Display Fixtures, etc.

RETURNED JUL 14 1904

We carry a full line of these very handsome adjustable arm

Swing Mirrors.

All kinds of Display Fixtures, Triplicate Mirrors, Ribbon Cabinets, etc., etc.



RETURNED JUL 14 1904

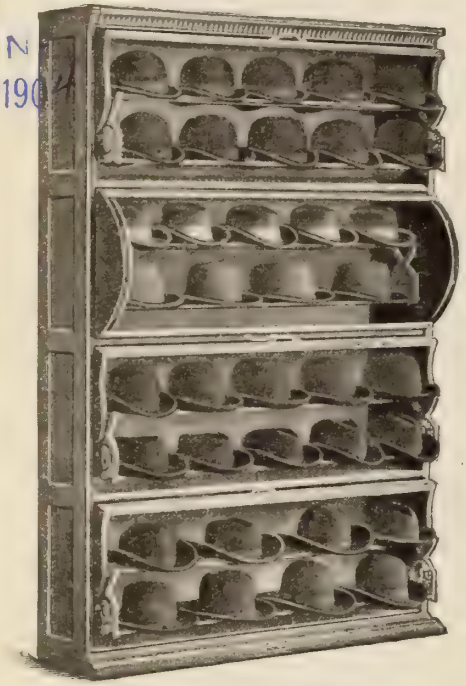
Wax Figures



OUR LIST

of Wax Figures and Forms of every description is more complete than in any previous season. Good goods, prompt delivery and moderate prices is our motto.

RETURNED JUL 13 1904



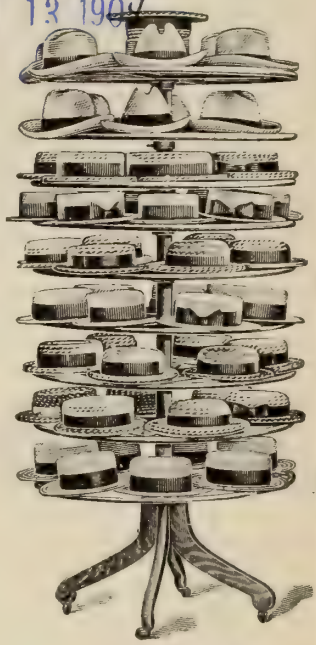
Our No. 200 Hat Cabinet.
Patented in Canada, May 10th, 1904.

The Very Latest —IN— Hat Cabinets.

Made in Sections with Revolving Front, in either **GLASS** or **CELLULOID**. Woodwork in either ash or oak. Natural or golden oak finish.

This is a very **NEAT CABINET** and practically **DUSTPROOF**, and is sure to command a large sale. Size of cabinet as shown in cut 59¼ inches high, 17½ inches from back to front when closed. **WE CONTROL** the sale of this cabinet in Canada.

We also show a NEW REVOLVING Hat Rack, circular in form, for Display of Summer Hats.



Revolving Hat Rack for Summer Hats.

WRITE FOR PRICES AND CATALOGUE.

CLATWORTHY & CO., 48 Richmond St. West, Toronto, Ont.



The Largest and Best Equipped

Dye Works

in the Dominion.

Dress Goods, Cloth, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.,

DYED, FINISHED AND PUT UP.

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

NO EXAGGERATION—Our statement, also Cut of Works, is absolutely true and unexaggerated

PROGRESSIVE RETAILING

"To do the right thing, at the right time, in the right way—to do some things better than they were ever done before—to eliminate errors, to know both sides of the question, to be courteous, to be an example—to work for love of the work, to anticipate requirements, to develop resources; to recognize no impediments, to master circumstances, to act from reason rather than rule—to be satisfied with nothing short of perfection."—Marshall, Field & Co.'s Motto.

CAPTURING SUMMER TRADE.

With this month opens up a season of dullness. Many are out of town, and the hot weather seems to take away a great deal of the buying spirit. And this lack of spirit so often attacks the merchant himself as to make the town still duller. There is only a certain amount of business to be had during July and August, he argues, and that will come his way as well as in the direction of any other store. At any rate, it is too hot to exert one's self and dullness of trade is to be expected.

True it is, that there are fewer people to do the buying, but there are always enough left to keep things brisk if a bid is made for it. If effort and exertion are necessary to capture business during the lively selling months of April and May, how much more necessary it should be to work for the trade that is slow in coming. Any store can rest on its laurels won during the Spring; but when Fall comes, extra effort must be put forth to place things on the Spring footing.

The store that is alive only part of the year is less active, even at the best seasons, than the one that keeps up an interest all the year round.

July trade needs stimulating—that is all. Customers have become so accustomed to neglecting their shopping during the Summer months that they must be offered special attractions or inducements. It is the most common thing for the traveler to enter an at other times lively town in the heat of the afternoon, and find few on the streets, and the merchants napping behind the counter. A few flies flutter lazily through the store, a cat lies asleep on the counter, and a dog on one of the chairs; the cloth shown the last customer is lying where she left it; the windows are not dressed, or the trim of two weeks ago is still there; the shelves are untidy and not filled, and there is a general air of sleep and laziness.

The traveler knows almost at a glance that there is no business for him that day in that store. The merchant rises with a yawn, lounges lazily over the counter, and retains the far-away look of sleep until he can again settle back and finish his nap. If a customer enters he acts in much the same way, and nothing is purchased that is not absolutely necessary.

Such a store is a discouragement to any business that might come. It requires a certain amount of effort for a customer to shop on a warm afternoon and he, as a rule, has not sufficient ambition to withstand the lack of enthusiasm in the average Summer's day merchant.

Now, a merchant who has retained ardor enough through July and August, knows that business can be worked up then, just as well as at any other time of the year. As has been said, special inducements must be offered, and the interior and windows kept up to the mark. Don't let the window dresser rest. The most of the goods sold at that time of the year will owe it to their display in the window. The interior, too, should be just as carefully treated with ledge trims and neatly arranged stock. Dust must not be allowed to accumulate in any part of the store; business—and a steady business—should be apparent in the attention paid to every detail. And keep the windows clean.

A good awning is absolutely necessary. For some reason, an uncovered front in the glaring sun looks asleep, and will be shunned by the shopper. Use the sprinkling can as often as the sidewalk and floor dries. A pleasing coolness will attract many a buyer, and maintain a comfortable atmosphere that will make buying a pleasure. Provide numerous comfortable chairs, and a few fans conveniently placed will be appreciated by women on a hot day. Don't allow the water pitcher to be empty, but in your anxiety to keep a supply of water, beware of neglecting the cleanliness of the glasses and pitcher. Women are very particular about this, and will turn in disgust from a glass that has nothing more serious than a dried drop of water.

With the store clean, comfortable and alive, the greatest drawbacks of Summer shopping are successfully overcome. But in addition, there are bargain inducements that should be freely used. Keep the bargain counter stocked, and show the goods in the window. And don't drop the advertising. Customers are never too hot to read the papers, and in the comfort of their morning reading they will see attractions in good bargains.

Then, when the business is slack, keep busy hunting out the slow-sellers; this is the best time of the year for that. What can be used as a trade inducer now, push forward—make it a bargain worth examining. What can't be utilized, make a note of, and offer at the first seasonable opportunity. Hundreds of dollars' worth of old "ruck" that is rapidly losing value will be discovered and sold before it need fill the garbage pail or the "old clothes" waggon.

Lay out your plans for your Fall campaign. Perhaps the store needs renovating, the shelves changing, or new counters installing. See that this is attended to before the Fall rush. It won't hamper business now, and will prove a boon, as there will be no sign of "deadness" while improvements are proceeding.

At any rate, however it is done, keep alive; advertise, decorate, offer bargains, improve. Sustain the bust

ness aspect of the Spring months and the Fall season will be of a volume that will show no marks of Summer slowness.

CONFIDENCE.

CONFIDENCE is the keystone of business. Confidence begets credit. The world's commerce is built upon the credit that confidence in the integrity of mankind establishes. Without confidence a merchant would be unable to do business. The manufacturer has confidence in the jobber; the jobber in the retailer; the retailer in the consumer, who in turn must have confidence in the first three, else he could not sell his labor or the products of it.

Confidence is established through character. A good character means business integrity. To have that integrity a man must have every incentive to do right. A strong character needs no more. But all persons are not strong. Many are weak. Many stumble and fall and become a part of the flotsam and jetsam of commercial disaster. Some fall through natural heredity; others through circumstances that are unfortunate—cupidity, love of display, gross appetites, loss of confidence in themselves, their employes and their fellowmen, temptaton—unjustly placed in their way—and a natural desire to get rich quickly.

An employer should see that no act of his puts any of his employes in moral jeopardy. He should cultivate the confidence of his men. He should strive to have them believe in him and his methods. He should so systemize his business as to give everyone confidence in him and in themselves. He should so arrange details that no suspicion of dishonesty, disloyalty or wanton carelessness could be laid at the door of any clerk in his store.

He should adopt all the modern methods of storekeeping, discarding the obsolete ways of the past generation like the old open cash-drawer with its handy temptations to lure on weak employes, immature customers or servants to do wrong. He should instead install modern cash registers to record his daily transactions, so that a busy clerk can feel sure that all his transactions are properly taken care of by the mechanical device and thus give him the confidence of his employer. To have confidence in his clerks, a storekeeper must be able to locate accurately and promptly any and all mistakes that are likely to occur in a day's business. With the old and out-of-date open cash-drawer, this is not possible. He is unable to tell what he has taken in, what he has sold for cash or on credit, or what he has paid out, except through a tedious system of bookkeeping. And then when mistakes occur he cannot tell who made the errors.

This shatters confidence. With confidence shaken, credit is disturbed, and with disturbed credit and loss of confidence come all the ills of the business world.

All this can be avoided if the old methods which cause shaken confidence are avoided. This is really a subject fit for legislation. A railroad company is required by law to take all precautions to protect the passengers and its employes from physical injury. Why shouldn't a law be passed to safeguard the moral standing of weak customers and employes and children? They should be protected from the dangers of the open cash drawer—the temptation to take that which is not theirs as well as the suspicion, often unjust, that they have appropriated that which never was taken in over the counter.

SALE NOW ON.

JOHN DOPKINS is a draper man who does "a pushing trade";
By hard experience he's learned how such a trade is made.
When special sales came into vogue, he held one once a year;
The fact that that was not enough was very soon made clear.
John set his wits to work, and so increased the number still,
And noted that it had a good effect upon the till.
And as he saw his customers come crowding thro' the door,
He soon resolved to raise his annual sales from three to four.
But then "a strange thing happened," as remarks our young friend Kipling;
He found that frequent special sales the " 'tween times" trade were crippling.
"Hand to the plough, sha'nt turn back," quoth Dopkins, "I'll be firm
E'en like the feathered biped that subsists upon the worm."
So earlier still his sales were held, more frequent they became,
And as first to hold them once a month, J. D. has earned his fame.
In January, of course, he has the good old winter "clearance,"
At which the crowds call for constabulary interference.
A costume sale in Feb. is held, and, when the sale is o'er,
If still unbought, your costume, like your food, will costume ore.
In March a "white sale" is correct, let every shopper know;
'Tis sometimes made appropriate by a heavy fall of snow.
Down quilts a sale in April make, when all for down quilts thirst;
It lasts a month, or something less, but must start on the First.
Then comes the month for marrying, as think many e'en to-day,
So a household linen sale is kindly held for these in May.
A sale of parasols (new goods) bursts on the view in June.
(For two years this has dragged on to a somewhat dismal tune.)
And in July the Summer sale is so successful still,
That bargain-hunting ladies often go home feeling ill.
When golden August dawns, and other buyers are getting stocks,
(That is to say, they're stocking) there's a sale of infants' socks.
E'en in September Dopkins feels he "can't let things go down,"
A millinery sale is launched upon an empty town.
One end deserves another, and so, no chance to lose,
The sale billed for October is one of boots and shoes.
The next month is depressing, trade seems going to the dogs,
So a sale of fancy silks is sent to clear November fogs.
And in the festive month, the folks are asked from near and far
To buy toys, cards, and presents at the Special Grand Bazaar.
Not quite so many flaring bills are now displayed by John;
He has engraved upon his brass the legend—"Sale Now On."

—Drapers' Record.

WE ARE NOW IN SHAPE TO FILL ALL ORDERS FOR

WOMEN'S AND MEN'S

BLACK

UMBRELLAS

AND

CHILDREN'S

PARASOLS

ALL PRICES.

THE

Irving Umbrella Company

LIMITED.

108 Wellington St. W., TORONTO

No. 7

THE BEST MONEYMAKER

Advertisements that pay make more money than any other way known to modern Publicity Advertising.

That's it—advertisements that pay. Paying advertising, however, isn't a matter of luck by any means. It is governed by intelligent thought and trained effort.

It isn't even a matter of who spends the most money, it's the man who spends his money in the best way who succeeds.

We want to prepare your advertising, and we can prove to you that by employing us, you are going to spend your advertising money in the best way.

We have trained our thought and effort to the preparation of advertising that PAYS. One of our customers in Montreal wrote us last week:

"Your ads. are all very familiar and strong and will no doubt be the means of increasing our store trade, which we are endeavoring to force to the front."

This shows the kind of work we are doing for all our customers—work that satisfies them, work that pays them.

From Montreal to Rounthwaite, Manitoba—from a metropolitan store to a general store—is a far cry, yet we have a customer there for whom we have devised a special plan of advertising, and our work will make money for them both.

And no matter how large or how small YOUR business is, we can help YOU. We will study your individual requirements and give you advertising that meets your individual needs—advertising that brings maximum results for least expense. Write us.

Don't delay, do it to-day.

We will make you SPECIAL TERMS now—half usual rates. While it may cost you less than a dollar a week for what we do for you (according to the number of ads. per week) our work may make you many dollars.

We have an advertising plan of peculiar interest to general stores.

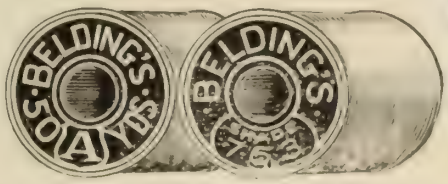
CHILD & FALL

78 W. Chestnut St.,

WAKEFIELD, MASS.

Belding's Spool Silks

THE WORLD'S STANDARD.



RETURNED
SEP 17 1904
Cut Book 23
Page 75

SHADE NUMBERS PRINTED ON EACH SPOOL.

A matchless benefit to buyers and all users of Spool Silks. No time lost in matching. Mistakes prevented. We are the only manufacturers in Canada who can supply you with Spool Silks with this progressive improvement.

COLOR NUMBERS PRINTED ON EACH SPOOL.

BELDING, PAUL & CO., Limited, Montreal

TORONTO, WINNIPEG and VANCOUVER.

UNDERWEAR

THAT WILL **WEAR**

Specialties

Ladies' VESTS, DRAWERS, EQUESTRIENNES, CORSET COVERS, COMBINATIONS, BLOOMERS, NIGHT GOWNS, Etc.

Children's VESTS, DRAWERS, EQUESTRIENNES, WAISTS, COMBINATIONS, SLEEPERS, Etc.

Infants' BANDS, SLIP WAISTS, RUBENS (Sole Makers).

Men's SHIRTS and DRAWERS, COMBINATIONS, NIGHT ROBES.



For Summer Wear, also in Medium and Heavy Weights for Fall and Winter.
A full assortment of all Lines and Sizes kept in stock.

WRITE US

The Watson Manufacturing Co., LIMITED.

Paris, Canada.

MARITIME PROVINCES AS A SUMMER RESORT

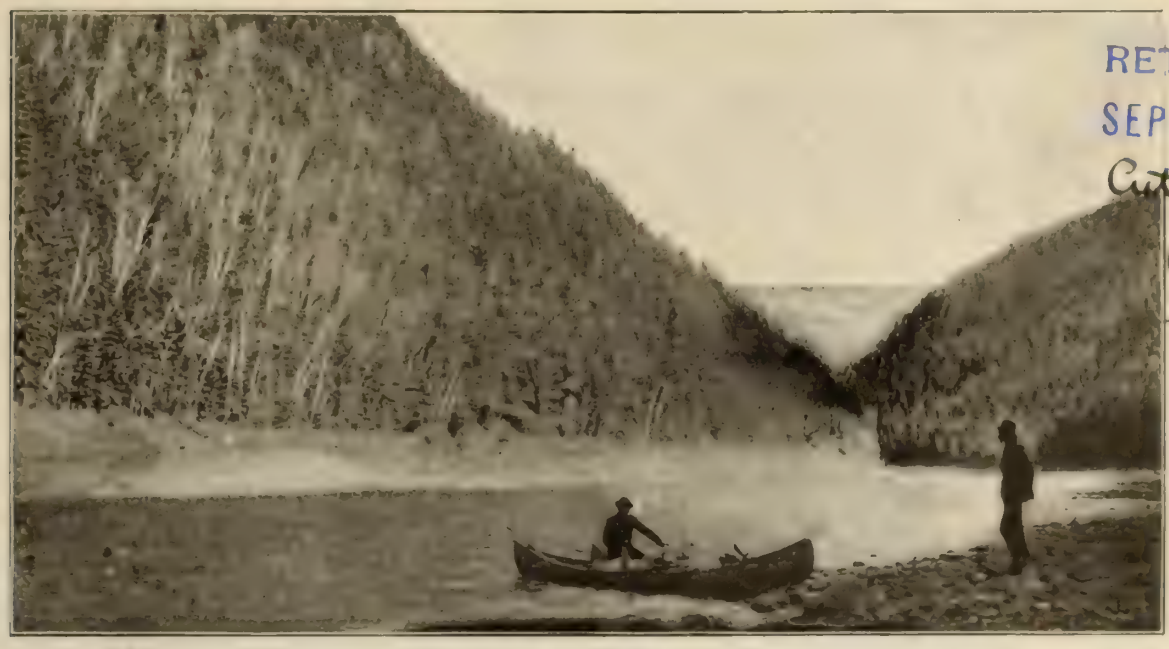
A RECENT trip through the Maritime Provinces has fully demonstrated the fact that the travelers will find there much that is novel, much that will charm, and much that will ever remain to them as a sweet remembrance of a pleasant time. It is a mild statement to say that a greater variety of tourist country is nowhere else found. Only an inadequate sketch can be given of the manifold and varied attractions this delightful country offers.

You see the glorious scenic lands which are the ambition of thousands to visit. These are the lands where history has been made and the map of a continent changed. Here are offered famous hunting grounds and noted fishing resorts. Again, you reach the sea-bathing shores and yachting havens. A quota of fashionable summer resorts also extend their invitation, and for those who desire absolute rest and quiet, the country districts are incomparable. Every important resort relies on some one of these features to attract tourist travel, but no country or district can so well profess to have them all as the Maritime Provinces.

So vast is this tourist territory, and so many and diverse are its features, that no one can hope to enjoy them all in the course of a single season. There must be a choice of good things, and this choice is a wide one. Those who want the luxury of modern hotels while sojourning in historic spots need limit their pleasures only by the length of their purses. Equally great is the opportunity of those whose means are small, and with whom economy is an object. All classes may adapt their excursions to their circumstances, and in no country of the world may so much enjoyment be had for so small an outlay of money. As compared with the hackneyed tourist resorts of other lands, the cost of living is so small as to excite the wonder of those who have had the experience of extended travel.

There is so much to be had at such a trifling expense that the question of cost is less of a consideration than that of how best to improve the opportunities in the limited period of a Summer outing. This depends on what is sought. For the sportsman there are unrivaled forests and streams, lakes and shores. For hundreds of miles the eye of the artist may revel in the grandest of scenery upon the mountains, in the valleys, and by the sea. The student may tread where some of the great pages of history have been written in blood. The lover of the quaint and curious may search out places which are in the 19th century but are not of it, while all who seek rest, recreation and health may find it in a land and a climate without a rival.

In the great area of territory there is no overcrowding at any one point. In this land are green hills, shady groves, and fertile valleys. Along the shore lie land-locked harbors, where even the frail canoe may float in



On the Restigouche River.

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safety, yet be upon the waters of the ocean and upon the smooth sand beaches, of which a child may venture into the buoyant salt water and fear nothing. In this country is scenery at times of sweet pastoral simplicity; at times of sublime grandeur.



RETURNED SEP 15 1904

On the Nepisiquit, the river of "Rough Waters," New Brunswick.

I have tried to give a faint outline in a limited space of the wonderful attractions offered by this fair land. To any one contemplating a holiday, I can cordially recommend this land. The tired business-burdened man may here recuperate, while affording his wife and children ample scope for their varied desires.

last two weeks I have inspected sample collections comprising a wide range of Canadian goods, and it is very satisfactory to observe that manufacturers are taking a marked interest in cultivating an Australian trade, and also the fact that some fair orders are being forwarded to Canada. As frequently pointed out, importers here are always disposed to give Canadian goods the preference over foreign goods, everything being equal, which proves that a trade sentiment exists.

One Canadian traveler who has just arrived in Melbourne from New Zealand, states that he had a record trip, owing to the preferential tariff, in that colony, causing his goods to be delivered there, duty paid, at 11 per cent. less than foreign goods of a similar class.

The samples of Canadian chenille goods and cotton curtains now being show in Melboure are exceptionally attractive. These goods are entirely new to this market, and the various shades and colors, in a variety of designs, are of such an artistic character that good business is certain to ensue.



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A Road in St. Martins, N.B.

CANADIAN ACTIVITY INCREASING.

A CANADIAN agent in Australia reports to the Department of Trade and Commerce: Under the stimulus of a prospective preferential tariff Canadian manufacturers are rapidly coming to the front, as is evidenced by the number of agents and travelers now showing samples in Melbourne and Adelaide. During the

J. D. KUPPENHEIMER
President

J. C. MacGOWAN, Jr.
Sec.-Treas.



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Montreal, Que., July 1st, 1904

GENTLEMEN:—We beg to advise you that we have opened in Canada a mill for the manufacture of SILK THREAD, and beg to quote the following prices:

50 yds. - 37 1-2c.
100 " - 75c.
Terms, 5 off 30 days

We guarantee the quality of this silk to be equal to any on the market.

Sample Spool on request.

Send us a trial order, and be convinced that the quality and price is right.

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Our representatives are now out with samples of our lines of SPRING NEEDLE RIBBED UNDERWEAR for

FALL AND WINTER, 1904.

One of them will call upon you and it will be to your advantage to look at our samples of high-grade Underwear before placing your orders elsewhere. SPRING NEEDLE RIBBED is bound to displace the ordinary Ribbed Goods on account of its SUPERIOR ELASTICITY AND UNSHRINKABLENESS, and you will find it necessary to have THE ELLIS SPRING NEEDLE RIBBED to have your lines complete.

The Ellis Manufacturing Co., LIMITED,

SELLING AGENTS,
DIGNUM & MONYPENNY, TORONTO AND MONTREAL

HAMILTON, ONT.

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Stratford Knitting Company, LIMITED. STRATFORD, ONT.

Manufacturers of MEN'S, WOMEN'S, BOYS' and GIRLS' KNITTED GLOVES and MITTS.

Clinton Knitting Company, LIMITED. CLINTON, ONT.

Manufacturers of RIBBED WORSTED HOSIERY.

J. M. Eisenstuck, CHEMNITZ, SAXONY.

Manufacturers of WOMEN'S, CHILDREN'S and MEN'S COTTON, LISLE and SILK HOSIERY of all descriptions.

Bean & Stewart Skirt Co., LIMITED. ST. STEPHEN, N. B.

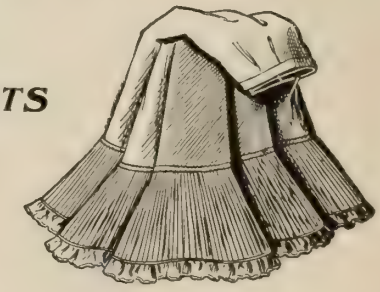


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THE HOSIERY AND UNDERWEAR AGENCY OF CANADA.

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New qualities BEE HIVE IVORINE COCOON and EIDER WOOLS.

Wholesale Only. Send for Samples.

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Duncan Bell,

MONTREAL and TORONTO

SOME THINGS OF INTEREST

REINDEER HAIR AND ITS USES.

TRIALS have been made in Norway at different times and by different manufacturers to make use of reindeer hair for the manufacture of textiles. The fibre has been tried, both separately and in connection with wool, but it has been found worthless for the purpose. Not even in the coarsest fabrics, such as door mats, rugs, inside soles in shoes, etc., is it available. The reason for this is its brittleness. Every hair is a diminutive cylinder. The only parts of the reindeer with different covering are the front of the head and the lower parts of the legs. The skin from these parts is used for shoepacs, caps, and mittens. The hair from the reindeer is largely used in Norway in the place of cork for filling in life belts, cushions, and mattresses for use on board ships. The buoyancy of the hair is said to be greater than that of the best cork.

PAPER CLOTH.

The manifold uses to which paper is now put forms a stock subject for the hard-up penny-a-liner, says an English exchange, but, as a rule, the recital of his facts usually begins with the formula: "It is said," or "we hear." Paper clothing is one of the latest things mentioned in this line, and there is no doubt about this, for an enterprising firm of tailors in Berlin is now offering to supply complete suits in paper for 10s. The firm's advertisement gives full instructions for self-measurement, and is appearing in journals, published elsewhere than in the Fatherland, so that an export trade is evidently looked for. The material is closely woven, and of a creamy tint, fairly stout, and not at all flimsy looking.

GRASS BASKETS.

The Japanese hamper baskets which came into use in Great Britain last Summer are made of a grass of a peculiar and tough fibre. The sizes are carefully graded from about fourteen to thirty or even more inches in length, and for shipment they are closely "nested," the smaller in the larger. Even the space of the final and interior one is not wasted, and in it are packed small and dainty carvings, toys, pieces of porcelain, or any of the innumerable little products of the land of the chrysanthemum. When the basket reaches the counter of the retail dry goods merchant or fancy goods dealer it is provided with a couple of straps connected by a handle, and originally Japan made an effort to supply these also. It is fully believed that a permanent market has been created for these hamper-baskets.

WOOLEN GOODS IN PERSIA.

German technical journals have lately taken up the question of the exportation of woolen goods to Persia.

Of course, in most parts of Persia cotton goods have the preference, owing to their cheapness and also on account of climatic conditions. Northern Persia, owing to its cooler climate, offers the best market for woolen goods; these goods at present are principally exported from Austria, France, and England. Austria's principal Persian markets for her woolen goods are Teheran and Tabriz. The woolens sold are of good quality and the coloring matter used is of the best; besides which the prices are said to be comparatively moderate.

Half-wool stuffs, serges and combed woolen goods, single-color and fancy goods, in combinations of black, gray, brown, and dark blue colors, are the best sellers. The quality of these goods is, of course, much below the best Bradford standard, but the latter are too high priced to compete with the much lower priced Austrian article.

Owing to the difficulties of transportation, which is principally over the Trebizond route, the goods are packed in small, round, waterproof, linen-covered bales, the edges of which are strongly protected against rough usage on the way. The weight of each bale should not exceed 250 lbs. It is stated that the outside wrappers of these bales can be sold to good advantage in the Persian towns, so that nothing is lost, but much is gained, by the good packing of woolen goods for the Persian markets.

SOAP FROM THE FRUIT OF A TREE.

The Leicester Hosiery Trade Journal contains an account of an enterprise in Algeria to manufacture natural soap on a large scale from a tree known as "Sapindus utilis." This plant, which has long been known in Japan, China, and India, bears a fruit of about the size of a horse-chestnut, smooth and round. The color varies from a yellowish green to brown. The inner part is of a dark color and has an oily kernel. The tree bears fruit in its sixth year and yields from 55 to 200 pounds of fruit, which can easily be harvested in the Fall. By using water or alcohol the saponaceous ingredient of the fruit is extracted. The cost of production is said to be small and the soap, on account of possessing no alkaline qualities, is claimed to be superior to the ordinary soap of commerce.

"UP A TREE IN THIBET."

Among some of the wilder Thibetan tribes, in the Koko-nor, there is a curious marriage function. This consists in placing the girl, on her wedding morn, in the upper part of a tree, while her male relatives remain on the lower limbs—or else in the back part of her father's tent or hut, while these same relatives guard the entrance—in each case the latter being armed with Lolo thornsticks. The groom, when these preparations have been completed, rides up and announces his intention of seizing the bride. This requires fortitude, for the relatives beat him unmercifully when he attempts to reach the woman. If he manages to elude his assailants and touch the toe of the woman, she is his, he is welcomed into the family and complimented on his ardor. Should he fail, he suffers not only the inconvenience of being wifeless, but the loss of cattle and other presents given during the negotiations. By the sale of a girl to one man, however, the father does not relinquish his claims upon her, but may sell her to other suitors who come afterwards, until she may have a half-dozen husbands.

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BOOTS AND SHOES

HIDE, LEATHER AND SHOE TERMS.

THE terms "skins" and "hides" indicate weight "Skins" must be below 25 lbs., while "hides" run from 25 lbs. to 59 lbs. Heavy hides are from 59 lbs. up. Buying "flat" is buying hides without inspection. Packer hides are those taken off by the large meat packing establishments, and are more valuable to the tanner than ordinary hides, because they are taken off with greater skill.

In the paragraphs which follow, the names of different skins and hides will be given, also their distinctive features and more important uses. Skins are more numerous in kind than hides.

Sheepskins are the product of domestic and imported sheep. The leather is soft and spongy and liable to tear. It is used principally for shoe linings, bookbinding and inferior shoes for women and children. Some classes of sheep are used for the production of imitation goat and kid, and are used in the manufacture of uppers.

Goatskins are taken largely from partly domesticated animals raised in India, China and South America. A goatskin cannot be split because the fibres are so interlaced and knit together that they hold firmly in all directions. The general name for tanned goatskin is "kid," which includes the fine leather used for gloves and the heavier skins used for uppers in the finer grades of ladies' and men's shoes. Kid is generally chrome tanned and finished on the grain side of the hide, and this admits of a much finer finish than the flesh side. All skins and hides chrome tanned possess this possibility of a higher polish. There is great variety in the quality of kid, and the sorting process is very important. Points to watch are: fineness of texture, thickness, size of skin, see if skin is damaged by cuts in skinning, also if the fibre has been damaged in the tanning process.

Glazed kid differs from patent in that the former is polished, glazed by a glass polisher, while the latter is finished by the applications of vegetable gums, oils and varnish. The final coat must be dried in the sunlight to get best results. Enamelled leather has the finish applied to the grain side of the hide, instead of the flesh side, which is usual in patent leather. Otherwise the process is similar.

"Vici" is a name given to kid tanned by the chrome process, and was introduced by the late Robert Foerderer, Frankford, Penn. As this was the first successful tanning of kid with chrome tannage, it was named by him "vici," or "I have conquered."

A durable leather is made from the skin of the colt. The skins generally come from Russia and are lighter than calf, but heavier and more durable than kid. Split horse hides are hard to detect from colt skins, except that they are not so durable, nor can they take on as fine a finish.

Kangaroo is a durable but expensive leather taken from the kangaroo, a native of Australia. It is largely imitated in other leathers.

Calfskin is taken from domestic and imported animals. The limit of its weight is 15 lbs., heavier skins being called "kip," and running from 15 lbs. to 25 lbs. Calf skin is the staple leather for the better class of men's shoes and women's heavy shoes, while "kip" is used in the heavier men's footwear.

"Box calf" was originally applied to calfskin specially finished with a grain something like a box. Cow hides are often finished in this manner, but are, of course, not equal in texture and appearance to the calf.

Cowhides are skins weighing from 25 lbs. up to 59 lbs., and include skins from cows and steers. These hides are largely used in their natural thickness for sole leather, and, when split, for the heavier and coarser grades of upper leather.

Grain leather is that which is finished on the grain or hair side of the hide.

Glove grain is split leather with a soft finish.

Satin calf is a split grain leather, smooth finished and well filled with oil.

Split leather is generally made by running the hide through a machine which splits it into two or more sheets. Splitting requires great skill, as the knife used is fully three feet long and very flexible. Generally speaking, skins weighing less than 25 lbs. are not split. Splits are not as durable as whole skins of the same thickness.

Sole leather is made from heavy hides and is of three kinds. Spanish, or that made from South American hides and tanned in hemlock bark or liquors. Slaughter sole, made from native green hides with hemlock bark or extract. Union sole is made by a combination of oak and hemlock.

The tannages are principally hemlock tannage, in which hemlock bark or extract is the tanning agent, and which gives a reddish tinge to the leather, oak tannage, in which oak bark or extract is used, the resultant leather being of a lighter color, and it is claimed of greater durability than hemlock tannage; union, which is a combination of oak and hemlock extracts, and gives a lighter colored leather than hemlock, but not so light as oak. Chrome tannage involves the use of a salt of chromium, usually bichromate of potash with muriatic acid, and a reagent such as hyposulphite of soda. This tannage makes leather durable and enables it to resist the action of water. In fact it is claimed that leather of chrome tannage may be boiled without serious injury to the fibre.

Shoes are made by several processes and are named after said processes.

The "turn" shoe is so called from the fact that the upper is turned inside out when being lasted or the upper being fastened to the insole. It is then turned right side out and finished.

"McKay sewn" shoes are made by fastening the insole and upper together, inserting the arm of the McKay stitcher inside the boot and stitching on the sole. The stitches go right through the insole, the upper and the sole. This class of boot cannot properly be welted, but in some cases an extension sole is put on the boot and an imitation of welting is made by stitching around the extension. This kind of a shoe is what is called "turn stitch."

"Standard Screw" shoes are made in the same manner as the McKay stitch with the exception that brass wire screws are inserted instead of ordinary stitching, being fed to the machine in an endless coil and automatically cut off.

"Goodyear welt" shoes are made by fastening together the upper and insole and then stitching a narrow strip or welt to the insole and upper, running it from the heel around the front part of the shoe. The unevenness caused by sewing the upper and welt to the insole is filled with composition or inferior leather, and the sole added by cementing it in place and then stitching it to the welt.

The general order in the make-up of a shoe is first to tack the insole to the last, next fasten on the upper and the welt; put in the filling, and then fit on the outer sole and stitch the outer sole to the welt.

The different parts of a shoe are :

Insole, so named because it is the inner sole of the shoe.

Filling, a composition sometimes made of cork and sometimes of scrap leather. It is used for levelling up after the upper has been fastened to the insole.

Slip-sole, so called from the fact that it is used between the inner and outer soles.

"Vamp" is the fore part of the upper.

The "Foxing" is the lower part of the uppers from the vamp back. Whole fox is the term used when the vamp and fox are in one piece.

"Quarter" is the part of the upper above the fox, and in lace boots contains the eyelets.

"Backstrap" is the leather strap covering the joining of the two quarters at the back.

"Toecap" needs no explanation.

"Facings" are leather strips of lining along the top and down the fronts of the uppers.

Counter is the name given to stiffening along the side and at the heel between the foxing and the lining. A good counter will outwear the rest of the shoe, and is best made from sole leather, although very good ones are made from composition.

"Balmoral" is the name given to the plain laced shoe.

"Congress" shoes, called by the English gaiters, have elastic sides.

"Oxford" is the name applied to low-cut, laced shoes.

"Blucher" is applied to any high or low laced shoe in which the quarters are sewn so as to lap over the vamp, which is generally extended into what is known as a bellows tongue.—Shoe and Leather Journal.

ADVANCES IN LEATHERS AND SHOES.

THE tanners' section of the Toronto Board of Trade recently decided to act in conjunction with the Quebec tanners in the adoption of shorter terms and smaller discounts on leather. Quebec manufacturers have raised their prices to jobbers from 2½ to 5c a pair on heavy staple lines. This they claim is less than it should be considering the fact that material and labor have become so much dearer.

SHOES WORN.

THE tan shoe has been steadily gaining ground until it seems to be one of the popular Summer boots in the city. Outside of that it is not by any means prominent. More men are wearing them and as many ladies as last month. It is among the former, however, that its sales have increased during June. Ladies took them up in greater numbers in May, but have not added many to their numbers.

In ladies' shoes, with the proper gowns on the proper occasions, the Louis XVI heel is more in favor than ever, and it is higher. In the United States a shoe called the Richelieu, resembling much the colonials, is much seen. Some ladies are having their shoes made in the material of the suit or dress. Solid patent leather Oxfords are finding a ready sale.

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Best in the world.
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in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.
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THE OSTRICH AND ITS FEATHERS

EVEN the Audubon Society must admit that the ostrich has benefited by the feminine love for its feathers, for, if they were not so much worn, this bird would most probably now be numbered among extinct, or almost extinct, species. The African karroo, or desert, is still its home, but it is now a domesticated bird, and ostrich farming is one of the recognized callings in that part of the globe. It is from these farms that the world's great supply of feathers is drawn, and how valuable this industry is to South Africa may be gleaned from the fact that last year she exported feathers which realized in the open market $4,215,750, and figures are available for the last 17 years, which show that the total exports for that period were over $40,800,000.

South Africa has been warned, however, that she must expect to face competition, as Australia, New Zealand, California and Arizona have all made successful beginnings in ostrich farming, notwithstanding the fact that when South Africa found her monopoly threatened she imposed a tax of $250 on each bird, and $25 on each egg exported.

Erratic Habits.

Considering the time that ostriches have been domesticated, it is not surprising that their habits are rather erratic, and that the chicks are very hard to rear,—a fact that in a great measure accounts for the high price of feathers. The South African farmer leaves his birds to hatch out their eggs, though the chicks are taken from them when hatched, for if left with the parent birds they become so wild that nothing can be done with them after.

The stories told of the ostrich leaving its eggs for the sun to hatch out, and of its hiding its head in the sand when pursued, can both be classed among exploded myths, for these are impossible habits in South Africa, as the "karroo" is so parched and dried that it is hard as a rock, and even if the bird was ever so desirous it would find it impossible to bury its head in the sand.



Ostrich Chick and Egg.

When hatching, the hen sits in the day time, and the male at night, so that the eggs are always guarded, a very necessary habit in that country. When the breeding season is on, the birds are vicious in the extreme, and as they have been known to break the back of a horse and also to kill a man with one kick from their powerful leg, ostrich farming is not without its excitement.

The Ostrich Chicks.

Ostriches in California are kept in bare pens, some fifty feet square, and they lay their eggs in indentations



Pair of Ostriches.

in the ground, but are not trusted to hatch them out. The incubator does that. It takes six weeks for the chicks to appear, and there are few young animals that are prettier than ostrich chicks during the first few weeks of their life. The little ostrich has a sweet, innocent baby-face, large soft eyes, and a rounded, plump, little body. All its movements are comical, and there is a quaint air of conceit and independence about the little creature that is most amusing. Instead of feathers the baby ostrich has a rough coat that seems to be made of strips of brown and grey material, with shreds of black intermixed. Its head and neck are covered with down, fine as the softest plush, mottled and striped, like a miniature tiger. The chicks grow quickly and soon loose their prettiness. A coarse and wirey crop of feathers sprout, and they enter an ugly hobble-de-hoy stage, in which they stay for three years.

Varying Plumage

During the first two years the plumage is a dingy drab, mixed with black, and the latter becomes more prominent in the plumage of the male at each successive moulting, until there are no drab feathers left. At five years of age the bird has attained maturity, and the plumage of the male is then a rich glossy black and the female a soft grey. In both sexes the tail feathers are white. In each wing are 24 long white feathers, which, when the wings are spread out, hang gracefully around the bird like a lovely deep fringe. In Africa, each district gives a characteristic feather, and an expert can,

Caverhill & Kissock

Millinery Fall 1904

Ladies' Felt Hats, Children's Headwear,
Sealettes, Bearskins, Buckrams,
Ribbons, Silks, Velvets, Velveteens, Plushes,
Children's Dresses and Bearskin Coats,
Flowers, Feathers, Ostrich Feathers,
Bandeaux and Chenille and Fancy Trimmings,
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We make regular weekly importations of the very latest in New York Novelties.

We mark our prices the very lowest consistent with highest quality.

We keep a complete stock of everything in the Millinery line.

We give you the same courteous attention whether your wants be small or large.

We answer your letter inquiries promptly.

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by examining them, tell just from what part they have come.

Clipping

When clipping time arrives the birds are rounded up and driven into a kraal or enclosure, which has a clipping box in one corner. This box is like a stout packing case without a lid and with moveable ends. The box just holds the bird, and there is no room for him either to kick or turn. Two operators, standing on each side, with a few rapid snips of their shears deprive him of his feathers. Only those are removed that represent the flight feathers of an ordinary bird; the three rows next to them and those of the tail. The best and most valuable are the first mentioned, while those of the tail are of minor importance. From the male bird are clipped "blacks" and "whites," and from the female greys or "feminas," and "drabs." The tail feathers are classed as "boos," and young birds' feathers are called "spadoues." A clipping is performed every nine months.

There is nothing cruel about clipping, as there in nothing in the process that can cause pain to the bird.



A Bare-Back Rider—After Plucking.

In the early days of ostrich farming the birds used to be plucked, and this undoubtedly was a painful process. But plucking is never practised now, for it is against the interest of the farmer to do so, as plucked feathers never grow again, while the clipped ones do. The clipping process, as now practised, neither hurts nor weakens the bird, for it is in a way only assisting nature, as the feathers would be shed any way at moulting time, though then they would not be in their prime, nor in such a shape as to be salable. The quills left in after clipping drop out of themselves in the course of two or three months, or if they do not they can easily be removed by the fingers. In short, clipping ostriches and shearing sheep are similar processes.

Ostriches Long-Lived.

Ostriches are long-lived creatures, and it is impossible to say to what venerable age they may attain for, however old they become, their feathers do not deteriorate. As for an ostrich dying of old age, no one has ever heard of such a thing, for it is an accident that invariably ends its life, and in the proverbial ninety-nine cases out of the hundred the disaster is the direct result of its own stupidity. The Cape Dutch call ostriches "vogels," or "fools," and, by all accounts, they well deserve the name. Indeed no one looking at the ostrich's ridiculously little head, so flat immediately above the eyes as to leave no room for any amount of brain, can wonder at its lack of intelligence.

London is the centre to which dealers come for both raw and manufactured feathers. Manufacturing or dressing ostrich feathers is an important industry there, and gives employment to a number of both men and women. The feathers are delivered at the East India dock warehouses direct from the steamer, and are sold at the Mincing Lane commercial salerooms.

Manufacturing.

As a first process in manufacturing, they are sorted as to quality and size, then strung upon strings. They are cleansed from dirt, animal fat, etc., and are then placed in the dye vat, or bleach tub. After dying the "layer up" makes them into the kind of feather required, viz., tip, flat, mount, or aigrette. There is a belief abroad that feathers can be split, and two made out of one, but the direct opposite is the case, for two, three, four, and even more feathers, are put together to make one, after being scraped to make them pliable. A tail of wire is put on, and finally they are steamed, dried, and handed over to the curler. It takes years to train a curler, and there must first be a natural aptitude for the work as well, even though curling looks easy to those who have never tried it.

The only drawback to the popularity of ostrich feathers is that damp takes the curl out of them, and there is a fortune awaiting the man who invents some process by which feathers may permanently be kept in curl.

CONSERVATIVE BUYING.

COMMERCIAL agencies attribute a large portion of the failures amongst retail business men to over buying. In addition to those who fail there are innumerable merchants who are continually close to the rugged edge and always pressed for funds, because too much of their capital is tied up in goods purchased for investment.

True the up-to-date retailer has innumerable opportunities to clean up a nice profit when certain goods are reasonably sure to advance, but if taking advantage of these opportunities is going to embarrass the dealer and make it impossible for him to preserve his credit, he is not justified in taking the bait. It has been proven time and again that the merchant who makes the most money in the retail business is the one who turns his stock most often. When the average man, however, lays in enough of certain lines to last him from six months to a year merely because they are offered at a bargain, and by so doing cuts down his surplus capital to a minimum, he frequently finds that he is forced to "pass up" many advantages which he could gain if he were possessed of ready cash at all times.

Conservative buying is undoubtedly one of the greatest factors in attaining success in a retail business. It is worth while giving this matter more than a casual thought when tempted to invest heavily in one line of goods on speculation.



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Headquarters for NEW YORK, U.S.

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Both Amazon, French and Demi Plumes.

Feather Boas, Stoles, Pompons, and Novelties.

Write for prices.



We do Good Printing Cheap.

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Wholesale Jobbers in

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CALL WHEN IN CITY

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Wholesale Millinery

"There is a House famed for Millinery."
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FALL 1904-5 WINTER

We are proud of the magnificent range we are able to place before the Millinery buyers of Canada this season.

Every line a Seller.

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Your order to us means dollars and cents to you.

THE D. McCALL CO., Limited

TORONTO

WINNIPEG QUEBEC OTTAWA

The Canadian Millinery Review

FEATURES IN SEASONABLE MILLINERY

IT is between seasons in the wholesale millinery houses, and there is little doing except clearing out the few belated lines of Summer goods. Thoughts and plans are turning to prospects for Fall. Buyers are now crossing for a final look round in Europe, and it is not until they are heard from that any definite idea can be formed about Autumn styles.

Clearing sales of flowers, straws and millinery materials are the rule in the retail stores, and what few novelties are seen are imported modes in linen and lingerie hats, etc. Made feathers, chiefly white, in both cockade and plume effects, are a feature of these late Summer styles. Some sailors are altogether of all-over embroidery, and the newest straws have a crush band of leather, fastened with a gilt harness buckle as a trimming around the crown—a style that it is altogether likely will crop up again in Fall lines.

FORECASTING FALL SHADES.

THE French syndicates issue each Spring and Autumn a shade card, forecasting colors for the coming season. This card is always interesting, and sometimes it is correct to a wonderful degree, but there are also seasons when it has been hopelessly wrong. It should, however, be kept in mind that the object held in view by the issuers of the card is not so much an accurate forecasting of colors for the coming season as to provide a useful standard for the trade to refer to. For this purpose, a collection is made of a number of recent and a few new shades, and a name and number is given to each.

The main idea gained from the card issued for the coming Fall is, that combinations of three, or even more colors, are likely to hold a high place, as all colors show a number of graduating shades. The first place on the card is given over to a group of half-a-dozen shades of soft rose reds, shading from old rose to deep rich tints of the same order. These, however, may be first in Paris, or Vienna, but here browns, greens, and in a lesser degree mauve that shades down into a new mulberry, are the colors best thought of.

The browns are all of the golden cast, and run from a rich chestnut to a pale golden yellow. With these should be classed the burnt orange, saffron and citron yellows, and the two bright oranges designated on the card as "tangerine" and "flame orange." These brilliant shades will, of course, appear only as relieving touches.

The new green shades contain no hint of yellow, but are all cool greens of the reseda order. Some of the names given to these are almond, gooseberry, oak green, etc.

It is said that in the exclusive trade the coming season will see an eclipse of blue in millinery, and that for once pink will be more in evidence than pale blue. Just how this idea will develop remains to be seen, for one thing pink does not suit so many complexions as blue, but certainly pink has been much used in millinery for evening wear, and for dressy occasions this Summer.

All millinery coloring this Fall will be in rich, warm shades, and a new one that should be noted is a beautiful red marked as mahogany red.

HAIR GARNITURES TO BE WORN.

THIS is a whim of Dame Fashion that milliners should seek to encourage, as it can be made a source of considerable profit to the department. A ribbon bow, or a flower, has been worn for a considerable time, but this year there is a general tendency to something more elaborate. Fruit is very much in favor for this use, and some of it is even further removed than we have yet seen from what nature produces. A favorite style resembles nothing so much as little yellow green ducklings huddled together. These downy yellow balls are extremely pretty, but even the foliage and flower that is placed with them gives no clue as to the kind of fruit they are intended to represent.

A mode of dressing the hair that is gaining favor with fashionable women is the "coiffure Japonaise," which as its name implies, is a variation of the pompadour dressing. Already makers of bijouterie have in preparation pins, etc., to wear with it. In Paris, says "Coming Modes," the "coiffure Japonaise" has caught on exceedingly well, and bunches of flowers "a la Geisha" are seen in the stores to wear with it, but newer and more becoming to the European face is the single rose, placed in the very centre of the hair, just above the forehead, and pinned flatly down.

The triple Greek fillet is talked about, and should the Greek knot, which some "extremes" are wearing, gain headway, would undoubtedly be worn. This mode of wearing the hair is easily adaptable to most faces, and if it becomes the vogue, little wreaths "Watteau" fashion, will be used to encircle the knot.

Another fashion hailing from Paris is a tiara of roses sparkling with dew-drops. Tiny pale blue convolvuli are also used in tiara fashion. Another new idea is the

Charles II. velvet band, worn just above the forehead, finished with velvet rosettes.

The front hair will still be dressed pompadour fashion, though for those to whom it is becoming, the hair will be parted in the middle and dressed in loose, fluffy waves. This style is specially becoming with hats that droop down in front. The low coil of hair at the back continues the slanting line of the toques and turbans, and it also sets off the cachepeigne.

Tortoise-shell combs and pins and other ornaments will be worn in the hair, and for dress and formal occasions wreaths of foliage, flowers and fruit, as well as feather ornaments, spangled tulle, chous, etc., and aigrettes of ostrich feathers.

PLUMES FOR FALL.

PLUMES have been more in evidence in Summer millinery than for a long time past, and there is every reason to suppose that they will be very much to the fore in Fall styles. Shaded plumes will be used, but more for the exclusive trade. A stock large enough to give anything like a choice would be a risky thing to carry, so it is better to have the plumes dyed to order as wanted. But in the coming season, as in the past two or three, the bulk of the business will be done in plain black and white plumes and tips.

ORNAMENTS, BUCKLES AND CABOCHONS.

SOME hints of coming fashions can be gleaned from the class of millinery ornaments shown for Fall. Gold, as is to be expected, holds the premier place, but quite as often as not, it is mixed with steel, and steel alone makes a fair showing. The very long buckle that can be used for bandeaux or crown is again seen, and there are some lovely buckles in a large number of shapes and designs, among which are some evidently intended for the front or side of a high crown.

The novelty in cabochons is the irridescent shaded effect enriched with steel. These are shown in effects that shade into two or three colors, and the same cabochon would be perfectly appropriate with brown, green, red or grey. There are some very large gilt ones, and some of these have little buttons or bosses of solid metal in the chased work.

There are any number of quill holders in gold and steel and gold, etc. For the street hats and military shapes are bombs with rays of gold and gold and steel. There has been for some seasons past a pretty general use made of these jewelry effects, and it would seem that the season we are coming to will see a repetition of this feature.

LATE SUMMER STYLES IN EUROPE.

IT is what the elegantes are now wearing in Paris and Vienna that buyers for the millinery houses are now carefully studying for indications and inspirations for Fall styles. In Paris they are wearing the roll sailor in white straw trimmed with bunches of flowers, cowslips preferred, and foliage to trail around the crown. A new idea is to have each bunch a separate color. A lace veil or a ten-inch lace is draped around the brim, the front thrown back and veiling the flowers.

An effective tricorne toque of white chrysanthemums had small bunches of cherries, with their foliage placed on the coronet. A geranium toque, shading from light to dark, was trimmed with tobacco brown velvet.

A torpedo turban that seems to have a decided hint for Fall was covered with Autumn leaves of all the rich tints varying from yellows and reds down to deep brown and many shades of green. The edge of the brim had three pipings of bias velvet—brown, orange and green. A crushed velvet bow fell on the hair at the back. Moss braid is also much used for effective small toques and one thing to be noticed is as the season advances the tendency towards a deep, low back grows stronger.

Picture hats in delicate pink are lined with shirred black tulle, and the two colors are combined in the trimming of black ostrich tips and pink roses.

Somewhat on the coal scuttle order is a hat of white tulle, with a pink quilling as a border. It has a pink feather shaded out to white on the outside, and a wreath of white roses and buds beneath the brim. The Maison Virot is showing large hats with the brim turned up vertically at the back. One of grass green straw is trimmed with brown velvet and yellow roses. A turban of bluette straw has a band of green velvet on the edge, and for trimming a blue bird of paradise, the head and breast of which rest on the front of the brim, while the splendid tail sweeps around the crown and back.

A very novel hat is a large heart-shaped plateau of pale braid, bordered, a deep valenciennes edging sewn on beneath a thick cordon of daffodils. The brim forms a little peak in front, and on the indent at the back is a large black velvet bow.

A Vienna beauty wore recently, when driving, a huge Directoire hat of rice straw, with a very high but narrow crown, around which twined a garland of huge dark red velvety roses. A chou of black tulle nestling on the hair had long floating ends.

VIENNA STYLES.

A VIENNA correspondent to "Coming Modes" says: Besides toques and picture hats, all signs point to the old-fashioned coming in this Summer. These reminiscences of our grandmothers' day have come back to use modified, and made more graceful by some artistic touches. The high crown fits the head perfectly, the brim, slightly turned up in front, is lined with pleated chiffon; it uncovers the hair, but throws a soft shadow over the brow. Long strings of either tulle, lace, or chiffon are tied under the chin, or left floating.

The favorite materials used for these bonnets seem to be taffeta or louisine ,and for evening wear, as das Neueste for formal dinners is to keep one's hat on, gathered chiffon or interwoven tulle and baby ribbon. In the trimming department there is more than ever a craze for pendent fringes, either plain or in contrasting colors, macrame and heavy silk-fibre lace.

In the matter of embroidery the fancy runs riot. Hand embroidery in all forms is used profusely upon all materials (especially on heavy linen costumes), also Chinese and Oriental embroideries, so rich in coloring. Broderie antique, in deep yellow tones, artistically handled and combined with all sorts of laces, is most effective on voile gowns.

DEBENHAM, CALDECOTT & CO.

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We are putting into stock several cases of

WHITE FELT HATS

Just the thing for the early Fall Season.

Stock now complete in our Well Known Lines of

Silks, Ribbons, Chiffons, Tulles.

Write for Samples. Filling Letter Orders a Specialty.

43½ and 43¾ St. Joseph St. QUEBEC.

18 St. Helen Street Montreal.

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TRIMMED HATS

FALL 1904

As a result of the Toronto conflagration of 19th April which totally destroyed our warehouse, we have the opportunity of placing before the Trade, for the coming season,

An Entirely New Stock

In collecting the numerous lines necessary to form a complete and fashionable Millinery stock the experience of many years proves most useful. Our buyers profiting by the past have strained every effort to make our selections unique in their completeness, style and value. To the trade throughout the Dominion we offer the result of their efforts for final judgment with every confidence that its decision will be one of approval.

A cordial invitation is extended all buyers to inspect our stock either from samples in the hands of our representatives or by a personal visit to our warerooms at Toronto, Montreal or Winnipeg.

G. Goulding & Sons, - Toronto

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"SALEM"

We can interest buyers visiting Montreal upon their Fall purchasing trip.

We are showing a most complete range of

FALL WAISTS

IN

French Flannels, Scotch Flannels, French Etamines, American Vestings, Japanese Silks, Taffeta Silks, etc.

ALSO

MEN'S SHIRTS for FALL DELIVERY

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We have a few lines of Summer Waists to clear. Can we send you samples?

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TORONTO SAMPLE ROOM—MANNING BUILDING.
C. M. CLODE, REPRESENTATIVE.

WAISTS

A BUYER ON FALL STYLES.

THE opinion of a successful buyer for a large department contains some pertinent pointers about Fall waists. This authority has no faith in the continued vogue of the so-called wash waist for Winter wear. It has been tried, says, and found wanting. It did not launder well, and in many cases had to be dry cleaned, for disastrous results would have followed a visit to the wash tub.

Some manufacturers went so far as to mark certain waists as non-washable. The lawn waist, she says with a good show of reason, is strictly a Summer waist. Of course the fact that a waist will wash adds greatly to its salable qualities, but there are a number of woolen and other fabrics that can be used for Winter waists. Albatross, cashmere, lustres, mohair, and the new flannels are all suitable fabrics for this purpose. These new flannels are particularly pretty and practical, and the stripe and spot patterns in which they appear are specially designed for this purpose. Trimmings, this authority says, may take the form of solid color for collar, epaulettes, cuffs, etc.

A great deal of attention is now paid to the neck finishing, and no waist is complete without a pretty neck piece. The blouse is so thoroughly a part of the shirtwaist that it would be difficult to imagine one without it, but it is certain that the exaggerated pouch is gone, but the blouse is still a part of the up-to-date shirtwaist. This authority believes that some of the best models will blouse not only in front, but have a slightly full and bloused back. These will be of flannel, and will have a belt attached. For high priced waists the deep cuff will be used, but for the popular priced one the bishop sleeve and straight band cuff will be the one in general use.

THE DRESSY WAIST FOR FALL.

THAT waists or blouses are following what is now the accepted rule in all garments that women wear and dividing into sharply defined classes,—the dressy waist or blouse, the tailored shirtwaist, the utility waist, etc.,—is more marked than ever now that Fall styles are beginning to take shape. The plain or utility waist and the tailored shirtwaist are too useful to be ignored, but indications are not wanting that point unmistakably to the wearing of elaborate waists for luncheon, theatre, musicale, and other semi formal occasions, when the social season opens up in the Fall. Just what novelties may be presented it is at present difficult to say, as styles in this class are not as yet matured, but taffetas will be well represented, as the new makes are particularly well fitted for waist purposes. Crepe-de-chine, chiffon, nets and all-overs are sure to be used.

The revival of the "Louis" style brings with it some talk of moire and brocades, and as this style calls for both buttons and lace as a decoration the manufacturer ought to be able to show some novelties along this line.

Lace waists are sure to take a high place, and valenciennes, point de Paris, and the heavier makes are to all be used, and in this class come the oriental all-overs, esprit nets, and possibly printed tulles.

Though still loose and comfortable, the figure will be more defined in the new waists, and high girdles will be more in evidence than belts. Sleeves on dressy waists will be large and bushy, and collars and yokes very decorative. Tiny jacket affairs and tabots may also be looked for. Long fitting cuffs or lower sleeves will be much used. The latest in Summer blouses are bloused at the back, some exaggeratedly so, and this style is new enough to continue in suitable material in Fall lines, as it is most becoming to slender figures, and also serves to make the waist look smaller, which is one of the chief objects of fashion now a days.

In the net and lace waists there is to be apparently a return to color in the shape of contrasting linings, or slips, and this color is to be repeated outside in the girdle and neckpieces.

For trimming the tailored taffeta waists in plain colors, narrow fancy silk braids, embroideries and silk trimmings in Japanese and Russian colorings, also strappings and pipings of plaid, checked or pin spotted silk, will be seen. Buttons will also be used,—indeed, buttons in many varieties,—in cable cord, in gold, in gold and white, gold and black, etc., art nouveau buttons, carved and inlaid pearl, velvet disc, tiny brass buttons, etc., will all be used in more or less quantities on the new waists.

The round yoke, with the long drooping shoulder line, is altogether too becoming and too popular to be peremptorily dropped, but there is no doubt about the fact that the shoulder line is rising. The drooping shoulder can be well accomplished in thin materials, but for heavier flannels and woolens for Winter wear it is not so suitable. Then it does not agree with "Derectoire" styles, and these it seems are the wrong ones.

Whatever styles develop, however, there is no doubt of the fact that the blouse is going to be worn, and well worn, on every possible occasion in the Fall and Winter of 1904-5.

AMERICAN WAISTS IN CANADA.

AN item headed "American goods being sent over into Canada," which appeared in a recent issue of the New York Journal of Commerce, drew attention to the alleged fact that there was a growing export trade in silk waists for the Canadian market, and that the prospects ahead were so promising that the Treasury Department had arrived at a decision to allow a draw-back on waists exported, which were made of imported silk, and also an allowance for waste and loss in manufacturing.

J. & M. Cohn, the item stated, were the firm who secured the draw-back, and M. Cohn is quoted as saying that so far most of the exporting has been done to Canada, and that while the export trade does not amount to much as yet, there are possibilities of growth. Most of the business has so far consisted of sample orders. Canadian manufacturers, he further states, have tried, but without success, to imitate American styles.

Evidently J. & M. Cohn were not the only firm interviewed, as the information is given that some United States firms have hopes, with the assistance of the draw back, of competing successfully for the English trade.

On a Review representative interviewing Mr. Cohn, he said that the Canadian trade did not amount to much, and was not worth bothering about. As to the fact of it not amounting to much, the blue books amply bear him out. The aggregate amount is not large, but as these

blouses are distributed only to a limited number of retail firms in the larger cities, they are pretty much in evidence, and more so in fact than their numbers would warrant. It is evident that our American neighbors are more than willing to increase it, and this policy on their part is one that all branches of the ladies' ready-to-wear trade will do well to mark and ponder over.

The following statistics show the value of silk blouses imported into Canada since June, 1900, and what proportion of them came from the States.

From June 1900 to June 1901, the total value of silk blouses imported into Canada was $13,185, and of this amount $9,902 came from the United States.

From June 1901 to June 1902, the total value imported was $9,392, of which the United States sent $5,968.

From June, 1902, to June, 1903, the total value was $12,000, of which the United States sent us $6,681.

For the nine months ending March, 1904, the total value imported was $6,669, of which the United States furnished $5,027.

STYLES IN CORSETS.

THE retailer who sees so much in print about pending changes in corset styles and remembers the trouble occasioned in his department by the introduction of the straight front, will have to thank the total change then introduced in the mode of buying and retailing corsets for the easy way in which his stock will be brought up-to-date at the present time.

The introduction of the modified forms can now be made gradually, as they will take the place of older styles when they are sold. The buyer for the department will have their introduction under his own control, and can order few or many according to the needs and tastes of his customers. Old models will be still on the market and can be obtained until the new styles make good.

A much more important point is the question of hose supporters. The perfectly flat abdomen, that the new style demands, cannot be obtained in any other way than by the wearing of hose supporters, and by preference hose supporters attached to the corset. Now the hose supporters attached to the corset may be all right in high-priced lines, for they then are of good quality, but in low-priced and medium grades they are decidedly not desirable, as they add so much to the cost of manufacture, for either the corset or hose supporter must suffer in quality to bring them within range of the required price. One thing is sure, if the merchant insists on hose supporters on this class of corset he must expect to get an inferior grade, and inferior hose supporters are just one degree worse than none at all.

IMPORTANCE OF FITTING.

I WONDER if, in even the more progressive departments, the fitting room is properly appreciated. The fitting room is really a corset school and will educate both customers and assistants, and they need it in most departments. The vast majority of women do not know what kind of corset to ask for, and rely on the saleswoman to tell them. If all the saleswoman cares for is to make a sale with the least trouble possible a popular kind is recommended, but if the girl is honestly working for the good of the department, and gives the best advice she can, she is by no means certain that she is selling the right kind of corset,—this can only be ascertained by trying on. It is well nigh impossible to rightly gauge the figure by the eye alone, unless you are a trained and expert fitter, and trained and expert fitters command a higher salary than is paid in most corset departments.

A properly fitted and adjusted corset makes all the difference both to the comfort and to the appearance of the wearer, and you will find in a free use of your fitting room the best possible advertisement. Many women do not at first take kindly to being fitted. It is a new idea, but why they should have any greater objections to being fitted for corsets than any other garment is not clear. The fact remains that it is so, and this has to be overcome. With a full or remarkable figure, fitting should always be suggested, and this duty should be given to your cleverest hand. One satisfied woman is a walking advertisement, for nothing a woman can do or wear makes such a difference as a corset can make. In can spoil a good figure or hide a multitude of defects in a poor one.

The average woman has been badly corseted for years, and though corset selling has much improved it is by no means perfect yet. Only the woman of rank and fashion or one here and there who has an extra sharp eye for detail, has ever bothered about the corset,—they had to be worn and were always expected to be more or less uncomfortable. She would try first one store and thenanother and first one corset and then another, in the hope of finding a better kind. What is the use of manufacturers so carefully designing so many different models, if advantage is not taken of them, and how can proper advantage be taken if corsets are not fitted? In even the large Canadian cities there are hosts of women who could be greatly helped by having a proper pair of corsets, and there is no article of dress a woman will pay so high a price for if you can only convince her that she is going to derive some benefit from it, as the corset. As a proof of this just see how many women will try a new corset specialist whatever price she asks. If the slender woman finds that you can, by fitting, give her the corset that brings out her hips and rounds out her bust, while the full figure gets a corset that enfolds her bust, and, while not raising it in the least or breaking the long line from throat to bust, lets it drop into place and molds it and supports it while at the same time it flattens the too prominent abdomen and disposes flesh where it shows least; if she finds you can sell her a corset that will do all this—and you can if you give her the right one—you are going to get her confidence and her trade.

Speaking from personal experience, half the trouble with a full figure comes from the fact that a corset that is designed for a slender or medium figure is sold for it; and this is not only uncomfortable to wear but the result is ugly to look at. Speaking, still from experience, when a proper corset is worn, one wonders where the fat goes to, and at the same time you get ease and comfort. Points in lacing can be explained and the proper manner of adjusting suspenders shown. Tight lacing is not necessary with a proper corset, and doctors are robbed of their most general point of attack.

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The Selling Points

of Perry's Unshrinkable Underwear are so numerous and so strong that the retailer can make a sale *EVERY TIME*, and rest assured that he has given absolute satisfaction to the customer. Why handle underwear that will shrink, and disappoint your customer? . . . .

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MONTREAL AND TORONTO, JULY, 1904.

RE-OPENING THE SEAL FISHERIES QUESTION.

STRENUOUS lobbying on the part of an American sealing corporation has won from the United States Senate a request to the President that the seal fisheries question be re-opened.

In 1893, at Paris, an arbitration committee composed of prominent men of France, Sweden, Italy, Norway, United States, Great Britain, and Canada, decided against the contention advanced by the United States, at the instigation of this sealing company, that the Behring Sea was a closed sea. In spite of the decision the committee at the same time saw fit to give the United States the control of the seal fisheries within a sixty mile zone, thus reducing Canadian operations to pelagic sealing or hunting in the open sea. The committee also limited the hunting season and the methods of killing, and gave both countries interested the right of policing the Behring Sea.

Pelagic operations have been so profitable to Canadian boats going from Vancouver and Victoria, as to incite the company which has control of the Pribyloff Islands, the breeding grounds of the seals, to renewed efforts to monopolize the sealing.

A clause in the treaty allowing a revision every five years only, put an end to these efforts in 1897, and in the following year England firmly refused to re-open the matter. Although not officially discussed since the President has not yet submitted to the action of the Senate, it seems certain that a request of like nature will this year be met with a similar refusal. Great Britain and Canada have no hope of gaining more than the Paris treaty gave them, and they are not likely to risk an adverse decision. On the other hand, the United States has everything to lose by breaking the treaty, so that nothing will be done without the consent of Great Britain.

The claim that, because the seals breed on United States territory, they are therefore United States property, however widely they roam, is unsupportable by unprejudiced minds, and failing in the attempts to establish this, some extravagantly nonsensical measures have been proposed in Congress. One was the extermination of the seals while collected at the rookeries before commencing their annual roamings. Another idea pressed with some energy, was the branding of the animals, thus either spoiling the skins or establishing some claim on the part of the sealing corporation. And it is probable it was only the fear of driving the herds from the islands for all time that prevented the adoption of measures of this description.

* * *

It is possible for premiums to be premiums upon dishonesty.

* * *

THE RESULTS OF BAD MANAGEMENT.

WITHIN a year there have gone out of business in Canada four manufacturing establishments engaged in the production of a line of goods which is in ever increasing demand—a line representing $1,726,218 in importations during the fiscal year of 1903. These four concerns made carpets, and represented one half of the factories engaged in the same industry in the country.

The most important of the unfortunate mills, situated in the Province of Quebec, was producing for some years brussels and wilton carpets, with every chance of success, but it was handicapped by English control. That the management seemed to feel that anything was good enough for Canada was demonstrated in the poor machinery and management supplied.

There has been a tendency in the carpet industry to consider a bonus as the secret of success, the all needful that carries with it a guarantee of prosperity. A southern Ontario concern, after being burned out, was granted a bonus of $10,000 by a neighboring town, but found themselves unable to live up to their part of the contract.

Two mills in northwestern Ontario have disastrously failed, leaving the towns which gave the bonuses some thousands out of pocket. Both of these establishments were rather uncertain quantities from the first, being restricted to the limits of the bonuses.

There are two or three carpet mills left which are examples of what can be accomplished by careful methods

in finance and management. Recent extensive additions to the factories show clearly their idea of the possibilities of carpet manufacturing in Canada.

* * *

Advertising prevents old customers forgetting you and interests new ones in your business.

* * *

THE GARMENT MAKERS AND THE TARIFF.

THE lot of the manufacturers of garments has been by no means improved by the changes which have been made in the tariff. On the contrary, it is worse to the same extent as that of the woolen manufacturers has been benefited. The woolen industry unquestionably needed a higher tariff against imported goods. But in providing for the latter the garment industry should not have been ignored. In fact the one is so closely connected with the other that it is difficult to understand why Hon. Mr. Fielding did not deal with the two when the subject was under discussion.

When the iron tariff is under consideration the interests of the large users of iron are not overlooked. And the principle involved in the garment-making industry, in as far as its raw material is concerned, is practically the same.

The garment-making industry of this country is an important one. The Census Office has been kind enough to furnish The Dry Goods Review with a statement showing number of establishments, the amount of capital and value of products in the clothing and woolen industries, according to the census of 1901. And these show that there were in Canada in 1901 no less than 1,153 such establishments—employing five hands and over—engaged in making garments for men and women. The aggregate capital of these establishments was $12,807,542, and the value of their output $24,314,937. This was three years ago, and since then the garment making industry has increased materially. The number of establishments making woolens, including yarns, was 163, the capital of which was $10,543,598, and the value of output $7,445,891. On the basis, therefore, of number of firms engaged, in the capital invested, and value of output, it is quite evident that the interests of the garment making industry should have been taken into account when the tariff on woolens was under consideration.

It may perhaps not be uninteresting to the readers of The Review to give in detail the figures appertaining to the woolen garment and carpet industries, as furnished by the Census Office.

	Number of establishments.	Amount of capital.	Value of product.
Clothing, men's (tailoring)	735	$ 5,420,144	$ 8,775,439
Clothing, men's (factory product)	58	3,843,799	8,980,291
Clothing, women's (dressmaking)	334	2,492,118	4,368,580
Clothing, women's (factory product)	26	1,051,481	2 190,627
Woollen goods (including yarns)	163	10,543,598	7,445 891
Hosiery & knit goods (including underwear)	52	3 723,197	3,857,519
Carpets	10	711,951	633,192

These figures, as already pointed out, are for establishments employing five hands and over.

At present the tariff conditions touching this industry are anomalous, the rate of duty on the finished product and on the raw material being approximately the same, while the duty on silk for linings runs up to as high as 17 per cent. in certain instances.

In order to round the tariff off to businesslike proportions the proper thing would be to make the duty on garments specific—so much per garment, irrespective of its value. This would compensate the garment manufacturers for the higher rate of duty they have to pay on the cloths they import—and there are certain lines which they claim they have to import—and enable them to meet the competition that is causing them the most concern—the competition of cheap, shoddy clothing. It is the imported garments that are made of shoddy that are the bane of the Canadian manufacturer's life. Guard him against these and he will take care of his trade in the better class of goods.

* * *

It is well to follow the old Greek philosopher's dictum and know one's self, but it is also well to know one's customers

* * *

THE TREATMENT OF AGENTS.

A COMMON source of complaint among Canadian business men is the unsatisfactory methods often employed by firms in Great Britain doing business with this country. There is just a possibility, however, that while the faults of the business firms in Great Britain are being considered our own faults may be overlooked.

There was a time when the exports of this country were practically confined to agricultural products and raw materials. That day is past. We have now become exporters of a great many finished articles, and our trade in this particular is rapidly increasing.

As our ability to export increases so does the necessity for our employing proper methods become more obvious. The reports of the Canadian commercial agents in other countries repeatedly point out the necessity of correcting certain short-comings. And these are supplemented by reports which come through private sources.

Promptness in correspondence is most essential. The shipping of goods which are up to sample is imperative, and agents who are appointed as representatives should be properly treated. Copies of correspondence, which the firm in Canada may receive from houses in the territory looked after by the agent, should be supplied the latter when it does not come through him. He should be thoroughly informed on all matters of this kind. Some contribution should also be made to his expenses if he is to be expected to be zealous for the interest of the firm, notwithstanding the fact that he may be working on commission. Firms in the United States who have agents abroad do this, and it pays them. Then when new goods are put on the market electros of these should be sent to the agent to be used in circular or newspaper advertising. A cut of the firm's head office should also be found on letterheads and other business literature used by

the agent. In fact everything reasonable should be done to assist the agent and to give publicity to the goods manufactured by the firm.

When an agent has been appointed it does not matter whether he is purely on commission or not, the principals should take an interest in him and the territory which he controls. If interest is not taken in the agent it is only natural that his concern in the welfare of the particular lines which he handles for them should become apathetic.

As we have already said, something should be contributed to his expenses, and his principal should insist that he make periodical reports as to not only the business he has done, but touching upon the prospects for the future and what methods could be employed to increase trade. By insisting on this and by keeping him in turn thoroughly posted as to new goods, etc., the possibility of success is very much increased.

There is no doubt about it that if every manufacturer who caters to the export trade would exhibit more enthusiasm and concern for the success of his foreign business the aggregate results would soon be revealed in the trade returns of the country. "It is the littles that make the muckles," as the old Scotch proverb says.

* * *

Holidays should equip one for making better time in business

* * *

A HINT FROM BRADFORD.

IT is strange that at the very time when Canadian woolen manufacturers are complaining about the manner in which English competition is affecting them, that Bradford, the centre of the British industry, should herself be fighting strenuously against outside compepetition. Under the circumstances Canadian manufacturers might with advantage adopt some of the methods employed by the Bradford manufacturers in order to draw attention to Canadian-made materials.

There is ample room for an educational campaign in this direction, for it is extraordinary how little even those connected with the trade know about Canadian-made fabrics; and, as for the wearer, she has, if she has ever thought about it at all, an extremely vague idea about them. She has usually an impression that they do not amount to much.

A display of costumes smartly and stylishly made from Canadian fabrics, would be a revelation to the majority of Canadian women.

There are some splendid dress materials made in Canada,—materials exactly suited to Canadian trade. But the public do not know it. They have never had them brought properly to their notice.

Canadian fabrics have some warm advocates, who never lose an opportunity to extol their merits; but they can do little until the woolen men themselves begin to make their goods better known.

The Canadian manufacturers made a splendid display at the Toronto Exhibition last year, but it was in such a form that only those interested in the dry goods trade paid much attention to it. If, this year, each manufacturer would have a few of his choicest cloths made up in an elegant manner, just to show what handsome gowns could be made from Canadian fabrics, it would provide a display which would attract wide attention and the attention of the women of Canada, with whom the final decision rests.

* * *

A well timed holiday often prevents an ill timed illness.

* * *

COSTLY TARIFF WARS.

TARIFF wars are costly. The proof of this is to be seen in the cold statistics recently published in a report prepared by the British Government. It deals with the tariff wars between France and Switzerland, France and Italy, and Germany and Russia.

The tariff war between France and Switzerland was in 1893-5. The latter country increased its customs tariff on French goods by 100 per cent., and the former by 41 per cent., against the products of Switzerland. As a result the exports of France to Switzerland for home consumption fell off 43 per cent., and the imports from Switzerland 27 per cent. The transit trade between the two countries also suffered. That to Switzerland from France declined 26 per cent., and that to France from Switzerland 17 per cent.

The tariff war between France and Italy was even more disastrous. It is estimated that when it ended in 1899 the joint loss of the two countries was about $600,000,000. The exports from Italy to France declined 57 per cent., and from France to Italy 50 per cent.

The tariff war between Germany and Russia only lasted eight months, which, it is held, was not long enough to permanently dislocate the conditions of trade. At any rate, however, it was long enough to make the two countries eager for peace. The trouble arose over Germany's decision to lower her duties on breadstuffs imported from countries which gave a like concession on the products of her factories. As Russia was at the time inaugurating a policy of protection for her iron industry she refused to comply. Then the tariff war began, and ended only when Russia practically surrendered to the original demands of the German Empire.

The experience of these three countries is particularly interesting to Canadians in view of the increasing sentiment in this country for a higher tariff against the United States. Our tariff is about one-half that of the latter country, while our exports from the United States are 90 per cent. larger than their imports from us. The McKinley and Dingley tariffs were designed to injure Canada. And although our general export trade has increased rapidly since then the inequality of the two tariffs and of the international trade of the two countries is so striking as to create a pronounced spirit of retaliation.

We may never go so far as to declare a tariff war. But it is well for us to remember, in view of the experience of other countries, that in tariff as well as in physical warfare both combatants suffer.

CORBY, PALMER & STEWART

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LADIES' and CHILDREN'S MANTLES, JACKETS, CAPES, MACKINTOSHES, IMPERIAL CLOAKS, COSTUMES, SKIRTS, CRAPE-TRIMMED MANTLES, OPERA MANTLES and FURS

We are now showing in each of the above Departments the Latest Novelties for the Autumn Trade, and feel confident a visit to our Show-rooms when on this side will well repay you.

39, 40, 41 St. Paul's Churchyard,
8, 9, 10 Old Change .... LONDON, E.C.

The IMPERIAL BRAND
LONDON, ONT.
TRADE MARK.

"The Standard of Excellency"

Fall 1904

"Satisfaction Guaranteed."

Catalogue on Application.

The "Rainproof" House of Canada

The enormous number of orders already booked for Fall delivery is evidence of the increasing demand for the—

Imperial

—RAINCOAT—

The Imperial Rubber Clothing Co.

LONDON, CANADA.

FEATURES IN STAPLES

COTTON.

PROSPECTS for a reduction in cotton prices are brighter than they were four months ago, but a wonderful strength is shown in face of the fact that as far as known the bulls are not united, and crop reports are quite satisfactory. Raw cotton, which was over 13c at the beginning of June, is now wavering around 11c. The tendency has been almost constantly downward until 11c was reached, and there it has remained for over a week.

* * *

Buyers are maintaining that the price of manufactured goods should be reduced in accordance with this, but it must be remembered that these prices were not based on anything above 12.50, and did not follow the inflation of raw cotton. In addition 11c spot cotton means about 12c to our manufacturers, and it is doubtful if a serviceable quality could be purchased at that to-day. There will certainly be no reduction until the Spring price lists come out in September, and unless cotton is cheaper than it is now there will be no difference noted then. Mills have not a great deal of cotton on hand, not have they had for six months, so that they should be able to take advantage of the lower price. Canadian cotton mills have been closed for a couple of weeks, but were expected to reopen the first of this month. A week's rest is usual at this time of the year, but cotton conditions are said to have had something to do with the prolonged shutdown this year. Some of them have been running short time. Several of the American mills are closed or running only part time, and this has had a material effect on raw cotton prices.

* * *

Stocks in wholesale and retail houses are low, and have been kept that way since January by buying only in very small lots. There is still no disposition to buy freely, and the mills are feeling it. Buying is still more backward in the United States, as developments in the market are awaited. On June 23 the price of American prints was reduced from 5½c to 5c. Fruits and lonsdales were also lowered about a cent.

WOOL.

CANADIAN new-clip wool has remained at a stationary price all month. The new clip has been very light and receipts are less than for many years past. As a result quotations are very high. It is thought that, on account of the low prices in former years, farmers are keeping smaller flocks. Washed wool is quoted at 17c, rejections at 13c, and unwashed at 10 to 11c. In pulled wools supers bring 18½ to 20c, and extras 20 to 22c.

* * *

The fourth series of London wool sales which are just opening, have on sale 130,000 bales, or 30,000 less than last July. Of these 9,000 bales were held over from the third series, and in addition to this amount 107,500 bales have been shipped direct to the spinners. It is thought that prices will run 10 per cent. higher at the opening. Stocks of pure merinos are comparatively small both in England and abroad, and until the new clip begins to arrive in December values are not likely to drop. This lack of pure merinos during the past three years has been rendered less important by the demand for coarser fibred wools in ladies' and men's wear goods, but there is now evident a change in the trend of fashion and fabrics from finer wools will be sought. There has been large buying in raw alpaca in England, and prices have gone up 10 per cent. These advances all along the line do not seem to have interfered with the mills, as all machinery is running to supply the demand.

* * *

Many Australian shippers are of the opinion that the increased crop of wool for the coming year will modify values all along the line. Unless a demand for merinos springs up prices in this class will have to drop, since users have felt no scarcity in spite of the small supplies. It is not expected that crossbreds will become any dearer on account of increases in the crop in South America. In their annual report of the Australian wool trade, Winchcombe, Carson & Co., Limited, give the average value per bale for the past season as £14 14s for scoured, and £11 7s 6d for greasy wool, and an average value including both scoured and greasy, as £12 17s 2d, an increase over last year's average of 15s 8d. But this difference is a result rather of increased weight than of a higher price per pound.

SILKS.

THE silk piece goods market remains just as backward as it was last month. Specialties have been going fairly well, but there is no demand for regular piece goods. Fancies continue to go well. Prices for raw silk remain about the same, but the demand is weak and comes irregularly and in small lots. Crops are fairly good. This slowness in silks is noticed all over the world, and is one of the ups and downs that periodically attacks every material. It is said that the orders being placed for piece silks do not aggregate one-half of the usual amount. There is an advance quoted in trimmings of artificial silk. The General Artificial Silk Co., a Delaware corporation, has been incorporated. A U. S consul in Frankfort, Germany, says :

"It is claimed that the supply at present is not up to the demand and consequently prices have advanced steadily. The Associated Factories of Artificial Silk, a corporation here which was formed in 1900, is reported now to manufacture five times as much artificial silk as in 1900. The exports of artificial silk from Germany to the United States, as far as I am able to find, for the year ended June 30, 1903, amounted to $319,068.88, of which $181,130.11 was exported from this district and $137,938.77 from that of Aix la Chapelle. I also find that $97,913.21 worth was shipped to the United States during that period from Lyons, France, $320.80 from St. Etienne, France; and $16,701.09 from Brussels, Belgium—making exports to the United States amounting to $454,033.98 for that year.

RETURNED
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The "ASTORIA" Belt

MADE IN TAFFETA, POPLIN PEAU-DE-SOIE, BLACK, WHITE, COLORS.

ONE OF OUR HUNDRED STYLES.

FLETT, LOWNDES & CO., Limited, 142 Front St. West, TORONTO.

Manufacturers of LADIES' NECKWEAR and BELTS.

A MILLIONAIRE'S LIFE STORY

TOLD BY JOHN D. ROCKEFELLER

FROM my earliest recollection, I had a peculiar training in my home. It seemed to be a business training from the very beginning. I was taught to do things—simple things such as a boy could do. I was taught to be self-reliant. At the age of seven or eight I was taught as a boy in the country to milk a cow. I could milk a cow as well as a man could milk a cow. That is a very simple thing to refer to, but that is one of the things I began to learn.

I was taught at the age of eight to drive a horse and to drive him just as carefully as a man could drive him. I remember very well the instruction of my father: "My son, hold him very carefully going down the hill. Do not let him stumble, and when you are on the level road let him trot right on."

Taught Industry Early.

I shall never forget that. I was taught to do as much business at the age of ten and eleven as it was possible for me to do. Among other things, I was sent over the hills to buy cordwood for the use of the family.

I knew what a cord of good solid beech and maple wood was. My father told me to select only the solid wood and the straight wood, and not to put any limbs in it or any punky wood. **That was a good training for me.** I did not need my father to tell me or anybody else how many feet it took to make a cord of wood. I did not require the presence of anybody to enable me to secure from the man who sold that wood good measure.

There were many other such like things I was taught to do, and when I was a little older my father commissioned me to build a house, and he said: "My son, here is the money. I want you to build a good brick house **that will make us a home.**"

I employed an architect; we made out the contracts, and we built the house. We had no trouble with the architect or the contractor. That gave me a great deal of confidence. Everything came out all right. I have the evidence of that in a little mahogany box that I treasure. I have all those receipts, all those statements that were made. That was a valuable experience for me.

I could hardly enumerate the many experiences of that kind that my father seemed to think it was very desirable for me to have. Soon afterward he began to allow me to loan sums of money for him, and meanwhile I was saving a little money from what I earned myself. I always had a little money. I know that some people, especially some young men, find it very difficult to keep a little money in their pocketbook. I learned to keep the money, and, as we have a way of saying, it did not burn a hole in my pocket.

I was taught that it was the thing to do to keep the money and take care of it.

Interest and Labor.

Among the early experiences that were helpful to me that I recollect with pleasure was one in working a few days for a neighbor in digging potatoes—a very enterprising, thrifty farmer, who could dig a great many potatoes. I was a boy of perhaps [illegible] years of age, and it kept me very busy from morning until night. It was a ten-hour day.

And as I was saving these little sums, I soon learned that I could get as much interest for fifty dollars loaned at seven per cent. the legal rate in the State of New York at that time for a year as I could earn by digging potatoes ten days. **The impression was gaining ground with me that it was a good thing to let the money be my slave and not make myself a slave to money.** I have tried to remember that in every sense. I think money is a good thing to have if we know how to use it properly. I think it is very harmful to many people, because **they do not know how to use it properly.**

My father had a number of children to take care of, he was not a rich man, but he kept me in school all the time until I was sixteen years of age. I had expected to go through college, but I cannot say that I regret that circumstances seemed to require me to begin to take care of myself.

I left school at sixteen and entered a commercial school, where I remained for two or three months, and then, in the year 1855, I began to look for something to do, and all those years from 1855 to 1860 were very trying to us in business. Many people today are too young to know about that dreadful panic we had in 1857. It left a blight that we did not recover from for many years. After many days and weeks of earnest endeavor I succeeded in getting a promise one morning that if I would come back in the afternoon they would see if they could give me a situation.

Kept First Position.

I was there in the afternoon early. I happened to meet an old gentleman last Summer, and he said to me: "I was there too, when you came on the sidewalk that day—that 26th of September, in 1855. I was there and I know you, and I know that firm—a forwarding and commission firm wanted a young man in the office. And **I spoke to the gentleman.**"

This is a circumstance I had never known before. I was very grateful to get that position. I was very grateful that I could keep it, and I did keep it until two years from the following April, when I engaged in business on my own account—then a boy of less than nineteen years of age. I could not have done for myself better than I did for my employer. How I wish all young men could know that the way to hold a position is to do just that thing.

They who employ young men know that some young men expect to do just as little as they can, and are much troubled all the time that they do not get an increase in salary. That does not make a very permanent relationship with some business men. They look for some other person to fill the place. I was very fortunate in my

employers, especially the man who had the accounts in the office and under whom I worked as an assistant bookkeeper for the space of a year and three months, and then, as he desired to leave the position, it was tendered to me.

I should have said that, in respect to the question of the salary that I was to receive, I knew nothing about that until the first of January. I cared very little about that. I wanted the position, I found myself so much interested in the work. I enjoyed my work. I was happy in it. I had been taught to work from early boyhood, and this was delightful to me—all the method and system of the office. And then, as I say, I was fortunate in the associations in the office.

At the end of the second year of my service with this company I desired a salary of $800, and the man who had filled the position had received $2,000. My employer was willing to give me from the first of January of that year $700.

The matter of the difference was a question which was under consideration, and meanwhile an opportunity offered to engage in business with a young man who was ten years older than myself. I had saved a little money, and, accordingly, on April 1, with some $800 or $900 that I had saved up and a few thousands which my father loaned me at ten per cent. until I should become of age, I contributed my part of the capital, which was $4,000.

Everything started fairly well with us until we came to June, and in June we had that dreadful frost—a blight upon a number of Central States. My partner was much discouraged, but we soon found that the trade assumed a little different channel, and we pressed forward with our business and found that our business was much more than the capital we had provided; and having had experience in this office for a number of years of a peculiarly favorable character in preparing me for financial affairs, I was undertaking to secure the money by loans and otherwise to meet these growing demands for our business increase. We were prosperous from the beginning. We did a business of $500,000 produce commission the first year. Our profits were not very large—I think $4,400—but I think it was better for me than the $800 which I had asked.

We wanted more money. I had hoped that a dear friend who had expressed himself very kindly toward me, would, in an emergency, put his name upon my note, and with that note I felt sure that I could borrow some money. Accordingly I asked him, and he said: "John, you know I would do it for you. I should be glad to do it for you. But you know I have an agreement with my brother, and we cannot indorse paper."

It was all right. I made no complaint. I had no business to ask him for it at all. He was under no obligations to me. I did not have any unkindly feelings toward him for declining to give me the indorsement, but I had to set about in other directions at once, and one of those directions was my father.

My father had money to loan and I borrowed some money from my father, and I was very much encouraged that he was willing to trust me. I just gave him my note. He was a very careful business man. After a while he was very greatly in need of money, and my father came to me and said: "My son, I must have that money. I need it very much. I must have it."

Dealings With Father.

It was a very serious question in my mind whether he really needed it. I think possibly he could have gotten along without it, but it was along the same line of training that he had given me since I was a little boy. I was cross. I did not like that, and supposed he was going to let me keep the money until the abundance of business would make it very convenient for me to give it back to him. He said he must have it. I said: "Certainly, father, I will send you up a cheque," and I did so. After a few days he said to me: "My son, I have a little left over, and could let you have a little."

I made him believe if it was accommodation I would take it. Certainly, I was willing to oblige the old gentleman. I took it, and everything went on smoothly for a month or so. Back he came again and said: "I am very sorry, my son, but I have got to have that money." I knew that he did not need the money, but I said: "Certainly, father, I will send you up a cheque right now," and did so.

He continued to do that for some time, until at last, when he had any money he handed it to me, and he was glad to have me keep it, and he knew that it was all safe and right. It was a very great encouragement to me to have my father, who was a very able business man, trust me.

Meanwhile I needed more than I could get from him, and I went to my banker, who had known me in Sunday school and known me as a member of this firm. I said to him, "I must have some money." He said, "Mr. Rockefeller, how are you doing in business?" and I told him. He said, "Do you make any advances on merchandise unless you have the bills of lading?" I said, "No, sir." He said, "Do you speculate?" I said "No." He said, "Do you promise, Mr. Rockefeller, if I loan you money without having collateral to pay it back?" I said, "I will."

Wins Trust of Banker.

"How much do you want?" I said, "A couple of thousands." He said, "Certainly, it is all right." That was a happy day for me.

What a service that good man rendered to me that day. I knew my intentions were all right, but to have that man—that careful, well trained man of finance, say to me, "Certainly, Mr. Rockefeller, it is all right," made me grateful indeed. That was the beginning of larger accommodations that I was obliged to have from this bank and other banks, for our business steadily grew. And later on this same bank—having borrowed many times the thousands, many times the $2,000, I do not remember just now—the president said to me one day, and it was another president who was then in that position:

"Why, Rockefeller, do you know you have got nearly all the money in this bank? Do you know that our board of directors want to see you and talk with you?"

I said, "All right; I thank you. I shall be pleased to come up, and I want to come right away, as I want to borrow a great deal more."

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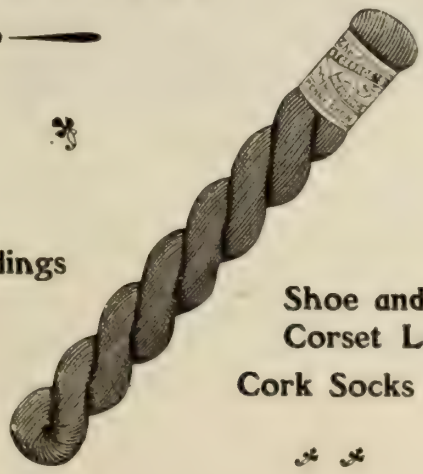
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SMALLWARES.

BOOKS FOR BUSINESS MEN

COLLEGE TRAINING FOR BUSINESS.

College Training and the Business Man. By Charles F. Thwing, LL.D., President of Western Reserve University and Adelbert College. New York: D. Appleton & Co. $1.00 net, postage 9 cents.

Hardly any question calls forth such diversity of opinion to-day as the value of a college training in business. On the one hand the university authorities and a few business men maintain with vigor that a college education is undoubtedly of value for young men going into business. On the other hand a good many business men are extremely dubious and shake their heads, when it is proposed to introduce college graduates into their respective businesses.



Sir Sandford Fleming.
Chancellor of Queen's University, Kingston.
Who recognizes the value of a college training in the business world.

In a little volume distinguished for its simple and straightforward treatment of the subject, President Thwing comes forward to the support of the former contention and succeeds in the few chapters that he has written in placing the advantages of a college training in a most favorable light. His book is far from being dull. In fact it holds the reader's attention from start to finish. President Thwing early in his book sets forth the proposition, which he later proceeds to prove. The proposition is that other things or qualities being the same, the graduate of the American college is best fitted to administer the great industrial movement. "He is the one who, on the whole, can most wisely lead and most effectively carry forward the business interests of the United States." Of course, President Thwing admits exceptions. He concedes that there are certain boys who should not go to college and that there are certain businesses which demand a technical training.

In the discipline of the intellectual faculties, President Thwing finds one of the chief advantages of the college. "The knowledge which one gains in college is of no or small consequence. In fact, knowledge as an end is vastly overestimated in all educational judgments, and knowledge as a means to power is as vastly underestimated." The good of a college course consists in the cultivation of the primary intellectual quality of thinking. Granted that the modern business man does need the power of thinking, the question naturally arises, how does the college increase this power more effectively than business itself?

"Thinking is an art. It is, of course, also, a science. But for the college man it is primarily an art. An art is learned by practising it. Thinking is, therefore, learned by thinking. It represents habits of intellectual accuracy, discrimination, comparison, concentration. Such habits are formed by being accurate, discriminating, and by the actual concentration of the mind. A course in education promotes such thinking better than a course in business. For education represents orderliness and system in intellectual effort. The effort proceeds by certain graduated steps, from the easy to the less easy, from the difficult to the more difficult. The purpose is to train in the valuation of principles, which underlie all service, and not in the worth of rules, which are of special and narrow application. The man trained only in business of one kind is not fitted to take up business of a different kind, The broadly trained man is prepared to learn business of any kind, and if business of one kind has been learned, he is able to take up work of another kind without difficulty. The practise of any art should make the one who practises this art a better thinker in it; but this advantage relates in a large degree to one who has first approached the art through thinking."

"Business of every sort requires men of power; power of intellect, to think; of will, to do; of conscience, to do right; of heart, to appreciate; of body, to originate and endure. Some men possess these manifold powers more largely without a liberal education than other men with a liberal education. But the purpose of the college is not to make men equal, but to develop each to his utmost capacity of development. As a rule, both the ablest men and the men not ablest by nature would become still more able by reason of a liberal education."

These paragraphs are the author's introduction to the subject. In succeeding chapters he goes more into practical details, taking up the question of the college man in such walks of life as banking, transportation and insurance and concluding with a chapter on the worth of the college man in human relations.

In conclusion, President Thwing emphasizes the moral thoughtfulness which the college nourishes and which is a great need of the present day. Such thoughtfulness, he believes, is one of the most precious results of the life and training of the American college. "If a college training fits the graduate to become a better business man, it also seeks to make him a better man."



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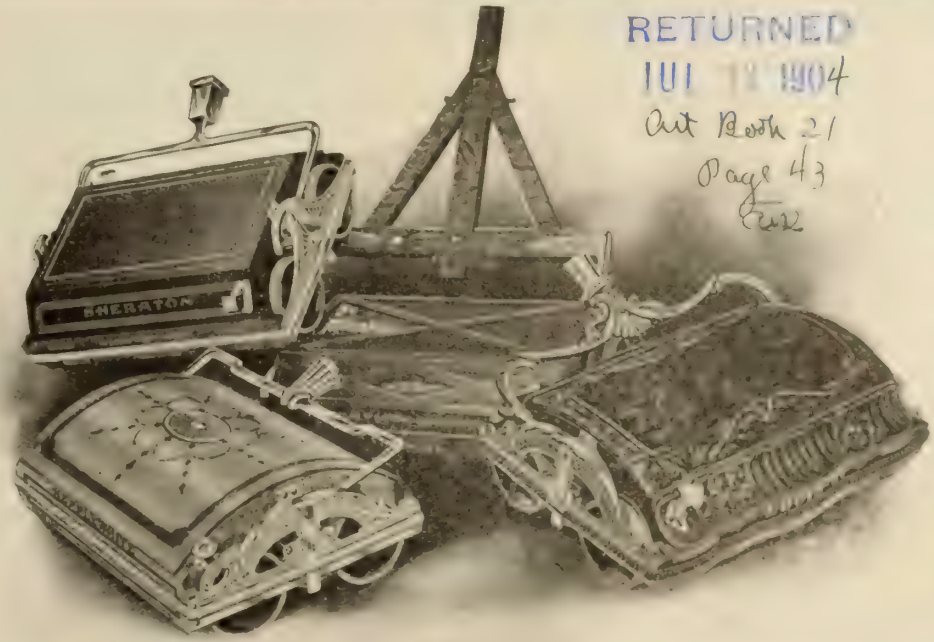
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A STORY OF JAPAN'S MATTING

THE casual buyer of a roll of Japanese or Chinese matting who complains that the edges are rough, or the goods are not smoothly woven, would be almost ashamed of himself, says the American Carpet and Upholstery Journal, if he knew, or stopped a moment to consider, the primitive conditions under which these goods are prepared for the market, and if thoroughly informed on the subject, complaint changes into wonder that such really beautiful floor coverings, like the growth of the pond lilies from the slime, could be produced in such squalid environments.

The matting reeds of both China and Japan are grown in fields, in appearance not unlike our cotton fields of the south before the cotton bolls have burst. The reeds are not grain bearing, and are of no value whatever except for matting purposes. They drop, when ripe, seeds for reproducing the crop. The reeds of Japan are more pliable than those of China and admit of closer weaving, but the product is not considered as durable.

The crops of reed or straw are garnered by Jap coolie children ranging in age from eight years up. The reeds



Japanese Dyer showing Matting Straw after it comes from the Dye Pots.

are bound in sheaves of the proper length and delivered to the village dyer for color treatment.

It is perhaps needless for us to say that Kobe is the principal matting city of Japan, in which are located all the leading matting houses with their warerooms. Within a radius of three hundred miles of this city are hundreds of little villages, the inhabitants of which earn their living solely by making matting. Each village has one man who dyes the straw, and the illustration given herewith, gives an excellent idea of the very simple



Method of Transporting Goods from Interior Villages.

methods employed in the process. The dye pot is made of baked clay, with a grate below, and the top is scooped out for a basin in which the dyes boil. It will be noticed that in Fig. 1, the dyer has just taken from the pots two bundles of reeds, one dyed in the centre part and the other on both ends. These processes are accomplished by the use of the wooden clamps shown. If an end is to be dyed, the clamp is adjusted at the proper height and the reeds are lowered in the basin, the clamps being put on so tightly as to prevent the dye from running. If the centre part of the reed is to be colored the clamps are adjusted on both sides of the desired length, and the dyer holds both ends of the reed and sinks the centre in the dye.

To dry them the dyed reeds are strung along bamboo poles hung beside the roadway, and they are never molested.

Dotted all through the little villages before mentioned are found small houses, each containing one Japanese matting loom. These looms are of the most rudimentary construction and can be operated either by one or two members of a family, according to the size and quality of the goods they weave. Each family usually has a distinctive pattern of its own and their product is an exclusive one. They can turn out about a roll a week. If, as it frequently happens, some member of the family is stricken with the plague, the entire shack, loom, matting and all, is burned, and some American dealer [illegible]

his next shipment certain rolls of a pattern which greatly struck his fancy

An illustration shows the process of preparing the warp for the looms. The girl who does this work travels back and forward along the tangled skeins all day long, covering in the course of her day's work sometimes a distance of fifteen or sixteen miles. For this arduous labor she is paid per day the equivalent of about 6 cents in our money.

After a roll of matting is woven in one of the little shacks, the owners simply spread it along the road, nearest their house, for the purpose of drying. There it lies for several days and nobody steps on it or harms it in any way.

When a village has made about twenty rolls of goods they are piled up on rude conveyances shown in a picture, and with one man pulling and another pushing the trip to Kobe, oftentimes three hundred miles distant, is commenced. The roads traversed are mere apologies for the name, and if storms set in and mud adds to the natural difficulties always encountered, deliveries of goods are very likely to be delayed for weeks.



Preparing the Warps for the Loom. The Girls who do this Work Travel as High as Twelve Miles per Day.

Upon arrival in Kobe matters are much different. Here the matting is delivered at the fine warehouse of some American, English or high-class Japanese concern. It is unrolled, carefully inspected and graded by lynx-eyed inspectors, who know the trade for which it is intended. Then it is wrapped two rolls to a bundle in the peculiarly distinctive matting-cover fibre, known the world over, stencilled with private marks of various firms, and six weeks later you may see some of the rolls displayed in the windows along Broadway.

These, in brief, are a few hints about the production of a floor-covering, the use of which has grown to stupendous proportions in this country. If your matting wholesaler has been delayed in getting you the Jap goods you ordered some months ago, consider the few points outlined here, and add to this the remembrance that thousands of the gallant little matting weavers and handlers of the goods have long been preparing for trouble and are now in war togs, and the case for the defence is complete.

CONDITION OF THE FRENCH RIBBON WEAVERS.

From United States Consul Brunot, St. Etienne, France.

FOR several months the ribbon and textile industries have been suffering considerably from stagnant markets. The ribbon situation more particularly is causing great uneasiness to the large number of families employed therein. Hitherto it was possible to gain a livelihood in this industry by economy and perseverance, but at the present time, in spite of the most honest efforts, the St. Etienne weaver can do no more than eke out a living.

I give here a resume of the condition of the weavers as it is to-day, dividing them into two classes—those who own one, two, or three looms and those who possess no working material and are commonly called "compagnons," or journeymen. These two classes amount in the aggregate to about 12,000. At home the weaver, or "chef d'atelier," earns on his loom about 50 cents a day; if he has another loom working it may be attended to by his wife or one of his children, or in default by a journeyman. This man will receive 30 cents a days of ten hours. He gets also soup morning and evening (the common food of this part of the country), but goes home to dinner at noon. He also has to pay 4 cents a day for the use of the motor power. Consequently, the total earnings from two looms amounts only to 70 cents a day, and out of this sum the weaver has to spend 6 cents a day for the electricity, and when the current expenses—oil, light, etc.—are taken out of his earnings the net gain is very much reduced.

Besides the weavers, properly so called, there exists a numerous staff composed of women and young girls employed in the ribbon industry. Taken all together, the total number of persons working in the local industry might be put down at 50,000.

The women seldom earn more than 10 cents a day and frequently much less, while the girls do not make more than from 15 to 18 cents.

In the factories the wages are a little better. The men are paid on the average of 93 cents a day for ten hours. Three years ago they earned $1.21. At the present time, owing to the dullness in business, the men only work seven or eight hours a day and gain proportionally less.

Under such conditions it is not surprising that the young generation is turning away from an industry which for years was the glory of St. Etienne. It is thus that none, if any, apprentices are found and even the sons of the weavers strike out in other directions. On the other hand, the large employers who hitherto prided themselves on turning out the richest designs have gradually abandoned first-class goods in favor of the cheapest kind of ribbons, which bring in more profit to them but less withal to the weavers. Unless some reaction takes place, St. Etienne will lose her reputation in this industry.

The number of factories in Roanne is 25, with from 300 to 700 looms each, and employing from 11,000 to 12,000 men, and if the small town of Thizy, in the adjoining department (Rhone) were taken, we would have 40 factories, with an aggregate of 20,000 workmen. In the town of Roanne itself, twenty years ago the number of looms were reckoned at 4,681, to-day they have increased to 12,000. This large number might seem to be abnormal for the importance of the industry, but it is explained by the fact that the weavers refuse absolutely to work overtime, in order, they say, to prevent overproduction. They consequently oblige the employers to increase the number of looms and employ more men.



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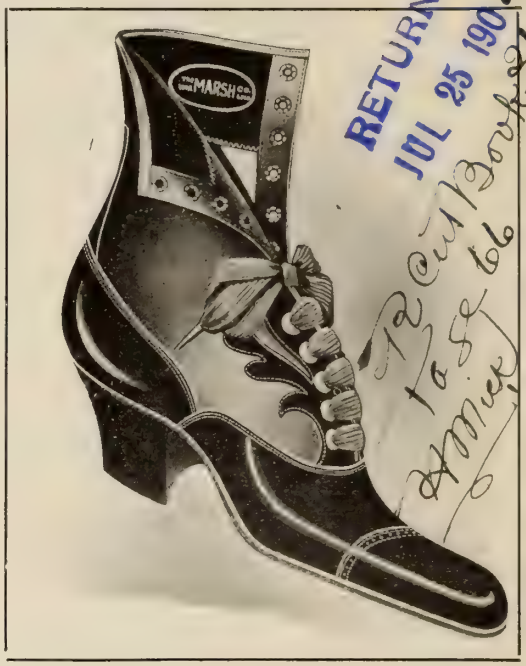
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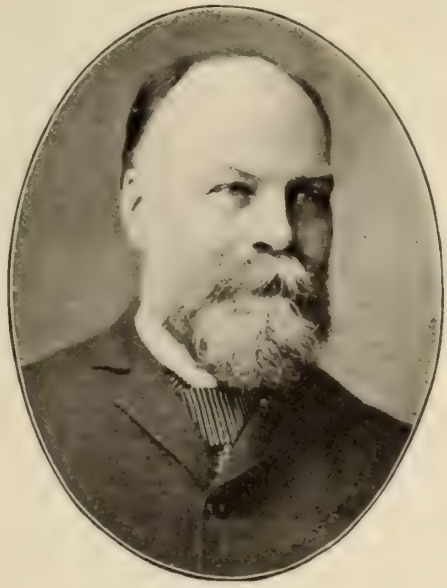
THE MAN BEHIND THE STORE

Mr. Timothy Eaton.

By Edwin Rose.



E hear a good deal these days about self-made men, and a good deal more about "Captains of Industry," but few in Canada are better known than Timothy Eaton, and fewer still can boast of as many real enemies. The story of his early life reads like a full-fledged romance, beginning with his apprenticeship to a small general store in Ireland; his determination to run away, coming to Canada when a mere youth, starting in here at the bottom rung of the ladder, and doing almost any work that presented itself. He had no money to begin with, very little education, and apparently no more business ability than the average young man in his teens. He inherited a tremendous amount of force, indomitable will-power, and a constitution that could stand any amount of hard knocks. He landed in Toronto as thousands and tens of thousands have landed since—looking for something to do, nor was he by any means competent, either as regards dry goods or anything else.



Mr. Timothy Eaton.

Mr. Eaton's first attempt at storekeeping was in St. Mary's, and was crude enough in its way to be almost absurd. He had no credit, very little money, and no friends. What he bought he had to pay for, and what work there was to do he had mostly to do himself. His experience was rough and discouraging compared with conditions nowadays, and meant practically pulling himself up by his own boot-straps. He used to drive from St. Mary's to London for goods, a distance of over twenty miles. It meant such absolute economy as regards expense as would soon have discouraged a less determined man, and such working and waiting as seem always necessary to form the ground-work of any permanent success.

Nobody sold for cash in those days, but he had to. He had neither money nor credit enough to do anything else. The difficulty of cash selling in a small town induced him to move back to Toronto, where money was likely to be had. His earlier experience had taught him the people were inclined to be thrifty, and his impression of the city was that it was bound to grow. The first store was located on Front street—a curious location for a retail business. Mr. Eaton got the backing of a big wholesale concern, to the extent of practically getting goods on consignment. It gave him a chance to make something of a showing. In reality, it gave him the start for his present enormous business, and one would naturally expect a feeling of loyalty to the firm that made his early success possible. In matters of sentiment, however, Mr. Eaton is essentially lacking. The one all-absorbing, all-powerful ambition of the man was to be master, and once he got into a position to do it, the wholesale interests came in for some pretty hard raps. Perhaps, after all, we are all alike in wanting to be independent, but that does not excuse the almost ingratitude of the man, and the readiness with which he forgot past courtesies.

His move to the corner of Yonge and Queen streets brought him into some prominence. It had been a long, hard fight, with many a discouragement, and the tenacity with which he held things together showed the calibre of the man. Toronto was developing into quite a city, and it gave him a chance to show what he could do. Nobody closed early those days, but he did. Nobody marked the price on everything and stuck to it, and competition was not sharp enough to keep the almanac in mind. Things were in very much of a rut, and the very indifference with which the old stores greeted the newcomer was in reality their undoing.

Mr. Eaton was on the right track, and the conditions he had to contend with kept him wide awake. His energy doubled and trebled with the first glimmering of success. Salespeople and helpers caught the inspiration of bigger things, and the move to 190 Yonge street was soon made necessary by the growth of trade. Selling strictly for cash gave him a distinct advantage, and to this one feature, more than anything else, must be attributed the steady stride ahead. While the older stores were wrestling with regular goods at regular prices, and carrying stocks, regardless of the seasons, Mr. Eaton was ready

with a constant succession of bargains, bought cheap to sell for cash.

All went well until it came to adding new departments and developing along different lines to anything Toronto had been accustomed. It had to come—we all know that now, but the cry of "live and let live" precipitated a hard fight all over town, and aroused the bitterest hatred of single line dealers. Almost any other man could have managed things differently, but Mr. Eaton would rather fight than eat. His idea was to keep up the excitement and get people to wondering what it was all about. Pages of newspaper space could not have been more effective in attracting attention, and the building was soon too small for the crowds that came. This very indifference to public opinion has been characteristic of the man from the very first, so long as he was able to sell cheaper—no matter at what expense of—neighborly obligation.

The more recent years have been one continuous stretch of good fortune, and in many ways Mr. Eaton is deserving of credit, but his motto has always been the motto of Donnybrook Fair: "Whenever you see a head, hit it." Nothing is ever allowed to interfere with his ever-enlarging ambition—men and businesses continually being side-tracked to make room for development. To what extent this can still be carried remains to be seen. Mr. Eaton is by no means a young man, and so far as one can judge, no one has yet appeared with anything like his genius for organization. One after another have been give the reins of management, only to find themselves eventually dropped, for no other reason than lack of genuine ability. The persistent growth of the business carried some of them to heights they never dreamed of, and it isn't to be wondered at that heads got turned and egotism became rampant, with comparatively little to fall back upon when the end came. For no matter how much we may criticize Mr. Eaton's tactics, he is a shrewd manipulator of men, with ability to swing them any and every way he pleases. Some few, who consider themselves the power behind the throne, are there for no other purpose than to veil and cloak the hand that holds the whip, and one has only to study the developments of the last year or two to see how easily and quickly the best of them are "thrown." To anyone who thoroughly understands the ins and outs of the game, it is more fun than a circus, and if there are to be any bouquets at all, we must admit that Mr. Eaton is a past-master in the art of using men, with absolutely no heart or the first glimpse of sentiment when once he is through with them.

The phenomenal success of the business has been nothing short of a miracle, but no one presumes for one moment that it is invulnerable. Merchants in city and country have wakened up to a realization of their own possibilities. Even in the realm of mail orders, others are beginning to share the honors, and the task of constantly discounting the past is nothing like as easy as it was. No sensible person could expect anything different. The nip and tuck of trade is intended to keep things thoroughly wide awake, and the great law of average sooner or later affects businesses as well as individuals. There is no question but that things sadly needed waking up at the beginning, but it does not follow that all the energy and all the enterprise is cooped up with any one concern. The ability to "do things different" is sufficiently general nowadays to keep one guessing, and competition is growing keener every year.

Thanks to someone, Toronto stores are now among the best on the continent. Thanks to himself, Mr. Eaton is now a rich man, although by no means free from responsibility. The business needs him more now than it ever did, and to all appearances this is likely to continue. The enthusiasm of growth has developed into a mania for expansion, with apparently no stopping-place. Trouble with the Printers' Union led to the installation of his own printing and electrotyping plant. Trouble with some of the newspapers led to the suggestion that he would either stop advertising altogether, or else would control his own mediums. The readiness with which he has always precipitated a fight is indicative of the overpowering ambition to be master. No one else would dare be as bold to a degree of recklessness, and so long as Mr. Eaton keeps on deck, surprises are apt to follow each other in quick succession.

THE COLLEGE MAN IN BUSINESS.

Dr Pierson, in Wo ld s Work

THE attitude of the business community toward the college man trained for business is becoming more favorable, as it is toward college men in general. Formerly the prejudice against them was strong, and it was in part justifiable. Many a young man just out of college, with exaggerated ideas of his attainments and capacity, was unwilling to gain his experience in humble positions. An unfortunate experience with one individual was often sufficient to prejudice a business man against the college graduates as a class. This prejudice seems to be disappeariog before the more rational attitude of the college graduates and the greater appreciation of his real worth by his employer. It is becoming common for many large concerns, such as the electric companies and the life insurance companies, to send representatives to the colleges every Spring to select the most desirable men from the graduating classes. These companies frankly admit the superiority of the college-trained man. President Tuttle, of the Boston & Maine Railroad, perhaps expresses the view of the majority of broad-minded business men when he says: "In selecting help we should give preference to a college-educated man, all other things being equal, and we have no prejudice against them. As a general thing, we find college-bred men capable of reaching a higher standard in the service in shorter time than those who lack the mental training that goes with education, provided they are willing to take hold in a subordinate place and work as others are willing to work who have not had their advantages."

DOES MAN UNDERSTAND WOMAN'S DRESS?

Look at the ridiculous and even contemptible descriptions of women's clothes given in any man's novel you like to take up, says "Calpurnia" in the Bystander. "She wore a dress of some filmy material." That is about the closest you ever get to realities. Some white filmy material! Or, if it isn't that, it is "soft clinging draperies." We know those "soft clinging draperies," we women. Five-pence three-farthings a yard in the Edgeware Road, made up at home, and a hat to match. And then they think that they can make everything right by dabbing in a red rose at the waist, or, if it is in the evening, in the hair, with a nauseous sop about white gleaming shoulders, thrown to appease vanity.

DRY GOODS REVIEW

has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a Special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

Address: Business Manager,

Dry Goods Review,

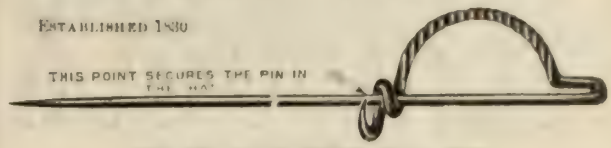
Montreal and Toronto.

THE SAJONIC SECURE

TRADE MARK

HAT PIN.

ESTABLISHED 1830



THE PIN THAT WON'T FALL OUT.

Made by the original safety pin firm

J. NICKLIN & CO., Birmingham, England.

Agent F. P. ROGER, Carlaw Building, TORONTO.



JOHN W. PECK & CO.

LIMITED

MANUFACTURERS OF

Clothing, Fur Goods and Shirts, Hats and Caps

Montreal Winnipeg Vancouver

"Shirt Chat"

"Waller's Shirts"

have the custom look. The designs have been carefully chosen so as to bar the commonplace, and in every way these Shirts are such as a haberdasher may be proud to hand over his counter.

If your Shirt Department is run down, stock up with "WALLER'S SHIRTS," and they will enable you to keep your old customers and will win you some new ones.

JOHN L. WALLER & CO.

Wholesale Men's Furnishings

214-218 Princess St., WINNIPEG

If it isn't

HENDAWICK UNDERWEAR

— it's some other kind.

If it is "HENDAWICK,"—
that's all you need to know.

Every Garment bears a woven label



with this TRADE MARK.

Between "Hendawick" and "other kind" there often lies all the difference between comfort and discomfort, fit and misfit, pure wool and shoddy—between a reputation for fine underwear and the reverse.

You'll find it hard to sell unsatisfactory underwear to your customers a second time.

All those little points that go to make up the perfect garment, are to be found in the **"HENDAWICK"** makes.

You'll find them PURE WOOL, PERFECT FIT unshrinkable made, and finished for lasting wear.

SPECIALLY ADAPTED FOR CANADIAN TRADE.

SHIRTS, DRAWERS, COMBINATIONS,
SWEATER JERSEYS, HOSE, Etc.

for Ladies, Men, and Children in
ALL WOOL, SILK & WOOL, PURE SILK,
MERINO, SILK & MERINO,
IN PLAIN AND FANCY COLOURS

SOLE MANUFACTURERS

JAMES HENDERSON & CO.

Canadian Agent,
T. H. FORLONG,
388 St. Paul St., Montreal.

HAWICK, Scotland.

London Agent, C. L. HAZELL,
London, England.

UNDERWEAR



TIGER BRAND

THE TIGER BRAND

Samples of these well-known Goods are now being shown to the trade.

Elastic Rib, Unshrinkable,
Fine Worsted, Unshrinkable,
Plain Knit, Unshrinkable,
Fleece Lined, Unshrinkable.

Ontario	Quebec	Maritime Prov.	West
McCLUNG & BURNS.	P. de GRUCHY.	J. A. MURRAY.	BRYCE & CO.

THE GALT KNITTING CO., Limited.

GALT.

THE CELEBRATED

WOLF



BRAND

Unshrinkable
PURE WOOL
Underwear,
The Very best in Make, Style and Wear,
For Men, Women and Children.

CAN BE HAD FROM THE LEADING WHOLESALE HOUSES.

Robert Henderson & Co., Wholesale Agents, **Montreal**

PRESENT DAY JOBBING.

By James H. Ritter

AS commonly practiced, the process of distribution is threefold, comprising the activities of the manufacturer, jobber, and retailer. The manufacturer makes the goods from raw material and sells them in large quantities to the jobber, who in turn distributes in smaller lots, and oftentimes on easier terms, to the retailer. There are exceptions to this, but as a rule the manufacturer does not reach the retailer, much less the consumer, directly, and cannot do so to advantage. The jobber is an intermediary who assembles various lines of goods, carries a large and assorted stock, and by means of traveling salesmen and other agencies, sells these goods to the retailer in small assorted lots, while the retailer supplies the consumer.

The jobber stands in a very important position to the manufacturer, in that he purchases goods in large quantities. For many things, the demand is seasonal and must be supplied in quantities at one time. Economical manufacture demands a regular, even output, and most manufacturers lack both the capital and the facilities for storing their output against a heavy and brief demand coming at long intervals. The jobbers unite in taking this output off the manufacturer's hands, storing and paying for it, so that the manufacturer is provided with current funds instead of being forced to borrow large sums against the ultimate sale of an accumulating stock. In but very few lines is it practical for the manufacturer to reach the retailer or the consumer direct. The jobber keeps a varied stock, which is constantly growing more and more diversified and complex, and justifies his existence by selling these goods in assorted lots on a small margin of profit to the retailer, on terms which are favorable to the small dealer, and oftentimes carries him through dull seasons, and aids in the development of his business.

The jobber distributes these great stocks of goods by means of extensive stores and warehouses, a large corps of traveling salesmen, and an office force well equipped with buyers, bookkeepers and correspondents.

The Jobber—A Modern Product.

The jobber, as he is known to-day, is a modern product, having existed only since the introduction of the factory system. When goods were almost entirely made by hand, the artisan was usually his own retailer, and not only did the manufacturing but sold his wares directly to the consumer. A large proportion of all the articles made two hundred years ago were made to order only. Of course there were exceptions, as in the case of imported goods. The old caravan routes crossing Asia and Europe are a proof of this fact, but the total sales made in this way were trifling compared with the dimensions of trade to-day. The local artisan knew his customer, but with the advent of the manufacturer, production became so great that manufacturers soon lost sight of the consumer. They now made the goods in quantities and sought some one to distribute them. This distributor was found in the jobber.

There can be little doubt that an ambition to do a larger business is oftentimes the prime motive in the development of a retailer into a jobber, and the retailer engaged in this struggle is too apt to rely upon his retail business for his profit, and to consider his jobbing business as simply so much gain. This is a mistaken view. It often causes much harder work with little or no result, and the small dealer making this venture is very apt to become financially embarrassed in an attempt to carry his smaller customers, while the necessity for buying in large lots, in order to rank as a jobber, and to obtain lower prices from the manufacturer, constantly induces him to over-buy.

Importance to Travelers.

The main reliance of the jobber in placing his goods upon the shelves of the retailer is upon traveling salesmen, who take samples of the wares with them and go all over the land, into the smallest hamlet, describing the goods, their origin, their peculiar qualities for sale and for use, and aiding the shopkeeper in estimating the quantity which he will be able to use during that season. The retail trade of this country owes a vast debt to the traveling salesman, for the knowledge given regarding the goods which they handle, the explanation of business customs and training received in business methods and ideas. The traveling salesman is the local representative of the jobber, and if the jobber prides himself, as many do, upon business-like habits, and practical and correct methods, salesmen cannot fail to impart some of these ideas to the dealer. The retailer is constantly growing more intelligent, partly because of his pertinent inquiries from traveling salesmen about the credit and the amount of fire insurance he carries. Such questions bring home to the retailer the necessity of adopting correct business habits.

It may be asked: "Is not the jobber a costly distributing agency?" and it must be conceded that this service is not obtained without expense, but the jobber works on a close margin and the net returns to him are meagre compared with those of the manufacturer and retailer, who both enjoy far greater percentages of profits, while the annual increase in wealth and growth of manufacturers far exceeds that of jobbers. Owing to the severity of competition jobbers are compelled to cut their expenses down to the lowest possible figure, and it is hard to see how goods could reach the retailer in any other way. Under the jobbing system the manufacturer is relieved of the responsibility and immense and often prohibitive cost of introducing and distributing his goods in small amounts. In this age of specialization the jobber is a specialist in marketing goods and makes it his lifelong study to do this economically and to the best advantage.

Functions of the Jobber.

Is the relation of jobber to manufacturer and retailer to continue? In order to consider his position more intelligently let us look more closely into the jobber's functions.

1. As a rule, a manufacturer makes a single line of goods and, by reason of his concentration, is able to manufacture cheaply and to the best advantage, but the cost of selling these single lines to the retailer would be so great as to make such a course prohibitive. Some interesting analyses have been made showing the number of various manufactures included in a single bill per

chased from a jobber. One frequently sees such charges amounting perhaps to 200 lbs. in weight and $25 in value and yet representing fifteen or twenty manufacturers, clearly showing the enormous cost which would be incurred if the fifteen or twenty manufacturers attempted to sell their goods directly to the retailer, while the freight and express charges on small quantities would alone make such direct dealing impossible.

2. While one or two manufacturers have attempted to make a general line comprising most of the articles needed in one jobbing line, there is no manufacturer to-day who can make a sufficiently varied output to supply all a jobber's needs, and, as we know, the tendency of modern manufacturing is more and more towards the manufacture of a single line of goods—in some cases of a single quality.

3. Frequently, manufacturers do not have sufficient capital to enable them to dispose of their goods in small lots to the retailer. They must have funds, and, by selling in large lots to the jobber, who usually takes the goods in advance of the season and discounts his purchases, they are able to do business on a smaller amount of capital.

4 The business qualities which go to make up the manufacturer and the jobber are oftentimes very different There are frequent cases where manufacturers are capable makers of goods but not successful in marketing them.

5 The jobber insures the manufacturer a more certain market. We have known large manufacturers, who have had on their books only fifteen or twenty customers, all of whom were large jobbers, while these same jobbers probably had in many cases three or four thousand retail accounts on their individual ledgers. The manufacturer, therefore, practically knows where he can dispose of his output, and is enabled to do business with greater certainty In view of all these conditions, it may well be claimed that the jobber is a most useful and economical factor in distribution. It is not fair to part from this subject without mentioning a development of the last few years, which necessitates viewing jobbing from another standpoint. This is the growth of the so-called catalogue houses. These may be divided into two classes :

a. Catalogue jobbers who, like the jobbers, sell to the retailer only.

b. Catalogue retailers who ignore the retailer, and sell directly to the consumer.

Both use the same general methods in trying to buy directly from manufacturers and in sending out large net price catalogues in which they endeavor to outbid all others in making low and attractive prices. This business has had a remarkable expansion, particularly in the west, but side by side, has gone the development and increase of the jobbing business. This raises the question of the efficiency of the catalogue as compared with the traveling salesman. There is no doubt that the usual preference of the retailer would be to buy goods from the traveling salesman. Catalogue or no catalogue, moreover, the salesman on the spot will get the order if he meets the price. The jobber has a great advantage through his salesmen over a firm selling by catalogue. He is kept more constantly apprised of local conditions, and so in much closer association with his customers.

Modern Methods Adopted.

Jobbers have always shown themselves ready to adopt new methods and customs. Only lately automobiles have been called in their service. Traveling salesmen may now be found going through the country in automobiles, independent of railroads, time-tables, and annoying waits at railway stations. It is safe to say the jobbers will not allow themselves to be set aside, and including in their class many of the keenest minds in business, they will not be slow to adopt promptly such methods as may be needed to maintain their position. Traveling salesmen were unknown some forty years ago. If the retailer prefers to buy by mail from catalogues, jobbers will no doubt be as ready to dispense with traveling salesmen as they were to take them on forty years ago.

While the catalogue retailer is not specifically included in our discussion his effect on trade relations warrants a few words. The catalogue retailer is an even later evolution than the catalogue jobber. Several large houses now aim to ignore the local retailer entirely, and sell directly to the consumer. The methods of these houses may fairly be regarded as questionable. The local retailer is naturally more or less prominently identified with local interests, and the merchants of any country town are the pushing and progressive men of the place. They pay local taxes, thereby helping to support the town and county in which they live. They carry their customers, particularly in farming communities and in the south, for long periods. In times of crop failure, or even in good years between crops, the local retailer is oftentimes the main dependence of the farmer, who, without the credit given him by the retailer, would be unable to get the necessaries of life. The retailer falls back upon the jobber for similar support in credit, but the benefits conferred by the local retailer in this way are hardly sufficiently appreciated. Too often, the temptation of an apparently low price will cause a consumer living in the country or some small town to send his cash to a catalogue retailer in some large city, while the same day he may go to his local retailer and ask three to six months' credit on something that he is buying from him. One such house, for example, issues a catalogue saying in large type to the consumer : "This gives you the price your dealer pays for the goods he buys and will prevent him from overcharging you on any goods you buy from him." This is simply a dog-in-the-manger business, entirely ignoring the principle of "live and let live." The moral propriety of such a policy is certainly doubtful.

Disadvantages of Mail Orders.

Apart, however, from the ethics of the case, there are many disadvantages of dealing altogether by mail, as the average consumer wishes to see and handle goods before he buys them. This feeling is so strong that it seems to insure the permanency of the local dealer, and yet if he is to remain, the consumer must realize that he owes a duty to his retailer, and that it is not fair or right to send his money to a catalogue house at a distance, while he compels his local retailer to wait for his money until he sells his cherries in the spring or his corn in the Fall. If the local dealer is to remain, how can his wants be supplied except by the jobber ?

Jobbing ethics, on the whole, are most creditable. All first-class jobbers to-day act on the principle that they are in business to stay. Many can boast a history of from fifty to one hundred years, and no jobber can expect a continued existence unless he practices honorable methods, thereby winning and retaining the respect and confidence of the trade. The inducements the jobber has to offer to-day are those of location, size and variety of stock, prompt shipment, courteous attention, fair treatment and low prices, and much attention is paid by all progressive houses to the improvement of these advantages.

As for the traveling salesman himself, it may be said there has been a decided development in his character

Peel & Company

Manufacturers of

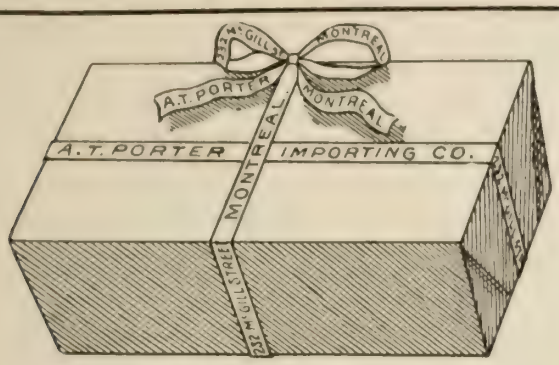
Superior, Medium and Fine

LEGGINGS AND OVERGAITERS

For Men, Boys, Women, and Misses

Drayton, - Ontario

SEND FOR PRICES



A Substitute for Twine.

Tape, containing your advertisement, is much neater and yet very reasonable in price.

A. T. Porter Importing Co., 232 McGill St., Montreal



FURS! FURS!

CONSIGNMENTS SOLICITED
RETURNS MADE PROMPTLY

HIRAM JOHNSON Importer and Exporter, 494 St. Paul St., MONTREAL

HENRY MATIER & CO., LTD
BELFAST.

WHOLESALE TRADE ONLY
PAQUETTE BROS., Sole Agents for Canada
527 Board of Trade, MONTREAL.

The N & C

PERRAMUS PROOF
REGISTERED TRADE MARK
RAINCOAT

STILL FIRST IN THE FIELD!

WHY?

1 BECAUSE Nicholson & Co. are absolutely THE ORIGINAL INTRODUCERS OF THE MODERN RAINCOAT.

2 BECAUSE, this being so, they possess that very necessary qualification which leads to success, i.e., EXPERIENCE.

3 BECAUSE they proof all cloths IN THEIR OWN WORKS UNDER THE DIRECTION OF A HIGHLY QUALIFIED CHEMIST.

4 BECAUSE their "PERRAMUS" and other goods have now a world wide reputation.

5 BECAUSE they are adapted for all temperatures, never overheat the body, and are thoroughly hygienic.

6 BECAUSE they serve the purpose of an ordinary overcoat, and possess the additional advantage of being a thoroughly reliable rain proof coat.

7 BECAUSE they are made up from choice and exclusive cloths, no rubber is used, and the best possible workmanship is employed throughout.

8 BECAUSE the thousands who wear them always return to purchase another.

New and Exclusive Designs for Coming Season.

Best West-End Cut, Style and Finish.

SELLING AGENT FOR CANADA

JOHN C. BUTLER

348 Clarence St., LONDON, ONT.

Who now has our new range of Waterproofings, and from whom Patterns, Samples, &c., can be obtained.

NICHOLSON & CO.

BEAUMONT WORKS

ST. ALBANS, ENGLAND

London Address: 15 Aldermanbury, E.C.

Codes used—A B C 4th Edition and Western Union (Universal edition).



THE "MOTOR."



THE "GRANVILLE."

and habits. The old-style traveler, who was always associated with late hours and whose disposition was to treat his customers to liquor, is largely passing away. A certain mayor of Philadelphia in an attempt to abolish music gardens gained notoriety by his remark, "Beer and music won't mix." The general consensus of opinion in the jobbing trade is that liquor and business will not mix, and the successful salesman of to-day must not only be a man of reliable judgment, bright and enterprising, but he must also have clean habits and a good character.

Jobbers' Associations.

Recent years have shown in some lines of business the tendency of jobbers to come together in jobbing associations, and this is in line with the general trend of industrial affairs. These jobbing associations, as a rule, do not partake of the nature of a trust, and are a menace neither to the retailer nor to the consumer. An evil factor in competition has been personal feeling, and jobbers, frequently in the same city, have oftentimes sacrificed profits simply because, not coming in contact with fellow-jobbers, they have taken for granted that their competitors were not worthy of acquaintance, and simply fit subjects for commercial war. Jobbing associations have done much to remove this personal feeling. The mere fact that the members meet occasionally, and perhaps once or twice a year sit down together to dinner, goes far toward breaking up this feeling of personal animosity which is far too costly to be carried into modern business. It is rarely that such associations attempt to regulate prices, but by free interchange of information, they prevent the spread of unfounded reports, and working together are able to take up such matters as freight charges, postal and express rates, and trade abuses; while some associations have deliberately pursued a policy of educating their own weaker members into proper business habits.

These associations also stand in important relation to the manufacturers, and have frequently been able to induce them to adopt better methods in the disposal of their goods. The associations have taken the view that jobbers are the natural outlet for the manufacturer, who should regard the jobber as his selling agent, and not his enemy, and that their interests are joint and often identical. Manufacturers have in many cases readily responded to this liberal idea, and an element of harmony has thus been brought into their relations. In all such matters, jobbing associations have been highly useful, while in these days of mammoth corporations and trusts, they have often been able to command a hearing where the individual jobber would have been ignored.

Such, then, is a brief account of the jobber as he appears to-day. He is the outgrowth of modern business conditions, and well equipped to distribute cheaply and to the best advantage the vast volume of goods daily outpoured by manufacturers who find it impracticable to market their goods directly. There seems to be no other channel through which the retailers can be so economically and advantageously supplied with a sufficient assortment of goods in all their variety of sizes and styles. No other agency offers to carry the retailer financially through dull seasons and times of stress, and without the jobber, manufacturers would often find it impossible to obtain proper representation to the retailers. The jobber has won his position by hard, intelligent work and economical service, and is apparently an indispensable agent in the distribution of goods.

THE OPINION OF A SUCCESSFUL MERCHANT.

ONE of America's merchant princes said recently that the reason so many honest men failed in the world of business was because they were poor advertisers.

As this man has achieved success over the same road you are traveling, over the road the poor advertisers failed to travel, his words are entitled to considerable weight.

As it is calculated that 90 per cent. of the retail merchants fail, there must be a very large number of poor advertisers.

Do not be numbered among them. If you have not a well laid plan, and do not use method in your advertising, you should.

You should take into consideration all the conditions confronting you, and have your advertising meet those conditions as they are—not as you would like to have them—and you should always have your advertising enthusiastic and convincing about your goods and store methods.

Dashing off something to send to the paper just before it goes to press, and letting it go at that, or reeling off something as the mood dictates, without any regard for principles, comes pretty near being poor advertising.

Advertising is becoming more and more a science, and as no man can be master of everything, to-day the professional advertising writer is a necessity.

The services of the good ad. writer cost little. What he does will bring you more money than you pay him, and in this connection the ad. of Messrs. Child & Fall, of Wakefield, Mass., on page 121 of this issue of The Review, will interest you. It is a concise statement of the case.

NEVER FRET.

If, old boy, you strike a day
When things don't just come your way,
Never fret.

Hold your head up, be a man,
If you will, you know you can,
Never fret.

If you know a man down town,
Mean enough to turn you down,
Never fret.

Things like these will pass away
When the sun shines out next day,
Never fret.

Next time give him a warm hand,
His respect you will command,
Never fret.

Smiling's good and proper bait,
You will catch him soon or late,
Never fret.

Ice before the fire can't stand,
Coldness melts in a warm hand,
Never fret.

When it's melted you may swim,
Feeling good and full of vim,
Never fret.

TRADE CONDITIONS IN HALIFAX

Halifax, June 25, 1904.

THE wholesale dry goods trade is moving along the even tenor of its way. Business is normal, but occasionally complaints are heard that assorting orders are neither so large nor so numerous as was expected. The warm weather was late in arriving, and retail stocks of Summer goods have not yet been much broken in the country districts. City retailers have been kept very busy, and encouraging reports come also from the chief towns, especially in the western and central portions of the province. The millinery trade has been especially good so far as the volume of sales is concerned, but the demand has been unsteady, and has kept jobbers guessing in order to keep in stock the lines that might be required. The travelers are now starting out with their samples of Fall millinery, but early orders are not expected to be large, as milliners here are getting more and more into the habit of waiting for the later novelties and buying little in advance of immediate requirements.

* * *

The change in the tariff has hit our importers of cloths rather severely, as they had about all their Fall business booked at the old prices, and hence are called upon to suffer a reduction of profits equal to the increase in the duty on British goods. There is very little shoddy imported here, the trade being chiefly on the better lines. There has been a change in the personnel of the leading tailors' supply house in this city, Mr. Northrup retiring on account of ill health, and the business being continued by the remaining partner, Mr. S. R. Cossey, under the firm name of S. R. Cossey & Co. Mr. Cossey is an Englishman who was brought up in the woolen business on the other side, and has had a successful experience here. He is a disciple of Cobden, a personal friend of the Minister of Finance, and quite free in expressing the opinion that the Government might be better employed than in making changes in the tariff.

* * *

The woolen manufacturing industry is one of considerable importance in Nova Scotia. The Oxford mills long since established a reputation for their excellent tweeds. The Hewson Mills, established about a year ago at Amherst, have been successful in securing recognition as producers of an excellent Canadian product for women's wear. The Eureka Mills are in process of reorganization with the admission of considerable American capital, a task which the increased duty renders more easy of accomplishment. The St. Croix Mills are operated to their full capacity, the entire output being taken under contract by the Clayton Clothing Factory of this city. The Truro Knitting Mills are heavy consumers of wool, their output consisting of Stanfield's unshrinkable underwear, which is so much in demand that the machinery is kept running until 9 o'clock each night during the greater part of the year. The mills are all paying two cents a pound more for wool than last year. The practice with the mills to some extent is to exchange wool with the farmers for goods, but where cash is paid the price for the new clip is 18c per pound.

* * *

A company has been organized at Moncton, under a Dominion charter, with a capital of $500,000, to take over the woolen mill and clothing factory of John A. Humphrey & Son. The new company will be known as John A. Humphrey & Son, Limited, and the object of its organization is to provide additional capital to increase the output and establish branches in every province of the Dominion, for the sale of cloth and clothing. The first directors are W. F. Humphrey, Senator Wood, J. H. Harris, F. M. Summer, and P. S. Archibald.

* * *

There are two clothing factories in this city—Clayton & Sons, one of the largest manufacturers of men's clothing in Canada, and the Britannia Manufacturing Co., Ltd., which produces ladies' skirts in great variety. The manager of the latter, Mr. James Anderson, is now in Montreal. In addition to these, there are a number of smaller factories, conducted by Jews, which seem to be getting control of quite an extensive local trade, affording employment to a number of people.

* * *

The retail department of Kenny & Co., which has been kept open since the failure of the firm at the first of the year, is now closed. The extensive premises have been sold to H. W. Wentzell & Co., who will use it in their wholesale and retail grocery business.

* * *

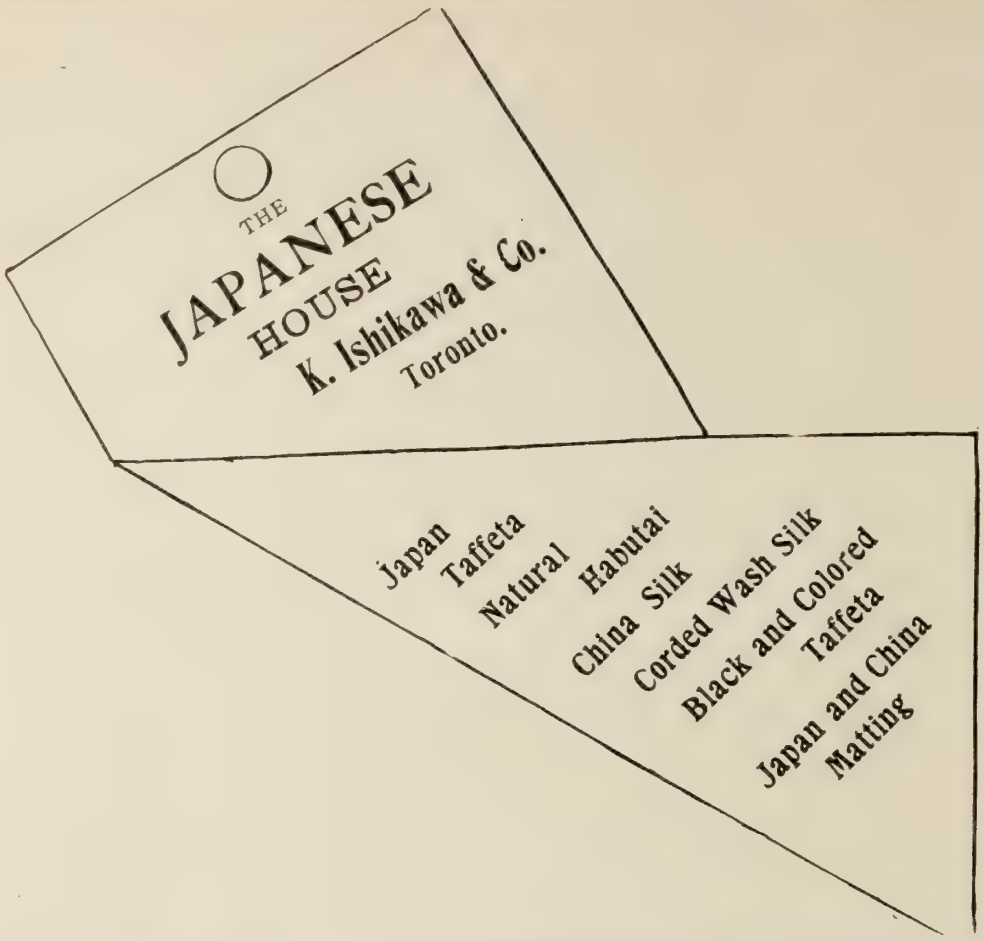
About a year ago Mr. J. Wesley Smith, one of the partners of Smith Bros., wholesale dry goods, died, leaving among other bequests a sum of money for the establishment of an Old Man's Home in this city. This has been added to from other sources; a property has been secured, and very soon another institution will be added to the list for which this city is famous. The Wesley Smith Memorial Church, in which the Methodist Conference is to-day being held, is a fine new structure, recently erected in memory of Mr. Smith, who was a man of great rectitude and strong moral character.

* * *

H. W. Freeman, who has been conducting a departmental store for some time in the north end of the city, created some stir recently by inaugurating a special sale conducted by O' Neil Bros. of Chicago, who make a specialty of that class of business. A large quantity of goods that had proven "stickers" was moved out, and Mr. Freeman was well pleased with the result.

* * *

W. L. Kane, of W. L. Kane & Co., retail dry goods merchants, was the first in this city to invest in an automobile, but his example was quickly followed by others.



Debenham, Caldecott & Co.

SILKS

Fall—1904

SAMPLES ARE IN THE HANDS OF OUR TRAVELLERS. ONE OF THEM WILL CALL ON YOU IN A FEW DAYS.

SILKS

RIBBONS

VELVETS

DRESS GOODS

SILKS

EXCLUSIVE NOVELTIES
—IN—
HIGH-CLASS DRESS FABRICS

DEBENHAM, CALDECOTT & CO.

TEMPORARY TORONTO ADDRESS, 122 WELLINGTON WEST.

CANADA
TORONTO
MONTREAL
QUEBEC

DEBENHAM & COMPANY
LONDON, MELBOURNE, CAPETOWN,
NEW YORK, YOKOHAMA, MOSCOW,
PARIS, BERLIN, BRUSSELS.

DRESS GOODS

FEATURES OF THE TRADE

THE dress goods trade is, with the rest of the dry goods lines, feeling the benefit of the fine warm days, and sorting orders are coming in more freely for lightweight materials, chiefly in mohair and alpaca weaves. The preliminary orders for Fall stuff are pretty well in, and the wholesale houses are turning their attention to fabrics for Spring, 1905. The new fancy mixtures, prepared for the coming Spring season, are in very neat, quiet effects, of the most unobtrusive character. The neatest of neat effects, invisible plaids, or checks and stripes, and other quiet designs, are what are shown; in fact, these fancies are just about one remove from plain cloths. In mohairs and alpacas the same idea obtains, only the pattern comes in the weave, and not by the introduction of another color.

* * *

THERE are signs that for next Spring alpaca and mohair materials will be in great demand for fashionable wear. The many new effects and weaves, which the Bradford manufacturers have put on the market, and the new soft supple finish they give these goods are bringing them into popular favor. There has been a recent advance of 10 per cent. on alpaca and mohair wools, and they are being taken freely at the improved rates.

* * *

A HEAVY advance sale of broadcloths and venetians for Fall has been noted, and indications are that, though for hard wear the fancy effects will sell well, for more formal dress plain broadcloths or venetians will be chosen. Prices in this class of fabrics are firmy held, as the high-grade wools that they are made from are a shade dearer than they were, and the tendency of fashion, which is seems most probable will be maintained, points to materials made from these finer wools. A Bradford correspondent says: "When the fact is taken into account that the production in Australia will not be in excess of last year, the present rate for merinos cannot be considered unreasonably high. -

Broadcloths And Venetians.

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DARKER shades of colors now worn will be fashionable for Fall. Brown seems to be held by all dress goods authorities as a leading color, with green as a very fashionable second. Blue is always strong, no matter what other color is selling, and there are many popular shades in this color for Fall. In lighter tones, there are oyster white, pastel blue, pinkish mauve, mulberry, raspberry, and, very prominently, the onion or tortoise-shell shades. In grey, nickel and mole lead. Mauve and plum are indicated for the high-class trade, but will have their usual measure of success when it comes to popular selling. Reds in bright shades and in soft rose reds are promising to be popular, and the feeling is strong for them. "We have sold more red for the coming Fall than we have done for years past," was the comment of the head of the dress department of a large wholesale house.

Fall Colors.

* * *

SILKS are certainly advancing in popular favor, but it is in makes adapted to the present styles. Soft makes are what are selling in all grades and kinds. Soft finished taffetas in black, brown, blue, and in small checks and fancy stripes, are now selling for shirtwaist suits. The best selling Summer silk is the Habutai, and it will be good for Winter selling as well. The cutters up are taking large quantities of this silk for the Fall and Winter trade, and for lined blouses it is likely to be as favorite a waist silk as it has been for the Summer season. Shantungs are another of the good sellers at present, but are in scarce supply and are also advancing in price. The dyed shantungs can hardly be deemed a success, as the colorings are not up to the European and American standard. There has been some success with the bleached silk. American manufacturers of silk are trying, but with only indifferent success, to bring out an imitation of the shantungs and pongee. The real silks are of Asiatic origin, and are woven on the hand-loom. The Americans have, however, brought out a canvas weave in the natural color that has had a measure of success.

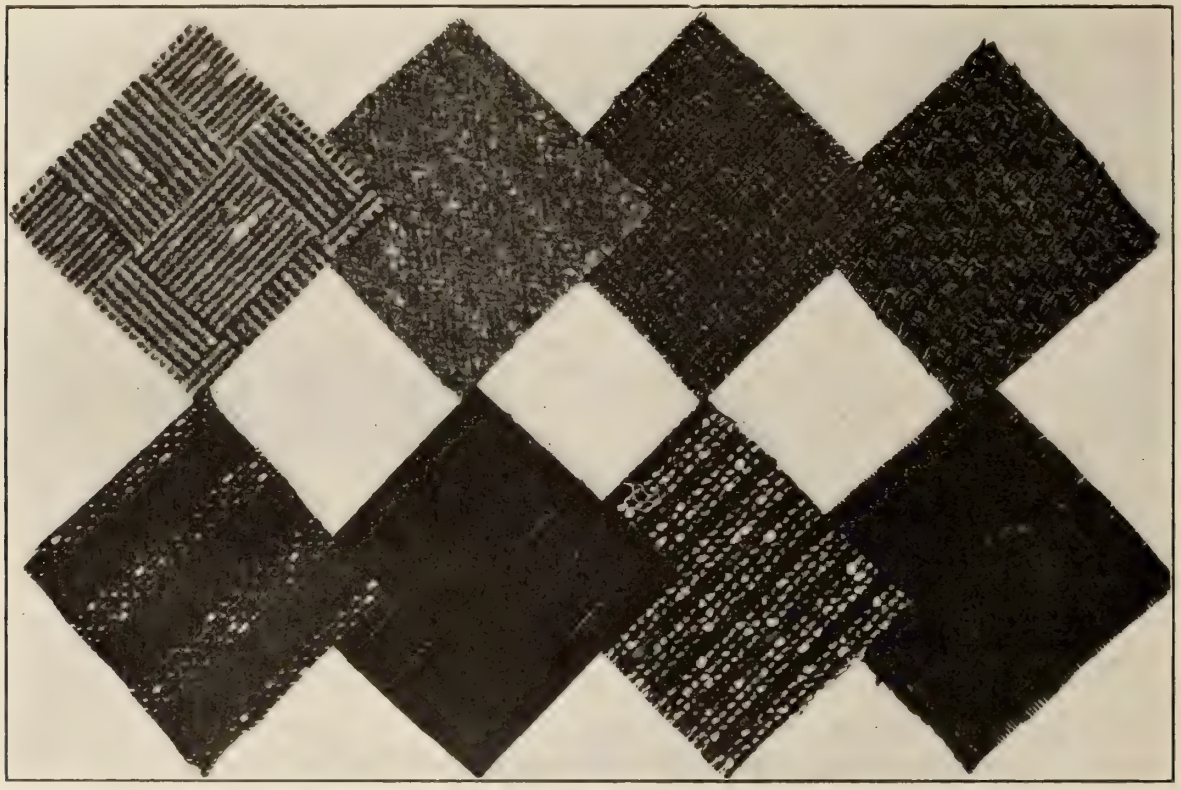
Silks Are Popular.

Soft silks are selling for the Fall, and wide widths are showing in almost all makes. Some retailers, it is said, fight a little shy of stocking them, "because they will not fit into present silk fixtures." Remembering the success of wide width materials in the wool goods, simply because they cut so much better and are so much more economical in the use, it would seem that when dressmakers get to know that there is such a width on the market, there will be a great demand for it, for though, of course, a yard cannot be sold at the popular price of 50c, an equal quality silk 42 inches wide will retail about $1.15, or a better at $1.25.

Chiffon taffeta and taffeta "regent" are the two latest "Bonnet" weaves. They come in the wide widths and are perfectly soft in finish. Taffeta "regent" in particular should become a popular silk, as with softness it combines a sheen and the element of brightness that characterises the popular fabrics for Fall. Messaline is a soft new make in satin that is taking with the trade. Peau-de-soie and paillette are also selling for Fall.

SILKS SELLING WELL.

ONE feature of Summer selling that is most marked is the strength of silks suitable for shirtwaist suits. Small shepherd checks in blue and white and black and white, and also hairline stripes in soft makes of taffeta are selling extremely well. Almost as large is the sale of plain taffeta, in brown, blue, green and gun metal shades. The tailored silk suit is talked of for early Fall, and silk gowns of dressy make are also likely to take; in fact, the silk gown is more in evidence now than for many years. Pongees, both in the natural color and in the dyed silk, is another silk that sells, but they are scarce goods on the market this season. Foulards are shown, but the patterns do not look right for the present taste. The spot designs sell best, but taking it altogether, foulards have not been in much demand on the Canadian market this Summer, and cut rate sales are the rule now in these silks.



Some Canadian-made Woolens.

CANADIAN MADE FABRICS.

IN the accompanying illustration is shown a group of Canadian-made dress materials, which will give some idea of what the Canadian mills can do; though, of course, the color effects are wanting.

The checked material and the one next to it are excellent examples of the mannish suitings that have sold so well for Fall. The others are all tweed effects, with the exception of two, one a broadcloth with a faint white splash, and the other an open basket weave with jacquard figure.

Canadian-made goods have sold very much better for this Fall than ever before, possibly because they have been so much talked about, and it is said that the advance sample lines for Spring are greatly superior to anything yet turned out in Canada.

"TRADING STAMPS."

Editor Dry Goods Review:

SIR: I have noticed in The Review many references to the use and abuse of trading stamps. It appears to me that some people make a great ado about nothing. We are being taught by our trade paper education to use various methods of attracting trade; if trading stamps prove an attraction, not only to trade, but an inducement to pay cash, and such has been the writer's experience, why should special legislation be invoked to prohibit their use? If there is anything fraudulent about their use, it is a simple matter for any person injured thereby to have recourse to our laws, and punish the offenders. If, on the other hand, as appears most probable, the merchants who do not use them have suffered thereby, surely their proper course it to use the same or similar methods to attract or hold their trade. If trading stamps are issued indiscriminately for cash or credit purchases, then their usefulness is practically done, but as a means of inducing customers to pay cash, I have found them invaluable. If my competitor adopts a scheme that draws away my trade, I am going to resort to some similar method, and not run to the Government for special legislation and protection.

TRADER.

Coming Styles

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Hewson Tweeds and Costume Cloths

are full of bright, snappy designs, culled from the leading European woolen centres by the President of the Company. Wait for, see, and buy HEWSON TWEEDS.

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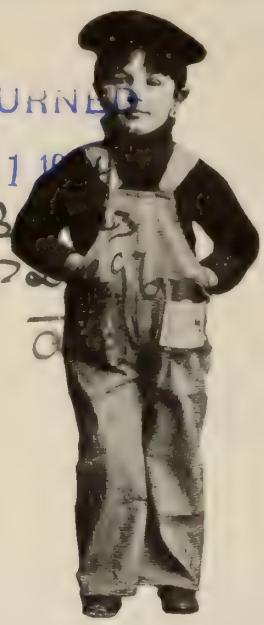
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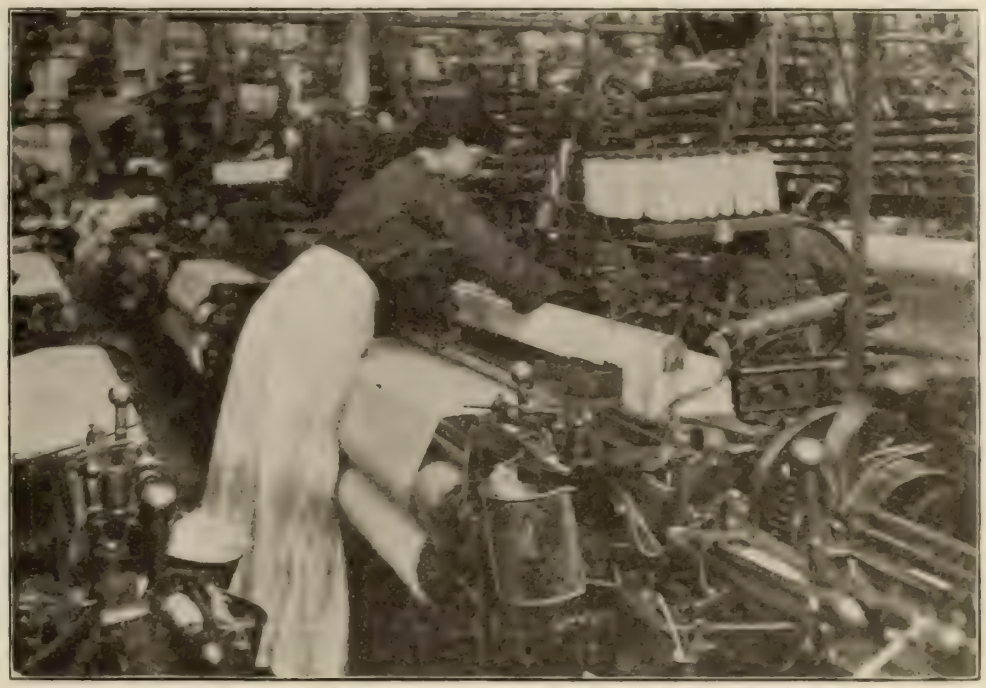
THE CARTWRIGHT MEMORIAL EXHIBITION AT BRADFORD

WHEN the venerable Lord Masham, better known as Samuel Cunliffe Lister, head of the firm of Lister & Co., of Manningham Mills, Bradford, England, and himself the inventor of machinery for wool combing and for the manipulation of silk waste, planned the memorial hall, to commemorate Dr. Edmund Cartwright, the inventor of the power loom, it was felt that the occasion of the opening of this hall, which had been designed to be a permanent art gallery and museum for the people of Bradford, provided a fitting opportunity for showing the world at large the strides that had been made in manufacturing cloth in Bradford, particularly the finer grades.

For the past ten years, Bradford has been spending large sums of money on technical education, and the workmen have been trained, both scientifically and artistically. They have learned dyeing and the art of combining colors with taste, as well as the secrets of engineering and all technical details connected with spinning and weaving. It is admitted that the money has been well spent, and that a higher class of fabrics can be made now than when the workpeople were not so highly trained. The object of the exhibition was to show the excellence attained by Bradford in the manufacture of fine goods, and that there is no fabric made on a loom or dyed in a vat that is beyond the skill of the West Riding to produce.

With great wisdom, the Bradford people have not confined their display merely to goods in the piece, but have had a considerable number of them made up by leading London and local houses. They have, in this way, made a special appeal to the women of the British Empire, by showing what beautiful and stylish gowns can be made from Bradford goods.

Bradford stands in the minds of many for heavy cloths, but it is in light weight, and in high-class fabrics that they are now challenging comparison with their foreign competitors, and the leading firms have combined in a display of the very finest cloths—some of wool alone, some of silk, others of silk and wool, and some of alpacas of silky surface and graceful, drooping texture, mohairs, deep plushes, rich velvets, canvases, voiles, muslins and biggest surprise of all—silks and satin. In connection with the latter, it may be mentioned that most of the distinctive fabrics associated with the name of "Liberty" are of Bradford make, and among these are satins, combining the softness of crepe de chine with the firmness of silk; and other soft silken textures, which are ideal for picture gowns, dinner and demi toilettes, dancing frocks, evening cloaks, etc.



Weaving the Princess of Wales' Dress at Priestleys Mill.

No fewer than twenty beautiful gowns, made by "Liberty's," of silk and silk and wool fabrics were shown. Mohair and alpaca weaves were made up in such a fashion that they proved quite beautiful enough for evening wear, and at the same time there were handsome visiting and afternoon gowns of these fabrics shown.

Then there were cloths of pure wool, in such supple weaves and lovely shades of colors that they were appropriate for any function. It was a cloth of this kind that the Princess of Wales wore when she opened the exhibition -of soft grey, trimmed with medallions of black and white braid. This cloth was made by Priestleys', Ltd., and the accompanying picture shows the weaving of it. A large cabinet, filled with pieces of Bradford dress materials, the gift of ten of the principal manufacturers, was presented to the Princess. Among these were fabrics



Display of Made-up Dress Goods at Bradford.

made by Lister & Co , Priestleys', Law Russell & Co., and others. Besides the dresses given to her, the Princess purchased fifty more, showing that she intends to wear Bradford goods.

In trying to encourage home industries, the Princess is only following the example of a long list of English Royal women; in fact, it is to one of the early queens, Philippa of Hainault, that England owes the beginning of the woolen industry.

People in Canada know Bradford goods so well that they are sure to be interested in particulars of the town itself. Bradford is the heart and centre of the woolen trade in the West Riding of Yorkshire. Practically all the woolen materials made in England, with a few exceptions, are produced in an area that will seem very small in Canadian eyes, for it covers only about 400 square miles, and no part of it is much over fifteen miles from Bradford.

The value of the wool worked up annually in the various trades in this limited section is about £23,000,000, or $125,000,000, and it is estimated that by manufacturing processes, etc., its value is enhanced to at least four times that amount before it reaches the retail merchant; or, in other words, the annual value of the output of the woolen industries of the West Riding of Yorkshire totals the enormous amount of nearly £100,000,000 sterling, or $500,000,000.

Bradford has shared the great growth in population of other manufacturing towns in the West Riding in the last century, for in 1800 she had less than 30,000 souls, while at the last census, taken in 1901, her population was 279,767. It will interest advocates of municipal ownership to learn that the people of Bradford are firm believers in it; for gasworks, electric lighting nad power stations, street railways fifty seven miles long, abattoirs, conditioning house, and wholesale and retail markets, are all owned and managed by the city. Pure, soft water is of first importance in a community that lives by wool, and Bradford brings hers through a thirty-nine mile conduit from the moorlands, at the head of Nidderdale and Wharfedale. The system has cost £4,000,000.

The raw materials of Bradford trade are wool, mohair, alpaca, cotton and silk, of which the first three are the most important. The Bradford exchange has 2,250 members, a number which is only equalled by Manchester and Liverpool, the cotton centres, outside of London.

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CHILDREN'S WEAR

AND

READY-TO-WEAR GOODS

ARTISTIC DRESS FOR CHILDREN

Janet Payne Bowles in The Craftsman

THERE is a two-fold significance in putting dress upon a child. Unless intelligently done, it may lead to mild corruption, but if wisely considered, it may mean education and true happiness to him. The child longs for beautiful clothes. Indeed, his first sentiment regarding them is pure admiration, which is the seed of art knowledge. His second thought is to use his clothes for imaginative play—to play the adult, or the fine princess, or a tree, a flower, or a fairy.

The moment this emotion is observed in him is the time to dress him decoratively and, in a sense, with his co-operation. During the nursery period, the only considerations for clothes should be those of purity and plainness. But when the child begins to create his images, he uses himself as a factor in them, and, like an actor, he must be appropriately dressed for his scenes. If not in reality, he will pretend to be so, and we may by dress supply this pretence with ground for further imaginative invention; so making him the practical illustrator of his dreams. The child's game of too much pretence, without appropriate symbols or attributes, leads to poetic starvation and the capacity for fruitless longings, if it does not soon end in apathy. Since this sentiment is the commonest curse of the race, it befits us as psychologists to impart to our children a different spirit. This is easily done by teaching them to master externals and to assimilate their beauty. Our dissatisfaction comes because we do not know how to make the most of the beauty of our small possessions, and to appropriate the spirit of what we do not actually and materially possess. No one who understands the law of beauty is every unhappy from his limited circumstances. All children love color, and their delight to wear it is like the basking of insects in the sunshine. It is the atmosphere which they seek. Even an infant takes a mood directly from a color, and the result of incorrect combinations is to make a child restless. It acts as an obstacle to the flow of his fancy and the action of his reason, and if this grave error occur in his dress, he feels ashamed, without knowing why. But he will wear correctly produced effects of richness and brilliancy, with courage, in the presence of his plainly attired companions.

The Question of Size.

The dress having been adapted to the mental necessities of the child, there is a further and purely artistic question to be considered. This is a question of size. The rule of following the line of the figure, which is generally observed in artistic clothing for adults, does not apply to the garments of small children. Their forms have not yet reached symmetrical development, their space is too small to be considered in lines. They demand mass; although a detail which is in scale with them, and which does not detract from the color mass, gives a peculiar beauty to childish dress. Striped cloth, made in a single piece, in which the lines are a feature of mass, would, however, afford an archaic beauty. Plaids, especially large ones, although having interest for children by reason of clan sentiments, are difficult to use, suggesting too plainly a geometrical division of a space already divided by nature, although a square pattern placed on end seems a picturesque perversion and a design quite correct for use in small garments. The size and proportions of children constitute in themselves a lovable quaintness. Yet if these proportions be divided unreasonably, they become grotesque. We laugh unavoidably at the sight of a little fellow cut up into compartments by his cap, the line of his hair, a sailor collar, a bolero jacket, a blouse, belt, little trousers, by half stockings giving two spaces to his very short legs, by his shoes making still another division—all these accented by arrangement of color. But the quaintness of children may be an opportunity for using an exaggerated figure with telling effect—such as an enormous plume, far exceeding the scale of the wearer's height, or a buckle or a bow, if it be not placed out of balance. Still, these points must have the whole stage of costume based upon a solid mass of color, or they will begin to play tricks of jugglery with smaller details.

Use of Velvet.

Certain colors and fabrics have been judged inadvisable for children's use; such as purple and black and velvet, on account of their associations. But this would seem to be a mistake, for nowhere is velvet so well placed as near the soft bloom of a child's skin. It suggests nature's effect in the peach. And the colors of mourning, apart from the convention, are fine backgrounds for yellow and curls and youth, or they enter into harmony with flowing masses of black hair.

Children love and appreciate designs and distinctive styles, if these are brought sympathetically to their understanding. Indeed, there should be special manufactures of patterns for children, not only in the interest of fashionable appropriateness, but also in order to teach the principles of decorative art, and to show the dignity, not the vanity, of the costume. If a child be taught the relation of fabric to season, to imagination, history and life, that he may play, he will scarcely, in maturity, be a victim of the petty extravagances of fashion; nor will the little girl obtain the wrong meaning of clothes that obtains so largely among women. She will dress simply, individually, and with dignity. By means of such a movement, arbitrary fashion might, in time, fall naturally into the ways of common sense, and dress would express the use of time, not its misuse,—the knowledge of the wearer, not a tryant's caprice.

Special Patterns.

Special patterns for children, besides appealing to their particular qualities, and giving them their own world, bring them into closer relationship with their elders. Children feel gratitude—the primitive sense of religion—toward those who understand their spiritual needs. Art is necessary in every department of a child's life, in order to render it full and pleasurable, but artistic dress appeals most strongly to him, since by this means he can embellish and make real the plays that fill his time. It is, therefore, the most practical art educative factor that can be employed. Dress being actually upon him, he

naturally takes most instruction from it, and the love of adornment being recognized by all psychologists as a strong agent of civilization, it should be used as the easiest method of his development. When Kate Greenaway refused the offer of an English manufacturer to design exclusively for children's garments, the children probably lost more than they have gained from her books. If her illustrations alone changed the style of costume for children, what might not her practical working in stuffs have done?

The problem of artistic dress for children resides possibly more with manufacturers than with mothers, for the latter are open to suggestion, and nothing is more common than their diligence in decorating garments. When they give hours of valuable time to fancy stitches and trifles of dress, they show susceptibility to follow a new style; so that a regular trade or art movement for the production of nursery costumes, would find a public, and might possibly receive aid from educators. Those who have witnessed the inspiration which costume plays afford to children, would not think costume games too artificial or troublesome. A child might have a little wardrobe for this purpose, as he has his set of doll's clothes. There are historical dolls in the market, and if children were allowed to personate historical or allegorical figures, they would advance a step farther in their enjoyment and appreciation of the characters. These might be the heroes of nursery rhymes, or the flowers of a garden.

Suggestive Ideas.

can be delicately and conventionally put into the fabrics sold by the yard for children's ordinary clothes; the only point is to connect an idea or sentiment with dress; to establish close connection between mind and body. If children knew that their blue calico studded with white stars is the ancient Egyptian pictograph of the firmament, it would add new interest to the fabric. There are also the moon and the half-moon patterns, commonly called polka-dots, which can produce magic garments, when their derivation is known. They are especially attractive in the original colors of the yellow moon and the gray sky, and in their later development of the brown circle about the moon. Give a little girl a gown of this commercial stuff, and then show her, some night, that phenomenon of the brown atmospheric circle which comes from the moisture of the air; or choose the old-fashioned cloth covered with wavy lines: a design derived from the Egyptian water motif. These are already obtainable in the shops, with their poetry lost in commercial commonness, but what countless designs, beautiful in form and color, could be derived from the phenomena of nature, from legend, from child and animal life, and how would they differ from the grotesque flower-patterns and the nondescript motifs of the present inartistic commercial stuffs. An idea from a daisy for ordinary dress would be merely the use of white, yellow and green, simply combined (not in grotesque imitation of petals); but the child must feel an imaginative relation between the flower and the design, it it were indicated to him that the color scheme and the proportionate values were taken from the daisy. Further, he would be taught that nature is always beautiful. This would be to give him the foundation of art-training, teaching him where to go for art ideas and how to use them intelligently, but without sentimentality or travesty. The same method by its element of imagination would grant him his child's right of play and reconstruction. The rainbow is a fascinating subject for color use and imaginative treatment. A little girl dressed, one Sunday, in a pale gray china silk gown, having two ruffles—one of pale pink, the other of violet—and with rainbow ribbons at the shoulders, wearing also an opal for the rain-drop, was seen in ecstacy before a real rainbow. She was an old Greek for the moment. Nothing could have so united her with nature as this touchstone of apparel. And yet she was not so startling as to be conspicuous, or so distinctive as to suggest fancy costume.

Acceptable Dresses.

The Little Lord Fauntleroy style did much to make children picturesque, but its weak point lay in the fact that children associated it with too much goodness, and little boys did not like the long hair. Similar prejudices must be respected, for a dress must be acceptable to the child in order to influence him for good. Sailor costumes for boys invariably have the effect of making them manly. They are stimulated to courageous and daring acts. A little boy to whom a pair of "Klondike boots" had been given, was closely watched for the effect. He began at once to dig for gold. He learned incidentally the use of the pickaxe, and his mind was not at rest until he knew all about mining, while his interest was directed to the workmanship of gold trinkets. A cowboy's hat made the same little fellow demand a lasso, and, riding on the fence, he learned to draw in every scurrying chicken. The lesson to be derived from these facts is one of skill and not of ethics. A mere badge worn during campaign times gives the child his part in politics. A suggestive touch of dress in accordance with the idea of a fairy, might send the child to search in the grass, and what knowledge would be there acquire!

Plain colors can always be obtained for imaginative use: azure, like the sky; yellow, like sunshine; pink and gray, like clouds; green, like the trees, are always sure to produce good results, when combined with the color which occurs in the original composition.

Commercial Considerations.

It is a delightful part of the mother's function to conceive such dress for her child as will lead him to nature, to imaginative ideas, to art and her own companionship. But the most accurate and broad result will be reached when manufacturers shall take up the subject as a commercial consideration, and give it professional treatment. Artists will design the stuffs with regard to the completed costume. Perhaps colored plates showing the design of the whole dress might accompany each pattern, and thus the stuff would have close relationship with its final use. Then, mothers of little taste or education could make no error, and be practically benefited as well. The extension of this idea of artistic dress for children can be only to the advantage of good taste; for gradually as the child matures, or even as the idea becomes familiar to him, the sentimental notion passes away, leaving the appreciation for good drawing, design and color, and thus forming the art critic. The same evolution would occur in the manufactory, and finally stuffs would be designed with beauty as their chief object. The technique of basing them strictly upon nature-analogy might be forgotten, but the artistic purpose would remain: not primarily to make children appear beautiful to their elders, but to give them the right direction in all that pertains to the education of the senses, and the reverent use of common things; to give them a definite, though unconsciously received preparation for the tasks of maturity, which preparation being early acquired, would save an infinite expenditure of time and temper.

THE YOUNG MAN IN BUSINESS

PULL AND CLIMB.

THE most popular excuse of the employe for the apparent neglect of his employer in the annual distribution of honors and favors is the strength and importance of "pull" over merit. Behind that he can conceal his chagrin and perhaps blind a few of his ardent admirers. But it is the subordinate of least merit who makes the most frequent use of the word "pull," and this fact alone proves that there is more of this injustice in the mind than in reality.

Fifty years ago, with old time methods, "pull" played a more important part in advancement than it could play in the twentieth century. The son succeeded the father, the nephew the uncle, the cousin the cousin, and all the more important offices were given to those favored ones whose welfare meant much to the employer or superior in a private way. But all this has changed. The successful business of to-day reveals ability, care, attention, system and other good business methods. To be successful in the competition of modern industrial or commercial life it must possess these characteristics to a degree that denotes the right men in the right place.

The employe who is convinced that men inferior to him in worth are being elevated to positions over his head should talk less of "pull" and betake himself where his energy will enable him to climb. Businesses in which "pull" is the ladder will never be of sufficient moment in the world to make it profitable for him to remain. That is the sensible way to view it. And it is a striking proof of the lack of ambition that makes climb possible, that the subordinate clings to his employer while at the same time whining about the importance of "pull." The very value which he sees in himself, if it really were there, would display itself in his repudiation of that firm and its methods.

Merit will force recognition. The salesman of talent cannot be kept down, which does not mean that the good salesman who lacks ambition will always earn his reward. Good qualities of salesmanship are of small account if not combined with ambition. The business man is only clever and strong in so far as he is desirous of rising. Just as soon as he lowers his eyes his value not only ceases to increase, but almost insensibly decreases. It is the uplifted eye that denotes the man of ambition, the man whose services will grow in value.

And it is he whose mind is set on higher levels who talks least of "pull." The breath spent on that cry he finds necessary for his climb. Limp, lifeless men cry "pull;" strong, ambitious men climb.

MARSHALL FIELD'S ADVICE TO HIS SALESMEN.

ALL fixtures and property of the house should be treated with the greatest care, the first scratch paves the way for carelessness.

Each day should find us doing things better than previously. Acquire the habit of promptness in every matter, large or small, which is left to your care.

Know the value of a good personal appearance, do not think that any detail of your attire will escape notice.

Spend wisely your spare time, count every hour golden, every moment an opportunity, don't waste a minute at any time.

Avoid being influenced for the wrong by other persons, have a purpose of your own, weigh counsel, but act from your own best thought.

Cultivate a happy expression and a happy manner, feel it, mean it, the advantage is wonderful in every way.

Learn to ask such questions as will draw out the most profitable information.

Let every effort be toward the idea of permanence, do things to last, make the casual customer a permanent one through satisfaction.

Salesmanship may be made a profession, and receive the same degree of respect accorded to an artist of any class. Be emphatically unwilling to ask or receive favors from any person who expects a return in business favors.

The great majority of errors are made through carelessness. Learn to care; be exact; strive to have it absolutely right—making a mistake in business is like falling down in a foot race; it is a setback.

Cultivate a good, clear, legible handwriting, many people judge quickly on this point; a good hand is always appreciated.

However attached to your business, do not allow the commercial sense to deaden, but rather to quicken, the moral, artistic and all wholesome sentiments.

In giving orders give reasons, thus teaching subordinates to think for themselves.

Learn to show a thorough interest in a customer or any person approaching you; try to look at the matter from his standpoint as well as your own.

Make memoranda of little points while you think them; run over the various sub-divisions of your work to recall any points you may have forgotten.

HOW TO SUCCEED.

THIS thing of success in business is more a matter of right methods and right direction than it is of brains. Of course you cannot make a captain out of a dolt. But a lot of fellows who still hug the bottom round of the ladder would change places with those at the top if they swapped methods.

Be fair to yourself.

Don't be too much in awe of the men who have made a greater success than you have. Get close to them and ten to one you'll find they are very ordinary fellows, wearing the same size hat you do.

Probably they are going with the current while you have been trying to row up stream. No wonder an ounce of effort for them counts more than a pound for you.

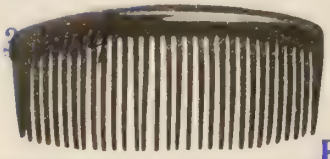
For example, quit trying to win success by handling a single line of merchandise. Quit cramping your own opportunities. Go with the trend of the times, not against it. Adopt modern methods. Increase sales very much and expenses very little by handling several lines instead of one. Try to get all the trade of your customers in place of merely a little piece of it.

Turn about and head the right way. Have the courage to do what you know you ought to do and you'll find success easier than you dared hope.

Canada's Greatest Small-ware and Notion House.

A Few Good Sellers From the Finest Assorted Stock in Canada.

RETURNED JUL 13



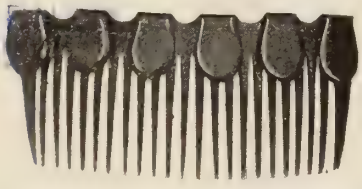
Side Comb, No. 441, at $2.25 doz., also from 75c. to $6.00 per doz.



Side Combs, No. 469, at $2.00 doz.



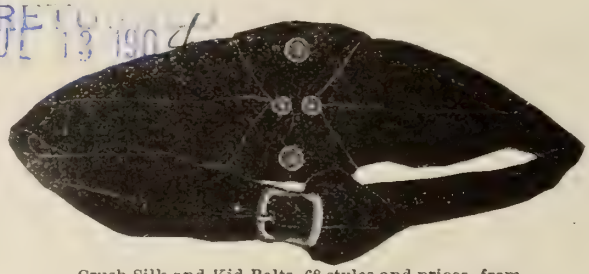
"Olivette" Back Combs, No. 7009, at $2.25 doz.



"Olivette" Side Comb, No. 421, at $2.25 doz. pair



The New Belt Buckles, No. 1, at $6.00 doz.; No. 2, at $2.00 doz.; No. 3, at $2.25 doz.; No. 4, at $1.50 doz.; No. 5, at $6.00 doz.



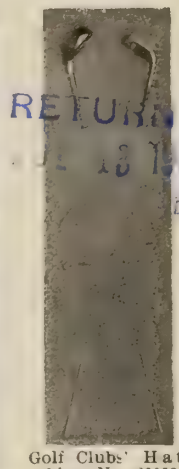
Crush Silk and Kid Belts, 68 styles and prices, from $2.25 to $18.00 per doz.



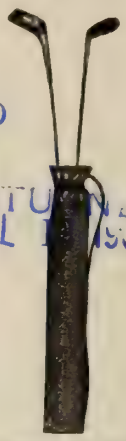
Novelty Blouse Sets.
10656 at $2.00 doz., 10647 at $1.75 doz., 10654 at $2.00 doz. sets.
A great many styles in Pearl, Gilt and Ox.



We have Pomp Combs in all styles and qualities, from $1.20 to $4.50 per doz.; in short, we are the Comb House of Canada



Golf Clubs' Hat Pins, No. 23052, at $2.25 per doz. pairs.



No. 23043/15, at $4.50 doz. pairs, in fancy leather bag.



Peggy from Paris Bag—3 specials, any color, at $6.00, $9.00, $12.00 doz. Over 100 patterns of the latest bags now in stock.

Sole Selling Agents for Canada: Abel Morrall's Celebrated Needles and Smallwares, C. M. C. Hose Supporters (the clasp that won't come off nor tear.)

C. H. WESTWOOD & CO. LIMITED.

TORONTO.

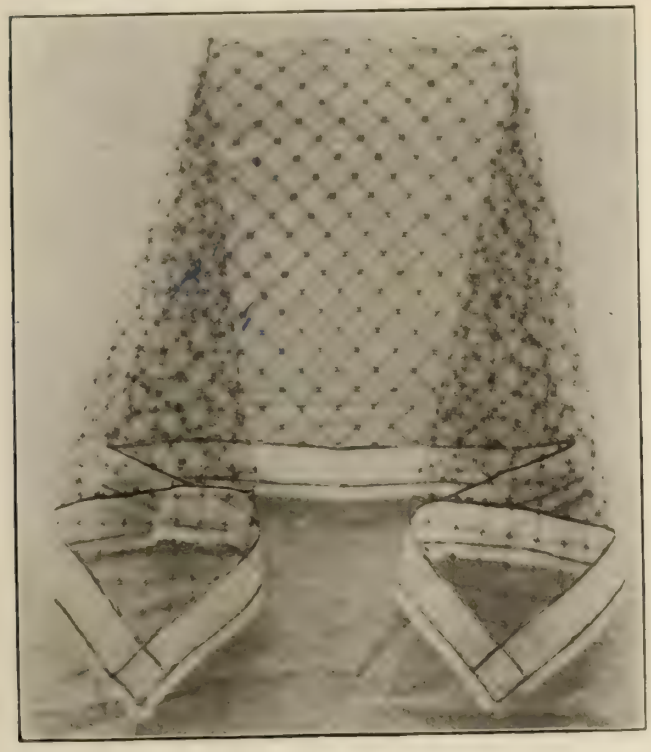
DRESS ACCESSORIES.

VEILS.

NOW that the outing season has fairly commenced, there is a big run on veils. The veiling counter, says one who is in close touch with the trade, is the greatest money maker, just at present, in the retail stores. Novelties are constantly making their appearance, and it is exceedingly hard to keep many of them in stock.

There is a decided call for colored veils, but shades of brown and blue are the best and safest sellers. Other colors, such as red, green, heliotrope, saffron and burnt orange are also seen. The lace veils that are so much worn can be bought in all colors, as well as black and white. Net veils with a lace border are only second in favor to the all lace.

In made veils there is an immense assortment. The



A New Drape Veil.

one illustrated is a good example of the best selling style. It is of fine mesh net, with border of white chiffon, edged with a narrow, fine valenciennes lace. The border is joined on to the body of the veil with a fancy stitch that is new. These veils are draped loosely over the hat, and the ends are caught at the back, at a distance of about an inch or so apart, and the veil in general use is about 1½ yards long, though some of the more elaborate ones are much longer. Veils that are draped on the edges of the hat, with the ends floating behind, are also much worn, but the first style is the newer one.

The chiffon veil is the popular one this Summer, and besides those with the hemstitched borders, there are hosts of other styles. An exceedingly new and pretty one is embroidered in black and white silk in rich border patterns. Besides black and white, all colors are seen in these veils, with brown, from ecru and champagne, through the golden shades, in the lead. Many have chenille spots in solid color, or in flat velvet discs, and quite a few are shaded.

The net veil, in wide mesh, with fancy borders in spotted chenille, is a leading veil and one that has good prospects of lasting right through Autumn. There are many splendid patterns in this veil, and colored effects are very strong in it, both with the self-colored, shaded, and contrasting spots. Red is a coming color in this class of veil, both in cherry and in rose red. There is also a new pinkish mauve, and green is another good color. Prominence also is given to the brown shades, and there are soft saffron or burnt orange shades on a brown ground that are taking well. Navy, black and white are staple colors.

In tuxedos, hair nets, etc., there are some lovely new patterns. One in particular was noticed that showed a spot with a shadow effect, that was extremely pretty. Complexion veils are also being shown—that is, a veil with a lining of very fine white maline.

HANDKERCHIEFS.

THOUGH linens are firmly held, there has been no advance over last year's prices for handkerchief lines. Large orders, so far, have been the rule for the Christmas trade, which is the great selling season for handkerchiefs.

Initials are very much in demand, and handkerchiefs with a narrow colored border, and with little trails of embroidery in the same color as the border, in the corners, or around the hem, are proving good sellers. Pink and blue are the chief colors taken, but pale green is also selling well.

The demand for real lace handkerchiefs is becoming each year more widely spread, as they form a favorite Christmas or bridal present. In close imitation of Brussels lace are now shown handkerchiefs made by hand in braid and lace stitches. These are very attractive, and are, of course, less in price than those of the laces they copy.

LACES.

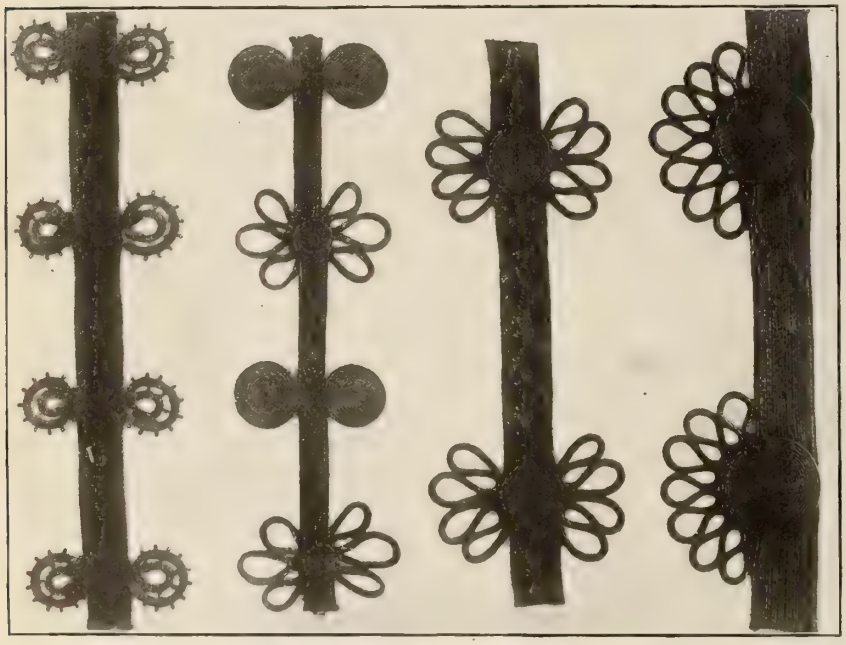
BARGAIN sales are now general at the lace counter, as merchants are clearing stocks before the end of the season. Lace has been so much used that in spite of the unpropitious season, a very large trade has been done. Special lines at special prices are now being sought, and in both wholesale and retail houses there is a general clearing taking place. In the wholesale houses things are pretty quiet, as it is between seasons, and holidays are the most interesting topic. So far, selling has been confined to lingerie laces, valenciennes, torchons, point-de-paris, etc. There are also a few orientals and nets, but as yet indications as to what is really expected to sell for Fall are very vague. Lace buyers are pre-

paring to leave for foreign markets, and it is not until their return that it will be possible to speak with any certainty as to what will be what for Fall.

TRIMMINGS.

IT is pretty hard to predict, at this early date, just in what direction or to what class of effects the popular taste will run for Fall. A good many sample lines have been submitted, and some of the newest effects in these are illustrated. Braids are again to the fore in immense variety and in many Fall colorings. The disc effect, in row after row of braid or silk, is new, and in combination with different braids, forms an acceptable and not too expensive trimming. Just a glint of gold is still used as a relief, and silver or bright steel is shown as well for this purpose. Jet galoons and bandings are prominent among the new samples, and silver and jet, or steel and jet, seems to be the new feature here. These are pretty confidently backed by some buyers.

Silk embroideries in the old floral forms are being shown, the novel feature being flowers with raised petals. Ring and circle designs are much newer, and form and colors, and color combinations, are very varied. Many are so designed that they can be used as detachable motifs. Stamped out cloth patterns are among those shown, and in this class come those of curl cloth. Some show kid motifs.

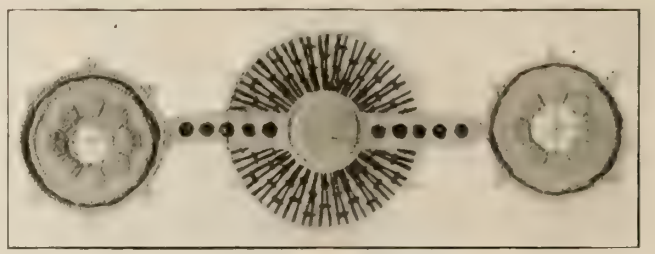


Braid and Disc Trimming for Fall.

These are just hints of what is new in sample lines, but it is too early now to go to work and forecast just what line Fall trimmings will follow. Paris is never in a hurry to show what she is preparing, and it is to Paris we look for novelties in the way of trimmings and in the manner of using them, and it will be a month or over before anything definite comes from there.

Many trimming buyers are only just leaving for the purchasing of Fall stuff, and it is when they return that we shall have something definite to go on.

There has been an advance in braids made of fibre silk, in some lines equal to 30 per cent. These braids are made in Germany, and this advance is for some kinds turning the trade over into the hands of firms in England. These English-made braids are of silk, and not fibre, and while not quite equal to them in appearance are better wearing than the German fibres.



Embroidered Silk Trimming for Fall.

EMBROIDERIES.

EMBROIDERIES have sold remarkably well, considering the wide vogue of lace as a trimming. There is nothing that can take the place of embroidery on garments designed for useful wear. Bandings and insertions have found the greatest sale, as they are often combined with lace. Beadings in narrow width are also much sought after. Nainsook and Swiss effects have sold very well, and there has been quite a run on what are known as corset cover embroideries. Flouncings and shaped flounces have met with good attention. The button effect seems to be the leading style; patterns with little drawnwork wheels and motives are good, and the lacier openworked patterns are another strong selling style. Broderie anglaise, though selling well, has not been so prominent as was expected.



Dress Medallion in Linen Guipure.

In linen bandings for dress trimmings some beautiful patterns are shown, both in heavy raised work and in broderie anglaise designs. In this class, but closely

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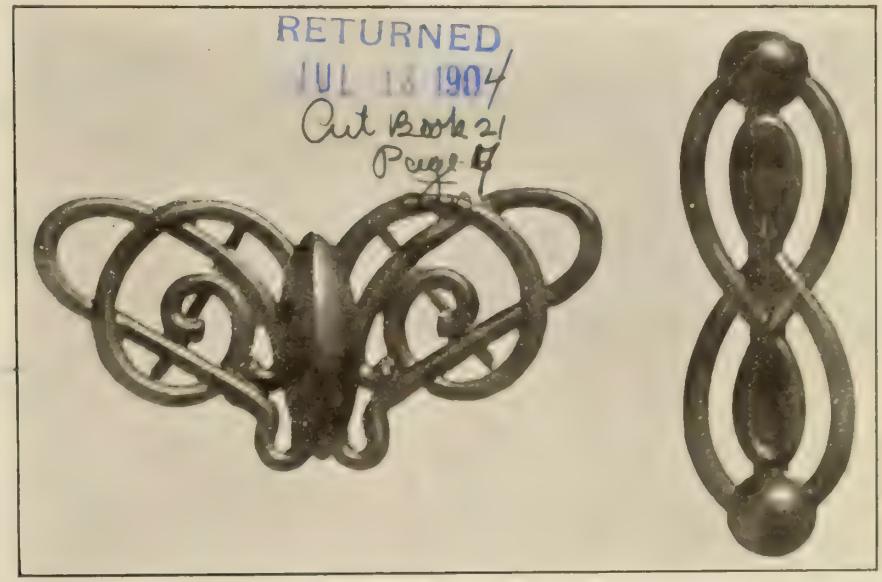
We are now back in the warehouse we occupied before the big fire, with a complete stock of up-to-date Notions for the Dry Goods trade. . . .


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The "CORKSCREW" Hair Pin.
The very latest
Absolutely secure when in the hair, and can easily be withdrawn. Retails for ten and fifteen cents


RETURNED
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No 867. "CANADA MILITIA" Waist Set, in gold.
Can be retailed for 25c


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JUL 13 1904
Cut Book 21
Page 9

No 31. Belt Set.
You can retail this "Swell" Belt Set for 25c
It comes in Gold, Gun Metal and Black


RETURNED
JUL 1904

The "CAPSHEAF" COILLESS SAFETY PIN.
Guaranteed superior to any other Safety Pin made
Absolutely the only Safety Pin that will not catch in the fabric

It will pay you to write us for anything you require in Smallwares. We can give you prompt shipment.

PHILLIPS & WRINCH
LIMITED

8 Wellington St. West, TORONTO.

We are sole agents for Woodfield's Meteor Sharps; the Best Needle.

bordering on lace as well, are some handsome trimmings in linen guipure. These are shown in narrow and wide bandings, and in medallions as well.

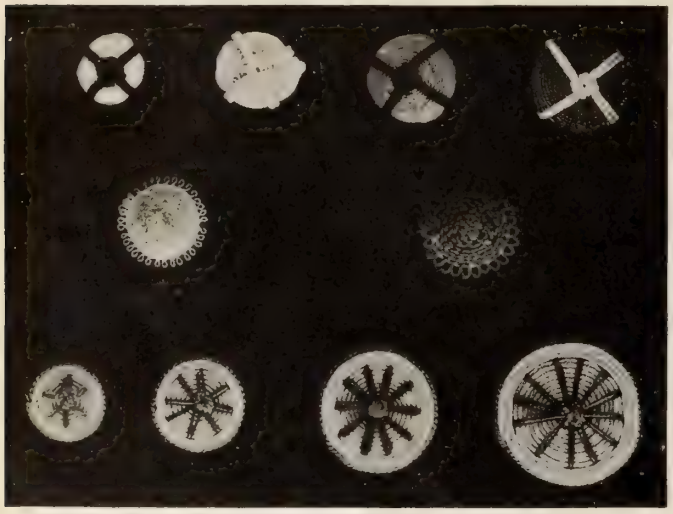
FRILLINGS, PLEATINGS AND RUCHINGS.

THIS class of trimmings is having an immense success, and it is difficult for the manufacturers to keep up with the demand. Narrow chiffon ruches and bouillonne are applied to all the sheerer fabrics, and are shown in black, white and pale shades. Knife-pleated frills of chiffon and lace, net and lace, etc., have a wide vogue as a sleeve finish; and pleated chiffons are shown in all widths and with many new trimmings.

BUTTONS.

THERE is every indication that buttons will be much in evidence this Fall, but it will be rather as a trimming than as a fastening. There is a leaning to military styles, and these call for a lavish use of buttons, and it is expected with confidence that buttons will be strong sellers for Fall.

Metal buttons seem to be the leaders, though other lines are well represented. The metal ones come, with



Fancy Buttons for Fall.

scarcely an exception, in military and semi-military styles. The plain bomb is shown in all sizes, from the very smallest up to 36 line. It also comes in frosted and fancy pressed effects.

In semi-military lines, the first novelty has an enameled ball centre, with gilt or gunmetal rim. This centre is in a quiet shaded effect, and has a chased figure as an ornament. Another new button has a gilt bullet centre,, and gilt or other metal rim around it. In fancy metal effects there are designs with a film of black, which, while it takes away from the brightness, gives a much richer appearance to the button.

Button ornaments are something new. They consist of a button centre and a fancy bow effect on each side, made of wire and metal braid, and are shown in gilt, chased effects, silver, dull silver, and gunmetal.

Besides the metal lines there are many fancy buttons. Crochets are well represented in black as well as colors, and they come from the tiniest size up to 36 line. The flat button is better liked than the ball in this class of button. Novelties are in fancy braid and cord effects, in black and white, white and black, white and gold, and all gold.

Satin buttons are good in the flatter shapes, and some have a round centre filled with a striped or basket weave pattern. These are intended for a cloak button. A satin button is shown with a ball centre, and with cord edge in open work pattern. This button is exactly duplicated in metal with a braided wire in place of a cord. Flat disc buttons made of coils of silk strapping, and embroidered in colored silks, are the newest yet seen. Pearl buttons are selling freely only in the staple lines. In fact pearl buttons have been pretty well dropped for the present, and the only lines selling are the staples and a few ball effects.

RIBBONS.

RIBBONS are in good demand just now for sashes and belts, and for the belts quite a few warp prints are being taken. Indeed, this seems to have been almost the only outlet this year for fancy ribbons. It is still somewhat early to anticipate Fall styles, but in Paris and London narrow ribbon ruches are being much used not only as a rimming for evening gowns but also for calling gowns and dressywear. Should this fashion become popular, and it is a very pretty one, there would be a large demand for narrow ribbons in all colors and shades.

A NOVELTY BELT.

FASHION has decreed that the crush fabric belt should hold sway for the Fall season. Many ladies cannot wear this style to advantage, as it looks bulky and awkward on some figures. To meet the demand thus created for a belt which has the features of the crush, but with more graceful lines, a Toronto manufacturer has produced an exceedingly graceful belt, upon an entirely original idea, and has placed the same upon the market under the name of the "Astoria."

KID GLOVES.

THE cool season has prolonged the selling of kid gloves. Styles are pretty well defined, and for Autumn wear there is likely to be little change. Stitchings on the back, it is said, are to be revived, white on white, black on black, as well as contrasting shades. Suede and glace kids are both in favor, but, as the suede gloves soil so quickly in white and the more delicate shades, glace is most asked for. White and pearl are the leading dress glove colors, with very pale buffs and the lighter greys ranking next in order. For street wear, dark and light tans and dark and light browns are invariably bought, but all colored gloves, as greens, blues, reds, etc., are not worn. Mousquetaire gloves are shown by the high-class trades for wear with open undersleeves and elbow sleeves.

ALL-OVER LACES SELLING FREELY.

All-overs in both heavy Venise and Irish laces, and in fine makes as well, are just at present selling freely to the trade. Lace yokes, lace blouses, etc., are in a great measure responsible for this demand, and it is coming from all sections of the trade, and includes both the cheaper and the more expensive lines.

Greenlander Whalebone

TRADE MARK



6/4



6/4

Per Gross Yards, No. 3, 54/- No. 4, 57/- No. 5, 60/- Per Gross Yards.

Buy "GREENLANDER" AND SAVE 50 Per Cent.

A Sample Gross will prove this.

Our "GOLDEN SOVEREIGN" Whalebone

Is a Brand of Established Reputation.

Cut in all Lengths, from 16 to 27 inches.



Gold Box. Each Strip Picked and Selected. Superbly Polished



CONTINUOUS WHALEBONE

We stock or can cut any Grade of Whalebone for

DRESSMAKERS, CORSET MAKERS, SURGICAL APPLIANCES, WHIP MAKERS, Etc.



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The Fancy House of London



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WAREHOUSES:
69 to 74 St. Paul's Churchy'd
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MANUFACTORIES:
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Special Attention to Canadian Requirements

Buyers will always find the latest Novelties in Stock, and the Specialties for which this House is so widely known, are:

**Millinery Materials, Fancy Lace Goods,
Prints, Silks, Velvets and
British and Foreign Dress Materials,
Chiffons, Ribbons and Trimmings,
Blouses, Fancy Costumes, Mantles and Furs.**

OUR CANADIAN REPRESENTATIVE, Mr. Cliffe, takes a full line of samples of these goods twice a year, and if you are not now on his calling list, drop him a line at Windsor Hotel, Montreal.

Requests for Samples sent direct to London will receive immediate attention.

Hitchcock, Williams & Co., St. Paul's Churchyard
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SIR G. WILLIAMS, F. G. WILLIAMS,
H. WILLIAMS, A. T. WILLIAMS.

OUR LONDON FASHION LETTER

What was worn by Fine Society at the French Derby and the Ascot races—Fashions in Wraps and Millinery.

London, June 15th, 1904

THE hats at the French Derby on Sunday last were remarkable for the increased height in the crown and for the beauty of the new rainbow feather trimming. These crowns tapered at the top and some of them were surrounded with huge ruches of tulle in rainbow shadings, giving a kind of shot effect. These hat models were reminiscent of the picturesque modes, such as the pompadour, trianon and Louis XVI styles. Many had immense garnitures on one side composed of tulle or velvet ruches, that reached to the full height of the tall crowns. Splendid paradise plumes, in most cases the whole bird, were disposed in amazone fashion on the left or right side, and most



Evening Gown as Worn at a Smart Restaurant.

noticeable were the long side piece trimmings, made of perhaps mandarin orange, moss or other green tints, always shaded whatever the colors were.

Several very elegantly dressed ladies who were seated in the presidential box in the new and exquisitely fitted pavilion wore hats of the Gainsborough or Reynolds type, adorned with three large ostrich tips in three tones. As an instance, from rouge to the palest pink, navy to the lightest sky, mandarin to the palest lemon. These feathers were disposed in a mass on one side of the



Dinner or Theatre Gown of chene silk, veiled with lace net.

hat in each instance in the fashion of the hats seen in the old time paintings.

Many wore hats adorned with enormous roses, that were vet natural in size and colors—they ranged in shades of rose, rouge and rubis. One large hat had the inside of the brim lined with white roses, whilst the crown and the whole of the upper brim was strewn with natural pink moss roses, shading from palest to darkest pink. Much lace of all kinds was used in the form of draped toles on one side. The pendant veil was conspicuous by its absence. The costumes worn gave many hints as to coming modes. Very souple or soft draping fabrics were mostly in favor. The full skirts were ornamented in many cases with narrow frills of crossway flounces set on

in curved patterns or straight lines of three at the foot. Novel silk jackets with full sleeves and rounded basques were amongst the novelties, but the most pronounced modes did not in any way favor the 1830 styles which appear to be done for now in Paris. The straight front corset has been sentenced to death by Paris, which now declares its allegiance to rounded waists for the full dress bodice mode.

* * *

It was a white ascot, and there were visible many toilettes that might have been materialized in exact presentment of the dresses worn by the beauties of sixty years ago. Self-colored voiles gave place to those with a pattern. Court mourning was responsible for many black and white and lavender and white checks.



The Newest Juvenile Mode.

The Queen was attired in a dress of her favorite color, heliotrope, and looked charming.

The Princess of Wales was in a pretty light dress and wore a hussar osprey in her hat.

One lovely taffeta frock was altogether white, save for the fact that each little frill was lined with rose pink silk, and that at intervals the frills, a perfect mass of which adorned the foot of the skirt, were buttoned with quaint discs of pink silk edged with valenciennes lace. An early victorian ruffle was carelessly poised upon the shoulders. It was made of white taffeta with lace edged frills of the same, backed with pink silk.

Exquisite indeed were the Watteau muslin frocks, especially when worn with little taffeta mantles made in the form of epaulette boleros. With a white embroidered muslin dress a pretty brunette wore what the French modistes call a "visite" of pale blue taffeta, with epaulette sleeves, ruched at the edges and ending in front in a cross-over pelerine. This bold splash of blue was repeated in the parasol made of blue taffetas, ruched all over with the same silk, and lined inside with pearl white mousseline. The hat, a white leghorn, had a tall crown and a bunch of blue and white ostrich feathers at one side. Many had favored the all-prevailing taffeta robe. The colors most in vogue were golden brown, lavender, gooseberry green, and "onion." Ruchings, quilled flouncings and puffings of taffeta were used as trimmings.

One great lady exploited successfully a puce taffeta toilette, with flouncings upon the skirt, each decorated at the edge with broderie anglaise.

* * *

Very picturesque and charming were the millinery schemes. The high crown was an accomplished fact, and leghorn and chip were in the majority. "Dolly Varden" hats were in evidence. They are often made of open-work straw, the strands of which are divided by frillings of lace. The sides dip very much over the ears, and are brought into still closser contact with the hair by strings tied loosely beneath the chin. The sole trimmings necessary are ruches of ribbon round the only moderately high crown, or wreaths of little roses almost lost amidst green foilage.

* * *

A fashion noter who has been the round of the showrooms, in order to see what is being done, writes :

"In the way of ascot millinery there are many charming things, numbers of the most striking of the new hats being adorned with the graceful sweeping plumage of the birds of paradise, dyed in various colors to match the different shades in straw or chip upon which they are seen. A lovely hat, for instance, in pale pink chip is draped with very fine cream lace and trimmed at the back with bows of soft pink ribbon, while the brim is raised on one side by a bird of paradise with long graceful plumes, dyed in the same soft shade of pink. There are paradise plumes in grey, in blue, in green, and one especially smart hat in chestnut brown straw, with orange satin under the brim, and a large bird of paradise with plumes outspread in its own natural coloring, shading from a deep tone of golden brown to palest cream color.

* * *

"Black taffeta composes many a decorative little wrap for Summer wear, and appears as accordion pleated sacque coats, ceasing at the waist, and as boleros arranged with a series of narrow flounces, while a more ephemeral garment is the cape-stole of tinted Irish crochet lace, frilled with white accordion pleated chiffon.

"The more substantial cloth coats and capes are popular in white, and one of the prettiest mantles of the kind that I have lighted on was made somewhat after the style of the inverness cape. It was bordered round the neck, cut slightly low, and down the fronts with medallion embroidery carried out in china blues and touches of black, and the knee cape falling very simply over the shoulders and concluding in points, had an entredent of pale gold lace insertion. The cloth was chalk-white and of the finest quality.

"The pointed pelerine of pale grey or dove colored cut cloth, with a flat, embroidered collar, must be included in the list of Summer wraps; and one of the latest departures is the long pelisse of tussore silk, with a full blouse bodice attached to a gathered skirt, opening in front.

Simplicity in Skirt Buying.

There is not a merchant from Victoria to Sydney but can get exactly what he wants in **EMPIRE BRAND** Skirts. We make garments in all materials to suit any trade. There is an immense satisfaction in dealing with one good house.

COATS RAGLANS SKIRTS MEN'S SHIRTS

SEE OUR SALESMEN WHEN THEY CALL.

The Empire Manufacturing Co.

646 Craig Street, - Montreal

The Underskirt House of Canada

The Country's Underskirt Trade

is swiftly drifting our way. The increase in our business in the year past has been phenomenal.

So long as our goods continue to be marked by such decided superiority in fit, finish, style and value, we look for an even greater increase in our underskirt trade.

We sell the trade direct—no jobber handles our goods.

We make deliveries on the day promised—a point worth noting.

Our Mail Orders are most gratifying. We solicit Mail Orders.

The New Parisian Circular Flounce

is the newest and best thing added in a long time to underskirt construction. Has made a tremendous hit. Our own idea and found exclusively in our skirts. Found on all skirts from $15.00 a dozen up. Prevents clinging around the feet—gives decided style to the set of the top skirt—being made with the dip front it fits smooth over the corset and hips. Adds 50 per cent. to the selling points.

White Underskirts

We have begun the manufacture of white skirts in cotton and lawn. We make underskirts of every description and material - the new Russell Cloth, Moreen, Sateen, Silk, Cotton and Lawn. If values and Styles win your business, you will become our customer.

Canadian Underskirt Co.

Limited

42 Adelaide Street West, - Toronto

WHITE GOODS

JUNE whitewear sales kept the retail trade busy all last month, and, as far as could be learned, these sales were a decided success. Certainly the whitewear departments in the city stores were pretty well crowded all the month, and buying seemed to have been brisk. This year there have been many contributory circumstances to the success of these sales. The cold Spring and the railway blockade greatly interfered with the early sales; then just when plans were beginning to be formed for June sales, the Toronto fire occurred and threw some very desirable bargains in whitewear on the market. All these circumstances have helped in a great measure to make these sales so successful.

In the manufacturing houses plans are now maturing for the next campaign, and designers and heads of firms are busy with new materials and patterns for the Spring of 1905. Just what form these novelties will take, of course, cannot be said, as they are largely yet in the air, but the whitewear manufacturers are sparing no pains to beat their own record of last Spring, and some really beautiful examples of Canadian-made whitewear will be displayed when the travelers start on their rounds with samples for next Spring. The efforts of the whitewear designers have been ably seconded by manufacturers of laces and embroideries. These lines, for variety and beauty of design, have never yet been excelled on this market. This feature is just as marked in the cheap as in the expensive grades.

WHITEWEAR TRIMMINGS FOR 1905.

THOUGH manufacturers predict that the next will be largely a lace season, as the frou-frou idea predominates, this will not preclude the using of a considerable quantity of embroidery trimmings as well. The new embroideries are too beautiful to be passed over. Embroideries will always be most used for children's wear, or for women's garments where the wear is considered.

For the cheaper lines, too, they are indispensable, as they combine the maximum of effect with the minimum of cost, though there are embroideries that are as high in price as the most extravagant can wish. The drawn-work effect is more beautiful and is more extensively made use of than last year. Button effects and heavy raised designs are very largely represented, and sprays in imitation of hand-worked embroidery are very much in evidence. Some of the very best patterns are only slightly conventionalized. Wild rose sprays, bunches of cherries, berries, daisies, flags, butterflies, etc., are all motifs used with telling effect.

The latest patterns are in what is known as the ball effect, which is almost as much raised as the balls on the new snowball, or mimiosa laces, and patterns show the berry effects so prominent in these laces. Introductions of net are also new, and there is a sort of double edge effect that is shown in these embroideries that is very striking.

Valenciennes is, of course, the lace that is first in favor for lingerie trimmings and ruffles, and insets of this lace are lavishly used. There are many novelty patterns. Drawn-work motifs are introduced with good effect, and spot patterns are much in evidence. Point de Paris, a lace much like valenciennes, only in leaf and flower pattern, and with a heavy cord outlining the design, is a novelty in whitewear trimmings. Fine torchons are well liked and, as in the other lingerie laces, the new patterns are very effective.

Some of the handsomest and best selling skirts last season were trimmed with cluny, and the success of this lace as a trimming has been so great that it will be again on the market, only in new and improved patterns. This lace is liked because it makes a showy and effective trimming, at a very moderate price, and then it wears and washes so well. It is too effective and useful to be dropped, and then, if it was, the question is: What would take its place?

Clunys, it is said, were cornered a couple of seasons ago for the American market, and as a consequence could not be obtained here, and it is said there is to be another attempt made to do the same thing again this year. The season just past is only the first in which any quantity of this lace has been used for whitewear trimming in Canada.

LAUNDERING NEW LACES AND EMBROIDERIES.

MUCH of the beauty of the new whitewear will be lost in the washtub, unless it is laundered in the proper manner. By this it is not meant that they are difficult to wash and do up, but there is a very simple little trick in ironing that makes all the difference in the appearance of a garment when it is gotten up.

The new embroideries depend for effect on the raised character of the work, and on the fact that they stand out from the ground. The laces, too, have a more or less heavy cord outlining the pattern. Now, if these are ironed on the right side, the beauty of the lace or embroidery is utterly spoiled. They should be ironed on the wrong side and there should be two or three folds of blanket under the ironing cloth.

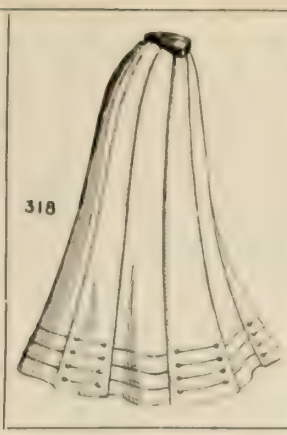
Perhaps some salespeople will say, "I don't see what that has to do with the whitewear department; we want to sell whitewear, not to wash it." But a good saleswoman is trying all the time to build up trade and to make friends for her department, and to do so there is no point about the goods she is selling that she can afford to be indifferent to.

Just to illustrate. Last Summer one whitewear firm put a very sheer but exceedingly pretty blouse on the market. It was much admired, but as a general rule buyers were afraid of it. It would not wash, they said, and repeats were slow except from one firm, and from them came repeat after repeat. This naturally made the firm making the blouse curious, and on investigating it was found that the saleslady in charge of the department knew a method of successfully washing this blouse and was able to demonstrate that it was capable of washing, and washing well. That girl is a treasure to the firm that employs her, and it is pretty safe guessing that the department she is in charge of is doing well, and if the whitewear firm that made the blouse in question has anything "good" you may be sure she has a first chance at it.

The Lady Leah

—an attractive 7-gore Skirt of Vicuna Cloth—with folds of Self and Silk; trimmed with Silk Buttons and Stitching. Strictly Tailor-made and up-to-date.

Price $4.00 each, or $45.00 per doz.





The Lady Matilda Jacket

is made straight front, and tight-fitting back, trimmed with self strappings and stitching—made from 22 to 24 inches in length, in Whipcord, Beaver and Melton.

Price from $6.50 each and upwards

Best value on market. We employ no travellers. The saving is found in better values and make-up. Merchants' own material a specialty.

Boston Wholesale Ladies' Tailors and Manufacturers

974 Queen St. W., TORONTO

MAX SNIDERMAN & CO., Proprietors

"THE CHEAPEST OF THEM ALL"

OUR

MANTLES

are all **LEADERS** in price, style and fit.

FIT GUARANTEED

A postal will bring a sample.

THE EXCELSIOR CLOAK COMPANY

Telephone No., Main 3948.

452 St. James St., - MONTREAL.

The New York Skirt Mfg. Co.

8 Lemoine St. MONTREAL

SKIRTS

FOR THE





AND THE

MASSES

AND INCIDENTALLY FOR THE

"LASSES'

CLASSES

Our lines for Fall include one of the largest and best ranges in

LADIES' and MISSES'

SKIRTS

MISSES' and CHILDREN'S COSTUMES, COATS and REEFERS, it is our pleasure to offer our customers.

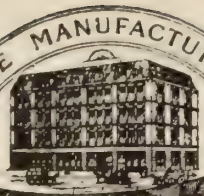
THE PLACING SEASON has shown the popularity of these goods and we **thank you** for your liberal patronage.

Repeat orders for quick shipment will receive our prompt attention.

The New York Skirt Mfg. Co.

8 Lemoine St. MONTREAL

MANTLE MANUFACTURERS



Cater, Platt & Co.

OLD CHANGE BUILDINGS. OLD CHANGE, LONDON, E. C.

WHOLESALE MANTLE MANUFACTURERS

Canadian Buyers

can always count on seeing the latest, best, and choicest mantle modes in our showrooms. Our success is in saleable, medium-priced goods, not in extremes, and a look through our samples will show the extent of our range and the infinite variety of our ideas. We would like to mail our Pattern Book to buyers who cannot visit our showrooms. Any request will have prompt attention.

Specialties Ladies' Coats AND Costumes

ALSO MACINTOSHES, SKIRTS, BLOUSES and FURS.

OLD CHANGE BUILDINGS, OLD CHANGE E.C., LONDON, (Just out of St. Paul's Churchyard).

Just about a year ago we commenced the manufacture of

LADIES' UNDERSKIRTS

We started in to make them a little better than they had been made, and, more important still, we made them much wider.

The success we have met with has been very marked and proves clearly that the majority of Merchants appreciate good goods, well made.

You may be sure that your customers do.

If you have not seen our line be sure to do so when one of our salesmen calls on you. It will pay both you and us.

Prices range $6.50 to $18.00 doz. All of them "Perfect in Make, Fit and Finish."

We will send samples of any of them anywhere in Canada per express paid.

Try our $20.00 assortment of samples.

Terms 2 per cent. 10 days, or net 30 Oct. 1st.

Discount is small, but so are prices. We have cut down everything but quality and width.

THE PUGH MFG. CO.

33 Church Street TORONTO

CLOAKS, COSTUMES AND SKIRTS

PROSPECTS FOR FALL.

PROSPECTS for Fall seem to be very propitious. On the side of the purchasing public there is no lack of the money wherewith to buy all the necessaries, and a good many of the luxuries of life. The retailer, to do trade, has only to choose his stock judiciously and get the right goods, and even here his way seems pretty clear. First, so far as the coat question is concerned, the predominating style is settled. There is some talk of various lengths, but this is of comparatively small importance, as experience has taught the manufacturing trade that when a general style is good the difference of a few inches, more or less, is of little moment.

In suit lines there is not quite such a certainty, but the safe suit seems to be the plainly tailored one, with the hip length coat, either belted, or not, and much in the shape of the separate coat. The skirts to go with this coat are all pleated; indeed, the pleated skirt in one of its many forms is said to be the skirt on which the business will be done this Fall. Braid is sparingly used, but buttons appear as a trimming on all suits. Pipings of color are also seen. Skirts are little changed from Spring shapes, but they are all cut a little wider, from a little below the hips down. They all fit snugly around the top of the skirt. The instep length skirt is the one universally called for even in the more elaborate suits. For the dressier suits, coats follow the "Directoire" or the "Louis" styles. The wide girdle has paved the way for the introduction of this style. It is the waist line that is becoming more prominent. A smartly defined waist, wide revers, vests, jabots of lace and sleeve ruffles mark this style.

CHILDREN'S AND MISSES' STYLES FOR FALL.

THERE is an increasing disposition in ready-to-wear departments to stock children's and misses' garments, and stores that have not bestowed much attention on these lines are going in for them now. Mothers have so many other cares and modern women are becoming so accustomed to filling their wants in the dry goods store, that the time and energy that once went into the home sewing is now spent in other directions.

One striking feature both in children's garments and in the samples prepared for the older girls, is the popularity of all shades of red for Fall, and generally it is without relief, being self-trimmed. Greens and browns are well represented, and navy is, of course, staple. Bright sapphire is another good children's color.

Braids are much used for trimmings, and buttons are quite as popular on the small girl's suit as on the one designed for the aunt or mother. Strappings and bandings are much used, and several widths of braid to make one trimming design is popular. Voiles and etamines are to be used for the early Fall, but cheviots, worsted weaves, tweeds, homespuns, etc., will sell for the colder weather. Velvets and corduroys will make an appearance later.

Shapes are of the loose, semi-fitting order, which is most suitable for immature figures. The fact, too, that these shapes require little altering is another point in their favor. The double breasted reefer is again to the fore, and is made in both loose and semi-fitting style, and both with and without a strap at the back. The Norfolk belted coat is another fashion that is well liked, and the sacque shape, with belt around the hips rather than the waist, is another fashion. In heavier cloths the box coat is also shown. Skirts for misses of 14 to 18 are mostly instep length. But those for small children are very short,—just to touch the tip of the knee is the smart length.

Sailor dresses are popular for all seasons and are made in sizes for from two years up. The shield is generally in the same color as the frock, and chevrons and anchors are embroidered in brighter colors on them. Serge is the best liked material for these suits, and navy, sapphire, white, brown and red are the colors most in evidence.

For children up to the age of 10 or 12 there are various modifications of the Russian blouse, and the popularity of this style is shared by the long waisted French model. Loose models with guimpe and bertha are also shown for the little tots.

RAINCOATS FOR MISSES' AND CHILDREN'S WEAR.

RAINCOATS are shown for all sizes over six or so, and are extremely well received. Cravenette, as with their elders, is the favorite material. Tans, olives and oxfords are most in evidence. There is no attempt made to define the figure, but styles are full and loose. Many have a cape, but the yoke shape is very often employed, and most coats have a pocket.

Raincoats for children should be a most attractive line, as the fact that a child can be kept dry on its journeys to and from school will appeal to most mothers. Children will loiter even if the rain is pouring down, and a raincoat should be a good investment. In fact, raincoats for children should prove just as useful garments as they are for their elders.

READY-TO-WEARS FOR OUTSIZE FIGURES

THERE is always a developing of ideas in the ready-to-wear trade, and this is one reason for its wonderful growth. Buyers are always presenting the manufacturers with fresh problems to solve, and not all at once perhaps, but in time, they master them. In the opinion of some buyers, however, they are a little too anxious to cater for the woman who has a perfect figure, and this makes it harder to fit the ordinary customer. The fact is that the departmental head does not like to let a sale escape. He has tried the order from special measurements, and generally speaking it does not work. Alterations, too, for many figures, make a material charge

in the style of the garment, and the buyer would like the manufacturer to come forward with some solution of the problem of fitting a poor figure. Another thing wanted, too, is a line of garments made specially for stout people. There is no house that caters for this trade, and it is impossible to get a line of garments that is suitable. If some house would make a model for stout figures, with the right back, right arm hole, and waist line in proper place, and with bust, shoulder and hip line in proper proportions, they would find a satisfactory return for their enterprise, at least that is the buyer's idea. Certainly a line designed for stout figures seems feasible enough. The trouble with the large sizes, as now made, is that length increases in proportion to the breadth, while in most stout figures it is breadth that is wanted. The bust measure, the waist and hip measure, are all right, but they are not in the right place, as the bust, waist and hip come too low down.

A DEFECTIVE CUT.

An illustration was given in this department last month of what purported to be one of the best styles in Canadian made Fall cloaks. The illustration in question



A Smart Fall Style.

Sold to Jimmy's Co Almonte Ont. SEP 15 1904.

was a libel on the coat it represented, and also on the Canadian cloak trade in general. This month the true illustration of the cloak is given.

RAINCOATS.

RAINCOATS have been one of the best selling of Spring garment lines, and the business done in this department has been large. This coat has developed a tendency towards dressiness, but not at a sacrifice of its useful qualities. A raincoat is a general utility coat, and women find the money spent in one a most profitable investment, as it can be made to serve for so many other occasions besides a rainy day. It is just as much used as a dust cloak in fine weather. It is used as a traveling cloak or for business wear. It is used for auto riding or as a wrap over a light evening gown,—in fact there are few times when a raincoat does not come in useful.

Cravenette cloths are most met with, and the colors best liked are tan, olive, oxford, light grey, and blue. Some of the more expensive ones are made in "proofed" silk and are very dressy. Gunmetal and red are both popular in these silk coats.

Of whatever material they are made they are loose and flowing in shape and are easily slipped on and off. The new ones are being made with more voluminous skirts so as to cover the fashionable gowns.

Imported raincoats of English make have sold well in Canada this season, and the agents for English firms have done a highly satisfactory business. The most popular cloths are of English make, and this gives the manufacturers there of these coats a decided advantage.

THE TARIFF AND THE CLOAK MANUFACTURERS.

THE decision of Finance Minister Fielding, to allow the importers until the last day of August to bring into Canada at the old rates, the woolen goods bought before the 7th of June, and affected by the recent tariff changes, will be received by the wholesale dry goods trade with distinct approbation; and especially so by the cloak section, as the changes bear particularly hard upon them. If the extension had not been granted it would have made a serious difference to the profits of the cloak manufacturers, owing to the conditions under which they labor; the skilled help that they have to employ; the wide area over which they have to distribute their goods, and the fact that garments must be in the hands of retailers at a certain date, as style plays such an important part in their value; that a week or two too late will make a wonderful change in the price that can be obtained for them. Because of all these conditions, the cloak manufacturer has to go to the retail trade for orders months ahead of the time when the retailer will put the garments on sale. The cloth for the cloaks and suits, etc., that the manufacturer will be bringing in under the extension were nearly, or very nearly, all sold before the budget speech was made.

As the old tariff was in force when the sales were made, prices were based upon it, and if the extension of time had not been granted, it is upon the manufacturer that the loss would have come, for he would have had to bear it himself, or find that cancelled orders and irritated customers were his lot. This six and one-half per cent. extra would have considerably lowered his profits for the season, as his rate of wages is fixed, and factories must be kept up to the Government standard, and other expenses met. Even though he had to bear this loss, the woolen mills would not have received any benefit, as the goods were sold, and would have to be delivered, no matter what the tariff changes were.

It is pretty hard as yet to get all the bearings of the changes that the working of the new tariff will make, but it is contended that it will not be to the advantage of the cloak manufacturer—possibly it will prove somewhat of a handicap in his competition with the German cloak

NORTHWAY GARMENTS



RETURNED
AUG 10 1904
Out Book 22
Page 34
C.W.

OUR RANGE OF FALL LINES

IS COMPLETE IN JACKETS, SUITS and SEPARATE SKIRTS

The finest models we've ever shown—whether you judge them on the style—the quality—variety and good values—we shall be pleased to show them to you through our representatives on the road—or will welcome you to the warehouse—but see them.

JOHN NORTHWAY & SON, LIMITED
91 WELLINGTON STREET WEST, TORONTO

makers a competition that is keen enough in some lines already, though others do not feel it to the same degree.

The wages the German manufacturer pays are very low, and only the cutting and shipping is done at the factory. The garments are made in small workshops, and mostly at the workpeoples' own homes, and according to pretty authoritative reports, in not the best of surroundings. It is this very way of manufacturing, however, that gives the Canadian cloak maker his advantage, as, though the Germans can give the little turns and touches that catch the eye, they cannot give the careful supervision that is bestowed in the Canadian factories. In consequence, the Canadian-made garments are better tailored, better cut and finished, and have fewer faults; and, as they are made in exactly the same manner, by the same class of hands, the standard for every garment is the same—a point that cannot be claimed for the German cloaks. It is in the fitting and in the keeping of its shape that the German cloak falls down, and it is for this very reason that the complaint is so frequently heard that the largest percentage of left-overs at the end of the season come in the foreign-made cloaks.

THE PARSIFAL SUIT.

A LATE model of a "Paquin" walking suit, which the American manufacturers copied and named the "Parsifal," shows some of the new style ideas, and though not exactly suited to the late Fall trade, may crop up here another Spring. This suit has a short jacket and a double-breasted pique vest.

The New York people have had such a pronounced success with the "Parsifal" suit that they are now bringing out a "Parsifal" raincoat, made in gloria, pongee and cravenette. It has a band of saffron colored cloth to outline the fronts, while the vest is of white with handsome gold buttons.

THE NEW SLEEVE.

SLEEVES show signs of returning to more moderate proportions. The fullness is being pushed further up the arm, and the new sleeves that give the broad shoulder effect may herald other changes—changes that are sure should Directoire styles come in as rapidly as predicted. The new sleeves are so made that they fit the arm-hole without gathers, the place of which are taken by a number of darts. Tucks and other trimmings are used, not down the sleeve, but parallel with the top of it. This sleeve changes the whole outline of the shoulders, and totally destroys the drooping, bottle-neck shaped effect that we have seen so much of this Summer.

THE BUTCHER OR TOURIST SUIT.

FOR the early Autumn trade there is a new coat making its appearance that is likely to be a strong rival to the raincoat, and to help to drive it back to its proper use. This is the butcher, or the tourist coat. This coat will be made in tweeds, cheviots and the new mannish suitings, and covert cloths, etc. Generally speaking, the length will be 45 inches or thereabouts, and as one of its names implies, it is in loose effects, either with or without collar, and belted in at the back.

SUITS FOR FALL.

MANUFACTURERS are now busied with their suit lines for Fall. Military or semi-military effects are strong in them, and the coat is much after the shape of the Fall cloaks, only shorter. Just about hip length is what is showing now. The drooping shoulder effect is strong, and is gained by continuing the shoulder in a kind of epaulette fashion over the cap of the sleeve. This gives a very long line to the shoulders, and this effect will be heightened when the new sleeve is shown. This sleeve is very much fuller at the top, and the fullness is put in with darts, and the sleeve top stands straight out from the shoulder, to which it gives a pronouncedly broad effect. Braids are again the popular trimming, and some persian braids are used with telling effect. Contrasting trimmings of broadcloth, either stitched or braided with lines of soutache braid, are shown. The vest in many styles and modifications is seen. Buttons are much used for trimmings, and loops of soutache braid are used to simulate button holes. There is not much novelty in skirts, and the shape is about the same. Some prominence is given to plain tailored, gored skirts. Though, with many firms, the Eton has been rather a doubtful style, just a few are shown tentatively in some manufacturers' Fall lines. Brown is banked on as a leading color for Fall, and some quiet fancies in brown, made up into suits, should be among the best sellers.

KEEP YOUR EYE ON CORSET STYLES.

It is not only the buyer and salespeople in the corset department that should keep posted in changes and styles in corsets, but it is of the very greatest importance that all connected with the ready-to-wear departments should be familiar with all these changes. They should know when the woman they are fitting is wearing the corset that best suits her figure, or if she puts it on properly,—for the way corsets are adjusted makes a vast amount of difference and they should be able to point out mistakes in lacing, the wearing of supporters, etc.; and to suggest the remedy.

The return to styles in dress that more closely define the figure is going to make corresponding changes in corsets; and is going to increase the dependence, which is already great, of the ready-to-wear department on the corset manufacturer. It would be a very good practice, and one that would increase the efficiency of the selling staff in the ready-to-wear department, to get the latest styles in corsets and fit each other carefully, noting the different figures and which corset is best suited to them, —the corsets that give to slender, medium and full figures the measurements that make them approximate the nearest to the sizes in ready-to-wear garments, so that salespeople will know what numbers and makes to advise in order to make the garments in your department fit to best advantage.

The object of the corset manufacturer is to so fit the many different figures that he reduces them to the one type, and on his success the very life of the ready-to-wear trade depends. In helping the corset manufacturer to do this, the ready-to-wear department is helping in the best possible manner its own business.

ERROR.

In the Toronto Fire Directory of last month's Dry Goods Review, the address of the Kleinert Rubber Co. was given as 1487 King street west. This should have been 1487 Queen street west.

The "ARMOUR" Patent

UNBREAKABLE

CHAIN BELT.

RETURNED
JUL 14 1904
Cut Book 21
Page 6
Liv.

No Soldered Joints to Break.



No Jump Rings to Come Apart.

Specially Designed to Suit Present Fashion

The Strength of These Belts is tested by a weight of 112 lbs.

Guaranteed by Manufacturer. Best Quality and Workmanship.

This Belt has already proved itself a seller. Get your orders placed for Fall.

GREENSHIELDS LIMITED

MONTREAL.

Greenshields Western Limited, Winnipeg.

Greenshields & Co., Limited Vancouver.

THE HISTORY AND DEVELOPMENT OF LACE



O understand lace in the present extent of its manufacture, in all its varieties and changes, in the intricacies of its construction, requires the devotion of a lifetime to the study, that is possible only to him who can visit the markets of Europe and obtain his ideas first-hand. The consumer, the retailer, and, without doubt, three out of five of the large importing wholesales acquire sufficient information only to suit their particular cases, without that delving into history, that observation of the process of manufacture necessary to the thoroughly qualified laceman. Even the works on this subject are crude and incomplete, and lace buyers of acknowledged eminence are loth to impart the results of their many years of study.

In an article of this kind, the faintest idea only can be given of what was and is in lace, and the ideas expressed may, in some cases, be matters only of personal opinion, rather than of unimpeachable authority.

Origin of Lace.

Lace in the proper sense can be traced to the beginning of the sixteenth century, but whether Italy or Flanders has the best claim to the invention is a matter of opinion. Certain it is, that every nation of Northern Europe, at least, learned the art from the Flemings. Venice was well to the front, however, and divides the honor. Not behind them came France and England, and it was in the former of these that the art developed more quickly than elsewhere. Venice point attracted so much attention in France that Colbert, in power in 1673, recognizing an important possibility, forbade the importation of lace, and established an industry at Alencon, and made the wearing of its productions compulsory. In a few years sprang up industries in a number of towns, including Chantilly and Valenciennes, both of which have given their names to laces which have long been made elsewhere in larger quantities than in the original towns.

Belgium and England were quickly deeply interested in the art, principally through the arrival of exiled Huguenots, who numbered among them many of the best lace makers of France. In fact, every country of Europe has added something of value to lace history, and each has developed at some time a peculiarity that has afforded a pleasing variety and furnished ideas for the modern manufacturer.

The Two Great Divisions.

Real lace may be divided into two classes—bobbin, or pillow lace, and needle, or point lace. Of late years has sprung up and practically driven out the real article machine made lace, but this is made in imitation of both the classes mentioned.

Needle lace was the first invention. In this variety the first step is the preparation of the pattern representing some small separate portion of the whole design. The outline is marked in white dots on a blue paper, and the worker begins by tacking this paper upon a backing of linen or calico. Next, taking together four or five threads and treating them as a single thread, she tacks this down with fine stitches all along the outline. And after this comes the real making. Since only a tiny portion can be done at a time, and since cleanliness is demanded, the pattern is usually protected at this stage by a bit of toile ciree, having only a small hole through which the part to be worked is left exposed. Stitches of extraordinary fineness now fill in the outlines. The solidity of the thicker parts varies, and delicate openwork is generally put in by a special worker. When the mat, or thicker parts, is finished, coarser thread is used to button-hole the outlines, and then the original tackings that held the first tracing of the thread to the pattern are cut, and the piece is ready to receive the openwork. Afterwards the pieces are joined together in a manner that would almost deceive the closest inspection.

Bobbin or Pillow Lace.

To make bobbin or pillow lace the maker has a cushion or pillow well stuffed, and generally mounted on a stand. Within or behind the cushion is a drawer to contain the completed portion of the lace. On this pillow a stiff piece of parchment is fixed, with small holes pricked through, to mark the pattern. Through these holes pins are stuck into the cushion. The threads with which the lace is formed are wound upon "bobbins," formerly bones, but now small, round wooden affairs, of which the upper part forms an elongated reel, and the lower part a handle. Each thread has its bobbins, and the number varies from four to twelve hundred or more. By the twisting and crossing of these threads the ground of the lace is formed. The pattern or figure, technically called "gimp," is sometimes made by interweaving a thread much thicker than that forming the groundwork, according to the design pricked on the pattern.

There are two kinds of bobbin lace—those made in small, separate pieces and afterwards sewn together or

applied on net, and those which have the ground net woven at the same time as the figures of the pattern, and with the same threads, such as Valenciennes, Chantilly and Mechlin. The first kind requires twelve to fourteen bobbins, and the second, being more complicated, calls into use a much greater number.

Machine-Made Laces.

It is in the realm of machine-made laces that the interest of the present day is centred. Real lace has become so expensive, and the imitation, or machine-made has become such a perfect copy that many kinds of hand-made have almost disappeared, and others are too expensive to allow of general distribution. A hand-made Valenciennes is an unknown quantity in Canada, and has been for years, the price being absolutely prohibitive. Chantilly is just as difficult to find. There are, however, real Maltese, Torchon, Brussels Point and a few less important varieties that are obtainable at a good price.

The first machine for lace making appeared in 1768, and in 1809 a Nottingham machine, invented for bobbin net, provided the foundation for lace making by machinery. When, in 1823, the patent ran out, Nottingham went mad over the making of bobbin net, and has ever since supplied more of this foundation for lace than all the rest of the world. The Jacquard attachment in 1837 rendered possible the imitation of Valenciennes and other kinds, and the principle is involved in almost all modern imitation lace.

Machine-made lace is a product of almost every country, and it is in the knowledge of the best towns in which to buy each kind that one buyer may have an advantage over another. These little points they are loth to divulge. Nottingham is the centre of the net industry, and is not behind in the manufacture of many kinds of finished lace. Calais is one of the best known lace markets, containing over 400 manufacturers. Plauen in Saxony and St. Gall in Switzerland are noted for their imitations of the more solid laces, and in addition have worked in several varieties with original ideas. Bohemia, Russia, Belgium and Germany have mills of more or less importance.

Home of Hand-Made Lace.

The home of hand-made laces at the present day is Belgium. In this country the industry has an importance that is telling upon it since the decrease in the demand for real laces. Some of the Belgian laces are made from a thread of such fineness that it is almost impossible to see. This thread is said to be spun in dark underground rooms, as contact with the dry air causes the thread to break. It is spun by the feel, but the room is so arranged as to admit a single ray of light upon the work.

The lace maker works at home, although a few are kept, during the tourist season, in small factories for the benefit of travelers. In her home, the weaver sits under a window to do her work, and in the evening has a lamp lit, before which is placed a bottle of water to concentrate the light. Occasionally a little sulphuric acid is added to the water to give a blue tone, and make the light less hard on the eyes. The hours of work are usually twelve in number. The work is all sold through an agent, who gives such low pay as to discourage the manufacture to a great extent. The high price of real lace to the consumer is caused more by the number of middlemen. The difficulty of manufacture of Valenciennes lace can, however, be fairly understood when it is mentioned that only one and a-half inches of some kinds of the old lace have been made in a day, and a more intricate pattern was produced at the rate of only twenty-four inches a year.

At present the different stages of manufacture are usually divided among several special workers. The patronneuses weave the first piece of lace from a new design, and prepare the pattern; the pigneuses prick out the patterns; the stragneuses apply the laces upon the net; the monteuses put together the laces not applied, and the foneuses put in the jours, or openwork parts of needle lace.

Some Technical Terms.

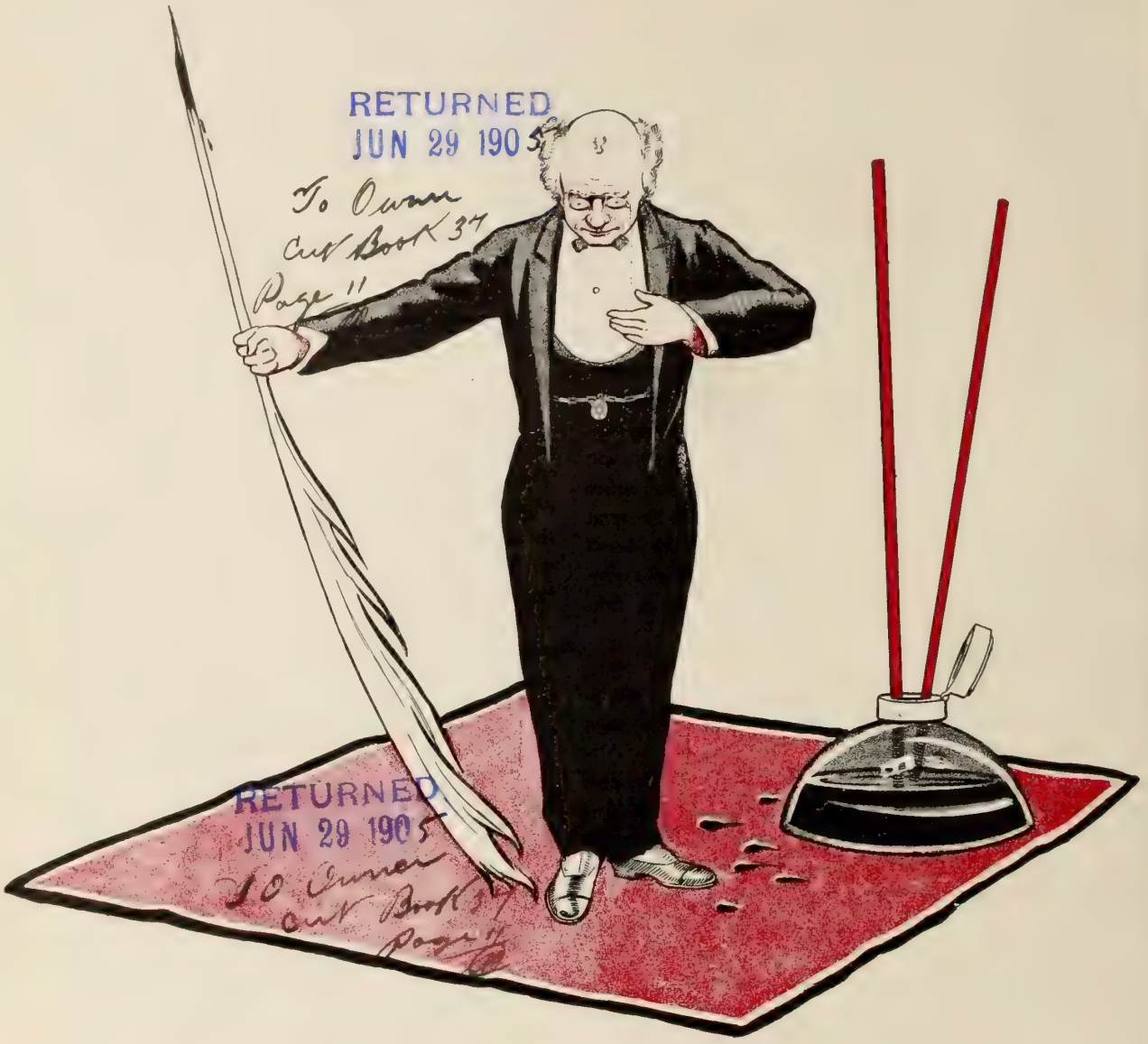
Some of the technical terms applied to the different parts of lace are "toile" or "gimp," the pattern proper; "brides," the thin loops or plaits which pass from the edge of one portion of a pattern to another; "reseaux," the meshed grounds; "cordonnet," the outline to the edges of the pattern; "modes," insertions of fanciful designs; "picots," the little loops.

The contributions of Great Britain to the laces of the world are centred in a few cities and towns of Ireland and England. Nottingham, as has been said, is known for its nets and machine-made laces. But there are several homes of real lace that are keeping themselves before the world. Honiton and Beer, two small villages of Devonshire, are producing Honiton lace under the patronage of royalty and a society of ladies. Each of these ladies pledges herself to give one order a year, and both Queens Victoria and Alexandra have done much for the industry. Ireland in Limerick, Carrickmacross, Kinsale, Newry and Crossmagen is manufacturing a popular lace and crochet lace. The Irish Industries Association, established in 1886, sold, through its London branch alone, laces valued at £28,000, in 1900.

Change in Lace Centres.

One of the interesting details in connection with the history of lace is the movement of lace centres without affecting the name of the lace, although this in nearly every case is derived from the town where it was manufactured. Chantilly lace was first made in a town of that name situated near Paris. The Revolution, however, killed off most of the workers and patrons, and labor became too high priced so near the city. The result was that Caen and Bayeux in France and Grammont in Belgium became the centres. Brussels point is made for the most part in East Flanders; Mechlin at Turnhout; Alencon at Burano, near Venice, and Brussels, Alencon and Bayeux; Valenciennes at Ypres, Courtrai, Bruges and Ghent; and Point d'Angleterre is a misnomer for Brussels Point, received on account of the vast amount smuggled into England when the importation was forbidden.

Just a line to say that



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CLOTHING
NECKWEAR
UNDERWEAR
HOSIERY

SHIRTS
COLLARS
GLOVES
NICK-NACKS

FLOWING ENDS OF TALK.

EVEN in Canada everything is Jap. Their capabilities for overrunning Corea and Manchuria have extended to Canada, and whatever can be labelled with a Japanese name goes. Japanese silks and carpets are staples, but this year has seen a boom for them. Now we are pushing Japanese wall paper, and the latest is Japanese cravats. A Toronto house shows a line of Japo-crepe cravats in plain colors, which look very much like pongee silk, except that they are not silk. An English firm carries the idea still further, and are showing a line originating from the "Paradise of Fujiyama"—Japan. The Japanese characteristic is brought out in the pattern, which is of that peculiar slightly conventionalized floral design which that nation effects in its art. Such names as "The Chrysanthemum," "Pagoda," "Landscape" and the "Bamboo" are descriptive and effective names for these cravats. To further carry out the idea, the manufacturers have issued show cards, which are made of rice paper imported direct from Japan. The cravats are of the wide end variety, but tie in a small, neat knot, and the introducers feel certain of a ready sale. There are sure to be imitators, however, who will snap up much of the trade.

Mikado Cravats.

* * *

EVERY man has his taste in materials for shirts, but it has always been understood that newsboys and such like were satisfied at wearing anything that would cover their nakedness. It has, therefore, been left to a minister to discover that the street urchin selects his material with as careful an eye as the most fastidiously dressed "toff." There are inherent qualities in certain newspapers of the world's metropolis that qualify them to a greater extent than others for making into shirts. Provided the gamin has a choice, he unhesitatingly treasures up "The Times." If his resources extend more to other sheets he usually rummages around until he finds one Times, and places it in the most vital spots. "Them radical newspypers," to use his own English, "why they ain't worth a tinker's cuss for wear." Some of the "newsies" exhibit a great care for the artistic appearance of these shirts by pasting a glaring illustration on the bosom or manipulating the sheet so that some striking advertisement receives a free circulation. A New York yellow journal is a "strike" that is distributed over the bosoms of a boy and his "pals," and is certain of a careful fostering until another is found. The lad who had analyzed the standing of Radical papers had on a Daily Telegraph, and was bemoaning the fact that it would last only a few days, whereas a Times need not be discarded for a week.

"Printed" Shirts.

* * *

THERE have not been many radical changes in the materials used in the manufacture of stuffs suitable for wearing material. Silk, wool and flax were all used thousands of years ago in very much the same way as they are to-day. Cotton and jute may be additions to the raw materials of more recent date, whilst the various chemicals used for weighting silk and cloth are doubtless modern adulterations. The manipulation of shoddy, too, is an acquirement which has been the result of aeons of education. But the very latest is the belief expressed by weavers that the turning of stone into clothing material, and the making of flexible granite trousers, black marble coats, and fancy onyx waistcoats, may be a possibility of the future. Already curtains are made of asbestos, and cloth is manufactured from chalk, while a certain spinner has an armchair covered with a soft and silky fabric, which he wove laboriously out of a rock-red shell.

Cloth of The Future.

* * *

ACCORDING to an English writer of men's fashions, whose article appeared in the Court Circular, jewelry is becoming more popular for male wear every year, the trinkets worn including bracelets, anklets, jewelled and other fob-chains, and even necklaces. The latter ornaments, we are told, consist of gold chains with heart, amulets or miniatures set with pearls or brilliants attached, these being worn inside the waistcoat, while the chains show over the shirt front. The favorite bracelets are gold curbs or bangles, sometimes set with miniatures or jewels; and the anklet most in demand appears to be a gold chain of fantastic design, jewelled or otherwise, "but the plain gold band," says the authority, "is also worn, just above the boot." In the same way that the old-fashioned locket of solid gold has given place to the pendant of quaint workmanship, so has the gold seal at the end of a fob chain been superseded by something newer, and is now replaced by any quaint trinket, such as a bullet (with a history), embedded in jewels or gold filigree; a gold nugget, or a curious stone. Relics of the late war are freely used as ornaments to fobs. The jewelry craze is naturally a very profitable one to goldsmiths, for the jewelled bracelets, etc., worn by men are costly things, and a decorative fob easily runs to a couple of hundred pounds. It is said that a certain well-known Marquis has personal jewels to the value of £40,000.

"Police."

FADS AND FASHIONS.

IT was a natural thing that, after the severe Winter and cool Spring, the idea should have become popular that we were going to have a Summer built on the same principles as those of the past two years. Strong men hustled down to the office in May, and rushed back again to the warmer atmosphere of the home, and shiveringly talked of the prospects of snowstorms in June. And it is willingly admitted that they have lost their reputations as prophets. June has been almost all that could be desired. Its average has been higher than that of other years. It has been a source of the greatest satisfaction to tailors, clothiers and men's furnishers that this has been so, for upon the temperature depended the success of the season's business. This hot weather has brought out a brisk demand for Summer furnishings—suits, hats, belts, cravats, shoes, collars—that has fulfilled the highest expectations.

* * *

I am perfectly safe in saying that never before has the Summer suit been so prominent a feature of a man's wardrobe, and no month of June has made it such a regular article of wear. This year, from the numbers I see on the streets, the unlined coat and belt must be considered as essential as a collar and hat, for everyone seems to be wearing one. And it is not by any means the flimsy affair that was allowed to fill the bill in other years, unless the purse was full. From the number that are wearing them, I would judge that the Summer suit must be the only suit that many of them possess. And yet when one examines the prices and quality of ready-made clothing for Summer, this extra suit is not by any means the serious affair it appears to be.

* * *

The most decided preference is shown light grey homespuns. Perhaps three out of five are of this material, or its imitation (which is by far the commoner), and varied as the cut is, there is at first glance a monotony of appearance. The advantage of the greys is that they are so serviceable, amid the lounging, dust and heat of Summer weather. There are many light flannels and fancy tweeds and worsteds in light weights unlined, but the former is apt to get "raggy," and the last two do not look so cool as the homespun. There is a great liking shown for blue serges among the best dressed men, and when properly made its position is well deserved. There is nothing so neat and dressy as the well-made serge. And coolness need not be sacrificed. A great many of the homespuns are made in the Norfolk style. This is affected by young men particularly. But the single breasted sack seems to be superseding the Norfolk in the better class of trade, and the best tailors are advising it. The blue serge adheres to its usual cut—the double breasted. An exceedingly neat and cool blue serge can be made as follows: Have only sham pockets in the sides, or rather only the flaps of pockets. This is to avoid the lining of the entire front widths as supports to pockets. The breast pocket can be omitted, as it is of little use, and cannot be said to be an addition, particularly in the patched style. Inside there could be two pockets and a small ticket pocket. A fairly long lapel of only moderate width, and the coat buttoning three are features of the latest style. This coat would require a lining through only half of each of the front widths, and would be much neater than with the outside pockets.

* * *

It has always been an opinion of mine that the Norfolk coat is out of place in its present popularity. English as it is in origin, the English are careful to confine it to the realms of sport. They wear it almost entirely while shooting, fishing, golfing or bicycling, but outside of this it is never seen on a well-dressed man. We Americans, in our copy of English styles, have seized the cut without taking notice of the proper surroundings and accompanying conditions. For street wear the Norfolk coat is improper and rather unsightly. There is no doubt of its popularity, and tailors and clothiers are compelled to do as they are ordered, but a little judicious argument will convince many who merely follow what they think fashionable without a commonsense view of its appropriateness. The Norfolk coat cannot be beaten as a sporting style, but there it should stay, if one would be precise in his apparel.

* * *

The appearance of the Summer coat this year is not at all similar to what was presented by too many of them in former years. The entirely unlined coat is the exception, and though this interferes somewhat with the coolness of the garment, it improves its "hang" so much as to make this a matter of little moment, particularly as it makes it little warmer. Many tailors line the two front widths, in this way allowing for the regulation number of pockets put on in the usual way. This is unnecessary, however, since a sufficient number of pockets can be inserted with a half width lining, and the "hang" is almost as good as where fuller lining is used. A coat without lining will not keep its shape, especially if it is of light material. The back is, of course, always unlined. The breast pocket, almost always at a slant, is a part of most of the coats, and it is quite likely that this will create a larger demand for handkerchiefs with fancy borders.

* * *

There is not the partiality shown turn-up, or cuff, trousers that one would expect. In other years nine out of ten Summer trousers had this finish to the legs, but this year there are just as many made with the plain finish. Both are proper, but the elimination of the cuff is a new idea, and therefore is meeting with favor. For my part, I rather prefer the cuff, as it not only prevents the slipping down of the trouser over the shoe when suspenders are omitted, but it has a more summery neglige appearance, and accordingly suits the purpose and other features of the suit. If the coat has patch pockets, cuff trousers are an accompaniment that carries out the idea throughout the suit.

* * *

Bow ties are gradually working their way into popularity, but not by any means driving out four-in-hands. The long four-in-hand of last year is not so prominent, although many men will wear it as a matter of preference, on account of its neatness. Well dressed men will avoid the extremely narrow bow tie. The graduated four-in-hand is vieing with the straight shape for first place. Pongee silk is the newest thing. Wash ties are out of it.

THE DON.

ALWAYS AT THE TOP

TRADE W.G.R. MARK

THE HOT WEATHER IS HERE.

HOW ARE YOU FIXED FOR IT ?

HAVE YOU GOT YOUR SOFT SHIRT STOCK IN SHAPE ?

HOW ARE YOU PREPARED ON

SUMMER COLLARS ?

WE CAN TAKE CARE OF YOUR WANTS.

LET'S HAVE THEM *NOW.*

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LEEDS ENGLAND.

IMPORTANT TO TAILORS & CLOTHIERS

Black Italians, Alpaca, Mohair and Lustre Linings in

PERMANENT FINISH

THE MERITS OF THIS FINISH ARE—

1. Proof against Damp Cloth and Hot-pressing Iron.
2. Finish and Handle unequalled by any other Process.
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GOODS ARE STAMPED ON THE BACK AT REGULAR DISTANCES.

S. KIRK & SONS' PERMANENT FINISH

FACSIMILE OF STAMP

STRENGTH UNEQUALLED

BEWARE OF IMITATIONS

SUPPLIED BY ALL THE LEADING HOUSES IN

Bradford, London, Manchester, Glasgow.

EFFECTIVE WINDOW CARDS.

A SUMMONS TO SUMMER NEEDS

TRY THESE OVERALLS
AND
WATCH THEM WEAR

A LEAP YEAR PROPOSAL—
USE OUR HEADWEAR

THE STYLE
THE MAKE
THE PRICE
} JUST RIGHT

WINSOME CRAVATS FOR
WINNING TRADE

HOSIERY IN VARIETY

COLLARS IN QUARTER SIZES
TO SUIT NECKS IN ALL SIZES

ATTENTION PAID TO EVERYTHING
THAT TENDS TO MAN'S COMFORT

SAMUEL SMITH
YOUR BOSOM FRIEND

LOW COLLARS AT LOW PRICES

CHIC CHASTE CRAVATS FOR
CRAVAT CONNOISSEURS

FOR WEAR
FOR LOOKS
FOR PRICE

PARTICULAR CRAVATS FOR
PARTICULAR MEN

A NEW BORN FASHION

SUMMER SUITS THAT SUIT
THE SUMMER

EVERYTHING RIGHT, RIGHT HERE

THE NEWEST SHADES—BROWN AND CHAMPAGNE
THE NEWEST SHAPES—FOUR IN-HAND AND BOWS

UP-TO-DATE AND UP TO-YOU

Buyers of Woollens and Tailors' Trimmings



VIEW OF OUR SAMPLE ROOM

Are unanimous in their opinions that our lines for Fall were never better selected.

MERCHANT TAILORS who are exhibiting our lines have no trouble in pleasing customers.

We have a very choice selection in

TWEEDS, SERGES, SUITINGS,
OVERCOATINGS, Etc., CANVASES, ITALIANS,
ASSORTED SILKS, HAIR CLOTHS, SLEEVE LININGS,
HOLLAND POCKETINGS, Etc.



WE HAVE 35 PER CENT. MORE SAMPLES THAN WE HAVE EVER CARRIED BEFORE.

Sole proprietors of the celebrated "TYKE" and "BLENHEIM" Serges, also of Salt's "YOTSMAN" Serges, the best goods in the trade. Send for sample of them.

FREE SAMPLES ON APPLICATION.

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A. McDOUGALL & CO.

196 McGill St., MONTREAL.

WOOLENS
CLOTHING
TRIMMINGS

THE MERCHANT TAILOR

STYLES AT
HOME AND
ABROAD.

SUMMER suits are the centre of attraction now, and are in greater numbers than ever before. That man is badly off indeed who considers himself unable to spend his $8 to $35 on a special suit for the warm weather. The various cuts seen are single-breasted, double-breasted and Norfolks, with the first the more popular, save in blue serge, which is always of the double-breasted style. The Norfolk is not as much worn as last season, a fact which was months ago predicted in these columns. What there is of it is mostly provided by the clothier, rather than by the tailor. The blue serge is especially prominent this year for it, and well-dressed men are rapidly realizing its value as a Summer dress. The turned-up trouser is not a necessity, but it is as frequent as the plain. Trousers are quite roomy with the Summer suit, as such a size looks and feels cooler. The lapel is quite long, with the double-breasted coat, and where a vest is worn one button of it shows above the opening.

* * *

The material that is the choice of the greater number is homespun. Some lightweight worsteds and flannels also are worn. Colors are usually very light, in many cases being almost white. White with splashes of black is a popular shade. Many materials show a quite pronounced stripe. Fawns and various shades of brown are also much seen. These light homespuns are single-breasted or Norfolk, while the worsteds are often double-breasted.

* * *

Ready-made clothing is selling far more readily to the higher class of trade than ever before. Of course, there are very many men who will never purchase clothing anywhere but at a tailor's, but with the rapid advance in factory garments, there are many who consider them satisfactory. Clothing manufacturers should have credit for the exceptional care they have taken in the choice of materials they are showing for Summer suits, and in the cut and fit. Good-appearing suits are to be had for $8 and for $12 there are what many a tailor would be proud of.

* * *

The belt is going to be a staple article of wear this Summer, and is even now worn in large numbers. The plain black, dull finish, inch-wide affair, with nickeled or leather-covered buckle, is the proper thing. Tans are still in demand, however, and are worn freely with the light suitings. Patent leather belts are not selling. White trousers have had no chance as yet, but the chances are they will sell in the usual way for summering. No self-respecting man dons them on the street; that day is long past. There are a great many white canvas shoes worn, and the number will increase during July. No other color will be accepted.

CLOTH ADULTERATIONS.

STRONG censure has been handed out to the manufacturers of shoddy goods, which are spoiling Canadian trade. An English journal recently commented on the adulterations, in the manipulation of which the English maker is an expert.

Cotton and other vegetable substances are being so skilfully scuffled in with the yarn that it is almost impossible to tell by a cursory examination that cotton is present. This practice has grown with astonishing rapidity since the introduction of the black and white stripes became fashionable, mercerized cotton having very much the appearance of silk, being used for the stripe. In some cases we have found quite a substantial foundation of cotton in cloths sold at from 6s 6d to 8s 6d per yard, and which, if not sold as all wool, have been inferred to be such.

Simple Tests.

The presence of cotton may be easily discovered by dissolving all the wool, which may be done by boiling in a bath of strong caustic potash, which acts on all the animal matter, but leaves the vegetable fibres, such as cotton and linen, intact. After the tested material is taken out of the caustic bath, wash in clean water and dry. On the other hand, the cotton may be all destroyed by immersing the sample in a dilute sulphuric acid bath for half an hour, and after wringing and drying, put it where the temperature is 180 to 200 degrees Fahrenheit, and in about an hour you can rub out all the cotton, which has changed to carbon. Fuller particulars of these tests appeared in the "Tailor and Cutter" for July 2, 1903, when the subject of adulteration was fully dealt with.

A Warning.

Caustic potash, or sodium caustic, can be obtained at any chemist's, but, as its name implies, it is burning salts, and if handled will injure the user. It dissolves quickly in boiling water, and sufficient for testing purposes can be made in a saucer, which may be heated over the gas. Stir with a wooden or glass stick, and when the water boils, put in your pattern of cloth, which will curl up like burnt paper. After a time the wool will be all dissolved, and only the cotton or linen foundation will be left. When this stage has been obtained, take out the remains and wash in clean water, and dry. The experiment is both practical and interesting, and will be of service in many ways. It will prevent people from paying for goods as all wool that are part cotton, and they will be saved from selling material as all wool that is not.

One of the most practical issues at stake from the cutter's standpoint is how this cotton adulteration affects the fit, and what alterations he should make to adapt his cutting to the cloth. In the first place, it must be borne in mind that cotton, being practically unshrinkable, any cloth that has a substratum of that material will not lend itself to manipulation, in the same way that

an all-wool cloth would, as the nature of wool is to shrink, so that it can be moulded to almost any form desired; hence it follows that garments made from cotton cloth must be made in such a way as to do away, as far as possible, with manipulation. This means a straighter style of cut, and the reliance on V's and puffs to produce form. Needless to say, the most artistic results are not to be obtained by this method.

Cotton and Wool.

The relative properties of cotton and wool should also be borne in mind. Cotton is a good conductor of heat, and, consequently, does not keep in the warmth of the body. Wool is a non-conductor, and does. Wool is very much stronger and more elastic than cotton, the latter being a vegetable fibre, and the former an animal hair. Cotton can be washed again and again without injuring it to any appreciable extent, but wool suffers in many ways by contact with water, and especially so by its constant tendency to shrink and cockle. Hence it will be seen how desirable it is the tailor should know whether he is using cloth made of all wool or an admixture of cotton, shoddy and wool.

A Difficulty.

Discussing this matter with one of the largest woolen merchants in London, he said the reason for adulteration was to be traced to the demand for cheap clothing. Tailors who have common sense ought to know that at the prices at which cloths were now offered, it was impossible for them to be all wool. Still, he said, it is quite possible to sell an all-wool suiting for 4s per yard, not, of course, of the finest wool, but still all wool. Suggesting to him the desirability of marking the cloths "All Wool," or "Unions," he said it was a very difficult matter to tell what a cloth really was made of, as, owing to the ingenious way in which cotton was scribbled into the yarn, neither the manufacturer nor the woolen merchant could tell apart from the chemical test. Still, he acknowledged the desirability of letting the tailor know, and wished he could see some practical way of giving the necessary information.

THE SMALL MANUFACTURER.

IT has been said that one of the reasons of the failure of Canadian woolen mills to make their business pay is that they cannot manufacture in sufficient quantity. The large British mill can make goods more cheaply on this account, and has an advantage over the smaller mills. In England there is the same difficulty met by the mill that manufactures on a limited scale.

In a discussion of this question the Textile Mercury of England says:

We live in an age of big things. Big organizations and "combines" seem not unlikely to sweep the smaller concerns either out of existence or into their own gigantic nets. The woolen manufacturing industries have not yet experienced much of combines and trusts, and there does not seem any immediate prospect of the creation of such organizations. The nearest approach to such monopolistic trading in woolen circles is the Yorkshire Woolcombers' Association, which, however, has thus far offered little inducement to the further welding together of independent firms. Moreover, it is now an accepted fact that the general public do not like the trusts and combines, and the fate of the small trader, which was at one time said to be sealed, is now much more hopeful than of late; and if he can but hold his own for a little while longer, it is not unlikely to become yet more assured.

Nevertheless, the small mills feel acutely the competition of the larger concerns, although these cannot be described as "combines"; and whereas once upon a time there were quite a number of manufacturers who owned but a few looms, and made only a few pieces of cloth every week, which they sold without difficulty, today there are very few such tiny concerns. The development of the fancy trade in woolens and worsteds has largely caused their disappearance.

When the woolen trade was almost entirely confined to plain goods (such as broadcloth, beavers, doeskins, etc.) these small men were always certain of their stock—even if they accumulated any, which was not often: for there was no continual changing of colors and designs as at the present time. Men used to be able to start in business as manufacturers on their own account with little capital, which they had managed to save out of their personal earnings, and from this class have sprung many of our older manufacturing firms. These men, who had learned manufacturing by actual work at the loom, became often large employers of labor and successful business men, whose practical experience served them well in dealing with the operatives they employed, and with the problems of cloth manufacture. Having nothing to depend upon but their own efforts and energy, they were far more likely to succeed than many of those who came after them and found businesses and capital ready to hand, which their fathers and grandfathers had made by strenuous and intelligent work. It is thus a legitimate subject for regret that so few men of brains are able to start woolen manufacturing to-day with what little capital they have managed to save from their weekly wages; the industry is the poorer for losing these valuable recruits.

The Difficulties of Small Woolen Mills.

Although the very small manufacturer, with his two or three or a dozen looms, is no longer with us, his fellow of thirty or forty looms may still be found. Unhappily, however, he stands no great chance of survival.

At the best of times these small firms feel the keenness of competition, even when the small orders that big firms sneer at when times were good are finding their way into the smaller mills. But when things are quiet, the larger mills are glad to secure these orders—which they can do by cutting in price. Thus small and big orders are swept into their nets. In woolen manufacturing much depends upon the turnout of a mill, and it stands to reason that the firm which can produce 200 pieces per week is better able to do things much lower in price, and at the same time make a profit, than the firm turning out only 100 pieces per week, the cost in the one case being by no means double that of the other.

The only chance for small mills is to specialize, producing fabrics upon which they can put a good profit. When they try to compete with larger firms on goods which almost everyone can make, their position becomes hopeless. Merchants, while not too kind to small firms, tolerate them for their own particular ends, but lose no opportunity to grind them down. They take liberties with small firms which they dare not do with big ones: for if one

WOOLLENS AND TRIMMINGS

Specials for Fall Trade

Grey Meltons,
Beavers,
Serges,
Vicunas,
Tweeds

Also . . . .
Farmer's Satin, Italian Cloth, Etc.

SILKS AND SATINS A SPECIALTY.

The British American Import Co.
Wholesale Dry Goods.
364 St. Paul Street - MONTREAL

JOHN FISHER
SON & CO'Y,
WOOLLENS
— AND —
Tailors' Trimmings

WAREHOUSES :
Victoria Square, Montreal,
65 and 67 Yonge St., Toronto
55 and 57 Dalhousie St., Quebec.
and
JOHN FISHER & SONS
HUDDERSFIELD, ENG.

Woollens and Tailors' Trimmings

We have now in stock a larger assortment than ever of the above goods for

FALL, 1904

We assure you of good values in all our lines, and ask you to look through our samples, in the hands of our travellers and special men. We feel sure it will be to your advantage to do so.

SPECIAL MEN :

R. F. GERMAN
Toronto, Ottawa Valley
Main Line Grand Trunk

A. P. MILLER
Western Ontario

GEO. L. HOLLAND
Maritime Provinces

J. H. BEDARD, Prov. of Quebec

GREENSHIELDS LIMITED
MONTREAL

of the small concerns sells goods where they think it ought not, they cast it off light-heartedly, while winking at the same practices by an influential house.

In the matter of terms, where the big firms can fix and insist on their own dates of payment, the small firm has to take what is offered. Also, merchants are getting more and more averse to giving appointments to small manufacturers, as they like to see a large variety of ranges when they do take the trouble to go through a selection. A possible remedy is to be found in combination, reasonably carried out. For instance, there are many districts where co-operation of the small firms making much the same goods would enable them to turn out their goods so much cheaper that they would be in a more favorable position in the market. They could concentrate their different departments and have one dye-house for all the mills, one mill for one class of goods, another for another, and so on. The objections advanced against "combines" would not apply to co-operation on the lines thus indicated.

ENGLISH WOOLENS FOR 1905.

THE outlook on the woolen market in England is not very encouraging. Money is short, and this restricts buying and gives a feeling of lack of confidence. The weather has been unfavorable for the most part, but not even the fine days in April and May stimulated buyers as the scarcity of money was a more pressing condition.

Buyers are very cautious and select only the patterns of most exceptional value. Tweed suitings are receiving great attention, as it is felt they will be as strong as ever. There is a very brisk demand for fancy covert coatings when the patterns are "catchy." No one wants stripes in any material, but overchecks of design and color are sought for. Silk stripes and mercerized cotton are neglected. A stronger demand is materializing for plain goods.

Prices are down to the bottom, and manufacturers are looking for very little profit. If prices go up as they are tending, hard times are in store for them; but competition will not have it otherwise.

NEW WOOLEN COMPANY.

IT is said that a movement is on foot by which a number of Westville, N.S., business men will reopen the woolen mills at Eureka. The prospectus has been issued, in which it is sought to enlarge the capital stock to $150,000. The movement is meeting with great success and the outlook for early reopening of the mills under improved conditions is becoming brighter. The new company will be known as the Nova Scotia Woolen Mill Co., Ltd.

Since the changes in the tariff several mills through the country have drawn up plans for extension. The woolen mills of Ryan & Goodlands, at St. Boniface, Man., which have been shut down for four months, have been reopened, and Mr. Ryan, one of the members of the firm, has every hope of its success.

Incorporation has been granted John A. Humphrey & Son, Ltd., consisting of Wm. F. Humphrey, Senator Wood, Charles S. Hickman, Fred. W. Sumner, P. S. Archibald, J. H. Harris, J. P. Sherry, O. M. Melanson, and Richard Leary, to succeed J. A. Humphrey & Son. They will carry on the manufacture of woolens on a more extensive scale. The capital is $500,000, consisting of 5,000 shares of $100 each. The head office will be at Humphrey's Mills. Business is to be extended into every province of Canada, and for this reason a Dominion charter has been taken out.

THE NEW TARIFF.

THE complete effect of the changes in the tariff on imported woolen goods cannot yet be estimated. The duty on English goods, which form by far the greater part of what is imported, is raised from 23 1-3 per cent. to 30 per cent., the general tariff and surtax remaining the same.

The general impression seems to be that Mr. Fielding's remarks in his budget speech referred only to material, but an examination of tariff item 394 reveals the fact that manufactured clothing is also included. The principal objection to the change is its going into immediate effect, just when all orders are taken from their customers by importers, and before the goods have been received. Unless some allowance is made, the importers will lose the 6 2-3 per cent., since their prices were based on the old duty. Another fault found is with the extent of the application of the higher duty, including as is does, dress goods, cloths, and linings not attempted by any Canadian manufacturer.

Interviews with several of the leading firms interested are given under a separate heading.

OPEN SHOPS IN NEW YORK.

THE open shop was made a permanent institution by the Labor Bureau of the National Association of Clothiers at a special meeting held in New York. Delegates from the five clothing centres, New York, Chicago, Baltimore, Philadelphia and Rochester, were present. The unions have been beaten in Rochester already on this question.

There has been talk of a big strike in New York for the recognition of the unon. If it takes place the strikers are apt to be beaten, as the employers are well organized. Although the unions are really more powerful in the United States than here, they have in a few instances won most of their demands in the tailoring trade in Canada, while they are now being beaten right and left across the line. Organization does it all.

MARRIED IN A WINDOW.

AN interesting event was advertised to take place in the window of Workman's clothing store, at the corner of McGill and Notre Dame streets, Montreal, on Tuesday, June 15, but much to the disappointment of hundreds of people who gathered to witness it, there was a hitch in the proceedings and it did not come off. This event was no less than a marriage. Mr. Workman offered $100 in gold to the couple who would consent to get married in his window, and the offer was taken up, but the young couple, as well as Mr. Workman, got so much free advertising, and the crowd to witness the ceremony was so large and full of grin, that the bride's father prevented it from going on. It afterwards

CRAIG ST. AND VICTORIA SQUARE.

Mark Fisher, Sons & Co.,

Fine Woollens, Tailors' Trimmings, &c.

Montreal, July 2nd, 1904.

To
Merchant Tailors,
Dominion of Canada :

Gentlemen:-

We again invite your special attention to our stock of Fall and Winter Importations in Woollens and Tailors' Trimmings, which in our opinion is better than ever ; as to being larger, that is beyond question.

You will find our stock of Imported Goods replete with everything that is new in Worsted and Tweed Suitings, and Trouserings ; also Overcoatings. In Rainproof Overcoatings we have a varied assortment. QUALITY keeps pace with STYLE.

A word here about staples, Black and Blue Worsteds, Serges, Vicunas and Cheviots may not be amiss. A large proportion of the tailoring trade is done with staples. We carry the largest stock of these goods in the Dominion ; when you are thinking of adding to your stock, if you have not bought from us in the past, give us a trial order, and we will guarantee satisfaction.

Whilst giving our Imported Goods Department its due share of attention, we are not neglecting Canadian manufactures. We keep the best of Canadian productions in stock ; and justly claim to keep an up-to-date Canadian Woollen Department.

In our Tailors' Trimming Department we are showing new designs in Sleeve Linings, and carry a large range of Alpacas and Mohair Linings. Special attention paid to Italian Linings. Our Italian cloth P208, and S525 serge linings, are leaders. Our canvasses are used by the leading Merchant Tailors from the Atlantic to the Pacific.

Samples forwarded on application.

Yours truly,

MARK FISHER, SONS & CO.

BRANCHES :	TORONTO, Ont.	WINNIPEG, Man.
SAMPLE ROOMS :	HALIFAX, N.S.	ST. JOHN, N.B.
	OTTAWA, ONT.	LONDON, Ont.

ALL WOOL UNDERCLOTHING

WILL NOT SHRINK IN WASHING EVERY GARMENT GUARANTEED



ANY GARMENT SHRUNK IN WASHING WILL BE REPLACED

IN WEIGHTS SUITABLE FOR ALL SEASONS.

SUPPLIED THROUGH THE LEADING WHOLESALE HOUSES.

DUNCAN BELL, MONTREAL and TORONTO, CANADIAN AGENT.

took place in the store, and the sign on the window, "Workman keeps his word," gave notice to all and sundry that the bride and groom had received the $100 anyway. They were also presented with various presents from enterprising merchants, whose presents were placed in the window and ticketed with the names of the donors.

This sort of advertising has been used before, and in



The Crowd in Front of Workman's Windows

the present instance it certainly gave a great deal of prominence to Workman's store. Whether it was of real value in selling goods is a question on which there may be some disagreement. Unless it be possible to repeat the occasion, or to have some other event of like interest take place from time to time, it is likely that what advertising benefits may be derived from it will be of but short duration.

NOTES OF THE FURNISHERS.

B. Bannett, clothier and men's furnisher, Fernie, B.C., has sold out.

John R. Pauley, tailor, St. John, N.B., has discontinued business.

P. J. Kelly, men's furnisher, Stratford, has opened up his new store.

British American Hat & Cap Mfg. Co., Montreal, have dissolved partnership.

Lech Bros., hatters and furriers, Peterboro', have remodelled their premises.

John Jewkes, tailor, Belmont, Man., has been burned out. Loss covered by insurance.

R. T. Kidd, of Kidd Bros., clothiers and men's furnishers, Wiarton, Ont., is dead.

Turner & Watson, tailors, Saskatoon, Man., have been succeeded by R. J. Turner.

Richmond & Glass, clothiers, Vancouver, B.C., have advertised dissolution of partnership.

Geo. McClure, Thorold, Ont., has added a stock of men's furnishings to his tailoring business.

The New York Neckwear Co., Montreal, is the style of a new firm manufacturing men's neckwear.

J. T. C. Lang and Jos. Maher are opening a new men's furnishings and clothing store in Peterboro'.

William Wetmore, men's furnisher, and C. Brager & Son, clothiers, St. John, N.B., have been burnt out.

Gervan & Co., men's furnishers, Ottawa, Ont., have dissolved; business continued by J. H. and F. Gervan, style unchanged.

R. A. Garratt & Co., clothiers, Ottawa, have dissolved partnership, business continued by R. A. Garratt under old style.

A firm of hat manufacturers in the United States have been negotiating for the re-opening of the Union Hat Works, Brockville.

B. B. Clements, formerly in charge of the tailoring department of Rutledge & Jackson, Fort William, is setting up business for himself.

W. A. Zwicker, Lunenburg, N.S., is building a large addition to his men's furnishing establishment, and in the meantime has moved to temporary quarters.

Ball & Co. have disposed of their store at 218 Queen east, Toronto, and are now devoting their time to making suspenders for the wholesale trade at 651 Queen street east.

S. R. Morden, representing H. E. Bond & Co., clothing manufacturers, Toronto, has returned from a three months' trip in the Northwest. He reports business good.

On the last day of May a fire of considerable proportions took place in the building occupied by M. Saxe & Son, clothiers and merchant tailors, at 1462-1464 St. Catherine street, Montreal. The fire started on an upper floor, which was occupied by a skirt factory belonging to Jos. Lamoureux, and in spite of the firemen's efforts, it quickly spread through the building, the whole of which was badly gutted. M. Saxe & Son's loss is placed at about $10,000, all covered by insurance. The building, which was also fully insured, was damaged to the extent of about $4,500.

THREE GOOD ADS.

Among the displays in the St. Jean Baptiste procession in Montreal, on June 24, were those of the Dominion Cotton Co., and the Colonial Printing & Bleaching Co. Each had a large wagon handsomely decorated. The Colonial Printing & Bleaching Co. used samples of all their new prints, and the effect was very fine. Their motto was, "Support Canadian Industry." The Dominion Cotton Co. showed a loom in operation, one of the most interesting of all the procession. The Ostermoor mattress was also shown in the making, and proved an attractive feature of the parade.

The trade journal ad that aims at nothing more than immediate orders interests that very small fraction of readers who are contemplating purchases. But the advertising built for general publicity impresses every reader, and when purchases are made a year later, or five years later, the advertiser is still a factor to be reckoned with.—Mahin's Magazine.

A FUR MAN MARRIES.

A HAPPY event took place on June 8 in Montreal, when Mr. A. J. Alexandor, manufacturing and importing furrier, was married to Miss Bessie Morris, daughter of Mr. M. L. Morris, wholesale clothier. Mr. and Mrs. Alexandor have recently returned from a honeymoon trip spent down the St. Lawrence and on the Lower Saguenay. The popularity of the bride and groom in business circles is evidenced by the many presents received from friends in the trade.

To the Merchant Tailors of Toronto.



We desire to advise our customers and friends that we have secured one of the best sites on Bay Street, where we shall erect premises as soon as plans are completed.

In the meantime, we desire to express our thanks for the forbearance extended, and ask for continuance of same in our temporary offices

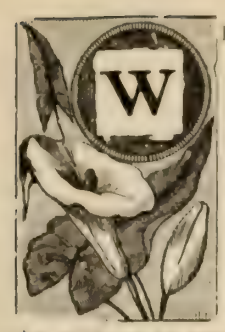
8 COLBORNE ST.



Mark Fisher, Sons & Co.

CURRENT STYLES IN NEW YORK.

Office of The Dry Goods Review,
New York, June 27, 1904.



WITH the middle of June the season of Summer goods only opens up. We have forgotten all about dress suits, stiff front shirts, felt hats, overcoats and the other pieces that are so important to us four months hence and three months ago. Even the fancy vest, the wing collar, the Ascot cravat, that class that includes the accessories of early Spring, of only a couple of weeks ago, are so far in the past as to seem for ever unworthy of consideration.

Now, we—meaning furnisher, tailor, clothier, hatter and customer—are all interested in the soft front shirt, straw hat, homespun suit, belt and lightweight underwear of the season, that calls for a careful consideration of what is lightest, what is coolest. Only a few months ago we studied every well dressed man's costume for a knowledge of what was correct, now we study just as anxiously, but it is to discover what is cool. A carelessness of propriety pervades our every intention and plan that would seem to imply the careless man. And yet a quarter of a year forward and straight standing collar with anything but a dress suit may shock us, and a crease in the coat skirt may seem a positive disgrace. It is surprising how a week of 90 weather takes the starch out of a man's tastes.

We are always the better for our slight lapses of dignity and formality, a fact so generally recognized that the stiffest of men willingly resigns himself to the lack of restrictions in the Summer time.

A short account might be given of the freaks that come out at all times of the year, and which are not omitted from the offerings for Summer. But these are neither here nor there in a consideration of what are current styles here, nor, to tell the truth, are they of such a number as is usual. In some way, men of no class are so fond of what makes them more prominent than their fellows, as they were some years ago, and the inventor of new styles must be discouraged. A few, but very few, things of especial merit have come out this Spring. The novelties that have become styles may be summed up on the fingers of one hand, and most of these are rejuvenations or of immaterial importance.

Cravats.

Cravats this Summer are, as for other years, built for comfort. Four-in-hand and ties may be said to be alone worthy of mention. Four-in-hands are wider than would perhaps be chosen for the greatest facility of tying, but this is accounted for by the influence of Spring. Two and a half inches is the favorite width, and a great fancy is shown plain colors of grey, fawn, brown, blue, etc, without any ornamentation in pattern or embroidered ends. Bow ties have a place, but they are of rather ample proportions; at least they are not the insipid half inch kind that look like a colored string. There is something rather strong here in Windsor ties, many of these being made up for the cheaper class of trade. These, of course, are strictly outing cravats, and are in plain colors. One should mention, too, the number of loose scarfs, like very large handkerchiefs, that are shown and worn for outing neckerchiefs.

Foulard is the favorite material, or it may be a China silk, or some such soft fabric that appears cool and airy. These foulards would never be recognized, so differently are they made up from the ordinary foulards. A great number of shades of brown are seen in every material in which a cravat is made. Brown may be said to be the color.

Rather a surprise has been sprung on the cravat manufacturers by the success that has met their offerings of washable ties. This class of goods has been as dead as it well could be for a number of years, and it was with trepidation that retailers showed them this year. The sales have shown them, however, that no man, however closely he may keep in touch with current and past events, can stake much on his ability to prophecy what will be worn. Many of these ties come in mercerized material, and the patterns shown are very neat.

Collars.

There is a surprising number of wing collars being worn, and most of the highest class haberdashers predict a continuance of this through the entire Summer. This depends, in all probability, upon the height to which the thermometer goes. Men are not likely to wear the wing, however low it may be, if a few very warm days show them the wilting abilities of a single band collar, and the sharpness and harshness that seems to be a part of every such collar in warm, sticky weather. Nevertheless it is still freely worn, and if it should be forced out of the run will crop up in the Fall stronger than ever. With this collar the cravats are of substantial size, as becomes the collar with the tab.

Last Summer nine-tenths of the double-band collars were very low, varying from one and a quarter inches to one and three-quarters. This season the lowest heights are not so popular, the best being one of about two inches with round corners and medium close front. There have been quite a few sharp cornered fold collars worn, and there still are some, but their time is almost gone.

The newest shape is the deep-point collar, a cross between the fold and the old turn-down shape. In this the points extend a couple of inches down on the shirt front and are sometimes very sharp. It is the younger set who effect this style, but there is nothing very objectionable in it, and on this account it has not been suppressed. One enterprising manufacturer has produced a collar of this kind with two holes in the back, one above the other, so that a high or low shape may be made. The under hole runs horizontally and the upper perpendicularly.

Those stock collars, which admirers so often misuse, are not a necessary part of a man's wardrobe, but the steady sale of an article that has its place, although limited, is meeting it.

Suits and Materials.

There is quite a variety of materials open to the man desiring a Summer suit. The homespun is perhaps the more frequently worn among the rougher materials. With it fancy worsteds occupy a high position, and the list is completed with serges, cheviots, tweeds, flannels and cassimeres. Grey is in much greater evidence than any other color, and while appearing mostly in plain, with only a dot or dash of black or white, it is often relieved by a spot of color, red or green. These colors are often worked in in inconspicuous stripes and overchecks.

Flannel is much less worn this Summer, perhaps because it does not keep its shape, nor wear as well as the more popular homespun.

The blue serge suit has taken its old time position. It is a thoroughly satisfactory suit for the ordinary Summer city wear, and for the more dressy Summer resort. Most men realize the neatness that characterizes such a suit and nine-tenths of the men who can keep a couple of suits for Summer include a serge, while a great number wear nothing else.

Summer suits are lined in all degrees—half, quarter, or not at all. This depends to quite an extent upon the pockets desired.

AS SEEN ON LONDON STREETS.

Office of The Dry Goods Review,
London, Eng., June 21, 1901.

SUMMER suits and Summer wear are engaging the entire attention of everyone during this month. With us the Summer or outing suit of Canada is called the river suit, or at least the two correspond very closely. The river provides the popular outing for this city, and men and women of all classes crowd to it at the end of every working day. Such a universal relaxation requires, then, a special costume that has come to be considered the most important of the warm weather garbs, and one of the most closely studied of the whole year.

The River Suit.

Flannel has always held a place in this suit that has not been deserved since that material is entirely unsuited for such use on account of its lack of stability, meaning its tendency to lose the crease in the trousers and to hang loosely and untidy. Men seem to have been gradually learning this, and this year serge and cassimere are



A Japanese Cravat.

receiving the preference. The majority of suits are of pure white, but the blue serge is not an unusual sight, although perhaps not as suitable in appearance as the white. The jackets are single breasted and possess a prominent rounding at the corners. Patch pockets are used, but the breast pocket is a matter of choice, and in fully half the coats is omitted. The flap, where it is included, has rounded corners, often carried to a ridiculous extent. As a rule no waistcoat is worn.

Considerable size is allowed in the trousers, more than with the ordinary suits. They are turned up at the bottom.

The collar to accompany this suit is a fold with a close opening in front, and of medium height. The round corners are favored. Plain colors are most popular in the cravats, which are of the knot variety, and usually dark in tone. There is a greater demand for buckskin or white canvas shoes than for the brown, which were worn last year.

All jackets this year are more deeply cut away, and this point is emphasized in outing jackets. When a waistcoat is worn it is single-breasted.

The Panama hat, as I have said before, is not the favorite it has been, on account of its imitations, which can be sold at a few shillings and resemble to a disagreeable extent the hat that costs pounds. The boater is most worn, chiefly in rather narrow brims and medium height crowns, although these vary to the extent of an inch or more. The band is always black—at least on the hats of the better dressed men.

Shirts and Collars.

There is a loudness in shirts and shirtings that is positively annoying to a great number of men. Of course they do not have to wear them, but their friends are abroad in all the effulgence of vivid colors, and one to whom they are disagreeable cannot shake off the feeling. The quietness in almost all other lines of wearing apparel is a satisfactory feature, as it tones down the glaring colors and patterns of the shirt.

Soft-fronted white shirts are worn by a great many careful men, and the pleated front has a good name. Plain flannel is, as usual, a staple, and shows no sign of being driven back.

The very best thing in collars at this season of the year is the fold style described with the river suit. But it depends very much on the suit worn, and in this country men adhere very closely to the decrees of fashion in the proper dress for different occasions, even in the warmest weather.

The formal dress requires a wing collar this season. This shape has, on account of its popularity, taken on a variety of shapes that fits to all occasions, formal and semi-formal. Strange to say, it is the rounded corner on the flap that designates the most formal dress, while the pointed corner is used only on semi-formal occasions, when the dinner jacket and informal morning coat is worn. The wings are larger, appearing more as separate parts of the collar, since their outline is not a continuation of the line of the collar itself. The size is really a part of it that will sooner or later tell against its popularity, and unless quickly changed to a more moderate shape will help to drive the wing collar out. At present there is no sign of this however, but it is always noticed that eccentric and conspicuous shapes are doomed to a short life.

Cravats.

In the illustration is shown a new cravat being pushed by a prominent London manufacturing firm who, by the way, are soliciting Canadian trade. This firm has seized upon the war and the affection shown the Japanese to introduce this product of Japanese artists. The patterns are all Japanese in character, and very easily recognized. Crysanthemums, pagodas, bamboo, and other Japanese effects are cleverly worked out. There are forty colorings. The shape is one of the best known in this country.

Naturally with the jacket and river suit the knot is the cravat that demands attention. When formal dress is donned the same puffs and ascots accompany it, but there are fewer occasions for formal dress now than some months back. The flowing end is one of the shapes most favored by the better class of men. There is a grey shade material with a dot of color that is quite new and very effective.



ROOSTER BRAND

UNION MADE

If your Overall Department is sickly, try the celebrated business tonic

ROOSTER BRAND OVERALLS

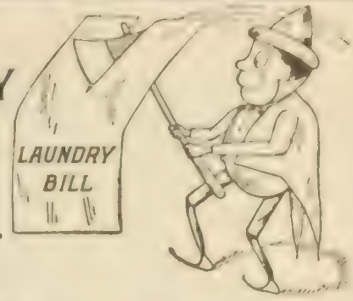
The improvement will surprise you.

ROBERT C. WILKINS,

Manufacturer. MONTREAL.

PILCHER'S "BIRD" COAT SLEEVE CUFF HOLDER

CUTS LAUNDRY BILLS NEARLY IN HALF.





WHEN A MAN TAKES OFF HIS COAT HE USUALLY PUTS HIS CUFFS WHERE THEY WILL GET SOILED OR MISLAID. "THE BIRD" SATISFACTORILY ATTACHES THE CUFFS TO THE COAT SLEEVE LINING—WHEN THE COAT IS REMOVED THE CUFFS COME, TOO.



Costs You	$1.50 Per Doz. Pairs
Sells For	25 Cents Per Pair

ORDER FROM YOUR JOBBER, OR

J. V. PILCHER MFG CO

LOUISVILLE, KY

THE YALE BELT SUPPORTER

IS BETTER THAN LOOPS

RETURNED JUL 13 1904



BECAUSE

RETURNED JUL 13 1904
Cult Book 21 Page 16



It keeps the drawers in place.

It covers the suspender buttons and top of trousers.

It looks NEAT and NATTY.

It NEVER RIPS or TEARS.

ALWAYS HOLDS

If you try a pair of these you will never wear a belt without them.

MANUFACTURED BY . . . .

25 cts. A PAIR

ONTARIO NOVELTY CO.,

74 York Street — TORONTO

THE STAR SHIRT

JULY and AUGUST 1904.



We have a large range in Soft Bosoms, Print and Madras with exclusively confined patterns. Also a great variety of Soft Fancy and Pleated Bosoms, in white and colored shirts.

If our Traveller has not called and taken your order, write us, we will send samples at once.

E. Van Allen & Co.

Hamilton, Ont.

SHIRTS AND COLLARS

THERE is nothing to be spoken of but soft front shirts as far as present selling and buying is concerned. No matter how men's tastes may differ, they apparently agree on the point of the suitability in looks and comfort of the soft-front shirt for wear in the hot weather. There are men who avoid the belt as they would unclean linen; there are others who consider an unbuttoned coat a mark of the "bounder," and yet whether they wear waistcoat or preserve a rigid shape in the closed front of their coat, there is always the soft shirt. This shirt has become a staple that threatens to supplant the stiff-front all the year round. In Summer it has its own way absolutely, and its sales for Winter wear are ever on the increase. And manufacturers are knowing enough to bend their energies to the encouragement of the fancy by producing a variety of design, color and material that leaves little to be hoped for.

* * *

For two months almost the stiff-front section of the men's furnishings stock has been as quiet as belts in Winter. Somehow men have had the idea that the Summer was to be warm, and they have prepared for it for some time. The two or three weeks of warm weather have shown the haberdasher what possibilities there are for this Summer's trade. His best business has been in these soft shirts, plain and pleated. The popularity of the belt is accountable for a great deal of this. It is now three or four years since this article of wear has been worn to any extent, but this Summer it has been accepted without the slightest questioning. The result is that larger stocks of soft shirts are carried than ever before.

* * *

Both plain and pleated are in the greatest demand, the latter perhaps outselling the former to the better trade. Plain fronts are, however, much more worn than they were a couple of weeks ago, a late popularity having sprung up on account of the number of pleateds worn. The wide pleats are right at the top, but a 44 pleat shirt is receiving some attention. Light backgrounds are monopolizing the trade, with a fine pattern in black consisting of lines or dot patterns, or a combination of both. There may be said to be nothing but white and black at the present time, but this does not seem to have restricted the range in the least. A few darker shades have been shown latterly, merely for variety.

* * *

The plain white soft-front shirt, which at the beginning of the season was not very prominent, is now a part of most window displays, and is beginning to be worn more extensively. It is almost always pleated, and preferably with the fine pleats of two years ago. The 44 pleats makes a neat front for this shirt. A few plain white, or at least unpleated, shirts are worn, but there is included some self pattern that takes the place of the pleats. For instance, a stripe of open work runs every inch or two, or coarser threads are noticeable. The former has become quite prominent in new stock, and furnishers remark a ready sale for it. The white designs require only a little pushing to make them popular year after year. A man can never go far astray in wearing one of them, their only disadvantage being the ease with which they become soiled.

* * *

Several of the large department stores are running off their Summer shirts, one of them having just completed a week's sale. While the principle of disposing of stock before it becomes old or out of demand is a good one, there is no reason for disposing of such goods in the middle of June. A month later is early enough, and in any event it is less called for now on account of the all year demand for soft front shirts. The size of the stock must be cut down, however, in order to allow the stocking of a sufficient variety of stiff-fronts for Fall and Winter trade.

* * *

Common sense has a lot to do with the general acceptance of the flannel shirt for outing wear. It is taking a higher place this year than for a long time, and appears to have struck its level. It is, of course, in light colors, the background being cream with a line of pale color in silk or mercerized. Very often a white stripe alone appears. Many are made without collar, and have a surprisingly good appearance with a stiff collar.

* * *

It almost unnecessary to again state that the fold collar is almost monopolizing attention in this line. The very low shapes of last year do not appear to be receiving the same favor this Summer, the best seller being the medium height of about two inches. It has rounded corners and does not fit quite so close in front as the staple Winter shape. The low folds will still be a feature of the trade, however, and must be provided for. The deep pointed combination fold and turn-down collar that has met with approval by a certain class of young men in the United States is not seen here.

* * *

There is almost certain to be a revival of the wing collar this Fall that will far surpass its Spring demand. A great many of the best dressed men wore it then, and a remarkable feature of Summer collars is that more of the wings are seen now than for some years. That means a strong position for it when the warm weather is not a consideration in favor of the fold. The wings are medium size and sensible. The well-dressed man will adhere to this, however popular large wings or "snippy" little affairs become. If the wing collar hopes in Canada to arrive at any elevated station in collar wear it must adhere to the reasonably shaped wing, and manufacturers will be serving their own interests to remember this. The "flash" young man will never make any line a profitable investment, and it is to the steadier classes a maker must cater.

* * *

During the month of June every other furnisher in Toronto has undertaken to handle quarter-size collars. The

majority of them did so unwillingly, but felt they were forced into it by the fact that competitors were carrying them. The quarter size collar is an unsatisfactory line to carry as every one who has tried it can vouch for, but if there is a demand that settles it. One large furnisher started it, and advertised it so extensively that the others had to follow. In the United States, too, it has gained renewed vigor It is by no means a new thing, as ten years ago several retailers tried it. Most of these odd sizes come from across the border.

TWO PAIRS OF CUFFS.

Editor Dry Goods Review :

SIR,—I notice in your June number a letter from someone who is dissatisfied with the single cuffed shirts sold in Canadian stores. He states that he never had any difficulty in obtaining shirts with two pairs of cuffs in the United States. As a Canadian manufacturer, I keep in touch with the firms across the border, but I know of very few who supply two pairs of cuffs, and when they do it is with a few of the best lines only.

Does your correspondent realize that an extra pair of cuffs would raise the price of the shirt 25 cents, and it would be so difficult to obtain this extra quarter that we would be unable to sell many since the retailer would not risk carrying them. It is shirts at a price that are wanted and not a lot of specials that would sell only in driblets.

Personally, I fail to see the necessity for two pairs of cuffs. A double-ended pair will remain clean almost as long as two pair, and, unless the work of the wearer is exceptionally dirty, (in which case he should remove his cuffs), one pair will last as long as his shirt.

Canadian manufacturers are willing to do all in reason to please the consumer and their patrons, but they cannot be expected to waste time and money on what would not be in demand save by a very few, who could, if they tried, suit themselves to the prevailing fashions.

MANUFACTURER.

NEW SHIRT AND COLLAR FACTORY.

MR. H. H. HAGEN has opened a new shirt and collar factory on King street, Berlin, Ont. Twenty-four of the latest sewing and other machines have been installed and will be running in a short time. It is expected that about forty employes will be needed at the start. Mr. John Dreger, who has been with Mr. Hagen for some years, remains as cutter.

Two flats are to be made use of, the upper one for the factory and the lower one for offices, packing and shipping. In all there is 5,300 feet of floor space.

HATS AND GLOVES.

SPLITS and sennets, or what are more familiarly known as smooth and rough straws, are almost equally in favor. Hatters assert that up to a couple of weeks ago they sold four splits to one sennet, and although there was not this disproportion on the street, the smooth straw was certainly the most worn. But about the middle of June the demand began to change, and sales are rapidly going the other way. This shifting of taste is a characteristic that every hatter has to prepare for. Last year the first few weeks of the season saw nothing but sennets; but so common did they become that exclusive men determined to depart from the accepted style, and turned their attention to splits. This Summer it is simply reversed, and at the present time the rough straw is selling fully as well as the split, and gradually supplanting it. The same condition as last season exists, in the fact that it is the younger man who especially prefers the rough straw.

* * *

The shape of these hats differs little from what was most worn last year, with the exception that a greater partiality is shown narrower brims. Splits, particularly, are narrower. A popular shape in a rough straw has a three-inch crown, with a two and a-half inch brim. Very wide brims are seldom seen. The rough braids are selling far more readily in the finer grades; the coarser material has a cheap, loose appearance.

* * *

Bands are almost always black. A few, very few, colored bands are worn, but they render the wearer very conspicuous in the present style. A narrow white line through the centre of the band is a compromise. More common is the drab band with a black line in the centre.

By dint of much pressure, the Panama has pushed itself to a position where it is worthy of some consideration. A few hatters are specializing on it, and several windows lately have shown a five dollar line that is reported to be taking well with young men. The shape is a full round crown, with raised line running over it, and a brim of good width, with a fairly deep roll. On account of this boyish roll the front of the brim has to be worn turned down, and the effect is anything but pleasing for street wear. Its place is very limited, and while quite a number are worn, the wearers are not of the class that makes a shape correct, but rather otherwise. A newer shape, and one that is sure to strike a better class of men, is the fedora with wide brim. These are just now being shown. A few of the same shape are seen in splits, but there is little sign of a revival of the fedora shape of two or three years ago.

* * *

The reason for the slightly renewed popularity of Panamas is the low price at which they can now be procured. Real Panamas are sold as low as $22 a dozen, and retailed at $3.25. And they are not of bad weave, either. Some Porto Ricans which can be had for $12 a dozen are a good imitation Panama. Hats that four years ago retailed at $10 can be had now in a regular way at $5 or less.

* * *

Retailers should not be in too great a hurry to get rid of their hat stocks. A few have already been offering them at greatly reduced prices. If an inconvenient supply is on hand, it is certainly wise to dispose of them while they will sell freely. But an ordinary stock need not be

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ESTABLISHED 1868.

For

FALL TRADE

Gloves, Mitts and Moccasins

During the more than 30 years success of our business, we have always been at the front in all that pertained to improvements in the production of Gloves and Mittens. We have brought out new ideas We have given the trade splendid values—goods which have possessed style, given satisfaction and long service.

Our representatives will call on the Trade in due season. Make it a point to see our samples before placing your orders. We guarantee satisfaction, and the maximum in value at the minimum of cost.

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TANNERIES

W. H. STOREY & SON

LIMITED

The Glovers of Canada.

ACTON, ONT.

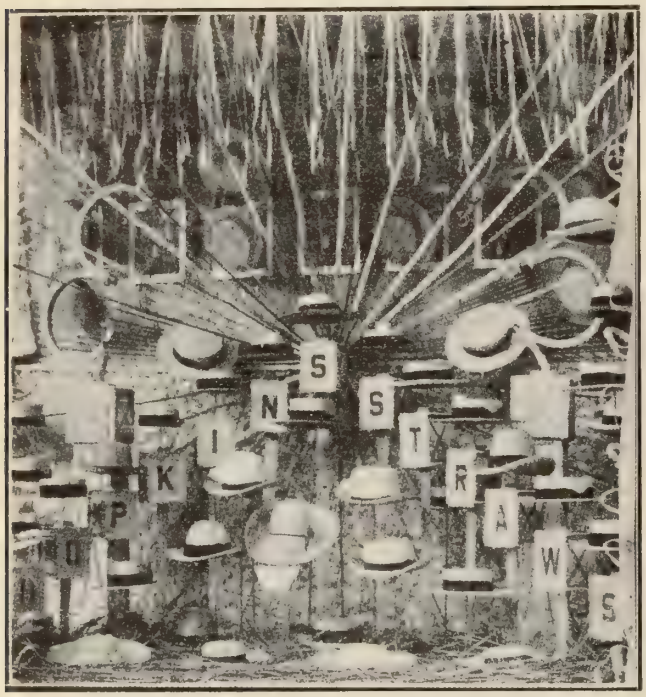
rushed off until perhaps July 10 or thereabouts, as the season has been a little backward.

* * *

The very latest, and by the same token, the most nonsensical, in hats, is the serge blue or blue serge fedora and derby. Nothing is known of it in Canada, but a great push is being made with it by a number of manufacturers in the United States. As the name indicates, it is a blue, somewhat of the same shade as the popular blue in serge. It is certain to have only a temporary lease of life. It is said that in the United States fully a third of the Spring orders were for brown hats, and on this manufacturers are basing their hopes for a brown Fall.

UNION HAT COMPANY AFFAIRS.

A MEETING of the creditors of the Union Hat Works was held in Brockville at the end of May. At the meeting were representatives of the town, of the proprietors, of Yankee creditors of the National Bank, Quebec, and of Montreal creditors.



A Straw Hat Display. Ceiling and half way down back in half sunburst effect; lower part of background puffed with tissue paper. Each letter is on the end of a box in which is an electric light. Floor covered with rye straw.

The assets were shown to be $45,140, made up of $17,490 in stock, $15,659 in machinery, and $12,000 in the building. The liabilities were $39,176, exclusive of the mortgage of $20,000 held by the town.

Mr. Saulnier, one of the proprietors, made a statement. He said he did not see his way clear to make an offer by way of compromise, and would not do so unless Mr. de Celles, his partner, withdrew permanently. This that gentleman decided to do. The assignee was given power to proceed to dispose of the assets under direction of the creditors.

A week later, at a second meeting, Mr. de Celles made an offer of $14,000 to the town if the town would turn $2,000 of it over to the assignee for the benefit of the creditors, and take the balance in a mortgage. This he offered to pay, by the assistance of an associate, in six years. The council could not, however, accept this without a by-law. Mr. Saulnier offered twenty-five cents on the dollar, and to continue the business. This the Yankee creditors refused to accept.

On the 22nd a call was made for tenders for the stock-in-trade and tools of the Union Hat Works, and for the interest of the firm in the land, buildings, machinery, etc.

INJUNCTION AGAINST A GLOVE COMPANY.

THE Sovereen Mitt, Glove & Robe Co. has secured an injunction against the Simcoe Mitt, Glove & Robe Co., restraining them from selling, offering for sale, passing off or representing their goods as the goods of plaintiffs, and from making representations that the Sovereen Co. had gone out of business, or that the Simcoe firm were successors in business of the other, and from making any representations calculated to deceive the public or to induce the belief that the business carried on by the Simcoe Co. was the same as that of the plaintiffs, or in any way connected therewith.

An attempt to further restrain the Simcoe Co. from using their corporate name without clearly distinguishing it from plaintiff's name, was defeated on the ground that the first mentioned injunction was sufficient on the evidence.

LABOR TROUBLES.

A STRIKE has been declared in the glove factory of F. Galibert, Montreal. The strikers say the trouble has been brewing for a long time on account of the piecework system, or rather because of the foreman's new rule, which reduced the earning capacity. The officials of the firm say the affair is of little consequence.

The Fulton County Glove Manufacturers' Association have won their fight with their employes, who have been on strike since December 12. The employers absolutely refused to treat with the employes, although the latter kept lessening their demands. The operatives have nearly all gone back to work.

The Hat Manufacturers' Association of Danbury and Bethel notified the local association of makers and finishers that they would close their factories on a certain date, pending arbitration of several matters which have caused trouble for some months. The agreement which the manufacturers submitted to their employes contained nothing but what should be understood to be the rights of any employer. Absolute control by the proprietors and independence of unions was the gist of the document.

The J. B. Stetson Company and the E. M. Knox Company are included in the Federation of Labor's unfair list, because they refused to allow the walking delegate to manage their businesses.

TO CLEAN STRAW HATS.

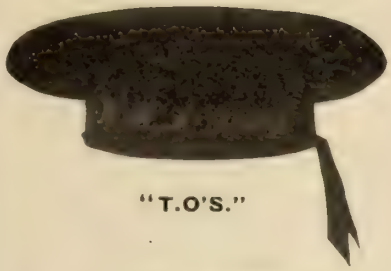
A STRAW hat can be restored to its former whiteness by washing it with a strong solution of oxalic acid. Use a brush to get into the cracks. Keep the brim flat and clean the crown on a pail that will go inside of it. To dry, place the hat in its proper shape on a level surface, and if necessary place weights on it to keep it straight. Cover with a handkerchief to prevent dust falling on it while wet. When dry the hat will be stiffer than before washing. To make the straw lie flat iron over quickly with a warm iron, immediately after washing, placing a cloth between the iron and the hat.

A white felt hat, when soiled, may be whitened by applying to it a paste made of magnesia and water. When dry, brush out the powder.

All the principal wholesalers stock our



The "Terris" Hat.

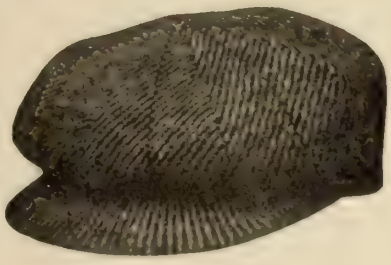


"T.O'S."



The "Motor."

HATS AND CAPS



The "Colf."



The "Lounge" Hat.

A few of this season's patterns are illustrated herewith. These are all correct shapes and will rule during the present and coming season. Ensure success in your Hat Department by stocking these goods.

GAUNT & HUDSON, LTD.

Hat and Cap Manufacturers

LEEDS, ENGLAND.

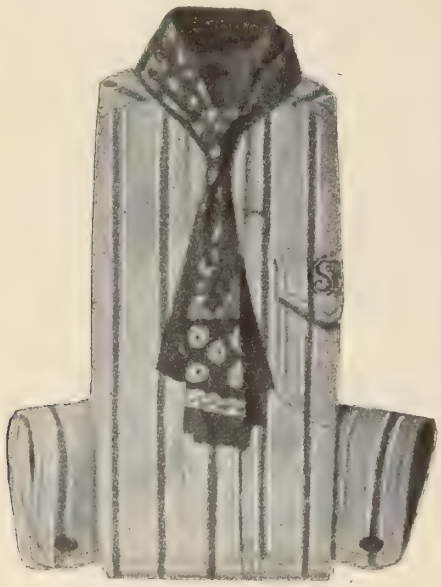
J. W. HOLDEN, Canadian Representative, 2, 3, and 4 Carey Lane, E. C., London, and 79 Piccadilly, Manchester.

IN CRAVATDOM.

A GREAT number of new cravats have appeared upon the market, chiefly of Yankee origin. Among these are the Japo-crepe, a linen creation of rough appearance, in plain white, blue and tan only; the "Geisha," of pongee or raw silk, and also in plain colors; the "Fish-tail," a plaid in black and white silk taffeta, and deriving its name from the diagonal piece of black grosgrain across the end, finishing in a sharp point at one side; the neckerchief, an outing affair resembling a very large silk handkerchief in Paisley effects, and tied loosely around the neck over a flannel shirt; and foulards galore. All of these have met with success, since an effort has been made in their manufacture to adhere to common sense lines in shape and color. The "Fish-tail" is not at all eccentric, although the name would make it appear so. The "Geisha" and Japo-crepe are in graduated shapes, and the "Fish-tail," a straight four-in-hand. The neckerchief, with its handkerchief effects, is one of the newest and best things for the purpose. The cut shown is from the New York Haberdasher.

* * *

One of the best selling materials, both here and in the United States, is foulard. And they are not at all the common blues with dot or irregular pattern that char-



The Outing Neckerchief.

acterized the dress foulards of a couple of years ago. One of the best shades in it is a tan or light brown, with simple dots of color, red, black or dark blue. It comes in all colors, but the plain, simple patterns on a light background seem to be claiming most attention. As a cravat material for rural districts it is not just so successful, its lack of lustre telling against it. A silk tie to sell at its best in certain districts must show its silkiness at a glance. All the city haberdashers are featuring it, and so strongly that china silks and even taffetas are pushed as foulards.

* * *

The color par excellence in the cravat trade at present is brown. The shades run from the light tan to a deep brown, the tans seeming to be favored for the moment. A few weeks ago the darker shades were most popular. Brown, especially in the tan shades, is a color which should never come into use as a popular shade, since so few men can wear it. It is here, however, and is being worn without much regard to complexion, color of hair, etc. Unfortunately, too, it is prominent during the season when the sun makes the complexion about the shade of the cravat, although its summery appearance is something in its favor. To be strictly up-to-date you must be able to show browns or tans. Some plain tan Ascots are shown by a few high-class furnishers, the cravat pins worn with them being of the large sporty kind.

* * *

Champagne is simply a shade of brown, very light and complicated. At first it did not seem to take with the trade, but of late there has been a greater demand for it.

* * *

There is no sale for wash ties, and, outside of a few special lines, there will be nothing worn in these. It is prophesied, however, that next Summer they will be revived with their old-time popularity. In the United States there have been quantities ordered, and a sudden demand has sprung up. Mercerized stripes are used in many of them, and take off the dead effect.

* * *

An attempt is being made by some manufacturers to push the Windsor tie. Its newness will sell it for a time, and if it is confined to its proper place, it may become fairly proper. The obstacle to the acceptance of these new cravats by the best trade is the tendency there is to wear them on all kinds of unsuitable occasions. This it was that caused the death of the stock collar, and it is showing itself in the Norfolk coat.

* * *

The shape for Summer is the four-in-hand, principally in straight lines. Graduated ends are rapidly coming to the front, and are readily accepted, since they have a more finished appearance than the straight shape. Cravats are not as long as they were a couple of years ago, and seldom go under the belt. They are made quite wide, particularly for the better trade. An inch and three-quarters and two inches are most frequent. There are quite a number of bow ties being worn, a few of them being of the bat-wing shape, but the greater number are the straight, narrow seven-eighths to an inch and a-quarter widths.

* * *

There is not much doubt that the proper thing for Fall will be the large shapes, ascots, squares, etc., with four-in-hands of greater volume than heretofore. If wing collars have the run that is foretold for them, these are certain to be most worn, since that collar calls for large cravats. The wide four-in-hand will never take with the popular trade on account of the difficulty of tying it, and the same may be said of the ascot. Colors promise to



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Ans

Struck by Lightning.

That's the kind of an impression "Pinto" Shell Cordovan has made on the mitt and glove trade of Canada. It is so different, so much better than any other mitt and glove stock, so much easier to sell, so much stronger to wear, so different and better in appearance, that it has simply taken the trade by storm.

Dealers who ordered a dozen last year are ordering ten dozen this year---will probably sell five to ten times as many for next fall as for last.

Hudson Bay Knitting Co.,

Montreal ❧ Winnipeg

be more pronounced than ever, a reaction from the quietness of the past year. Light shades will be few.

* * *

Varied opinions are expressed by the manufacturers as to the need and effect of the recent change in the tariff on cravat silks. A few consider it a good thing, but the majority express themselves as satisfied with former conditions, since there is little English goods to keep out, and the customer must get the benefit of the reduction. It is a pretty well-known fact, however, that made-up cravats were coming into this country under the preference that were not made in England. It is feared by many that the reduction will be the means of starting up a number of new factories. Within the last few days Mr. Fielding has extended the application of the low tariff to include silks imported for the manufacture of ladies' neckwear.

NECKTIES OF NOTABLES.

HIS MAJESTY the King perhaps wears as many different types of neckties as any living man. His predilection, however, is toward ties that have been made from some spotted material, preferably dark with spots of a light gray or white upon it. The King, however, occasionally wears a light striped tie of the "washing" order. When on his yacht, His Majesty often wears a dark blue tie, almost of the same shade as his jacket and peaked cap.

The Prince of Wales, like a true sailor prince, is nearly always seen in a tie done up in faithful copy of a sailor's knot. A Bond street tradesman might inform our future king that the tie is tied a little too tightly sometimes, were he asked for an absolutely candid criticism. The Prince is also given to wearing that pattern of tie that is known to the West End clubmen as the "pigeon breast" tie. When this last mentioned pattern is worn by the heir apparent it is always made up of black satin, or else of a slightly figured and very dark material.

Perhaps of all distinguished men in Great Britain Mr. A. J. Balfour appears to be the least fastidious as to his neckgear, for he has for the past twenty years at least always worn a plain black bow tie tightly tucked beneath the corners of his equally unambitious turndown collar. On all occasions, save when in evening or court dress, this simple black bow, that could be purchased anywhere for a very modest sum indeed, is worn by the Prime Minister of the United Kingdom. Even when on his speedy motor, and half hidden in his topcoat, Mr. Balfour is not parted from his bit of black tie.

Any member of Parliament who has an eye for detail will agree that Mr. John Morley is nearly always seen wearing a distinctly red necktie. The right honorable gentleman has for many years shown his fondness for red, tied always in the same neat way round a No. 16 size collar. Close observers have of late noticed that the tie affected by Mr. Morley has deepened in color; it is not of quite such a bright red as it was in the days when red cravats were fewer in the House of Commons than they are to-day.

Another political and literary gentleman who not infrequently wears a quiet red tie is Mr. T. P. O'Connor. "T. P." has also been seen flitting through the lobby in a beautiful green tie. The 17th of March is usually one of the occasions on which, despite clamors for copy from various sources, he does not fail to sport a tie of the color now fashionable for picture frames.

Mr. Joseph Chamberlain very often appears with a choice strip of some quaint and costly silk; at other times it is merely the tie that may be bought in any one of a hundred different London hosiery establishments. But the Colonial Secretary is not content with a necktie unadorned; he puts round it a ring of gold that somehow fails to give to his always well dressed figure the last little finishing touch, ere he is ready to adjust his eyeglass and spring to his feet for the purpose of silencing a political opponent.

Sir William Harcourt's necktie always strikes one as being very small for the size of the neck that it decorates. Like the Prime Minister, Sir William has a fondness for the simple black bow; but while Mr. Balfour wears a tie that we should say is at least a good inch in diameter, the ex-Chancellor of the Exchequer is content with one that probably is only half as wide.

The tailors of London have recently placed in their shop windows a good natured but not true portrait of Lord Rosebery dressed in a suit of extraordinary Harris tweed. As a believer in the virtues of this particular cloth, Lord Rosebery has lately offered his testimony; but there is not a tailor in London who has ever seen his Lordship dressed in anything but black. On his yacht, and very occasionally in Scotland, Lord Rosebery has donned other colors, but in town and on the Continent it is nothing but black.

This being so, it follows that Lord Rosebery's neckties are seldom of any other color but that of his coat. He has been seen wearing a faintly striped tie, but as a rule it is severely black or deeply blue.

Sir Francis Burnand, the genial editor of Punch, must receive mention. His neckties positively demand it. They are ample and spreading and flowing, and they are always in taste. But they are not of the pattern that can be tied and tucked away out of harm's way at the hands of the passing breeze. They must be out and untrammeled. Under the trim gray beard they nestle with all the attractiveness of a Parisian's.

A PAPER FOR MEN.

THE position that the Military Gazette is taking as a paper for men should be of the greatest importance to men's furnishers as an auxiliary in their efforts to educate men to what is correct and fashionable in men's dress. The circulation of this paper is rapidly increasing, as men are realizing more fully the place that observance of dress etiquette is taking, and the sensible discussion of this problem that is one of the features of the Gazette.

Were men generally more alive to what is correct, it would be a great saving to the men's furnisher, since it is this catering to a variety of tastes, good, bad and indifferent, that piles up stock on the shelves and leaves at the end of the season a long line that has not sold. If the haberdasher were only selling to men of good taste, men who knew what was demanded for every occasion, his business could be carried on with much less capital and with less loss on slow selling goods.

All the delicate points in men's attire, all the fashions, and many of the fads, are treated in a logical, authoritative manner in the Military Gazette, and it is to the interest of furnishers that men should be in touch with this paper, and thereby be encouraged in a closer attention to their dress. The men who know are enthusiastic in its praise; the men who care observe its tenets, and men who have never before studied their attire are finding in it an intelligent solution of the worries for which they are not prepared by practice.

A Full Range



of samples
of our newest productions
for the Fall Season
is now in the hands of
our Agent,
JAMES GILMOUR,
and may be seen at his address,
205 CORISTINE BUILDINGS, MONTREAL.

Welch, Margetson & Co.

Manufacturers of
SHIRTS, COLLARS, TIES, BRACES, Etc.

16 Moor Lane, E.C.,
LONDON, ENGLAND.

Dr. Deimel Underwear
(LINEN-MESH)

It has the peculiar property of at once appealing to a very large and intelligent class of people as something superior to any other underwear they have ever worn.

There is not only a most substantial profit on every garment sold, but the satisfaction of hearing purchasers praise the article, and sending their friends for it, which fact also appeals to the merchant, who appreciates this commendation for the good it does the store.

SEND FOR DESCRIPTIVE BOOKLET AND PARTICULARS OF WHOLESALE TERMS TO

The Deimel Linen-Mesh Co.

(ORIGINATORS OF "LINEN-MESH").

LONDON, E. C., ENG.,
10-11-12 Bread St.

2202 St. Catherine St., Montreal, Canada.

MR. DONALD MACKAY.

MEMBERS of the dry goods trade throughout the Dominion of Canada are congratulating Mr. Donald MacKay, president of the firm of Gordon, MacKay & Co., Toronto, upon the attainment of his eighty-ninth birthday, which occurred on June 22. Mr. MacKay is as hale and hearty as he was twenty years ago, and, although not actively engaged in business, still looks in at his warehouse every day just to see how things are getting on, as he says.

Mr. MacKay was born in Kildonald, Sutherlandshire, Scotland, in 1815, of good old Scotch farmer stock. When quite a youth he came to Canada and entered the wholesale dry goods business with his older brother, James MacKay, who was at the time one of the leading wholesale merchants of Montreal, his contemporaries numbering such firms as J. G. MacKenzie, Torrence's, J. Redpath & Co., and Frothingham & Workman.



MR. DONALD MACKAY,
who has just celebrated his eighty-ninth birthday.

Shortly after Mr. MacKay emigrated the rebellion broke out, and for a year or two there were exciting times in Upper and Lower Canada. Like a loyal Canadian, he enlisted as a volunteer and served until the rebellion was quelled. "It was my misfortune not to be present in any active engagements," said Mr. MacKay in an interview with The Dry Goods Review, "but I never enjoyed life more than when I slept in the guard-room."

Ten years later Mr. MacKay moved to Hamilton, where he engaged in the clothing business, along with his nephew, John Gordon, under the firm name of Gordon, MacKay & Co. Hamilton was then the distributing centre for the west. The following wholesale firms were already doing a large business: D. McInness & Co., Isaac Burck & Co., J. Yonge & Co., and Jussen & Co. At this time Toronto was comparatively unimportant as a business centre. The Great Western Railroad had not yet been completed and cartage was the only means of transportation. The drummer fraternity was a thing unheard of; retailers traveled to town twice or three times a year, made their purchases from the wholesaler and carted them away in freight wagons through the woods. Traveling was all by stage. Mr. MacKay has a vivid recollection of one trip from Montreal to Albany and back via Niagara Falls, in the depth of Winter some forty years ago.

In 1859, the same year that the present King visited Canada, Mr. MacKay sold his Hamilton business and moved to Toronto. The wholesale interests of Toronto at the time were represented by Ross Mitchell, Gilmore & Co., McMaster and John Macdonald & Co. With the exception of the last Mr. MacKay has witnessed the passing of all of these firms.

"There is a great difference between the wholesale dry goods trade in 1859 and that of to-day," said Mr. MacKay. "Then the bulk of trade consisted of such staples as cottons, prints and woolens, and these within a comparatively limited range. To-day there is no end to the variety of goods to be found in a wholesale dry goods warehouse. Novelties have won an important place. The most striking feature, however, is the rapidity with which styles change, necessitating frequent and continual alterations in the character of the goods stocked by wholesale firms. Another thing to notice is the rapidly growing sales of dry goods of Canadian manufacture. Forty years ago comparatively little woolen and cotton material was made at home, the bulk being imported from Great Britain. To-day a large percentage of the goods sold are 'made in Canada.' "

A leading feature of Gordon, MacKay & Co.'s business was the establishment by them 12 years ago of a cotton mill between Thorold and St. Catharines. This mill was later sold to the Montreal Colored Cotton Co., who still control the water power, although they are not manufacturing at the present time. As a proof of the popularity of Gordon, MacKay & Co.'s home-made cotton among the trade, Mr. MacKay mentioned that there are still frequent inquiries for it from old customers, who prefer the old make to any other available.

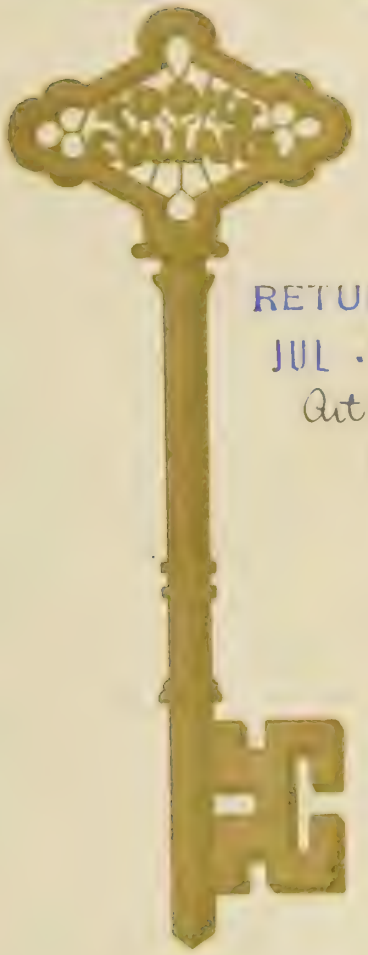
Gordon, MacKay & Co.'s first Toronto warehouse was on Wellington street, Toronto, near the present site of the Ontario Bank. In the 70's they moved to Front street west, to the premises which they occupied until they were destroyed by fire a few months ago. Their Front street warehouse was for a long time the only place of business between the Bank of Montreal and the Queen's Hotel.

When questioned as to the development of the wholesale trade of Toronto during the last thirty years, Mr. MacKay said it had been steady but rapid. To-day his own firm's trade extends from Vancouver on the west to the Ottawa Valley on the east. Toronto has a bright future before her as a commercial and manufacturing centre. The next hundred years mean much to Canada as a whole, and the development of the next fifty years will be something unheard of in her history. "I look back over the many years I have spent in Canada as being full of interest, marking as they have the evolution of a great nation."

He sums up the secret of his success in business in the words, "perseverance" and "self-reliance." "The successful business man," said Mr. MacKay, "will never be satisfied until he has surpassed the other man, and even then he will never cease striving to outdo his own former achievements."

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Tooke Bros. Limited.



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TO A SUCCESSFUL MENS' FURNISHINGS DEPARTMENT

TOOKE BROS
LIMITED
MONTREAL

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SHIRTS
COLLARS
CUFFS
and
MEN'S FURNISHINGS
for the
GENERAL MERCHANT
and UP-TO-DATE
MEN'S FURNISHER

Changes in The W. R. Brock Co.

TO fill the vacancy caused by the death of the late Mr. Jermyn, vice president of the W. R. Brock Co., a meeting of the directors was held in Toronto in June. Mr. B. B. Cronyn, foreign buyer for the company, has been elected to the vacant position, and Messrs. James A. Catto, secretary-treasurer, and J. S. Anderson, representative in Northwestern Ontario, have been made

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Mr. B. B. Cronyn,
Vice President of The W. R. Brock Co.

directors. The three directors so honored retain, for the time being at least, their former positions.

Mr. Cronyn who, although a young man, has received such a mark of appreciation of his work of former years, entered the services of the company as a junior in 1880. Five years later he was given charge of the staples, prints and linens, and in 1894, at the death of Mr. Crawford, a member of the firm, and the buyer, Mr. Cronyn and Mr. W. L. Brock were admitted into partnership, the former becoming foreign buyer. In 1897, when the company was converted into a joint stock company, he was elected to the directorate. Mr. Cronyn's ability as a buyer is recognized by all who know him, and by the customers of the firm. His experience has been gained by a life-long careful study of markets and materials.

Mr. James A. Catto entered the office in 1880, and five years later took charge of the books. In 1894 he was given full control of the financial and credit departments. Upon the re-formation of the company in 1897 he was given the important position of secretary-treasurer, which position he has held ever since.

Mr. James S. Anderson, the other new director, was a new clerk the same year as Messrs. Cronyn and Catto. At first in the office, he soon became second in the hosiery and smallwares department, under Mr. W. R. Smallpeice. Shortly afterwards he was appointed traveler for the company in Northwestern Ontario.

Since the fire in Toronto the W. R. Brock Co. has bought the old Harvey, Van Norman warehouse, a building 35x170 feet, of three stories and a basement, situated opposite the Queen's Hotel.

Their new building on the old location, with more ground added, is under way. This warehouse will have a frontage on Bay street of 72 feet, and on Wellington of 162. In addition to this, there will be an ell 40x132 feet. The former Rolph Smith & Co. property has been secured and added to the former large lot. With five stories and basement this will give a floor area of over two acres. A lane of 14 feet width in front and 21 feet at the back runs from Wellington street to Piper street.

The new building will be built with the closest attention to fire protection. Wire glass, metal-framed windows, with water curtains, will be on Wellington and Bay streets, and on all extensions. There will be a good sprinkler system, and steam connection outside. Fireproof vaults will be provided, and a vault in the basement for department books. The space will be increased by areas under the sidewalks on both fronts. Special attention is being paid the entering and shipping rooms, which will be as complete as is possible to make them. In every respect the accommodation in the large warehouse will be up-to-date, and designed to handle any volume of business with facility and rapidity.

INQUIRIES RELATING TO CANADIAN TRADE.

THE following inquiries relating to Canadian trade have been received at the Department of Trade and Commerce. Persons desiring any of these addresses will please quote the office under which the inquiry appears and the number.

Inquiries From the High Commissioner for Canada, London, Eng.

76. A gentleman with experience of the London market and of the South African trade desires to obtain the representation of a few Canadian manufacturers, more especially in bank, church and office furniture, joinery and bent wood

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The present Warehouse of The W. R. Brock Co., Toronto situated opposite the Queen's Hotel.

77. A Canadian gentleman resident in London is looking out for agencies on commission or otherwise for Canadian exporters.

81. A London house is prepared to act as buying and shipping agent for Canadian importers, and offers special advantages in this connection. They are also open to receive consignments of produce for sale on commission.

82. A firm of leather merchants having a full knowledge of the requirements for leather lace manufacturing desires to correspond with Canadian buyers of leather kips, calf, porpoise hides, etc.

90. A resident of Germany, who has a good connection in the leather trade, is seeking a few good Canadian agencies.

Inquiries From the Curator, Canadian Section, Imperial Institute.

15. A tanning company in the North of England invites correspondence from Canadian shippers of hides.

16. Inquiry is made for the names of Canadian manufacturers who are in a position to supply materials for office roll-top desks which would subsequently be fitted up on this side.

18. A firm of leather manufacturers asks to be put into communication with a first-class manufacturer of raw hides.

53. A house interested in cotton piece goods such as flannelettes, and also in men's fleeced underwear, invites

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Ans



The New Warehouse of The W. R. Brock Co., Toronto, in course of erection.

91. A London firm of general merchants and agents doing business in hardware, dry goods, and comestibles, etc., are seeking openings in Canada and desire to correspond with buyers in these lines.

95. A firm of hosiery manufacturers make injuiry respecting the opening that exists in Canada for such goods as they turn out.

Trade Inquiries Received From Commercial Agent, Melbourne, Australia.

1. One of the largest boot and shoe importers in Australia desires to be placed in communication with Canadian manufacturers.

correspondence from Canadian manufacturers of their lines seeking export trade, and preferably those who are not already doing business in other colonies.

NEW BRANCH.

A new branch at Lloydminster, Saskatchewan, has just been opened by the Canadian Bank of Commerce. This makes the one hundred and fourth branch of the big Toronto institution in Canada.

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STANFIELD'S

"The UNDERWEAR with a Reputation."

It has quality in its construction and years of experience in underwear-making back of it.

STANFIELD'S is the oldest unshrinkable underwear on the market.

It is the only underwear in the world manufactured from pure Nova Scotia combed wool.

STANFIELD'S underwear is sold to Reliable Dealers by our own travellers.

Write for our proposition and

"STICK TO THE UNDERWEAR THAT DOES NOT STICK TO YOU"

TRURO-KNIT

Western Distributors:
STOBART SONS & CO.,
Winnipeg.

Never were so many sold.
Sales increase
1,200 %
in seven years.

A NEW UNDERSKIRT.

A NOVELTY in skirt lines which is being introduced to the Canadian trade is a "knit-top" skirt. The top of this skirt is made of knitted fabric, and in consequence fits like a glove. The fact that it is knitted gives lightness to the skirt, and is much more hygienic than if made of a densely woven fabric. Then, too, it gives extra warmth without extra weight, a very desirable quality in an underskirt. The illustration given is shown by R. H. Cosbie, who is introducing the skirt into Canada. The flounce is made of farmers' satin.



The Knit-Top Skirts.

PERSONAL MENTION.

Mr. Wm. Guthrie, of S. F. McKinnon & Co., has sailed for England.

Mr. Camille Labreche, dry goods merchant, hatter, furrier, etc., Joliette, Que., is dead.

The wife of Mr. E. E. Hewson, vice-president of the Hewson Woolen Mills, died recently.

Mr. W. P. White, of Deckerhoff, Raffloer & Co., Toronto, is on a buying trip to England.

Mr. B. B. Cronyn, vice-president of the W. R. Brock Co., has gone abroad on a buying trip.

Mr. P. Bellinger, of the Semi-Ready Co., Toronto, has returned from an extended visit to Europe.

Mr. H. G. Cook, woolen buyer for the W. R. Brock Co., Toronto, has returned from a buying trip abroad.

Mr. W. J. McMaster, of W. J. McMaster & Sons, dry goods commission merchants, Vancouver, B. C., is dead.

Mr. H. M. Burritt, manager of the Corticelli Silk Co. for British Columbia, has gone east, accompanied by his wife.

Mr. D. R. McIntosh, dry goods merchant, Lucknow, Ont., is on a pleasure trip to the coast, and will be absent for some weeks.

Mr. A. B. Cooch, formerly connected with the men's furnishings department of the W. R. Brock Co., Toronto, has gone into business in Montreal as a dry goods commission merchant.

Mr. P. H. Burton, manager of the Merchants' Dyeing and Finishing Co., has gone abroad on a buying trip. This is Mr. Burton's 110th trip across the ocean.

The marriage has been solemnized of Mr. George R Matthews, manager of the carpet department of J. H. Chapman & Co., London, to Miss Rose Russell of that city.

Mr. Alfred Hawksworth has resigned the managership of the Merchants' Cotton Co., and is to be succeeded by Mr. A. Houghton, manager of the cotton mills at Rockland, Mass.

Mr. Smith, who is known to many readers of The Review as a popular representative of the firm of Debenham, Caldecott & Co., is spending a few weeks in the Old Country.

Mr. William Mawhinney, of the firm of Mawhinney & Co., dry goods merchants, Sturgeon Falls, Ont., was recently united in marriage to Miss Daisy Wardell, of Huntsville, Ont.

Mr. B. Cohen, of Manchester, England, manufacturer of the Premier waterproofs, is spending some weeks in Canada, on a visit to his son, manager of their Canadian branch at Montreal. Mr. Cohen, who is among the pioneers in the waterproof trade, is very much impressed with the prospects for business in Canada. The firm here have recently shown their faith in this prediction by moving into much more commodious premises at 98 McGill street.

Amongst Canadian business men who have recently found their way round to the office of The Dry Goods Review in London, England, is Mr. T. Richmond, of Montreal, with Whitfield, Mayall & Co., of that city. The English markets are by no means new to Mr. Richmond, as for several years, prior to his going to Canada, he represented a Manchester house throughout the provinces. He is now a Canadian enthusiast, and is picking up some very promising agencies for his firm for the coming season.

Mr. G. M. R. Morse, of the Hospital Sheeting Co., Boston, Mass., recently made a flying trip through Canada, visiting the chief business centres. The Hospital Sheeting Co., in addition to manufacturing sheeting, also make waterproof diaper covers for babies under the brand name of "Stork" pants. The business of the Hospital Sheeting Co. in Canada has grown so rapidly that it has recently established a factory at Yarmouth, N. S. This factory has been running since April, and the employes are all Canadians.

Mr. J. H. Parkhill, the sales manager of the Alaska Feather & Down Co., Limited, is in Great Britain. He will spend several weeks in the English markets, where most of his company's quilt cloths are printed. The average daily consumption of quilt cloth in their factory is about four thousand yards, and most of their grades of cloth are specially woven, and all are printed exclusively for them in controlled designs. This is Mr. Parkhill's first trip across, but he has been selling quilts for his company for over eight years, and is well acquainted with the needs of the trade. Mr. Parkhill is an enthusiastic bowler, and expects to play in some of the Canadian games while over. He was accompanied by Mrs. Parkhill and Master Roy.

French Art Embroidery Co.

Manufacturers of High Class

Ladies' Jackets, Costumes, Skirts, Fancy Silk Garments, Etc. Embroidered Goods a Specialty.

Choice Line Fall Samples now ready.

FOR SALE BY LEADING WHOLESALERS

Factory and Office

223-9 McGill Street, - Montreal

"Wearwell" Brand of HOSE.

If you want Worsted Hose, 2-ply, with 3 ply foot and knee, let us hear from you.

Made also in a heavier 2-ply and 3-ply. All English yarns. Full size. Packed in boxes. Write for samples and prices.

CLINTON KNITTING CO., Clinton, Ontario.

SELLING AGENTS:

The Richard L. Baker Co., 60 Yonge St, Toronto.

The "Lion" Brand Boys' Knickers

We make 2,500 pairs of Boys' Knickers a week. We make them so good and strong that our factory is always crowded with orders. They are made from all wool Tweeds with double seats and double knees, and outwear 2 pair of the ordinary kind. The Boys' trade is worth looking after and every live merchant should see what we can do for them.



A Post Card will bring you samples.

THE JACKSON MANUFACTURING CO.

CLINTON, ONT.

Selling Agents

BLACK CAT HOSIERY WHITE CAT UNDERWEAR

BLACK CAT GARTERS

WREYFORD & CO.

Wholesale Men's Furnishers,

Underwear Specialists.

Before ordering your **Winter Underwear** see our Unshrinkable Fine Natural Wool, No. 110, at $13.50, Double-breasted, Draughtproof.

As good value as our Summer Line at $6.50, of which have fresh delivery, and can fill all sizes.

DOMINION AGENTS FOR

"Aertex" Cellular Underwear, Etc.

HEADQUARTERS FOR

JERSEYS, SWEATERS and GOLF BLOUSES

We can show you very fine range of fancy and black neckwear, to retail at 25 cents.

Young & Rochester

LONDON, ENGLAND.

SHIRT, COLLAR and NECK-WEAR MANUFACTURERS.

Orders for Y. & R. Summer Vests were largest on record, but there is scarcely a dealer but wishes he had doubled orders. Fancy Vests will be worn in Fall, we have equally good range of patterns.

Dressing Gowns and Smoking Jackets.

Make your selection early while there is large choice of designs.

English Dress Shirts at $9 and $12 doz., in Stock.

Tress & Co.,

High-Class Hat Manufacturers,

LONDON

KNOX, of New York, knows a good hat. He considers TRESS the best English maker.

Every dealer who makes a specialty of the TRESS hat stamps his store as high-class.

Orders for the "King Edward" in black for September shipment are coming in fast.

$19.25, $21.00, $24.00,

shipped from Toronto.

WREYFORD & CO., Dominion Agents

TORONTO.

GOSSIP ABOUT OURSELVES

WE take a justifiable pride this month in the beautiful color effects to be found on The Review's cover. The tones are rich and the blending of the colors perfect. And it is all the work of our own printers. Readers of The Review will doubtless wonder how these lavish color effects were produced, and they will wonder still more when it is explained how extremely simple in principle the whole process is. The printing of The Review cover this month is based on what is technically known as the "three-color process." That is, the printer utilizes the principle that every tint exhibited in pictures, flowers, scenery and natural objects can be reproduced by combination in varying degrees of red, blue and yellow. First, the photographer comes forward and takes three successive pictures of the painting or natural scene. Each of the three pictures is made by rays of light corresponding to one of these colors. For the yellow negative, he uses a screen, which permits only yellow rays to fall upon the photographic plate, and similarly for the red and blue. From these negatives three half-tone blocks are prepared. The first, printed with yellow ink, gives us the yellow of the picture; over this a red is printed; over this a blue; and the composite result is a facsimile of the original in its true colors.

The July Cover Design.

* * *

IT is truly gratifying to learn from our representative in the Maritime Provinces, Mr. Geo. E. Fraser, that in most places the mere mention of The Dry Goods Review secured him a cordial reception. A good many subscribers have also learned to use The Review as a ready reference guide in their buying. Numerous instances came to light where The Review was the medium of an introduction to them of firms with whom they are now regular customers. The majority of country general stores realize the importance of keeping in touch with trade centres, and as a rule, readily subscribe. It is safe to say that there are very few stores in the Maritime Provinces who ought to be subscribers, who are not.

Popular in The Maritime Provinces.

* * *

NO. 88 Fleet street, London, England, the building in which are now located the European offices of The Dry Goods Review, stands on a historic site, in the centre of a district teeming with literary and other associations. Near by is the Church of St. Bride, built from designs by Sir Christopher Wren between 1680 and 1703. No. 88 was for a long time one of the best known bookstores in London. No. 86, next door, was a stationer's shop. No. 85, the building on the corresponding corner of St. Bride's passage, opposite to No. 86, was for twenty-five years after 1845 the home of "Punch," the famous comic weekly. Associated with the neighborhood are the names of Milton, Richardson, Goldsmith, Johnson and Dryden. To-day No. 88 is at the very centre of the printing and publishing interests of London.

Our London Office.

* * *

MR. J. MEREDITH McKIM, manager of the European branch of The Dry Goods Review, whose head office is at London, Eng., has been elected honorary secretary of the Canadian Club in London. In a recent letter Mr. McKim points out that among the officers there are no less than three gentlemen connected with the Canadian press.

* * *

Nearly every mail brings us kind words from some subscriber, and we really feel most grateful for the expressions of appreciation which are daily being showered upon us. In a letter received recently from McDonald Bros., men's furnishers, Sarnia, Ont., they say: "We look upon The Dry Goods Review as the best trade paper published, and look forward to the edition each month, which we find very valuable." We are pleased at all times to receive words of encouragement, but none are more welcome than such expressions coming from our many friends in the men's furnishing trade. Among this month's letters were received testimonials from two other men's furnishers. R. A. Stuart & Son, St. Andrews, N.B., say: "We consider The Dry Goods Review a good medium through which the wholesale merchants may make known their business to retailers." Jas. R. McLean, Sussex, N.B.: "I find that paper a great help to me in my business, as it is always newsy and up-to-date in every particular. I could not very well keep posted on the styles and what is proper to handle in furnishings without its help."

Kind Words.

* * *

This is a department which The Review has been paying special attention to of late, as we have always claimed that it is closely allied, in fact, a part of, the dry goods trade. In the smaller towns, at least, and these are in the great majority in Canada, as elsewhere, the men's furnishings is only one department of the dry goods store. This class, therefore, are interested in a paper like The Review, covering as it does, so many departments, each of which is equally important in its place. Then again, the merchant who handles only men's furnishings gets a great deal of information from The Review; in fact, we think that any one of the departments, even if no interest at all was taken in more than one, is well worth the subscription price to any reader.

Men's Furnishings.

RAINPROOFS

Buyers who want reliable Goods should ask for those proofed by the

'Cravenette' Co., Ltd.

and stamped—

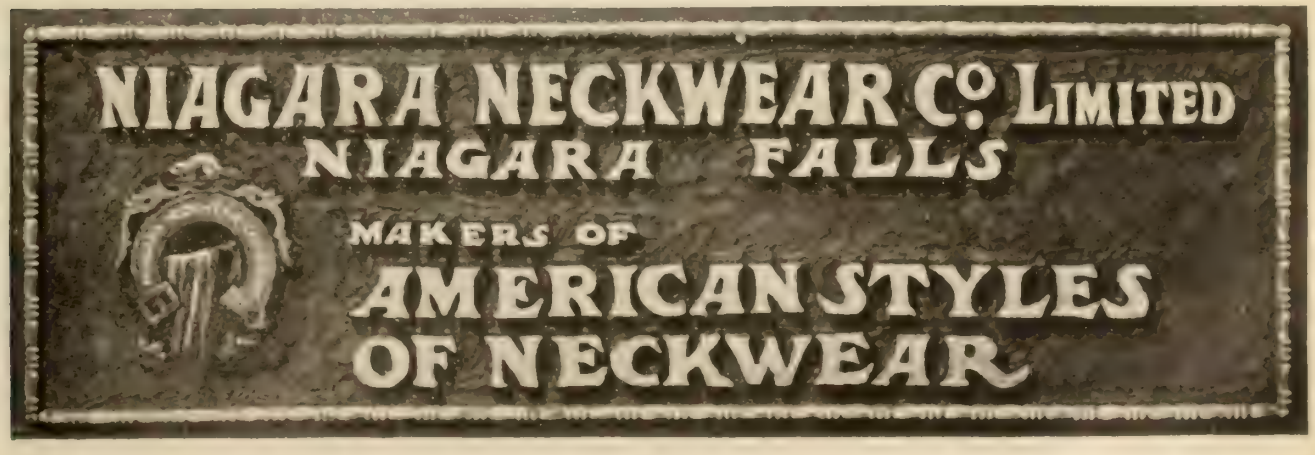


The "Cravenette" Co., Limited, affix their stamp only to such goods as are suitable in quality for Rainproof purposes.

Therefore, this stamp is a guarantee not only of Rainproof properties, but also of the quality of the material.

The "Cravenette" Co., Ltd., BRADFORD, Proofers to the Trade.





Wm. Croft & Sons,

ESTABLISHED 1855

Temporary Premises: 126, 128, 130, 132 QUEEN ST. EAST

TORONTO

Just passed into stock large shipment of the newest and latest "Peggy from Paris" Bags:

Number	**2212,**	black, - - -	$3.50 doz.
"	**2236,**	black, brown, - -	8.00 doz.
"	**2129,**	black, - - -	12.00 doz.
"	**2136,**	black, grey, brown, -	15.00 doz.
"	**2093,**	black, grey, - -	18.00 doz.
"	**2218,**	black, - - - -	21.00 doz.
"	**2237,**	tan, brown, - -	21.00 doz.
"	**2239,**	black, - - - -	24.00 doz.
"	**2241,**	black, - - -	36.00 doz.
"	**2217,**	black, - - - -	36.00 doz.

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nws.



Number 2093, black and grey, $18.00 doz.

SNAP—Special clearing line. No repeat orders filled.

462-doz. VASSAR COMBS, No. **2530**.
4 inches long, 1½ inches wide, shell color, assorted fancy backs, **75**cts. doz., regular value, $1.20 doz.

Right in season, Belt Buckles:

6029, Polished Gun-Metal; 6029, Oxidized; 6270, Gun-Metal; 6271, Oxidized; 6208, Gilt; 6208, Oxidized; 6208, Black; 6266, Oxidized; 6266, Black; 6968, Oxidized; 6238, Black; 6238, Oxidized.

Put each Buckle on a card, - - $2.00 doz.

Belt-Buckle Sets, Buckle and Back Piece.

1178, Gilt; 1178, Oxidized; 1171, Oxidized; 1153, Grey Oxidized; 1153, Black; 3599, Gun-Metal; 3599, Black; 3593, Black; 3593, Gun-Metal; 3592, Black; 3592, Gun-Metal; 3678, Polished Gun-Metal; 3678, Oxidized; 3578, Oxidized.

$4.00 doz. sets.

WAIST SETS, (3 pieces),			4893, assorted, -	75c.	doz. sets.
"	"	"	2119 3/2, gilt, -	$1.20	" "
"	"	"	15101, gilt, - -	1.20	" "
"	"	"	15161, gun-metal,	1.20	" "
"	"	"	2119 3/6, "	1.20	" "
"	"	"	2119 2/6, "	1.50	" "
"	"	"	2119 6 2, "	1.50	" "
"	"	"	217 2/2, pearlette,	75c.	" "
"	"	"	2119 2/2, gilt, -	1.50	" "
"	"	"	103, pearl assorted fancy, stylish,	3.00	" "

Nice assortment **PEARL VEST BUTTONS**, in sets, 6 buttons to a set, with fasteners, complete, - - - $4.00 doz. sets.

Worth while ordering a parcel of above lines by Express, they are newest goods in the market and will be quick sellers.

WM. CROFT & SONS,

126, 128, 130, 132 Queen St. East, Toronto.

LADIES' NECKWEAR

FROM this date out fewer novelties in wash neckwear will make their appearance, as the season in the manufacturing branch is on the wane, though any specially new idea will be put through at once, or else by some occult process the other man is sure to get hold of it. Summer styles in wash neckwear have appeared in hosts of varieties and the difficulty has been to choose the best out of so many good things. There is one feature of the trade that has not, however, been quite so satisfactory, and that is the low price at which so many pretty styles have been sold.

Materials for Summer neckwear are not expensive, but there is a good deal of brain work put into a pretty neck piece, and 25c in the ordinary way ought to hit the popular trade very well in this line of business. That there are extraordinary occasions and special reasons that may necessitate a lowering of price, all will allow, but when price cutting is indulged in, in a regular way of trade to such an extent that a figure much below 25c can be asked over the counter, it seems rather like a new way of killing the goose that lays the golden eggs,—a process by no means unknown in the dry goods trade. Neckwear is not on the same plane as factory cotton, or sugar in the grocery trade, and when it comes to fancy stuff such as neckwear really is, most women educated in the modern bargain idea think that a very low price on an article means that its day is passing. Let both manufacturer and retailer think over this for the surest way to kill a style is to make it too cheap,—not that there is any style


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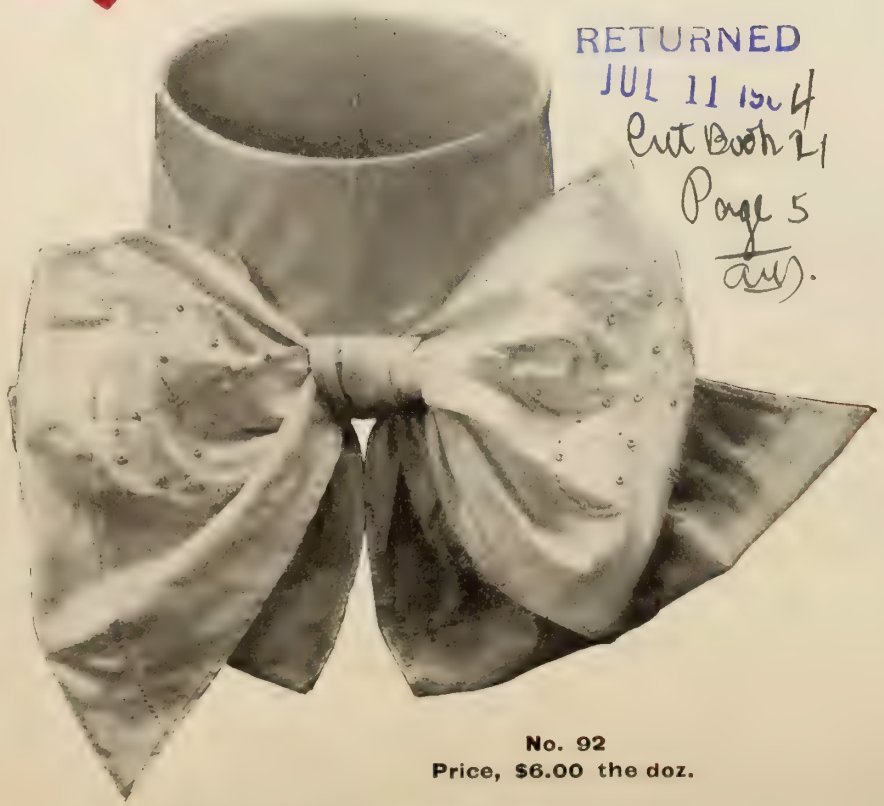
Shown by Flett, Lowndes & Co. Toronto.

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S·H·&M·
REGISTERED TRADE MARK.

LADIES' NECKWEAR

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JUL 11 1904
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No. 92
Price, $6.00 the doz.

Our first lot of Samples
for

FALL 1904

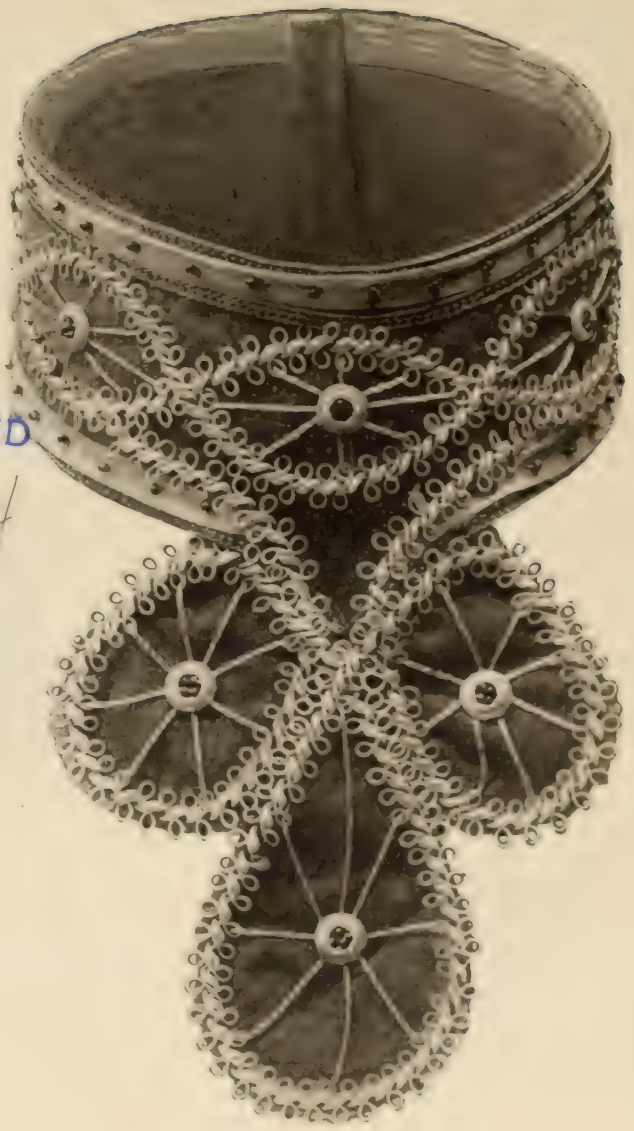
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It comprises the latest Parisian and Viennese designs.

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Ladies' Neckwear is made from the very highest grade of materials, by expert hand workers.

RETURNED
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No. 87
Price, $9.00 the doz.

THE S·H·& M·CO.

Manufacturers of High-Grade Ladies' Neckwear
for the retail trade only.

142-144 West Front St.,

Toronto.

of the decadence of ladies' neckwear,—but over cheapness is having its effect on some styles even now. Twenty-five cents is a low enough price for any sightly piece of neckwear, and 25c should be the limit. There is no need of a price below.

FALL STYLES.

ADVANCE samples of ladies' neckwear are exceedingly airy and dainty. The "frocks and frills" idea predominates, and soft chiffon, folded, pleated and shirred, will be very much in evidence. The colorings are soft and pretty, and are a combination chiefly of white with pastel shades. Just a hint of pompadour colorings and effects are seen. A great deal of plauen lace in the form of bands, galoons and motifs in venise, guipure, Irish lace, rose point, not brussels, which is often erroneously called rose point, but a delicate frosty lace, after parently they consist of a little of many kinds of silk materials and trimmings, but they are combined with the consummate art and regard to the grouping of color and detail that French designers are so completely the masters of. Heavy ring effects, padded cherries and berries, ribbon flowers, etc., and the use of chene and pompadour silks, with introductions of net, cord, brain and fringe, are characteristics. Nearly all have the epaulette in some fanciful shape or other.

Turning to lace goods, the large collars are again put forth for Fall, but it is said that net effects will likely be more fashionable than the heavy plauen laces. Stocks in lace and embroidered lawn or scrim are very much in evidence and give a very rich effect at a very moderate cost.

Canadian women are developing a decided taste for articles of real lace, and stocks, berthas, collars, etc.,

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and



Shown by Flett, Lowndes & Co., Toronto.

the order of a very fine guipure, are the chief laces used. Narrow velvet ribbons, narrow satin ribbons, dainty silk embroideries, crochet rings, pearls, spangles and little touches of gold and silver are included in the materials used in the make-up of these elaborate pieces of neckwear,—in fact the French term "confection" is the one that describes them best.

Seeing that chiffon is so much used, and, as it is so easily crushable, extra attention is given by the best manufacturers to the shape of the stock, and curves are cut with great care to ensure a perfect and easy fit. This is one feature that always distinguishes a well-made and well-designed collar, and has an important effect on its life. This is a point that neckwear buyers would do well to study.

There are some lovely things in collars and stoles sent out again from Paris for the coming season. Ap- are all selling for Fall, and as well there are the long neckscarfs and barbs of net with ends of Brussels lace. All these articles are also shown in the hand-made and braid copies that have a very good effect but are cheaper than the real lace article.

THE ILLUSTRATIONS.

THE illustrations this month show two novelties in ladies' neckwear that are particularly rich and dainty, both in materials, design and coloring. They show many of the new ideas that are to be prominent for Fall, and the color schemes are very lovely. The butterfly bow in a novel shape is the feature of one stock, and the original of the one illustrated is in a soft tone of pastel blue, relieved with white. The jetted stock is something new, and points to the prominence of jet in other lines

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FURS

FURS FOR SUMMER WEAR.

JUST how fashion regards furs may be gleaned from the fact that high-class furriers are showing what they term Summer furs; and in every smart woman's outfit for mountain or other Summer resorts, furs of some description are included. These are generally neckpieces of some kind, but for those who go in for "auto" riding, a fur blouse is provided. The cool Summer, while it has helped the development of this fad, is by no means responsible for it.

A Toronto furrier has been showing some of these "auto" blouses. They are designed to protect the chest, arms and back, rather than the throat, etc., as is the case with Winter garments. One of these blouses was of seal, collarless, and double-breasted. The sleeves were blouse shape; that is, just like those in a washing blouse, and gathered into a high cuff. The distinctive feature of the garment, however, was a stole of oriental embroidery, in dull greens, blues and reds. This stole was stitched on as a finish around the neck, and ended about the bust line, with a tassel of silk. It did not follow the V-shaped cut of the blouse in front, but slanted away from it.

The second blouse was of Russian pony, pie-bald, in bay and white, so beautifully dressed that it was as soft and as supple as possible. This blouse fitted up to the neck, and had a turned-down collar of green velvet and Persian embroidery, piped and edged with a band of the pony skin. The sleeves were two-piece, and as in the other model, were gathered into a band and finished with turn-back cavalier cuffs, to match the collar, and the belt was of the same.

The little cravats that were so popular in Paris towards the end of last Winter are shown for Summer use, and flat stoles, pelerines, etc., are all in vogue. By those who can afford it, ermine and sable are chosen, but mink, squirrel and moleskin are shown in great variety. Squirrel, though it has passed the "fad" stage, is settling down as a fairly good general selling fur, and is well represented in the furs that will be used for Summer wear, and it will be moderately well represented in Winter lines. There is more doubt expressed about moleskin, but it is showing now, and most furriers have it in their sample lines. Certainly, it is best suited for city trade. It is not heavy enough, and some say it is not durable enough, for the outside trade. It seems probable, though, that this fur will be pretty much in evidence again this Winter, as some very attractive neck pieces and sets are on show made from it.

VISIT TO A FUR FACTORY.

I WONDER how many women, when they are buying rich and dainty furs, ever think of the long history a fur garment has behind it, from the time that the animal, which originally wore the handsome skin, first opened its eyes on the world. First comes the free, wild life of the animal, then its death at the hands of hunters and trappers, scarcely less wild, then long journeys by land and sea, followed by the many processes that furs have to undergo before they can be made up into the handsome garments that ladies love to wear.

To the kindness of Cummings & Sellers, Toronto, the writer was indebted for the privilege of watching many of the later processes of manufacture. In the matching room, where I was first taken, were to be seen heaps and heaps of furs, piled on the floor, on tables and in great glass cases, that lined the walls. Matching and grading are most important points in making up furs, and the greatest care has to be exercised here. Supposing two skins are chosen for the front or back, or sleeves of a coat; instead of using one skin for one side and the other for the other, they are divided, "split" is the term, and the opposite halves are sewn together, so that inequalities of curl, fullness, etc., will be equally distributed.

Passing on to the factory, the most interesting process noted was that of "dropping," a process which striped furs, such as mink, go through. The object is to get a long stripe of dark fur. To the uninitiated, a skin dropped ready for sewing is just about cut to pieces, and looks of no value, but the cuts are scientifically made, and when the fur sewer is through, the short, wide skin is lengthened out indefinitely, and there is a beautiful dark stripe down the centre, bordered with the paler fur. To watch the cutters is a revelation, for they cut the valuable furs with an easy confidence born of long experience. Seeing them at work, one realizes in a new way the force of the old proverb, that "practice makes perfect."

It is only by seeing furriers at work that one can form any adequate idea of the quantity of labor that, even in this day of short cuts and improved processes, is put into a fur garment, and of the watchful care that has to be exercised at every point—how the fur has to be matched and cut, damped and stitched, dried and pared into shape, taped, stitched again, lined, etc. When all the making up processes are completed, the garment is glazed, to set the hairs the right way, and as a final touch it receives a good beating.

System is a necessity in making up furs, and a descriptive ticket accompanies the furs from the matching room and comes back with the made-up garment. From this ticket can be seen at a glance who handled it in certain stages, and other necessary particulars of the many complicated processes that furs are subjected to before they are ready for the selling trade.

IMITATION FURS.

THE very fact that so many of our leading furs can be so closely and successfully imitated, and that there is such a wide difference in the value of the skin of the same animal, points to the wisdom of trading only with reliable houses, as knowledge is imperative to the successful handling of furs.

A movement is on foot in England, to make it a criminal offence to wrongfully describe any fur. Something of the same kind is needed here. Misdescription is quite as often the result of ignorance as of willful intent to deceive, but in either case it is the uninformed buyer that gets the worst of it.

Mink, besides being blended, so that inferior grades pass for the higher ones, has many cheaper substitutes, such as Japanese mink, marmot, and muskrat. Otter, muskrat and even rabbit, are dyed to imitate seal, and the imitations of mole are almost too numerous to mention. There are also many other furs that are worked up to imitate both ermine and white fox; in fact almost all of the better known furs are more or less closely imitated nowadays. Unless the buyer is very familiar with furs, deception is easily practised.

Scarcely to be classed as an imitation is the sleeves white lamb, that under the name of white seal skin is now used for children's coats, and for smart little blouses, and theatre wraps.

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ALL
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THREADS
FOR THE MANUFACTURING TRADE.
ANDREW H. McDOWELL, 185 St. James Street, MONTREAL.
Tel. Main 4158. SAMPLES AND QUOTATIONS ON REQUEST.

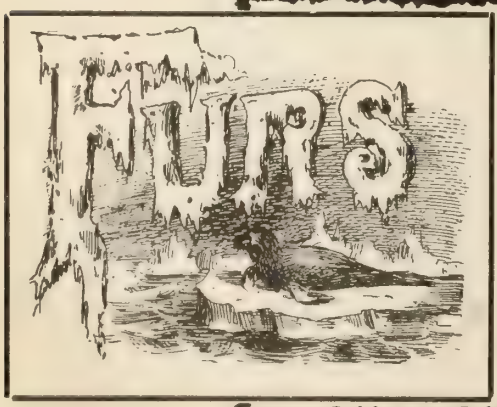


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Persian Lamb, Seal and Astrachan Jackets.
Men's Fur-lined Coats.
Ladies' Fur-lined Coats.
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Write for Catalogue and Prices if you need anything in Furs.
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Best Selections always on hand of
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OUR FURS FOR FALL
combine STYLE, SERVICE, VALUE and QUALITY unequalled.
Garments of the rarest and costliest furs, such as Russian Sables, Persians, Broadtails, Alaska Seals, manufactured by us, command the attention of the early buyer of the representative houses all over the country, for the reason that the stamp of "A. J. A." upon them is a guarantee of something superior.
We could tell you about them, whole volumes, but we want you to see them for yourself. Look at other lines all you like, but wait to see Alexandor's before you buy.
Fur-lined Coats in the finer grades, as well as in the popular-priced garments, will be a special feature in this Fall's display.
Let us know your wants. We are at your service.
A. J. ALEXANDOR
504-506 St. Paul St., MONTREAL.

BADLY DYED FLANNELETTES.

THEY say that all trades have their troubles, and whitewear manufacturing is no exception to the rule. Some of these troubles are accepted philosophically, as they are in a measure inevitable, but others, that are preventable with a little care, are resented. Endless trouble and annoyance has been caused to one firm by the careless dyeing of flannelettes this season. This company are very particular about colors, as a good shade of blue or pink is just about two-thirds of the appearance of a flannelette garment. Samples of cloth were sent when the order was given and everything possible was done to ensure the cloth coming right. While there was no possible cause for complaint about either price or quality, or general tone of the color, when cutting was commenced it was found that the goods were shaded, there being as many as three shades of color plainly noticeable in one yard of material. Only those familiar with the manufacturing of whitewear can realize the trouble and loss of time caused. "Cut out the shaded parts and return them," was the order given, but as this was impossible, the whole piece went pack. The worst feature for the whitewear maker is the complaint of the customers, who do not get goods on time. It is no use telling them of the short-comings of the English maker,—he wants his goods at the time specified, and does not expect to have to wait. There is an unfortunate idea at home in some quarters that anything will do for the colonies, and many of the home manufacturers seem to have this idea, but shaded flannelette is certainly not wanted.



The late Warring Kennedy.

THE LATE WARRING KENNEDY.

THERE passed away on June 25 one of the best known dry goods men in Canada, Warring Kennedy, ex-Mayor of Toronto. To his honor and integrity, to his loyalty to church and country, the strongest tributes have been paid by public men who have been intimately connected with him in civil and business life.

The late Warring Kennedy was born in County Down, Ireland, in 1827, and received his earliest education in Londonderry. While yet very young he entered a small dry goods store in Kilrea, and upon the completion of his apprenticeship went to Belfast, where he engaged with Lindsay Bros. In 1857, tempted by the opening offered by Canada, he emigrated, and settled in Toronto. His dry goods experience gained him a position with the "Golden Lion," the well-known Walker dry goods house. A few years later he obtained a department managership with John Macdonald & Co., and remained with them until 1869. In that year, with Messrs. Samson and Gemmel, he established the wholesale dry goods business of Samson, Kennedy & Gemmel. In 1895 the firm met with reverses, and wound up their business.

In Toronto, Mr. Kennedy has been a conspicuous figure in municipal politics, being Mayor for two years, and an unsuccessful competitor for a third. During his terms of office several important questions were discussed and decided by the Council, including "the boodle inquiry" and the strengthening of the fire department.

He was founder of the Industrial School at Mimico, and organized the Commercial Travelers' Association in 1873. Positions have been occupied by him on the boards of the Industrial School, House of Industry, Home for Incurables, Newsboys' Home, Irish Protestant Benevolent Society, and the Methodist Deaconess' Home.

Mr. Kennedy's failing health dated from the death of his son Frederick, eight months ago, and since that time he had severed all connections with business and social life. There survive him a sister, four sons and one daughter.

Dry goods men throughout Canada extend their sympathy to the stricken family, and The Dry Goods Review shares in the widespread regret at the death of Mr. Kennedy.

AGENT WANTED.

On another page will be found an advertisement of B. Birnbaum & Son, Ltd., London, E.C., who are seeking an agent for their water and rainproof garments for ladies and gentlemen. This firm do an immense business in England, and have been tempted by the opportunities in Canada to extend their trade in this country. The goods are to be sold direct to the retail trade, and one who already solicits this class is asked for. All correspondence is treated confidentially.

HINTS TO BUYERS

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

P. Garneau, Fils & Cie.

SINCE the first of June all the departments of this firm's big warehouse have been busy receiving staples and fancies for the Fall trade, and they never were in a better position to fill orders promptly. An inspection of the stock on the premises, or a look through the samples of any of their travelers, will convince the most difficult buyers that this firm has spared no pains in putting before their clients the newest patterns and styles produced by the best makers in the European and Canadian markets.

Attention may be drawn to their large dress goods department, where will be found some of the most attractive lines offered for the Fall trade. Amongst the low-priced selling lines are: Zibeline basket L107, knop tweeds L141, curl stripes L311. Their lines of mixture serges for making ready-to-wear skirts is excellent value, and is stocked in black, blue, dark grey and mixed browns. L321 knop curl stripes to retail at 50c, a most effective line, is shown in five dark shades. Another remarkable line about the same price is the L322 raised stripe amazon in navy and black only, for skirting; no stock is complete without these. in all black figured crispine, lines L292-293 are real sellers, and can be retailed at 50c. At this price is also listed L370 curl snowflakes, which has, so far, been the most popular line shown, combining style, weight and cheapness. It has taken the fancy of the biggest buyers, and has already been very heavily repeated.

In the higher priced grades some beautiful effects are seen in flake striped zibeline L123 to retail at $1.25; knop check crapes No. L333 to retail at $1; knop striped crepoline L336, and black knop wool fancies L369, are retailing at $1.25. A remarkably stylish line if the knop stripe basket effect L335, shown in black only, and retailing at big profit for $1.50. In heavy cheviot serges, two special values are offered to retail at 90c and $1.25. Fancy coating tweed 6-4 wide is the correct thing for ladies' suits, and 3-4 jackets can be retailed at 75c as a special good value. Black fancy rozanas L358 and L308 are shown in different prices, and are very effective. Plain crispines are still in greater favor, and will be found in stock at different prices. The sedan cloth in a range of shades will be one of this Fall's favorites for tailor costumes. The best value on the market in a dress serge will be found here. Shades in stock are cream, blue, marine and black, and can be retailed at 15c (L144).

In the blouse material section some very catchy effects are to be seen in tinted striped lustres (L288), mercerised white grounds and colored stripes (L296), silver spotted crapes, French cloths and flannels in the very latest printed, woven and embroidered effects. All these lines are popular, and are much appreciated by the trade.

Linings—This department has in stock some special values of Italians which can only be found here. The circassiennes and duchesse finish are also kept in stock, and are well thought of by the trade. Some nice lines of fancy striped and checked Italians are being shown.

Coating Department—English and Canadian suitings, coatings and etoffes are shown in a variety of new patterns. Men's overcoatings are a feature of this department for the Fall trade, and the assortment of stylish patterns offered is an evident proof of the care taken in their selection. A remarkable value is being offered in a mixed suiting 54 in. wide, and which can be retailed at $1 with big profit. This is one of the biggest leaders offered this season. In this department will also be found a large assortment of friezes, both for men's and women's wear.

Cotton Staples—In this department are to be found all the lines necessary in a well assorted retail stock. Some cheap lines are offered in printed flannelettes, printed muslins and Canadian prints. White and cream flannelettes, tickings, satines, greys and whites. All the other departments, viz., smallwares, gents' furnishings, carpets, and lumbermen's requisites, are kept up-to-date, and are prepared to give entire satisfaction to clients.

W. R. Brock Co., Toronto.

In their woolen department the W. R. Brock Co. have a fairly complete range, including fancy worsted and tweed trouserings, check and stripe suitings, saltaire black and blue vicunas, and serges, and dress worsteds. They have just passed into stock 700 pieces of ¾ job tweeds which they are selling at less than manufacturers prices. There is a fine assortment of costume tweeds in up-to-date patterns, suitable for medium and high-class ladies' tailor-mades.

The carpet department has a full range of wools and unions, in new patterns, also of art squares. A large shipment of printed linoleums has just been received.

The buyer for the linen department reports generous treatment on the part of the mills that have previously sold them their goods, and with their assistance prices are the same as before the fire. AB1 is a glass towelling to retail 5c; M133 a 23 inch ditto, retail 10c; JB31 a 19 inch fanch check in yellow, red, sky, navy and green, largely used for cushion tops, retail 10c, worth 12½c. In crash towellings there is a plain Barnsley 18 inches wide to be retailed at 10c, a dark honeycomb and a dark striped crepe, retail 10c. An 18 inch union retails at 8c. JB31 is a full 20 inch bleached huck, loops well raised, for fancy work and hand towels, retail 12½c, extra value. They have a stock lot of four numbers of table napkins in ⅝ size—A, B, C and D,—to retail at $1.25, $2, $2.50 and $3, fully 20 per cent. under value. JB37 is a 64 inch bleached damask tabling, retail 75c, a superior satin damask, extra fine, heavyweight, sell on sight.

In the hosiery and smallwares department there are the following specials, which are leaders: Fifty cases mill seconds in ladies' white and natural wool ribbed underwear, first-class, only slight imperfections, and valuable on account of scarcity in low and medium priced goods for Fall; a manufacturers' stock of taffeta ribbons, all widths and colors, secured at low price; 10 or 12 cases lumbermen's socks and toques; a line of heavyweight mole pants to retail at $1 still; a surplus stock of neglige shirts in latest patterns and styles, retail 50c; regular 75c; a clearing lot of men's natural wool underwear, all sizes, retail $1. They have in stock two special lines of Etoffe pants—"Cutter" and "Killarney"—retail $1.25 and $2; men's grey covert waterproof, "Guilbert," retail $2 to $2.50; "Shamrock," "Reliance" and "Brockknit" hosiery, retail 25c; 111 a plain black cashmere hose and "New Cairo," a ribbed hose, in women's sizes, retail 25c; "Lipton," a cashmere hose, retail 40c. In knitted goods they have in stock a large range bought before the fire, and now ready for early Fall delivery, including bootees, infantees, hoods, toques, caps, mits, coats, shawls, etc. SR98 is a special honeycombed shawl, retail 50c; SR99, retail 75c; SR103, retail $1. "Devaney" is a line of ladies' vests and drawers, retail at 50c, has made a great hit, and combined with "Startler" to retail at 25c, make a good combination. A great demand has come for "Little Darling," a child's cashmere hose, in half dozens, separate sizes in box, retail 25c. A good stock of handkerchiefs for Xmas trade is shown in embroidered, picture, motto, and staple lines. No.'s 98, 222, AG and Ilama are lines of women's hosiery. The latter is extra value, retail 50.

In the men's furnishings department "Stampede" and "Champion" in Jaeger shades, and "D" in stripes, are reliable fleeced goods, retail 50c. "Manitoulin" is the name of a line of men's short reefer, grey covert, waterproof jackets for teamsters, lumbermen, etc., retail $2. Their line of sweaters is extensive, boy's retailing at 50c, 75c and $1, also men's in heavy worsted $1, and extra heavy sweaters and fancy goods.

They are carrying a large range of lined kid and mocha gloves and mits for ladies' and men's wear, including the new idea, "Double-Use" mit, which can be changed from hand to hand, thus supplying the wear of both sides. In addition there are buck lined mits, A10, retail 50c; mocha lined glove, AB, and kid lined HB54, to retail at $1.

In "Her Ladyship" ready-to-wear goods the W. R. Brock Co. report that they are booking a splendid lot of

JOHN BROWN & SON

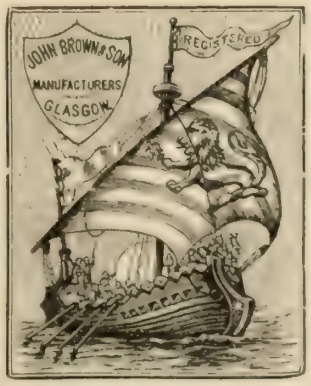
Glasgow, Scotland

MANUFACTURERS OF

MADRAS MUSLINS

IN WHITE, ECRU AND COLORS--
TASSELLED AND FRILLED

SPOT and FIGURED MUSLINS



Grenadines AND Organdies

Latest Novelties in

FRILLED MUSLINS

Piece and Curtain Goods

SOLE AGENTS FOR CANADA

PRIME & RANKIN, LTD.

37 Colborne Street, TORONTO

orders for Fall goods. In waists, their sales keep climbing up, and already they are showing new ideas to take the place of lines on which they are full up. Their new sleeve, cut after the Bischoff David model, has proved a great success, and the very latest designs tends to make it a greater favorite than ever. Their number G544 made of voile, linen body, comes in all the best selling shades, to retail for $1.50. Their lines of wrapperette waists to retail at 50c, 75c and $1, are also splendid value. In silk waists their number 0487X Jap taffeta lined body and sleeves, hemstitched, tucked throughout, is a very large seller. They can do it in all sizes and colors, and it bears a handsome profit retailing for $4.50. Their range of overskirts is this season full of choice styles. They have the modish fullness without the least clumsiness. All their skirts come taped throughout, the finish is perfect, and they are all, with two exceptions, boxed separately. Their cheapest line is cut 7 gore, made of a 16 oz. wool freize, nicely pressed and finished in black and grey, which they sell at $1.50. In the better grades they show a very large range of styles, and their enormous stock of the very latest designs and fabrics is at the disposal of their customers. A catalogue of these goods, together with clippings of cloth and special measurement blanks, will be sent to any merchant asking for same.

Wyld-Darling Co.

The staple department has been in good shape since June 1 to ship all orders promptly. The mills have assisted them by rushing through their orders, and now full lines are in stock, including bleached grey and white cottons, linings, oilcloths, shirtings, cottonades, flannelettes, dyed shakers, comforters, flannels, etc. They wish to draw special attention to their line, XXX oxford shirtings, to retail at 15c. They have had a large sale for their special white blankets, "Canada" and "Matchless," size 60x80, to retail at leading prices. There is a special 36-inch, folded double, wrapperette, in choice American patterns, retail 25c; also Nos. 300, 400, 500 and 700, special imported white cottons, and "Queen" and other fine madapolams.

In the linen department is carried a fine assortment of crashes, including "Minto" and "Barnsley," at old prices. There are three numbers of plain hucks and table linens coming daily to hand.

In the hosiery and smallware department they have their Fall range of flannelette embroideries in all the new patterns and colors, retail, 5, 8 and 10c; golf blouses in the latest shapes, to retail at $1.75 to $2.50, with gilt or pearl buttons. A large variety is carried of knitted toques and tams, to retail at 25, 35 and 50c, in plain and fancy stripes. Special values are shown in ladies' and children's ringwood gloves, in black, white and fancy colors. A large trade has been had in advance in these goods. Their hosiery is continually coming to hand; cashmere ribbed numbers for boys, with extra spliced knees, Nos. 35, 36, 37, 72 and 92. "Noxall" and "Surprise" are two leaders in plain cashmere, to retail at 25c. No. 28 is a ribbed top, and 28 a llama, in 50c lines. They also have a large line of wool and worsted ribbed goods for boys' school wear, in all sizes. All the popular selling lines are shown in ladies' underwear to retail at from 25c to $1. The smallware stock is, as usual, well assorted.

In the men's furnishings department they carry a large range of men's underwear in fleeced, plain and fancy stripes, and ribbed wool goods, including four ranges of Wolsey brand, imported cardigan jackets, half-hose at popular prices, and lined and kid mits and gloves. In handkerchiefs this house has always made a bid for trade, and it will be found as completely stocked as usual in all lines of ladies' lawn and linen, fancy lace, lace edged, and embroidered; also turkey red, navy, Duplex and Excelda; men's lawn and linen, tape border and hemstitched. All these were bought at old market prices.

A particularly good selling line for Fall with this company is a line of fancy cheviots in black, blue and brown, to retail from 50c to $1.25. They are showing also a fancy Panama that is greatly in favor in a three-toned effect, forty inches wide, to retail at $1.50.

Venetians are one of the best selling cloths for Fall, and the Wyld, Darling Co. have now their old numbers, D15 and D16, in all colors, to retail for $1 and $1.25; this cloth is fifty-two inches wide. They have also all old numbers in cheviots, fifty-two inches wide, in navys, browns and blacks, to retail from 75c to $1.50.

In silks the Wyld, Darling Co. are having great success with a special make of taffeta, twenty inches wide, in both black and colors, which can be retailed for 50c.

This company have in stock a complete range of printed flannel blousings, done up in twelve yard ends, to retail at 50c; also an extensive range of cloth shawls in tartan, grey and browns, to retail from $1.75 to $5.

An Interesting Booklet.

The "Old Bleach" Co. of Randalstown, Co. Antrim, Ireland, are sending out a booklet that contains a great deal of useful information about the linens they manufacture. These linens are well and widely known, and used, both in the Old Country and in the States, though they are only just being introduced here in Canada, and the opinion of such leading women's papers as the "Queen, "Ladies' Field, "Coming Modes," "Girls' Own Paper" and "Weldon's" are quoted, showing that different walks of life appreciate the sterling qualities of these lines. The booklet, as might be expected, from the high standard of designing shown in their goods, is a most artistic one; the shape is unique. The cover is most attractive, and is in red, gold and white.

There are various qualities of Old Bleach linens, but they are all manufactured and bleached in the one way, viz., the warp and weft are equal—the booklet explains why—and they are all grass-bleached, in the good old-fashoned style our great-grandmothers used.

The Old Bleach productions are marvelously soft and silky, and appeal irresistibly to the inherent taste for fine linen that all women have. They contain no dressing, and purchasers do not pay for starch, etc., when they buy "Old Bleach" linens—they are just the same in weight and texture after washing as before.

R. H. Cosbie, 30 Wellington west, Toronto, is sole agent for Canada

R. C. Wilkins.

Mr. R. C. Wilkins, who just returned from a trip through the Maritime Provinces, has been much pleased with the reputation in which he found his goods held there. His house is getting out a new high-class overall, introduced this year especially for men's wear. It is meeting with great success, and is to a very large extent displacing the American goods of this kind that are now being used in Canada. It is gratifying to reflect that a "made in Canada" article like that of Mr. Wilkins' is taking the place of foreign made goods.

W. R. Brock Co., Toronto.

The W. R. Brock dress goods department is again complete with the latest novelties from domestic and foreign markets. For the Summer trade, fine voiles and sicilians are the biggest sellers. This firm have just placed in stock some handsome effects in black satin striped etamine voiles, silk spot crepe de chine, silk strips twine cloths, etc., in a variety of designs, and at prices to retail at from $1.50 to $3.00. This company are having a great sale for their "Hucar" cord-de-soie, and they are showing this cloth in seven different qualities to retail from 50c to $3.

In suitings, plain broadcloths and venetians, in browns, greens and blues, are favorites. Fancy worsteds in plain and canvas weaves, and also pebble worsteds, with a silk embroidered spot, are all popular sellers.

In waist materials this firm is showing three hundred different patterns, including all styles and designs—

swivel spots, spotted sicilians, embroidered finettes, mohair striped flannels, fancy embroidered cashmerettes, embroidered bedford cords, lace striped lustres, llama cloth, albatross cloth, etc.

Chinchilla velveteens and chiffon velveteens are a new material for coats, and are shown by the Brock Co. in three qualities, to retail at 75c, $1 and $1.50 per yard, twenty-seven inches wide.

In silks the W. R. Brock Co. have some extra values in plain colored and black taffetas, peau de soie, louisine and the new mousselines.

Thos. Barrie & Co., Furriers.

Thos. Barrie & Co., of Peterboro, Ont., specialize particularly in fine fur garments, such as ladies' Persian lamb, seal and astrachan jackets, ladies' furlined coats, men's furlined coats and fine coon coats. They also can give the trade all classes of fur goods as well, and at prices that are reasonable.

Buying for cash, manufacturing under favorable conditions, selling at close margins—these are the inducements which they extend to their customers. Catalogue for the asking.

John M. Garland, Son & Co.

John M. Garland, Son & Co., are showing a nice line of belt buckles and mounted back combs, plain and gilt finish, suitable for holiday trade. The button section is attracting an unusual amount of attention. The smartest things out in the way of gunmetal, gilt and silver buttons, in all sizes, well adapted for the finishing of the popular shirt waist suit, are in stock. Blouse sets are shown which harmonize splendidly with the newest designs in buttons.

New Swiss lawn handkerchiefs, fancy edge, are shown in four special numbers to sell at 5, 10, 15 and 20c.

Garland's woolen department is showing for Fall trade a special line of Scotch 6-4 suiting to sell at $2 and $3. These two lines are marked values and trade winners. Some neat effects are shown in fancy overcoatings to retail at $1.25 to $3.25. This department will show for Fall business a large range of mantle cloths for ladies' wear in plain and fancy flakes, plaid and black, camel's hair finish,—prices from 75c up to $3.

John M. Garland, Son & Co., have now in stock a full line of Baldwin's 3 and 4 ply yarns in all staple shades, also Andalusian and Shetland and Berlins in single and double. Their special Canadian yarn will be found one of the popular lines.

Perfumes put up in artistic bottles and special holders for quick retailing are good goods to retail at 10, 20, 25 and 35c.

In hot weather underwear for repeat orders they handle a good safe line to retail at 50c a garment.

The trimming department reveals many new fads in gimps of gold and silver braids, small silk covered buttons, novelty laces, and insertions. The smart buckle effects for suit and costume finish are shown.

Fancy handkerchiefs, from the finest linen lawn down to the plain cambric goods in special values, are being shown to retail at 5, 10, 15 and 25c, and exceptionally nice things in Swiss embroidered edges to retail at 15, 20, 25, 30 and 35c.

They show possibly the largest variety of combs to be found in any house, including latest novelties in side and back goods, Paris dip and other popular shapes, at very low prices.

Showerproof covert cloths for raglan coats, special weaves, to retail at $1, $1.25 and $1.75, in navy, green, fawn and gunmetal greys are in stock.

Sterling velveteen, 23 inch, in 12 yard lengths, excellent quality (much wanted shades) the best boxed velveteen that passes the customs of this country, can be retailed at 50c.

The white goods department is now complete with a large shipment of 315, 316, 318, 319, 320 victoria lawn. The fine India linen finish on this lawn is the secret of its success. The travelers sell it everywhere. A letter order for a sample piece of each number would convince you of the value represented.

The housefurnishing department will show a select stock of muslin and bobinet ruffled curtains, lace curtains, lace door panels, chenille table covers, and curtains and tapestry goods for upholstering purposes.



Wall decoration with Crown Frieze, showing panel treatment, from the new Staunton line.

The Boyd, Brumell Co.

This house is carrying everything a fancy goods store can require, including all kinds of novelties and art needlework. A great part of these are of their own manufacture, and from designs originated by their own artists and workmen.

A particularly strong line of new things in canvas and linen cushion tops and table centres is shown in effects

that are sure to sell. Some bright ideas have been worked in in laundry bags, match strikers, shoe pockets, pin cushions, etc. This firm controls the entire output of a cord and tassel factory, and are prepared to fill orders of all sizes. They also manufacture several lines of babies' woolen jackets, bootees and hoods, up to the highest priced articles.

Nicholson & Co.

Nicholson & Co., rainproof specialists and wholesale clothing manufacturers, St. Albans, Eng., are exporting large consignments of goods to Canada, and receiving lavish praise for their merits. Orders for specials receive prompt attention, and special measure form books are supplies to customers on application.

Respecting the "motor" coat, which is illustrated in their advertisement, it is made up in rainproof cloth, mostly from whipcords, lined with camel fleece for Winter wear or Italian cloth or leather for Summer. It is double-breasted, to wrap well over chest; collar to button close up to throat, with hole and buttons at corners; perpendicular welted pockets; short side slits; Gordon cuffs to button over wrist; inner elastic wind cuffs; glissade sleeve lining; usually worn about 52 inches long.

They have a large range of Harris tweeds for suitings or for making into overcoats, particularly of the "Oban" shape, which is a typical sporting garment. Another specially suitable coat for knockabout and sporting wear, which they are making, is the "Glide On," made up in the finest cotton drill, and, of course, thoroughly rainproof.

The firm make up also Harris tweed caps, (excellent for sporting purposes and smart looking), and ordinary rainproof cloth caps. Amongst their rainproof cloth ranges there are some very choice and new designs in West of England, Scotch and English tweeds.

National's World's Fair Exhibit.

The National Sweeper Co., Marion, Ind., certainly made elaborate preparations for exhibiting their product at the Louisiana Purchase Exposition in the manufacturers' building, block 12A, St. Louis. This company has spared no time, money nor brains to make this an exhibit that will linger long in the minds of their patrons and friends who can possibly get to St. Louis and pay them a visit. The National Sweeper Co. extend all visitors a most cordial invitation to visit them and request them to make their booth their headquarters while in St. Louis.

"National" ingenuity and cleverness has evolved the idea of making the application of the furniture art to carpet sweepers. How successfully the experts have accomplished this application to sweepers is at once obvious when you have seen the originals. Each sweeper, except the Mission, is constructed of the choicest imported veneers, and the design of each is typical with its name throughout.

Rug Fringes.

A. R. Burrows & Co., Guelph, Ont., manufacturers of rug, carriage and upholstery fringes, have added to their business a complete plant for making carriage dusters, which, like their fringes, are sold to jobbers and wholesale houses only. They have experienced much difficulty in meeting the inroads of United States manufacturers, who have shipped their surplus stock into Canada at prices that would not much more than pay for the material from which they are made, but the present arrangement of Mr. Fielding as regards dumping goods into Canada ought to be of some benefit in this line. Like their fringes, Burrows & Co. carry a good stock of well assorted patterns and shadings, and expect to do a good business in the coming season.

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Ladies' Neckwear—Shown by Flett, Lowndes & Co., Toronto

The Goderich Knitting Co.

The Goderich Knitting Co. report that the change made in their selling policy has been a complete success, and that after a season's trial they are more than satisfied. The changing of the whole selling policy of a large concern, and the marketing of its products through other than the usual channels, is a matter for serious consideration, and, though contemplating this change for some time, it was not until last Fall that the Goderich Knitting Co. saw their way clear to take the course they did. They report that they are in a good position for handling Fall orders, and to give prompt delivery.

The Menzie Wall Paper Co.

Without any special flourish of trumpet, the Menzie Wall Paper Co., Limited, Toronto, Ont., has perfected its organization, equipped with machinery of the latest and most improved type one of the largest wall paper mills in Canada, sampled a complete line, and has its salesmen now upon the road.

The wall paper fraternity will find in their line every grade of paper hanging known to the trade,—from the granite for kitchen use up to the highest quality of hand pressed stock suitable for the reception room of a king.

Last, though not least, it is announced that the company is hampered by no restrictions whatever, controlled by no combination or trust, and makes its own prices (and these will be of a specially attractive character) The Menzie maxim will be "perfect goods—prompt deliveries."

The mill employs none but the most skillful operators, and has recently secured the services of Mr. L. F. Stone, for many years in charge of the manufacturing department of Warren, Fuller & Co., New York, and later of the Pittsburg Wall Paper Co.

John Macdonald & Co.

John Macdonald & Co. are showing a large range of men's fancy braces, which can be retailed at 25c a pair. They have now in stock a full line of men's worsted half hose, with mending cards attached, in black, grey and heather, plain and ribbed, which can be retailed at 25c a pair. In vassar, puff, pompadour and side combs they are showing a large range to retail at popular prices. A line of men's fancy vests for Fall is shown.

John Macdonald & Co. in silks have opened up their Fall shipments of "Guaranteed" black taffeta silk, the word guaranteed woven on the selvage every half yard. They are now prepared to fill orders for their special black peau de soie.

In the new messaline silk they are showing a popular priced line in black and all newest evening shades. In their Fall collection of black silks they are showing three entirely new weaves of silk, called the Regente, Niobe, and Taffeta Chiffon, all 44 inches wide. They have also in stock Faille Duchesse and Drap de France at all prices, in black taffeta, also 36 inch black taffeta and black satins at all prices.

For the coming Fall season they have made extensive preparation for a tweed season. They are showing latest productions of the English, Scotch and German manufacturers. In plain cloths they show several ranges in all the staple and fashionable shades, silk warp voiles, crepe de chine, crepes de Paris, crespines, hopsacks, wool cheviots, mohair bourettes, crepolines, plain and novelty costume materials, in great variety; novelty blouse fabrics.

Their range of hosiery is the largest they have ever shown, and for value is unsurpassed in the trade. Their C Special, to retail at 25c, and their Ideal, to retail at 50c, are worth seeing. A complete range is always in stock of their 312 2 1 ribs and their 307x 308x 1-1 ribs with six-fold knees and spliced ankles. They also show a large range of worsted hosiery, in plain and ribbed, and a large range of ladies', misses' and children's vests; ladies' and children's ringwood gloves, in white, cardinal, grey and black, all sizes.

In their staple department for Fall are found a beautiful assortment of wrapperettes, kimona cloths and flannelette waistings, in all the latest colorings and patterns.

They show twelve qualities in grey and eight qualities in white blankets.

Prints for Fall are well assorted in all the best selling numbers. Their Nos. 200, 201, 202, 203, 204, 205 black sateens are being shown at old prices.

In the linen department the stock of fancy linens comprises d'oyleys, tray cloths, five o'clock tea cloths, sideboard scarfs, napkins, cloths and sets of cloths and napkins to match, bleached tablings, unbleached tablings, red and white tablings, red and green tablings, and tewellings.

In the woolen department they show three special prices in 10 inch fancy silestas, 12 1-2c, 15c and 17 1-2c; 54 inch black italians, 75c, 90c and special value in black and fine costume and serges. They are showing a line of 6-4 tweeds and serges, 81 per yard.

All their carpet travellers are on the road with full ranges of new carpets, including lace, silks and tapestry curtains, rugs, squares and table covers. Shipments of the new patterns are now arriving. They have passed into stock a job line of two yard wide cork carpet, in fancy printed patterns, in two qualities. They have received a carload of new patterns of Canadian floor oilcloth and table oilcloths, and also a new shipment of two yards and four yards wide British linoleums. They stock all sizes rugs and squares in union, wool, tapestry, brussels velvet and axminster qualities is large. They also cut thirty sizes in rugs, and their stock is all new. They show an excellent quality in velvet squares, woven in one piece, at a moderate price, and in a good range of sizes.

They have received their new stock of tapestry portiers for the Fall season, and have added five new lines to their range of white quilts, having partially succeeded in overcoming the many advances in these goods.

Greenshields Limited

Greenshields Limited have now a complete stock in their underwear department, but owing to the trouble in the woolen industry they can't guarantee repeats. Numbers 300 and 2054, two leading lines, are now overdue. In this house is shown a full range of gentlewear braces, shirts, collars and cuffs, as well as fancy and plain cotton and cashmere hosiery.

They have secured from the mills the balance of their print stocks. These goods include all the newest designs and colorings, and are in price fully 25 per cent. under the regular price. They are showing in their lining department a full range of lining for Fall trade. In mercerized sateens, spun glass and taffatines, they show a most varied assortment in black and colors, including the new shades, champagne and reseda, at practically the old prices. Dress canvasses, percalines, crinoline, cotton brand and all staple linings, are shown in great variety. Their 54 inch black Italians, proof against the tailor's iron, are a special line.

In their carpet and house furnishings department Greenshields Limited have just received their repeat orders of different lines, and have now a complete stock. They have just received a shipment of some pretty designs in good quality squares in several sizes.

In the woolen department Greenshields Limited will place their line of samples in their travellers' hands early in September for Spring, 1905. It will be the largest and best assorted yet shown by them. They are showing some extra values in twills, serges and vicunas. Their new Fall tweeds, trouserings and suitings are arriving daily, and by July 15th the stock will be complete.

In the smallwares department Greenshields Limited show insertion trimmings in 1-4, 1-2, 3-4 and one inch in champagne, white and black shades. They have on display medallion trimmings by the yard in colors black, white, navy, brown, green, in pure silk.

In leather goods they are showing unbreakable elastic belts put up in neat boxes. They have on display a range of wide bodice belts. The materials are peau de soie and taffeta silk, in black, white, champagne, red, brown, navy, 5 inches wide. The buckle come in different designs, either plain or with gold and gunmetal buckles. They also have them with silver mat backs, with buttons and loops or with large gunmetal or black buckles.

They are paying special attention to buttons and are showing ball metal buttons in bright silk, nickel and gunmetal, in all sizes. Half ball buttons from 14 line to 40 line in the same metals are to be seen as well as spike buttons. A pretty range of enamel buttons in 20 and 30 lines in red, navy, brown, green and black are in stock. In silk buttons fancies and plain are still possible with the trade. They come from 14 to 18 lines. Fancy carved buttons in 12 and 20 lines in silver, burnt silk and gunmetal are good sellers to stock. Tassel buttons have their special place too. The regular style come in glass in steel color, steel or black gold in black and gunmetal, also some lighter colors for evening dresses.

In wools and yarns this firm show [illegible] Boss shield brand in lightweight wool vests and [illegible]

lustrans. They have also wool mendings in balls, and the useful peri lustre embroidery thread. They have their own brand, "Victoria," of hooks and eyes, and they have the faggoting dress trimming made of wood fibre silk and pure silk, in widths 1, 1½, 2 and 3 inches.

They have been booking large orders for cashmere and ringwood gloves. The range comprises plain and dome fastener cashmere gloves, plain and fancy ringwood gloves in an endless range of prices. Hosiery is on display in a great variety of woolens and cashmeres. Their range of ladies' and children's knitted underwear is extensive. A good many numbers are under their exclusive control. A few specials are numbers V27, to retail at 25c and V36 to retail at 50c.

In fancy woolens may be seen a full display of infantees, bootees, mitts, overalls, gaiters, toques in a various range of prices. Sashes, children's headwear and knitted shawls also form a part of this department.

In their ready-to-wear department many attractive lines are shown to good advantage. They have lately placed repeats of special numbers in Jap silk waists, also black taffeta lined waists, to retail at $5. They have placed large orders for ladies' raincoats made in newest styles, with cape, belt and new sleeve. They come in six prices. Samples will be in their travelers' hands in two weeks. They show a number of specials in flannelette wrappers to retail at $1, $1.25, $1.50, $1.75 and $2, and four specials in black sateen underskirts at $1, $1.25, $1.50 and $2. The samples are in their travelers' hands. They have a full range of Fall waists made of wrapperette material, black and cream lustres, voiles, in following shades, ivory, black, red, navy, champagne, reseda. A full assortment of flannelettewear, whitewear, top skirts, underskirts, wrappers, shirtwaists, infants' and children's dresses, ladies' linen collars, silk waists, are in the department. The vast majority of these lines are made especially for this firm in exclusive designs.

In the dress goods department their buyer says: "As the season advances we find that the demand for broad cloths increases. There will be a large demand for this class of goods this Fall. We have prepared for this and have a complete stock in the following shades: black, navy and brown, which undoubtedly are the most popular shades. Tweed effects and hopsacks in black and colors are also lines which are good to stock. For housewear we have eoliennes, crepe-de-chene and voiles. In blousings we have a new and complete stock in British, French and German make. In Priestleys' goods we show a complete range of mohairs and Sicilians in black, navy and cream. We have the new estrella cloth in black and colors, which is sure to be a good seller. Our stock is now complete in this firm's make in canvas, voile, crepe-de-chine, black and colored broadcloths and venetians. In silks and velvets we have a complete assortment. Velveteen chiffon finish blacks, 32 in. wide, meet with good success. In silks in present wear for shirtwaists plain taffeta takes the lead. For blouses Japanese silks are selling well. We have just received a large shipment of black peau-de-soie and taffeta in 36 in. wide for mantles and dresses.

"Makes the Crooked Straight."

The Globe Suspender Co., Rock Island, P. Q., are showing to the trade a novelty in a shoulder brace. They claim for their Gamble shoulder brace that it is guaranteed to make all crooked men straight.

Mr. B. P. Ball is traveling through the Maritime Provinces, and Mr. J. M. Gilmore through the Eastern Townships. Both these gentlemen are with the Globe Suspender Co., and show a full range of samples to the trade. Mr. Benoit, of the American Agency Co., is this firm's representative in Montreal.

A Growing Concern.

"C. H. Westwood & Co., Limited, are undoubtedly the largest and most progressive notion and smallware house in Canada," asserted Mr. C. H. Westwood to a Dry Goods Review representative. "We are showing everything coming under the head of notions in the dry goods stock."

The Westwood Co. cater principally to the select trade and never sacrifice quality for price. In fact they have

The Double Use Mitten Co., Limited

Dundas, Canada

We would especially solicit the attention of the Retail Merchants of Canada to carefully examine the **DOUBLE USE MITTEN** which is now being sold by the leading jobbers of Canada, and is a Mitt that can be worn on either hand with comfort, giving the consumer double service by wearing out both sides of the Mitts. Sold at the same price as regular Mitts and made in all styles and leathers.

If you cannot secure this Mitt from your jobber, write us for samples and prices.

The Double Use Mitten Co., Limited

Dundas, Canada

built up a large business by constantly acting on the principle of consistency in their dealings. Their trade in the C. M. C. hose supporters, for instance, has been phenomenal, inasmuch as it is being doubled from month to month. In the C. M. C. supporter they handle an admirable line, possessing a most perfect form of clasp, which will not tear the stocking or pull off from the corset or other material it may be fastened to. For children's use it is exceptionally fitted, clasping firmly to the waist. The utility of the clasp in this respect is apparent in comparison with the safety pins so much in evidence in all other makes.

Customers assure the Westwood Co. that Morrall's needles are still having their usual large sale. The best people in the country continue to appreciate a good article. These needles, if anything, are adapted to the merchant who wants to sustain a reputation for handling good goods. In addition to Morrall's needles, this firm carry a full line of Morrall's toilet pins and general smallwares.

Mr. Westwood reports that the company's new building is being erected as rapidly as possible, and it is hoped it will be ready for occupancy in the course of a few months.

Tress & Co.'s Hats.

When the celebrated West End hatter, who enjoys the rare distinction of purveyor to His Majesty, gave Tress & Co., manufacturers, the order for King Edward's Spring and Summer hats, all fashionable London was on the qui vive as to what particular style and shade His Majesty had selected to wear on Derby day. After the



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The King and His Hat.

model had been formulated and received the royal approval, the secret was out, and the hat was found to be a thing of beauty in the shape of a drab or pearl-colored derby, one of the most becoming and attractive hats even the King has ever worn.

This hat, as well as others of Tress & Co., are handled by their Canadian agents, Wreyford & Co., Romain building, Toronto.

Coop & Co., Wigan, Eng.

The demand for rainproofs is ever increasing in Canada, and with it the business of Coop & Co., Wigan, who are showing particularly attractive lines of clothing, men's and ladies' rainproofs, and ladies' tailor-made jackets and costumes. Their goods are known as the "Utilitas Brand," and are offered to the wholesale trade only.

Their Canadian agent is J. W. Holden, who is now in Canada showing these superior goods.



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One of the newest Raincoats for Fall, shown by The Imperial Rubber Clothing Co., London, Ont.

Kyle, Cheesbrough & Co.

This firm is showing some beautiful lace curtains, and curtain nets by the yard. The lace curtains run from 19 1-2c per pair upwards.

A number of novelties can be seen in this warehouse, such as hair pins, barnetts, slides, combs, etc., in all the new shapes. Their range of gold, pearl and turquoise necklets is certain to attract buyers. They also have a full line of chains in all the new makes.

This house is making a specialty of robes. A most complete range in sequin robes is to be seen. They come in white, black and the new Paris shade. A varied line of materials is shown, among which is crepe de chine in black and white, ivory and black silk, cristoline and voile. Prices for these beautiful goods range from $1.50 to $60 each. They offer some interesting novelties in their stock of veilings. Chiffon veils, with large chenille spots, for $2 per dozen, in all the leading colors, such as the new shades from Paris, coque de Rochar, and a bright shade of cardinal are shown.

In the ribbon department a few specials deserve attention. They show a line of satin ribbons 4 7 8 inches in width, in a great variety of shades, for 6 3-4c per yard.

Kyle, Cheesbrough & Co. are showing a large assortment of neck frillings and golfard pleatings. They offer tab collars, made with a needle, at only $1.20 per dozen. These come in white and the new Paris shades.

They show an exceptional range of dress trimmings for Fall, embracing goods from nearly all parts of Europe and America. They report a steady demand for wood fibre laces and insertions, which are still popular with the trade. They are offering box lots (12 pieces, 15 yards each) of embroideries and insertions as low as special, 3c per yard.

Children's goods are a line which they have given careful attention to. Children's bear skin and knop cloth jackets, cashmere robes and cloaks, frocks, etc., are in stock. They also show a careful selection of children's white wool boas and muffs.

In their waist department they are offering two new materials. Silk blouses from $1.50 each up, and nun's veiling blouses from 80c each up. These are guaranteed perfect fitting.

Hosiery is a line in which Kyle, Cheesbrough & Co. claim to be leaders. They offer their "Queen's Gate" fast black cashmere at $2.25 per dozen, to retail at 25c each.

Silk velvets and velveteens, colored plush and white bear skin are shown in a large assortment. They offer chiffon velvet to retail at $1.

A large display of dress goods, blousings and silks is made. In the blousings all the popular Fall lines are shown in great variety. Basket cloths, tweed suitings, Bouton, Otty and Storne cheviot, black boucle and roxanas, all wool hop sacking, oak bark crepoline, amazons and venetians are some of the lines in the dress goods department, comprising all the latest productions from the European markets. Some of the other popular Fall cloths are sublime suitings, all wool momie cloth, Panama cloth, Sedan cloth, black moseque suiting, and black mohair resille. Nattie and pebble suitings, with a good range of boxcloth, are important lines. They offer special value in a 41 inch all wool satin amazon at 37 1-2c per yard. They offer the newest novelty, called "Surahline" silk, in plain colors, to retail at 75c. A special in black peau de soie to retail at $1 is shown. Jap silks are to be had from 19 1-2c upward. Tamoline is seen in a good range.

W. R. Brock Co., Montreal.

Brock's are showing a very pretty range of belt buckles, in gunmetal, steel, gold and silver. The designs consist of Canadian emblems, such as maple leaves, beaver, etc. The goods retail from 50c to $1 each. Each set consists of three pieces. A very nice range of chatelaine bags can be found in the smallware department, and lines to retail from 25c up to $2 each are included. Of course this firm carries a range of ladies' purses, gentlemen's pocket books, etc. Armlets can be found in wool, cotton, silk and wire, at Brock's. An unusual demand for Vassar combs is reported by the manager of the smallware department. This comb helps to keep loose hair from falling down and this feature doubtless is much appreciated by the users. Side combs to serve the same purpose are also a feature of this firm's comb stock.

In the housefurnishing department can be found a line of straw mattings which can be retailed at from 20c up. The range is an extensive one, and the goods are just what is wanted for country houses. Indeed the designs are what may be called "summery," and carry a feeling of coolness very pleasant in this weather, when one is tired of carpets and heavy hangings and rugs. Brock's still carry their usual well chosen range of tapestry carpets. Tapestry and chenille table covers and curtains are also a feature of this department. Art draperies to retail at from 12c up are a prominent feature. The patterns are well chosen, and should sell freely.

Flannelette underwear, says Mr. Paquette, of the W. R. Brock Co., is going very well this season. His stock is most complete, comprising underskirts, corset covers, dressing jackets, etc., etc.

Some pretty Japanese silk blouses to retail at about $3.50 are to be found in the Brock Co.'s ready-to-wear stock. This firm is said to be the only one in the trade carrying a line of christening robes. These goods are very much in demand in the French centres, and the prices they are shown at by the Brock Co. enable them to be retailed very profitably.

In the trimming department there are many lines which claim attention. Laces are having a phenomenal sale. Two toned laces, in particular, are going tremendously fast; to quote Mr. Slessor, "We can't keep them. No sooner is a lot opened up than it seems to disappear as if by magic. This line has been repeated six or seven times." The all-over two tone lace can be retailed at $1.75 per yard, while a profit can be made on the insertion at 10 to 12c per yard.

In ladies' neckwear this firm claims to carry the "largest and best assorted stock in Canada." Tab collars, particularly in Persian and Bulgarian effects, are selling remarkably well, while there is an unprecedented demand for embroidered cuff-and-collar sets. This firm makes a specialty of ladies' neckwear, and judging by their stock are leaving no stone unturned to prove the truth of the foregoing assertion. Belts in great variety are to be seen on this floor, in leather and silk, and noticeably in the silk some very pretty effects are being shown. Ladies' wants are particularly well provided for in this department. In fact, as Mr. Slessor, the manager, says, "Anything we haven't got, isn't worth having."

On the staple floor some very nice cushion material was noticed, SM42 being a leader to retail at 10 cents per yard.

Just at this time, when excursions to seashore and country begin, there should be a demand for washable fabrics for use in children's dresses, etc. "Mandarin" silks, linen suitings, knicker suitings, dress ducks, etc., are all of this nature and should prove useful as a means of inducing the purchase of other articles, when properly displayed.

Silk blouses are a feature of the Brock Co.'s ready-to-wear department, while the material of which to make them is a feature of the silk department. China silks to retail at from 45c up, wash silks from 50c up, colored messalines at $1.25, shirt waist silks in checks, at 75c, are all to be found in many very pretty shades and patterns. A very pretty range of fancy muslins can be found on the second floor of this firm's warehouse. These goods are seasonable now and considering Brock's range can be retailed at 15c per yard, they should sell out pretty soon.

Extensive additions are being made to the Brock Co.'s woolen department, and in future it will carry a most complete range of woolens for men's wear. TB1 black worsted venetians are still deservedly popular, and in many cases are retailed at $1.25 by merchants. Black eoliennes to retail at $1 to $1.75, black voiles at 50c to $1, and lustres to retail at from 35 to 50c are being very much worn this season, and the range carried by the Brock Co. is most complete, comprising all colors and qualities.

Tartan rugs and shawls to retail at from $3.50 up should sell well, particularly at this season of the year, when people are looking for just this kind of an article to be used in country houses and at the seashore.

Metal printed velveteens are being greatly used for blouses, etc. Mr. Albright, of the dress goods department, states that he has a line which can be retailed at 50c. Cravenette is still popular. Brock's have several very good lines ranging from $1 to $3 per yard.

BL11 linen suiting to retail at 12c is something very special. Ginghams are particularly well attended to at Brock's Montreal warehouse, and this month a particularly nice line to retail at 25c was noticed.

Prints are much in demand at this season of the year, and the stock at this warehouse is still well assorted, notwithstanding the heavy drains made on it by the Toronto travelers. Some nice designs are being shown, and the prices (a great argument) are right.

A Valuable Skirt Fastener.

Placket buttons were a step in advance. They facilitated the process of buttoning up skirts and gloves. However, they could not be relied on to always stay fastened when subjected to a strain. The button which does this is the "snap lock," which by means of a little projecting spring lever fastens so securely that only a force capable of tearing the two pieces apart is able to

separate it. The button is small and neat, and the lever is almost concealed from view. The button is handled by the Import Novelty Co., with a Canadian office at 309 Carlaw building, Toronto.

Pure Jaeger Wool.

This striking sign is already a well known land-mark on St. Catherine street, Montreal. It appears over the store lately opened by the Dr. Jaeger Sanitary Woollen System Co., Limited, of London, and the store itself is an illustration of the "modern invasion of Canada by England." That the Jaeger Company has faith in the future of the Dominion is evidenced by the way in which it has fitted up its head office. The decorations and fittings throughout are unique in Canada having been made from special designs by the English artist, Mr. Charles E. Dawson, and they form a suitable setting for the high-class goods the company has for sale.

Readers of The Review, when in Montreal, should call at 2206 St. Catherine street, and inspect both the premises and goods. The accompanying illustrations will give some idea as to the shop front; the interior in oak and leaded glass is after the style known as "art nouveau."



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Brophy, Cains & Co.

Brophy, Cains & Co. are showing a large and varied variety of novelties for waistings and blousings. They submit the following list as some of their best selling ranges.

W192—27 inch., six shades in fancy, plain and random stripes.

W193—27 inch., six shades, self grounds with plain and spot stripes.

W195—27 inch., four shades, with raised, plain and mottled stripes.

W196—28 inch, ten patterns, light ground knicker, both plain and checked.

D172—28 inch, eight colorings, narrow ombre stripes with grey and white raised over checks.

D176—28 inch., champagne ground, with wide ombre stripes in five colorings.

D178—28 inch., champagne, light blue and resida grounds, with fancy raised stripe.

D180—28 inch, five colorings, ombre stripes, self grounds, with embroidered spots.

D182—28 inch., self grounds, with floral stripes in four colorings.

W198—28 inch., six shades with white polka dot.

W199—28 inch., light ground, colored printings, floral style, in eight designs.

W200—28 inch, seven colorings, in fancy stripes.

W201—28 inch., cream and colored self grounds, with embroidered silk spot, eleven ways an exceptionally good selling line.

W197—28 inch., in nine shades, self ground, with broken embroidered stripes.

D174—28 inch., nine self shades, with white embroidered irregular stripe effect.

They mention the following numbers as being more extreme, more exclusive, which would be a great attraction to those reaching after the best class of business. Special mention is made of:

D184—28 inch., eight combinations.
D186—28 inch., eight combinations.
D190—28 inch., six combinations.
D188—29 inch., five combinations.

A very desirable line is W202, black wool satin cloth in 27 inch, with white silk embroidered spots, figures and broken stripes. Brophy, Cains & Co. report that this has been the most satisfactory season of their dress goods department in the history of their business.

In silks the demand still continues on small checks in taffeta and louisine silks, black and white and blue and white being the favorites.

The samples of "semi-ready" blousings shown by Brophy, Cains & Co. made from the goods they carry in stock look very "catty," and a great advantage in displaying the goods is gained, as it gives the effect of the garment made up.

A Comb That Holds Up.

There are hair combs and hair combs. There are some combs which are supposed to hold up the hair which, as every one knows, come far short of doing what they are claimed to do. The "Evertidy" comb which is put on the market by Max G. Cohn & Co., of New York, is not of this kind. It not only holds up the general body of the hair, but the stray locks are kept in position as well. It is, therefore, a comb which the merchant can not only recommend to his customers, but can sell to them. A full range of samples is carried at the Canadian office, 232 McGill street, Montreal, the manager being Mr. Geo. H. Evans.

The Salem Co.

In their ladies' waist department they have a few specials to offer owing to the backward season. These are the first jobs the firm has offered this season. For Fall they show a varied assortment of Scotch flannels in plain shades, principally greens, blues and greys, with Persian stripes. Heavy mercerized vestings in the new shades, champagne and grey, are also in stock.

In the men's department all the latest novelties in shirts are shown. The coat shirt is a novelty shown in a full range of colored goods with cuffs attached. This firm also make a specialty of attached cuffs. Grey and champagne shades in neat stripes and figures in black and blue are the most popular lines. The Salem Co. also show a full line of pyjamas. It might be mentioned that their sale of fancy vests on the road has been so extensive that they have had to withdraw samples from their travelers' hands.

Acetylene Generator

P. E. Ward & Co., manufacturers of acetylene generators, 42 Princess street, Kingston, Ont., maintain that their double acting valve, patented in Canada and the United States, is a positive guarantee that the carbide is entirely shut off from the water when the gas is not being used. Their method of passing the gas through water three times and then through the latest and most approved gas filter before entering the service pipe, along with perfectly cool operation to start with, is the best possible guarantee for pure acetylene which will always give a clear soft white steady light without clouding the burner. Acetylene is the light-giving element in their free state.

Tooke Bros., Limited.

Tooke's collars are more in demand than ever. Evidently the firm's long experience as manufacturers enables them to procure very reliable cloths for making up. Their prices are popular with the trade, and the laundry work is very regular.

Express orders alone for Tooke's collars every day keep a special hand hustling, looking them out.

Mr. Foster, of Tooke Bros., Ltd., sailed for Canada on the 30th ult. He has visited all the silk markets on the Continent, and reports having many attractive styles and ideas controlled for Canada.

Tooke's shirt department is unusually busy. They have recently installed electrical cutters to keep up with the demand for the Tooke shirt. Some of their shirt department are working at night, which is unusual at this time of the year. Their Fall styles in stiff bosoms, flannels, tweeds and the new "Giant" shirt are evidently appreciated by the trade.

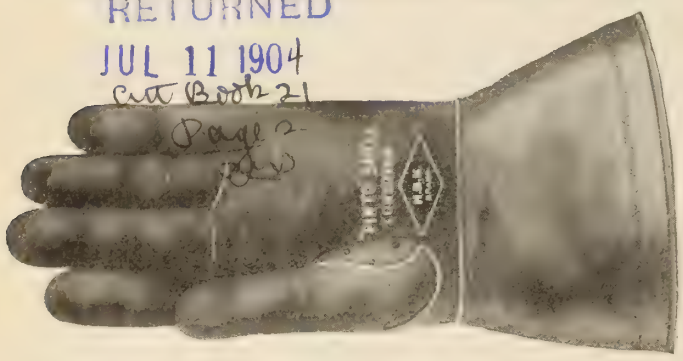
Tooke's shirt department has become so large that they have engaged the services of Mr. W. N. Smith (for many years with J. W. Peck & Co.) to look after the neglige department.

Tooke's are headquarters for the genuine "French Guyot Suspenders." They alone carry a stock of these goods in Canada.

H. B. K. "Pinto" Shell Cordovan.

"Pinto" Shell Cordovan is a leather tanned by the secret process of the Hudson Bay Knitting Company, Montreal, a leather of the highest merit, and of great importance in the mitt and glove trade of Canada. H. B. K. Brand "Pinto" Shell Cordovan leather is tough—

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tough as leather can be, yet its pliableness and softness affords abundance of comfort to the wearer during cold or inclement weather.

There is herewith illustrated one of their leading "Pinto" shell cordovan scorch-proof gloves, being their rivetted gauntlet glove, which will stand the worst possible usage without damage. The decay of these mitts, gloves and moccasins is so long delayed that they are an extremely satisfactory line to handle.

G. Goulding & Sons.

This firm report that they are making quite as extensive preparations as usual for the Fall trade, and that in spite of the fire their stock will be as in previous seasons, representative of the richest and most stylish productions of the leading markets of the world, and the trade is assured of the usual extensive exhibit of choice millinery novelties. The warerooms of this firm are now at Moss Park Rink, 123 Shuter street, and the office and sample room at 5 King west. Before another season opens the G. Goulding & Sons Co. will occupy a large and modern warehouse, which they are erecting on Wellington street west.

The Gillespie Fur Co.

One of the firms whose business was least interrupted by the fire was the Gillespie Fur Co., Toronto, who had their new warehouses at 100-102 Front street west, almost completed at the time. This building will be one of the most up-to-date to be found, being fitted out with every convenience and protection. The new heating system adopted by this firm is a novelty in its manner of ventilation and heating, the air being drawn over pipes that heat or cool it according to the season, and then force it into the different flats as required. In the basement an immense vault 50x25 is built, and thoroughly proofed against fire. In this the furs can be safely stowed at any time.

The building is 225 feet long, and contains three flats and a basement, and will be completed in a few weeks. In the meantime the factory is going on as usual, and there is no inconvenience to patrons.

The Julian Sale Leather Goods Co.

To anyone who is interested in the progress of Canadian manufacture, a visit to the sample room of the Julian Sale Leather Goods Company would prove pleasant, profitable and instructive, and if one word would be applicable to the occasion, that word would certainly be "profusion." There are not only the prevailing ideas, which one would expect, of course, to find, but also an extensive variety of leather goods not made by any other company.

Leather goods are in greater demand than ever, owing of course, largely to the existing good times, but also to the great advances made in their adaptation to the tastes and needs of the people, and to the improvements in their production. It is the aim of the company not only to keep pace with the constantly advancing requirements of the age, but, if possible, by their enterprise and originality to anticipate that advance in some degree.

Debenham, Caldecott & Co.

This firm will have on hand for Fall a large stock of silks, velvets, ribbons, etc., as well as black voiles and black and colored broadcloths, which promise to be among the leading fabrics for Fall wear. Browns, dark greens and navys are the most sought for colors, and this firm will be in a position to supply all wanted shades. Every day sees an increase in the selling strength of taffetine, as it is one of the best substitutes for silk for drop skirts, linings, etc., yet introduced to the notice of the trade, and it is with difficulty that this firm can keep leading colors in stock. A new shipment is now to hand, and they will be in a position to fill all orders for this fabric.

Taffetas are the leading silk for Fall, and Debenham, Caldecott have in stock all shades and all prices.

Jonathan Dearden & Co., Manchester.

Jonathan Dearden & Co., 11 and 13 Bridgewater Place, Manchester, Eng., are manufacturers of all kinds of quilts in every quality and price, and from their extended experience of over a century are fitted to supply to the trade the right kind of goods at the right price. Their designs are noted for their excellence and artistic character.

Their Canadian representative is J. W. Holden, who is now in Canada carrying a comprehensive range of samples. They solicit from the wholesale trade only.

The National Rubber Co.

The National Rubber Co. of Montreal, the makers of the Snow Shoe Brand Waterproof Garments, show in this issue a natty raincoat for ladies, which they call the "Brigadier." These coats are made in cloth, showerproof and cravenette, in all sizes. There are also many other neat designs. Their travelers are now out for immediate orders, and for Fall.

This company have just issued a new catalogue, containing illustrations of their many new and up-to-date styles, for both ladies and gentlemen. One of these catalogues will be sent free on mentioning The Dry Goods Review. Their address is 524 Craig street, Montreal.

Peel & Co., Drayton.

The firm of Peel & Co., Drayton, is prepared to supply superior, medium and fine leggings and overgaiters for men, boys and women. All purses and all tastes can be suited from their large range. All that is necessary to obtain an idea of the excellence of the goods they manufacture is to drop a line for their price list, mentioning The Dry Goods Review, and one will be sent by return of mail.

The Campbell Shoe Co.

The Campbell Shoe Co., situated as they are in the very heart of the shoe industry of Canada, are in a position to purchase from the choicest lines of the various manufacturers, while their system of buying, coupled with the knowledge and experience of Mr. A. Campbell, the manager, enables them to secure the closest possible prices. In this issue they call attention to three special lines which will be of especial interest to retailers.

Canada Veiling Co.

This company are able to supply many exclusive designs in made veils, as they have an extensive manufacturing plant, which is constantly turning out new ideas. Luckily this part of their business escaped the fire. In mesh veilings, and in imported novelties, their stock is up-to-date, as having a permanent European buyer they are in the closest possible touch with Paris and London styles. Their new address is 93 York street, Toronto.

The Home of Whalebone.

"Hone's bones save many groans" is a catch phrase that has become familiar to haberdashery buyers in Great Britain, and is likely to find verification in Canada as well. Daniel Hone's reputation for whalebone has been increasing rapidly during the past few years, and it is doubtful if there is any other house in London that concentrates its energies in the manufacture and importation of whalebone to the extent Mr. Hone does. A walk through his warerooms reveals row upon row of shelves with whalebone in every form,—in strips, in continuous coils, and in lengths cut to any measurement. The material is supplied for dressmakers, corsetmakers, whipmakers and for surgical appliances. One cannot help feeling, as he walks about in No. 1 Chiswell street, that he is in the very home of manufactured whalebone.

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MERCANTILE REPORTS AND COLLECTIONS.

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- Hood, Morton & Co., Newmilns, Scotland, Lace Curtains.

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Advertisements under this heading 1c a word first insertion 1c a word each subsequent insertion.

Contractions count as one word but five figures as $1,000 are allowed as one word.

Cash remittance to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postage, etc.

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A YOUNG MAN with from $5,000 to $10,000 and experience in wholesale business can find a rare opportunity to acquire a manufacturers' agency business in dry goods and kindred lines, with a regularly established and exclusive trade and upon a good paying basis. Party desires to leave business in the hands of competent successor after having acquainted successor with the details of the business. Money fully secured until buyer is assured of the value of the business. Address at once BUSINESS, care of Class Advertising, 910 Caxton Building, Chicago, Ill. (7)

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IN best city in British Columbia, $10,000 stock of Staple Dry Goods, splendid corner store; low lease; owner retiring. Address Box 135, DRY GOODS REVIEW, Toronto. (7)

TRAVELLER'S SPECIAL LINE WANTED

EXPERIENCED retail Dry Goods man, residing in Nova Scotia, is desirous of securing good special line for that territory. Address Box 149, Dry Goods Review, Toronto.

SELLING AGENT WANTED.

THE Largest Manufacturers in the World of Cocoa Fibre Mats and Mattings, William Goodacre & Sons, Limited, Ceylon Mills, Victoria Docks, London (England), require the services of a representative for the sale of their goods in Canada. Application to above address. (11)

TRAVELLERS' SAMPLES WANTED.

TRAVELLER having strong connection East of Toronto with the Men's Furnishing, Clothing, Hat, Cap and Dry Goods trade wants manufacturers samples on commission. Guarantee results, security if necessary. Box 150, DRY GOODS REVIEW, Toronto. (7)

AGENCIES WANTED.

WILL represent on commission basis in the Maritime Provinces, headquarters Halifax, Canadian or Foreign manufacturers selling to the dry goods trade. Have first-class and influential connections among the dry goods men, wholesale and retail of Nova Scotia, New Brunswick and Prince Edward Island. Manufacturers seeking trade in above named territory are invited to submit their proposals. Address agent, Box 15—X, DRY GOODS REVIEW, Toronto. (7)

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FOR SALE—The old established Dry Goods business of R. W. Robertson & Co., in the city of Brantford. Stock not heavy and in fine condition. Very best reasons for selling. For particulars address R. W. Robertson. (8)

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Metropolitan Business College

— OTTAWA, ONT. —

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Agent wanted calling upon retail trade (medium and high class) to represent large firm manufacturing high class Waterproof and Rainproof clothing for Ladies and Gentlemen. Apply, giving particulars of firms already represented, and references, in strict confidence to B. Birnbaum & Son, Ltd., London, E.C., England.

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Hoskins, David, Toronto.
Jenkins and Hardy, Montreal, Toronto, New York.
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Merson, Geo. O., Toronto.
Williamson, F. G., Toronto.

Advertisement Writers.
Child & Fall, Wakefield, Mass.
Smith, Geo., J., Bureau, New York.

Auctioneers.
Benning & Barsalou, Montreal.
Stevens, G. E. & Co., Chicago.

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Beatty, Blackstock, Fasken and Riddell, Toronto.
Burritt, Jas. H., Pembroke.
Cameron, D. O., Toronto and Oakville.
Hamilton, J. C., Toronto.
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Vidal, I. L. O., Quebec and Montmagny.

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Flett, Lowndes Co., Toronto.
Caverhill & Kissock, Montreal.
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Toronto Feather & Down Co., Toronto.

Boot and Shoe Laces.
Faire Bros., Leicester, Eng.
Frank & Bryce, Toronto.
"Paton's"—Ross, Geo. D., & Co., Montreal and Toronto.

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Campbell Shoe Co., Quebec.
Ryan, Thos., & Co., Winnipeg.

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Defiance Button Machine Co., New York.
Shantz, Jacob Y., & Son Co., Berlin.

Carpets, Curtains, Rugs, etc.
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Burrows, A. R., & Co., Guelph.
Copestake, Crampton & Co., London, Eng.
Greenshields Limited, Montreal.
Hamilton Cotton Co., Hamilton.
Hees, Geo. H., Son & Co., Montreal and Toronto.
Hirshson, L., & Co., Montreal.
Imperial Carpet Co., Toronto.
Macdonald, John, & Co., Toronto.
Prime & Rankin, Toronto.
Rylands & Sons, Manchester, Eng.

Cash Registers, Carriers, etc.
Cutting, F. C., Toronto.
National Cash Register, Toronto.

Cloaks, Costumes, Skirts, Shirt Waists, etc.
American Silk Waist Co., Montreal.
Baker, Richard L., Co., Toronto.
Brock, W. R., Co., Toronto.
Canadian Underskirt Co., Toronto.
Cater, Platt & Co., London, E.C.
Colonial Cloak Co., Montreal.
Consolidated Cloak Co., Toronto.
Copestake, Crampton & Co., London, Eng.
Corby, Palmer & Stewart, London, Eng.
Empire Mfg. Co., Montreal
Excelsior Cloak Co., Montreal.
French Art Embroidery Co., Montreal.
Garland, John M., Son & Co., Ottawa.
Greenshields Limited, Montreal.
Hirshson, L., & Co., Montreal.
Hitchcock, Williams & Co., London, Eng.
Kyle, Cheesbrough & Co., Montreal.
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Star Whitewear Mfg. Co., Berlin.
Telford & O'Rourke Garment Co., Rock Island, Que.

Cloth Charts.
Putnam, A. E., Milan, Mich.

Combs—Fancy.
Cohn, Max G., New York.

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Birnbaum, B., & Son, London, Eng.
Flaws, R., & Sons, Toronto.

Corsets.
Konig & Stuffmann, Montreal.

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Brophy, Cains & Co., Montreal.
Canadian Colored Cotton Mills Co.
Greenshields Limited, Montreal.
Horrockses, Crewdson & Co., Manchester and London, Eng.
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Dress Goods, Silks, etc.
Brock, W. R., Co., Montreal and Toronto.
Brophy, Cains & Co., Montreal.
Canadian Colored Cotton Mills Co., Montreal and Toronto.
China & Japan Silk Co., Limited, Montreal.
Debenham, Caldecott & Co., Montreal, Quebec and Toronto.
Garland, John M., Son & Co., Ottawa.
Garneau, P., Fils & Cie, Quebec.
Godwin, John V., & Co., Bradford, Eng.
Greenshields Limited, Montreal.
Hitchcock, Williams & Co., London, Eng.
Ishikawa, K., & Co., Toronto.
Knox, Morgan & Co., Hamilton.
Kyle, Cheesbrough & Co., Montreal.
Macdonald, John, & Co., Toronto.
Nisbet & Auld, Toronto.
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Dyers, Cleaners, etc.
British American Dyeing Co., Montreal, Toronto, Ottawa and Quebec.
Parker, R., & Co., Toronto.
Worrall, J. & J. M., Manchester.

Educational.
Belleville Business College, Belleville, Ont.
Canadian Correspondence College, Toronto.
Metropolitan Business College, Ottawa.
Peterboro' Business College, Peterboro'.
St. Margaret's College, Toronto.
Western Business College, Toronto.
Willis Business College, Ottawa.

Engravers.
Legg Bros., Eng. Co., Toronto.
Smith, Geo. J., New York.

Featherbone Novelties.
Reid-Featherbone Mfg. Co., London, Ont.

Finance, Insurance, etc.
British America Assurance Co., Toronto.
Canadian Bank of Commerce, Toronto.
Confederation Life Association, Toronto.
London Guarantee & Accident Co., Toronto.
Merchants Mercantile Co., Montreal.
Metropolitan Bank, Toronto.
Western Assurance Co., Toronto.

Flannels, Flannelettes, etc.
Brophy, Cains & Co., Montreal.
Colonial Bleaching & Ptg. Co., Montreal.
Greenshields Limited, Montreal.
Horrockses, Crewdson & Co., Manchester and London, Eng.
Rylands & Sons, Manchester, Eng.
Salem Co., Limited, Montreal.
Wyld-Darling Co., Toronto.

Furs.
Alexandor, A. J., Montreal.
Barrie, Thos., & Co., Peterboro'.
Cater, Platt & Co., London, Eng.
Caverhill & Kissock, Montreal.
Gillespie Fur Co., Toronto.
Greenleese, S. T., & Sons, Montreal.
Hitchcock, Williams & Co., London, Eng.
Johnson, Hiram, Montreal.
Peck, John W., & Co., Montreal, Winnipeg and Vancouver.

General Dry Goods.
Brock, W. R., Co., Montreal and Toronto.
Brophy, Cains & Co., Montreal.
Garland, John M., Son & Co., Ottawa.
Garneau, P., Fils & Cie, Quebec.
Greenshields Limited, Montreal.
Hitchcock, Williams & Co., London, Eng.
Knox, Morgan & Co., Montreal.
Kyle, Cheesbrough & Co., Montreal.
Macdonald, John, & Co., Toronto.
Nisbet & Auld, Toronto.
Rylands & Sons, Manchester, Eng.
Wyld-Darling Co., Toronto.

Gloves, Mittens, etc.
Baker, Richard L., Co., Toronto.
Brock, W. R., Co., Toronto.
Double Use Mitten Co., Dundas, Ont.
Goderich Knitting Co., Goderich.
Hudson Bay Knitting Co., Montreal and Winnipeg.
Pewny's—Greenshields Limited, Montreal.
Rylands & Sons, Manchester, Eng.
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Handkerchiefs.
Black, James, & Co., Belfast, Ireland.
Paquette Bros., Montreal.
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Gaunt & Hudson, Leeds, Eng.
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Hitchcock, Williams & Co., London, Eng.
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Kyle, Cheesbrough & Co., Montreal.
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Flett, Lowndes Co., Toronto.
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Belding, Paul & Co., Montreal.

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Frank & Bryce, Toronto
Harris & Co., Rockwood, Ont.
McDowell, Andrew H., Montreal.
Oriental Silk Co., Montreal.

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Ferguson Bros., Carlisle, Eng.
Kirk, Samuel & Sons, London, Eng., and Manchester
McDougall, A. & Co., Montreal
Rylands & Sons, Manchester, Eng.

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Imperial Carpet Co., Toronto.
Ishikawa, K., & Co., Toronto.

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Macdonald, John, & Co., Toronto.
Peck, John W., & Co., Montreal, Winnipeg and Vancouver
Rock Island Overall Co., Rock Island, Que.
Rylands & Sons, Manchester, Eng.
Wilkins, Robert C., Montreal.

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Hart & Riddell, Toronto
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Toronto Brass Mfg. Co., Toronto.

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New Idea Pattern Co., New York

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Canadian Press Clipping Bureau

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Phillips & Wrinch, Toronto.
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Weese, G. A., & Son, Toronto
Westwood, C. H., & Co., Toronto.

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Harris & Co., Rockwood, Ont.
Hewson Woollen Mills, Amherst.
Kirk, Samuel & Sons, London, Eng. and Manchester
Lesing & Hermann, Montreal
McDougall, A. & Co., Montreal
Meaker, G. John & Co., Toronto.
Norton Labels Mfg. Co., Toronto
Nossel & Attil, Toronto.
Wyld-Darling Co., Toronto.

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Canadian Oliver Typewriter Co., Montreal

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Rylands & Sons, Manchester, Eng.

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Cetamo, Duncan Bell, Montreal
Brock, W. F., Co., Montreal and Toronto
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Clinton Knitting Co., Clinton, Ont.
"Crescent" brand—Leonard, S. & Son, Dundas.
Deimel Linen Mesh Co., Montreal
Eadon brand—Woods, John L., Montreal
Ellis Mfg. Co., Hamilton.
Gait Knitting Co., Gait.
Goderich Knitting Co., Goderich
Greenshields Limited, Montreal
"Hendawick" Jas. Henderson & Co., Hawick, Scotland
Jackson Mfg. Co., Clinton, Ont
Jaeger, Dr. Co., Montreal.
Knox, Morgan & Co., Hamilton.
Penman Co., Paris, Ont.
Perry, G. B. Knitting Co., Hamilton
"Pesco" Peter Scott & Co., Hawick Scotland.
Rylands & Sons, Manchester, Eng.
Truro Knitting Mills Co., Truro, N.S.
Two Steeples, Limited, London, Eng.
"Vivella" -Wm Hollins & Co., London, Eng.
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"Wolf" brand—Henderson, Robert, & Co., Montreal.
"Wolsey" brand Underwear
Woolnap, Toronto.
Wreford & Co., Toronto
Wyld-Darling Co., Toronto.

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Kyle, Cheesbrough & Co., Montreal
May, Thomas, & Co., Montreal.
Worrall, J. & J. M., Manchester, Eng.

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Menzie Wall Paper Co., Toronto.
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Watson-Foster Co., Limited, Montreal.

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Coop Co., Limited, Wigan, Eng.
Cravenette Co., Bradford, Eng.
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Law, Russell & Co., Bradford and London.
National Rubber Co., Montreal.
Nicholson & Co., St. Albans, Eng.

Whalebone

Hone, Daniel, London, Eng.

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Hees, Geo. H., Son & Co., Montreal and Toronto.

Wool and Woolens

Benson, W. E. & Co., Montreal
Taylor, T. H., Co., Chatham

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Canada Paper Co., Toronto.

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The Star Whitewear Mfg. Co., of Berlin, Ont., are busy getting out new samples of shirtwaists. Their range will be large, and some good values are being shown.

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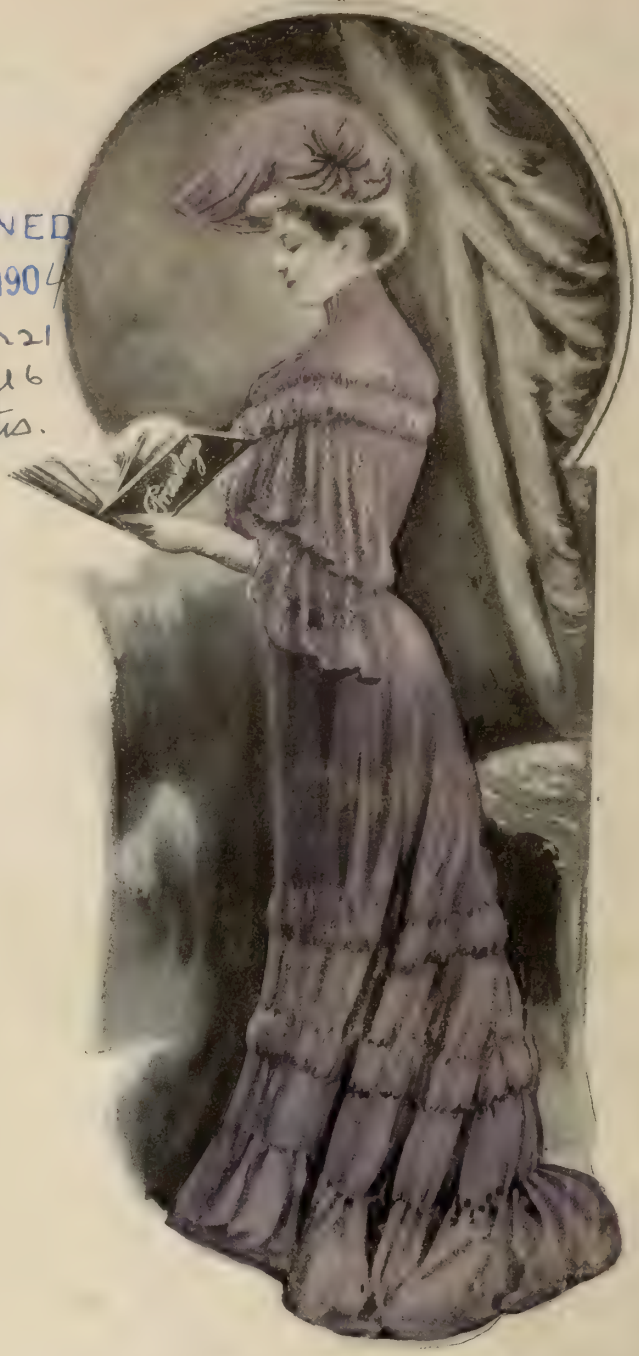
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Vol. XIV. No. 8.

AUGUST 1904

THE DRY GOODS REVIEW



The MacLean Publishing Co. Limited
Montreal Toronto Winnipeg

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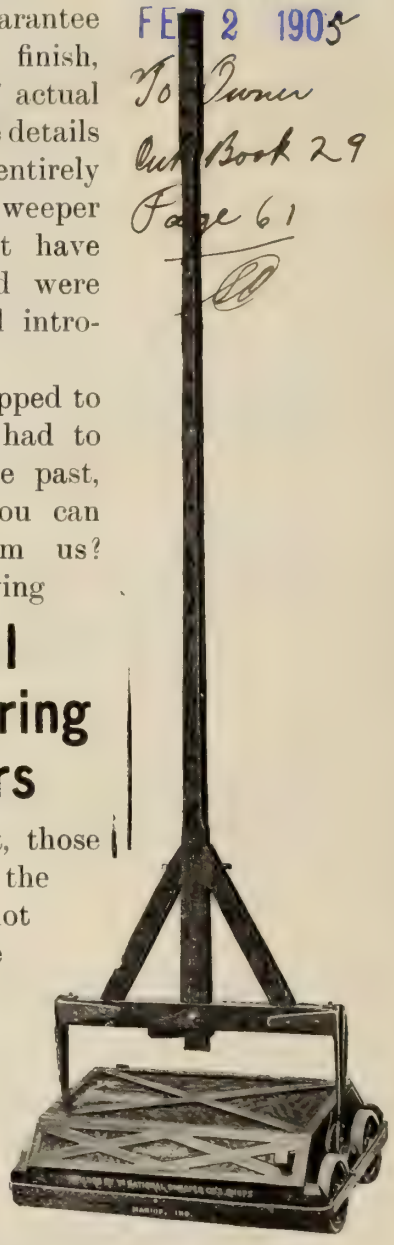
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RETURNED
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To Owner
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National Roller-Bearing Sweepers

appreciate this point, those who buy them in the future will. Why not supply your trade with the best, when you can furnish it for the same money and at a greater profit to yourself?



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These garments all come boxed separately, cut perfectly—finish and styles up-to-date in all respects.

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Black Sateen Underskirts

Our trade in these garments is rapidly increasing. Below we give three of our specials :

G680. Fine Mercerized Sateen, light weight, trimmed with ruffles and straps. .....To retail at **$1.00**

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G682. Mercerized Sateen, deep accordeon plaited ruffles, strapped, with deep under ruffle.....To retail at **$1.25**

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Our new sleeves, made after the Bischoff David model, greatly help the sale of the following numbers :

G539. Colored Wrapperette, trimmed with bands.....To retail at **75c.**

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G544. Colored Wool Voile, front fancy trimmed. "Special."....To retail at **$1.50**

0487x. Colored Jap. Taffeta, lined body and sleeves hemstitched and tucked. "Special."..... To retail at **$4.50**

1014. Colored Silk and Wool Vesting, trimmed with tabs on front and shoulders .....To retail at **$4.50**

Catalogue of all our ready-to-wear garments, with samples of material and self-measurement forms, will be sent on application.

THE CANADIAN
DRY GOODS REVIEW

VOL. XIV. MONTREAL AND TORONTO, AUGUST, 1904. No. 8

THE DRYGOODSMAN'S WARES.

Their Origin and Characteristics.

THE kerchief is properly a cloth to cover the head, and was originally called covercheif. Its most familiar form now, however, is the handkerchief. At one time the kerchief was a loose cloth wound around any part of the body, and had for a prefix the part covered, such as breastkerchief, a covering worn over the shirt; neckerchief, worn around the neck, etc. As a head covering it developed startling degrees of ornamentation. So ridiculous did this become that Edward IV. passed a law that it was not to cost more than ten shillings. Handkerchiefs now range in price from the merest trifle of a cent or two to $50, and often more. Large stores carry in regular stock lines as high as $10. These are valued solely for the lace which forms the greater part of the handkerchief.

KERCHIEF.

* * *

KNITTING is an art allied to weaving, but of comparatively modern date. The time of the invention is disputed, some setting it in Scotland in 1500, and others maintaining that it arose in Spain in the reign of Henry VIII. Knitting consists in using a single thread, and with it forming a continual series of loops across the whole fabric; the next row passes through these, and they in their turn receive a third set, this continuing until the whole is completed. Crocheting is analagous, but differs in the fact that each separate loop is thrown off and finished successively. Until recently knitting was employed only in small articles, such as stockings, gloves, etc., but the invention of the knitting machine makes it impossible for handwork to compete, and large things are easily turned out.

KNITTING.

* * *

THE word kilt is derived from the Gaelic, cealte, concealed, or covered, and is a kind of short petticoat worn by men in the Highlands of Scotland, and by certain Highland regiments. The antiquity of this form of dress is disputed. One interesting story says that an English tailor in 1727 was calling in reverness upon a manager of mines which were worked by a company of soldiers. During the interview a Highlander ran in to take shelter from a heavy shower, and the tailor, concerned at seeing him stand in his drenched condition suggested that he change his clothes. He was informed in reply that it was customary thereabouts to wear but one garment and that a plaid so folded as to cover the whole person. The tailor suggested improvements, but was met by the objection that the Highlanders prided themselves on the manner of arranging the plaid. He thereupon offered to imitate the folds or pleats, and fix them permanently with the needle, so that the skirt should be of more service by being separated.

KILT.

* * *

LEATHER is essentially the skins of animals chemically altered by the vegetable principle called tannin, or tannic acid, so as to arrest that process to decompose characteristic of soft animal substances. The invention of the method of manufacture reaches far down in history, and there are yet some pieces dating from at least 900 B.C. In this method of tanning, barks and other vegetable substances are used. Another preparation of leather is by tawing with alum, bichromate of potash and other mineral salts. A third method is by impregnating the raw skin with oil. The word "pelt" is applied to all skins before they are converted into leather "rough leather" when in the state seen in shoe soles, and "dressed leather" when curried. The skin of all animals may be made into leather. Large skins, such as those of cattle or horses, are called hides, and of smaller animals skins. Cow hide is the most important in the leather world, with the sheepskin keeping second. In addition of these, leather is made from the skins of the goat kid, seal, horse, walrus, rhinoceros, elephant, pig, deer, porpoise, kangaroo, gnu, alligator, snake, shark, polar sea bear, monkey, dog, mule. Leather has even been made from the skin of frogs, and the human skin. The method of finish of leathers is more or less a secret process. The general principles are known, but each manufacturer has details of his own which assist in producing more or less peculiar finishes. Tanning, save in the smaller details, has differed little for centuries. Manufacturers are now principally occupied in the invention of ideas that will shorten the process.

LEATHER.

BOOKS FOR BUSINESS MEN

Commercial Traveling: its Features Past and Present. By Algernon Warren. London: T. Fisher Unwin. 352 pages. Cloth. Price, 6 shillings.

Here is a book which every wholesale house and every traveler might with advantage possess and read. It is a beautifully printed volume, of good size and yet light in weight. Though it is an English book and deals principally with the English commercial traveler, its main features are of universal interest and apply to the commercial traveler in whatever country he may be.

Information and advice are the aim of the writer. These in themselves would be dry enough, were it not that there is an interspersion of anecdote and example which adds a brightness to the pages of the book. Of considerable value and importance are the concluding chapters, in which the author has collected and printed a great deal of information on the conditions surrounding commercial traveling in all the countries of the world.

The Origin of Commercial Traveling.

Though it is generally accepted that the commercial traveler is of comparatively recent creation, yet this is not the whole truth. The sale of merchandise forms the basis of a great many of the tales in that captivating book of Oriental lore, "The Arabian Nights' Entertainments," and in the Holy Scriptures themselves there are references made to traveling merchants, who fulfilled in some measure the functions of commercial travelers.

The modern commercial traveler, however, is the outcome of increased volume of trade and greater facilities for extending and promoting it, such as improved means of locomotion, diminished rates of carriage, which enable traders to go to greater distances in less time and to send goods at such rates of freight as do not prevent the purchasers from being able to resell or make use of these on profitable terms.

The Traveler Misunderstood.

A chapter is devoted to the vindication of the commercial traveler's reputation. "For years past there has been evidence of too great a disposition to accept the caricatures and exaggerated portraits of fiction as veracious representations of real life. What does a novelist really know about the tremendous force which commercial travelers exercise a pioneers of commerce, if he gather his impressions from an occasional evening smoke amongst commercials whose good-nature has tolerated his presence amongst them in he commercial room? They get written about with a coloring of truth, but a coloring only, and sometimes they are put down with a sweep of the hand as 'being a fairly respectable set of men who would doubtless behave better if they only knew how,' and it is taken for granted that none of them have birth, breeding, or education, whereas their social status is by no means uniform in reality."

Do Commercial Travelers Pay?

Passing over chapters devoted to features of commercia traveling in the past and aspects of present-day traveling, the writer comes to the conclusion that "it certainly is the case nowadays that the margin of profit on the orders taken by not a few commercial travelers does not pay their working expenses, and that this is much more the case than it used to be; but conditions are so altered that many business firms consider it pays to retain them in their services so long as the total result from the localities to which they are sent shows a profit. They look to their travelers to keep the connection together. Sometimes difficulties arise which require adjusting, and about which customers have neither time nor inclination to correspond. One of the well-worn commercial anecdotes is that of a traveler who, after having been a week away from home, wrote to his employers saying 'that he hadn't taken any orders this time but that he had made a very favorable impression on the people.'"

Qualifications for Success.

Qualifications for the successful holding of a position as commercial traveler occupy considerable space. "It must always be borne in mind that the traveler is expected to conduct himself for the mutual convenience of buyer and seller, and save trouble which would be incurred by any other means of intercourse. Therefore two most important qualifications for commercial traveling are accuracy and knowledge touching the articles that have to be offered for sale. If a traveler make mistakes in taking down an order, and the customer be irritated in consequence, on account of not getting precisely what he wanted, or not having it sent to him by the desired route, the latter, feeling that such errors would not have occurred had he sent in his order by post to the firm, will not feel disposed to put himself out of the way to give him a further order when he calls next time; and this may result in loss of custom, for some other traveler may come along, and so ingratiate himself as to secure the order habitually destined for the house represented by the inaccurate man."

Knowledge Without Conceit.

"The second requisite specified—namely, knowledge touching commodities offered—is indispensable. Unless a representative have this he cannot expect to benefit buyers. Some travelers certainly are over-officious in volunteering unsolicited information, and do it sometimes in a way that gives considerable offence to their customers, eliciting thereby such a remark as, 'That conceited fool seems to think that he knows everything and we know nothing.' But when a traveler has been closely following the markets, and can afford practical information on the point, and has by patient industry acquired sound knowledge touching the class of goods which he offers, so that he can discriminate between good, bad, and indifferent, he can scarcely fail to be able to impart some acceptable intelligence. Unfortunately, not a few commercial travelers, who are really sharp, are so overburdened with self-conceit that they cannot sink their individuality for ten minutes together. Buyers are not interested in hearing self-praise, nor do they need to have it suggested that the party addressing them is one whose unusual acumen enables him to say and do extraordinarily clever things. Time is precious in business hours, and a customer may civilly receive a traveler, and yet have good reason to grow impatient if the latter will keep on trying to impress him with his sagacity, instead of confining himself to matters directly bearing on sale and purchase. This tendency is ordinarily more prevalent amongst the younger commercials, who have not yet realised that age generally brings experience—and therefore, they should not premise that they can always instruct their seniors."



AT luncheon the other day I fell into a discussion with a well-known business man on the subject of "tricky business practices." The discussion arose over an incident which I had related. This particular incident was as follows: A well-known manufacturing concern—the largest, by the way, of its kind in Canada—was short of a certain line of raw material which it urgently needed. Having a shipment on the way and not wishing to make further purchases it asked a competitor to lend a supply. This was done. Between the borrowing of the material and its return, however, an advance had taken place in the market price, and when the goods were returned an invoice for the difference between the price prevailing when the goods were borrowed and when they were returned was sent to the firm which had been kind enough to acommodate its competitor. Of course it was not entertained.

• • •

"I think I know of something even worse than that," added my business friend, "You will no doubt remember Blank & Co., well-known wholesalers of some years ago. At the time they bought 100 barrels of currants from a large importer; but by the time the goods had been delivered prices had depreciated and the purchaser wanted to get out of the deal. He accordingly advanced the plea that the goods were not up to sample and requested that he be allowed a rebate. This the seller refused to do, saying that he would prefer having the goods returned. This the buyer agreed to do, but before returning the goods he had them weighed and managed to make the shipment 500 pounds heavier than the weight at which it had been delivered to him. The explanation of this difference was that the seller in the first instance, by giving liberal weight had really supplied 500 pounds in excess of the stipulated quantity, and this the buyer when returning the shipment had assayed to turn to his own benefit. When it is borne in mind that the seller could have compelled the buyer to accept the goods, as they certainly were up to sample, the consummate impudence of the buyer will be fully appreciated

• • •

"I have still another instance of this man's rascality," remarked my friend, "He once had a partner, who was an easy-going sort of fellow and who travelled for the firm. This man was foolish enough to pay his own expenses on the road and when the end of the year came his partner had so manipulated the books as to show that there was no profit in the business. His partner not only lost the money he paid out during the year for expenses, but there were no apparent profits in which he might share. All he had for his year's labor was experience. Possibly had he called the law to his aid he might have got something else. But he was a quiet, easy-going man and evidently had not the courage to embark in a law suit."

• • •

This instance of business crookedness, for that is certainly what it was, took place years ago and a new generation of business men has since arisen. There may still be business men who are dishonorable, but I believe that the sense of business honor is better to-day than it was a generation ago.

• • •

I accidentally ran across a friend of mine the other day from Buffalo who is a partner there in a mercantile concern, whose business ramifications extend into Canada as well as over a large part of the United States. He was formerly in the same line of business in Canada, but found he had a larger field for operations in the United States; and while he was very successful in this country he has been even more so since moving across the border. During my conversation with him we fell to discussing the respective banking systems of Canada and the United States, my claim being that Canada had a better system on account of its greater elasticity.

"That is quite true," he declared, "but the banks in the United States deal more liberally with the business men than do the banks in Canada. I know what I am talking about, for I have had a great deal of experience with banks in both countries. The banks in the United States are not so greedy; they do not try to grab everything. If a man has a good character and good business ability the banks will help him, but character goes relatively but a little distance in Canada as far as the banks are concerned. Why look at your bankruptcy law. The only reason you have not got a Dominion law is the opposition and the insistence on the part of the banks that they be given double the security of any other creditor. The idea is preposterous. I have been recently examining the statements of the Canadian banks and I am surprised at the handsome profits which they earn. In the United States the banks seldom earn the big dividends that their confreres in Canada do. One thing is certain as far as the banks of the United States are concerned they are more friendly and helpful to the business men than are the banks of Canada."

MARKUS.

PARIS FASHIONS

By A. E. DACAM, for "Dry Goods Review."

A Chat About Fall Millinery—What is Being Worn in the Country This Summer—The Importance of Collars and Cuffs in the Dress of To-day.

FANCY windows of the "Maisons de Nouveaute" and milliners' shops are, without exception, showing one of two things—either the unsold season's models, now offered at reduced prices, because the season is already a thing of the past, or country gowns and hats, sporting costumes and bathing accessories. These latter are becoming more simple and infinitely more practical, in many instances being copied from English models. The hats being sold for country wear are eminently becoming, and made with a view to shading the face from the sun; most of the high crowns are being left in town, to be worn again, the modiste says, in the Autumn. Frilled capelines and flower hats are the choice of the moment.

The low crowned "capelines" have two or three frills of lace or mousseline de soie on the brim, falling about an inch, or even two inches, beyond all around,



Illustration I.

and a band of black velvet or colored ribbon to match the gown is draped round the crown and finished with a large bow behind. A fancy buckle or bunch of flowers (several different varieties being bunched together) in the front is sometimes added to make the hat more dressy.

The Sunflower, or "Brighton Plage" hats, introduced by Liberty, are absolutely flat, the centre being



Illustration II.

an imitation sunflower. From all round it are quillings of silks in exactly the same tone, giving, at a distance, the effect of one large flower—these can be had in all light colors. The English sailor hat, often worn with a lace veil round the brim, with the ends falling on to the hair at the back, is quite taking the place of the more fanciful, low-crowned French shapes. The "Bolivar," trimmed with wide black ribbons, introduced from America, seems to have caught the popular fancy for driving purposes.

The "Santos Dumont," with the indented crown, wider from side to side than back to front, as well as the "Petit Duc," with its high crown and the wide brim raised at the side, are likely to be two good Autumn models. Almost all hats are bent very low at the back, thus doing away with the lace drapery. The beautifully shaded aigrettes, which are a very favorite trimming, are becoming exaggerated in size, often falling to below the shoulder. This exaggeration is sometimes car-

NEW BLOUSINGS

W192 27-inch Granite Grounds with Colored Clouded Stripes, six shades.
W193—27-inch Granite Grounds with Spot Stripes, six shades.
W194 27-inch Clouded Grounds with White Raised Stripes and Spots, four colorings.
W195—27-inch Narrow Cord and Clouded Stripes, four colorings.
W196—28-inch Light and Cream Grounds with Colored Knicker effects, ten colorings.
D172—28-inch Self Grounds with narrow Ombre Stripes and Raised Cord Over check, eight shades.
D176—28-inch Champagne Grounds with wide Ombre Stripes, five colorings.
D178 28-inch Champagne, Light Blue and Reseda Grounds with Colored, Raised, Stitch Stripes.
D180—28-inch Self Grounds with Ombre Corded Stripes and small Embroidered Design, six shades.
D182—28-inch Self Grounds, Champagne, Red, Light Blue and Reseda, with Colored Floral Stripes, four colorings.
D188—28-inch Self Grounds with Contrasting Applique Effects, two designs. "Haute Nouveaute."
W198—28-in Self Grounds, with White Polka Dots, six colorings.
W199 28-inch Cream Grounds with Fancy Stripe and Floral Printings, eight combinations.
W200—28-inch Self Grounds Striped Floral Printings, seven colorings.
W201—28-inch Cream and Self Grounds with Contrasting Embroidered Polka Dot, twelve combinations.
W197 28-inch Self Grounds with Raised Embroidered Stripes, nine colorings.
D174—28-inch Self Grounds with medium wide Raised Broken Stripe, nine colorings.
D184—28-inch Self Grounds with Contrasting Applique Effects, eight combinations.
D186—28-inch Self Grounds with Applique Effects, eight colorings.
D190—28-inch Self Grounds with Applique Ornament Designs, six colorings.
W202—27-inch Black Grounds with White Embroidered Spots, Figures and Stripes.

The lines described in the foregoing list are Wool, or Silk and Wool Goods only. We could easily double the list with other lines and qualities which we now have in stock.

Styles D174, D184, D186, D190, must be seen in the piece to get full benefit of the effect, as the designs are fairly large.

BROPHY, CAINS & CO.

23 Scott Street, TORONTO.

23 St. Helen Street, MONTREAL.

ried to the hats, some of the latest models being an enormous size.

The country dresses are in linen, toile and muslin; the linen adapts itself particularly well to the embroidered flounces and pleats. For these, as well as blouses, white is more often seen than any other color, but champagne and beige are both in demand. The newest skirts are still very full, with a narrow apron front, the fullness being introduced either by means of gathers or tucks machined flat for a quarter to half the length of the skirt. The taffetas and more dressy skirts are long, lying from one to two inches on the ground in front, and gradually lengthening to ten or twelve at the back. There is more than a suggestion of turned down collars and revers for tailormades, and these are likely to come back after the Fall.

The lace collars have quite had their day; becoming as they are, cheaply imitated and particularly showy, they were doomed in advance to become the property of the work-girl. A good bodice trimming is the cape in two pieces, which, fastened at the shoulder, slopes to almost the centre of the bodice, back and front, to three inches above the waist line—thus forming a V-shaped yoke, and falls over the sleeve, reaching almost to the elbow. A yellow ochre liberty silk was trimmed in this way, with rows of guipure medallions alternated with rows of gathers.

The fichu, which, curiously enough, seems to be immortal, is being much used on evening gowns and



Illustration III.

blouses. This is made of the same material as the gown, edged with a frill of the same, or lace with insertions and incrustations at choice.

A leading tailor tells me that they are trying to put black velveteen costumes on the Fall market, but velvets are supposed to have had their day, though, following on from that, sealskin is likely to be the most fashionable Winter fur. The furriers are making numerous varieties of the shoulder cape, sometimes with stoles attached, but very few stoles proper.

Sketch No. I is in striped taffetas, with printed flowers between every other stripe. The long coat is tight



Illustration IV.

fitting at the back, falling loose at the sides; this is trimmed with two shoulder capes and revers of lace. The sleeve is formed of two puffs of white lawn and two frills of lace. The collar and jabot are also of lace, and the little double breasted waistcoat is of orange ribbed silk, repeating the predominating tone of the flowers. The hat is of black straw, trimmed with lemon, orange and bronze colored roses, and a long white feather tipped with gold.

No. II is a lace blouse, over which is worn a narrow bolero, edged with venise lace; the "arabesques" on the sleeves and waist belt are of narrow velvet. The straw hat is trimmed with two rosettes of the same velvet, placed in the centre of a bunch of tulle, from behind which is taken a very long aigrette, white and yellow.

No. III is a blue taffeta corsage, draped, and fastened in front with narrow velvet bands, the draped fichu and sleeve puff are both of mauve tulle, and the sleeve is finished with a band and bow of blue velvet and fancy buckle. The large picture hat is trimmed with blue and mauve feathers.

No. IV is a large straw capeline, trimmed with velvet and lace.

Collars and cuffs play an important part in the dress of to-day; a new and very practical collar for Summer wear is the Eton. This is sold in plain white linen—just the Eton boy's collar—or white linen edged with a color or, what is prettier, white linen with a wide openwork hem. This same collar is also worn in lawn and batiste, with lace insertions and embroidery, with two short stoles added in front.

Every Day Specials

Belt Buckles
and
Belt Sets

Special novelties in 25c. and 50c. goods.

Send for sample lot.

Ladies' Collars
and
Fabric Belts

Special 25c. Lines.

Gents' String Ties

Specially stocked lot for present demands. They are nice and at popular prices.

Knox, Morgan & Co.

Wholesale

Dry Goods

HAMILTON

Stock Complete in all Departments

Our Fall Showing is Good

We invite Inspection

A strong feature of this business is the quick-despatch-system of our shipping department. Give us a trial.

Fall Goods

Manufacturers of Woolen Goods are demanding higher prices for repeats, but we are fortunately strongly fortified owing to large contracts placed early, and a look through our travellers' samples will convince you that our foresight in this respect is of benefit to the trade and worthy of a share of your business.

FALL 1904

"Laurus" Fabrics.

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We are the leading House for

RAINPROOF GOODS

Our collection for the Fall season is now complete. It comprises the latest novelties in all classes of Bradford Fabrics.

Law, Russell & Co.,

LIMITED.

Converters of Bradford Fabrics,

Bradford.

CHANGING FROM A CREDIT TO A CASH SYSTEM

A Symposium of Opinions

EXPERIENCE OF A CASH FIRM.

By the Ritchie Co., Ltd., Belleville

SIX years ago, when we decided to adopt the cash system, we first of all made up our minds to carry it out according to the rules laid down, and that it would not be a case of a big flourish and then a gradual return to the old credit system. We determined to stand or fall by it. Through the daily papers and by circulars we wrote up the advantages of the cash system to our customers, as well as to ourselves, and announced that on a certain day we would adopt it in our business.

To a certain number of our largest and perfectly safe customers we granted the privilege of running monthly accounts, these to be paid within one week after being rendered. Goods sent out on approbation, or as a matter of convenience, were to be paid for or returned within one week. These terms were clearly stated on all our bills.

We have adhered to the system for the past six years along these lines, and consider that it has been a great success. Our business has greatly increased in that time. We have practically lost nothing through bad debts. The present tendency with our monthly customers is to pay cash, in preference to having the goods charged, our increase in business being in cash sales almost invariably.

We cheerfully recommend the cash system to any merchant who will pledge himself to politely but firmly carry it out.

CASH OR CREDIT?

By Credit

IN discussing the best method of changing a credit business to a cash business in a town of 4,000 population, I would say that it depends largely on existing conditions, about which I might make a few suggestions.

If the person desiring the change has at present the leading business in his town, he should be very careful about making such a change. If he is doing the better class of trade, and a good medium and ordinary trade as well, a change from credit to cash will make such a difference in a very short time that he may lose the best part of his business and put some of his struggling competitors in a position to make him very uncomfortable. In my opinion, you cannot do a strictly cash business and do the better class of trade, because the better class trade are entitled to credit, and can be very easily insulted by a refusal. In my experience, I find that there is nothing that pleases a woman's vanity more than to allow some other woman to hear her ordering goods, and asking the person waiting on her to charge them. Now, if you don't charge them, and if they are entitled to credit, some of your competitors will be only too glad to do it, and it will be a matter of consequence that your old customers will meet in your competitor's store and will be heard to remark, "Oh, you are here too, are you? Isn't it such a nuisance paying cash for everything at ——'s? I can't be bothered with it. I find the goods in this store just as nice, anyhow, and cheaper, if anything, too." Remarks like these are what you will be certain to hear, and your old customers' meeting causes quite an impression one on another. You will find that your credit trade has forsaken you after a while, and your customers apparently are getting just as well suited as they did with you. And you will lose not only your credit trade, but many of our best cash customers, who find that your competitor has lovely goods, since many of their friends are getting their supplies there.

Now, if the credit man will take the trouble to investigate, I think he will find that the undesirable part of his credit business is only a very small percentage of his business. He is certainly going to lose that anyway. He wants to lose it. If he has been living in the town for some time he ought to know very nearly who is entitled to credit. To those who are not he can make up his mind to refuse credit when they ask for it, and settle that part of it once for all. It will be a very much simpler method than disarranging his whole business.

As for doing a successful strictly cash business in a town of 4,000 population, I don't think it possible; that is, a business of any size. You haven't got enough people to work on. In my experience I have seen many strictly cash businesses started, and have yet to see the successful one. They all start off with a rush, but in a very short time it is all over, and they are all looking for their good, reliable trade, that has left them and gone elsewhere.

STRONG ARGUMENT FOR CASH.

By H. E. Harvey, Vancouver

THIS is a city of about 35,000, and perhaps by doing a cash business in a country town it would make a difference, but I should judge that if business can be done for cash only in a city the same would apply in a smaller town.

For an illustration of the difference between doing business on cash and on credit, I might mention that it has come to my personal knowledge that some people have got goods to the amount of $5 or $10 (which is not considered a very large amount) and that either by being in straitened circumstances, or by their own doings, the bill has run for some one, two, three or four years, and that during all that time they have not visited the store in question, either to purchase goods or pay any

thing on the account. It can be readily seen that you have lost hundreds of dollars during those years by just advancing goods to that amount. Of course you can resort to means of forcing them to pay (providing they are in a position to pay) the bill, but even then the trouble and bother of getting that five or ten dollars, and the loss of the customer (which has happened) makes it a wise precaution to let nothing go out unless the money comes in. There are any number of stores in a city of 35,000 in the same class of business, any one of which can supply all the person or persons want, if they desire not to visit the store where they owe a small account. Furthermore, the question of whether they have, or have not, had a certain piece or amount of goods, is avoided in the cash system, as the bill is made out in the customer's presence, and if any mistake of any kind occurs it can be easily straightened out then and there among customer, clerk, and employer.

It might be said that there is more ready money in a city than there would be in a small town, but if there are more people with ready money there are also more people looking for credit, and as the old saying goes, it's as broad as it's long.

CONDITIONS ALTER CASES.

By A. B. C.

IN converting a credit business into a cash one, there are so many varied circumstances affecting business conduct in different localities to be considered, that it is difficult to advise. What would be quite practical in one instance might be entirely the reverse in another. If a town has factories that pay out weekly wages, it should be comparatively easy to give a reasonable notice to customers, and drop the credit, at the same time making a clear cut in prices to demonstrate to them the advantages of paying cash.

If I desired to convert my business to cash only, I would offer special inducements to my customers (which I do, anyway) to pay cash, such as coupons and tickets for premiums, or trading stamps, given only for cash across the counter, and hold on to my credit business until I had felt the pulse of my trade. Then, if satisfied of the advantage to be gained, I would call in all coupons, etc., and start the net cash system, with strong advertising and cutting of prices. Personally, I have no desire to cut out my credit business. Many of my good customers simply could not pay cash as they go. Credit is all right if not abused.

After all, it is brains that build a business, credit or cash, or combined. It is brains that built The Canadian Grocer and Dry Goods Review, and made them such an essential to the merchants of this fair Dominion, and "without brains ye can do nothing."

A TRILOGY OF CIRCULARS.

By O. N. E.

THE changing from a credit system to one of cash requires careful and persistent advertising; care should be taken in having all your customers and as many more know and understand what your purpose is; why, and from when you open up as it were, your new business. Of course, there are among the clientele of every establishment, in towns especially, certain customers who always prefer to settle accounts monthly; these, if desirable customers, should be made exceptions and approached by letter with the proposition of rendering monthly accounts, as formerly. In a town of four thousand there should not be more than a dozen such accounts, which would require such a method to retain their patronage.

Have a printed circular in which you set forth your reasons (for such a change requires explanation), and the benefits to the customers in adopting the cash system, and at the same time announce that certain well-known articles and goods are to be had at certain prices, only a slight reduction being necessary. This should be just long enough to give an impression of strength to your argument. State why it should benefit the customers, reason how the saving of a loss through unpaid accounts, interest on money, extra cost of books, bookkeeping, etc., would be effected, enabling you to sell on a closer margin; and on the other hand, explain how many advantages you have in effecting the buying for spot cash in increasing your prestige and good connections through the use of ready money.

Advertise freely. Follow up your first circular in thirty days with another of bold and fearless reasoning, and back all your arguments with a list of special values, which should have the effect of not only renewing the interest of regular customers, but of attracting many others, impressed with the force of argument in the two circulars.

A very good plan would be to mail a third circular, written in more cogent terms, on the success of your venture, and the signified approval of so many friends of the store. This also should be accompanied with an itemized list of specials, and sent to every household in the community by post.

NECESSARY STEPS DETAILED.

By Grenville.

THERE are several methods to be employed in changing from credit to cash. One would be to sacrifice all old stock; clear out the same at a great reduction in price; purchase a new stock; secure new premises, and commence business under new auspices.

Start business under a new name; advertise that on such a date you would open up a fresh, new stock at No. ——— street, that you have purchased a very large stock of fashionable goods at much below wholesale price, for cash, and that, having bought this stock at such reasonable prices, you would be able to give great bargains for cash to your patrons, thereby saving them large amounts on their investments.

Send an invitation to the public generally to visit your store and see the advantage of dealing at your establishment. Have placards placed in prominent parts of the store, with the following signs, "Goods Sold for Cash Only," "No Credit Given," "Terms Cash," etc.

My opinion is that the proper way to do a cash business is to move to a new town, rent a store in central locality, open out with bright new stock, and sell goods on a cash basis. The difficulty with a merchant remaining in his own town is, that his association with the people is so personal, and his credit following is so great that it is almost impossible to break away from the credit system. He is sure to offend his old friends, and have them use their influence to injure his cash business. If I were

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THE MERITS OF THIS FINISH ARE—

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GOODS ARE STAMPED ON THE BACK AT REGULAR DISTANCES.

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FACSIMILE OF STAMP.

STRENGTH UNEQUALLED

BEWARE OF IMITATIONS

SUPPLIED BY ALL THE LEADING HOUSES IN

Bradford, London, Manchester, Glasgow.

to start a cash business, I would do it in a new town, with new people, and once you have your cash business established, the people will not ask for credit, as they know you require cash, and your business will show good profit at the end of each year.

DO EXACTLY AS YOU SAY.

By T. A. Forman, Woodstock.

IN reply to the question, "What, in your opinion, is the best method of converting a credit business to a cash one in a town of about 4,000 population?" I would say: (1) For one month previous to the date of change, advertise, through your usual mediums, that the change will be made on that date, on and after which no goods will be sold except for cash; (2) Then make your change just as promptly; (3) Stand by your decision.

The above rules, faithfully carried out, are all that are necessary "to make the change," and they are all based upon one principle—keeping faith with the public—or, in other words, faithfully performing what you advertise. This is where the majority fail—they do not do as they say and advertise. Unless a man is prepared to carry out his promises he had better far not make them; but once made, stand by them.

After the change is made, the merchant should do all in his power to convince the public that it pays to pay cash and to pay it in his store. A certain margin of profit is necessary; let him decide on what it is, and add it to his cost, and lower, rather than increase it, if increased business will warrant it. The element of speculation involved in credit being eliminated, changed methods are allowable and imperative. It is one thing to change to a cash business. It is another to keep the cash business going.

SHORTER SUGGESTIONS.

"Retailer" writes: "I would suggest the following: That a discount of ten per cent. for cash be given, as the best method of showing people the advantage to pay cash. To turn at once from credit to cash in a town of 4,000 population would be a difficult thing, and a big 'wrench' to a business when competition is so keen."

J. D. Dennis, Yarmouth, N.S.: "To place a credit business upon a cash basis, first there must be sufficient capital to enable you to buy for spot cash, thus getting the advantage of all discounts and interest for prepayment; second, the change must be well advertised, pointing out the fact that prices under the new system will be ten per cent. less than under the old, because the cash customer does not have to contribute toward the bad debt account; third, having made the rule that you will not sell on credit, stick to it through thick and thin; it will be hard at first, but you are sure to come out on top in the end."

"Head Salesman": "It would be a good plan to change the name of the business, to make it appear that it was controlled by a silent partner. In this way, it would not be so hard to refuse old credit customers. At the same time, you could advertise that you were selling ten per cent. cheaper than when you were doing a credit business. The right way to make your credit customers believe this would be to show them staple goods that they know the price of, reduced ten per cent."

"204" says: "My opinion is that a person wishing to change from a credit to a cash business must first make up his mind to do less business, and business of a cheaper character; that is, in a town of 4,000. Of course, in a larger place, with a floating population, it would be different. To change, he would want to advertise the change some time before making it, giving his reason for so doing, which would be to save expense, and consequently sell cheaper."

James Vair, Barrie: "I would suggest sending to all customers who have accounts their statement and a circular thus: 'After due consideration, we have decided to change our mode of doing business from credit to cash, and trust that you will continue to deal with us under the new system. We offer all our goods at very close prices, and will endeavor to meet the approval of our valued customers by a more up-to-date method of doing business. This change is inaugurated to-day. Thanking you in anticipation for a continuance of your valued patronage.'"

William Macklin, Stratford: "In my opinion, the best way to turn a credit to a cash business would be to commence with the best customers. Many men try the other end, and in consequence don't know where to draw the line. The result is a failure."

EIDER-DOWN AND EIDER-DOWN GARMENTS.

WITH our chilly Winters, such a fabric as eider-down is sure to be a favorite, as it combines softness with durability and a beautiful appearance, and it washes perfectly. The plain eider-down is too well known to call for any description, but there are some novelties on the market for Fall that call for a few words. The first of these is the "waved," or, as it is termed, the "ripple" eider-down. This has a somewhat fur-like appearance and resembles morie lamb. It comes in the same colors as the plain cloth and makes handsome lounging robes, evening wraps, or children's coats, etc. Another handsome new weave is the niggerhead, or curled eider-down. This is intended for evening wear and for children's coats, and comes in white only.

Eider-down house jackets and gowns are just the thing for wearing on chilly mornings in Fall and Winter. The short jackets are steady favorites, and the gowns, though not so long on the market, are now rivaling them. These gowns have from their inception taken extremely well with the city trade, and this season they are being extensively bought by the country merchants as well. Faggotting is used as a trimming on some attractive lines, and the higher priced ones are finished with bands of rich satin.

The best selling colors are the two shades of cardinal, one of which verges on scarlet, and the other is deeper, more of a cherry. Grey sells particularly well. Trimmed with black, it is a favorite with elderly ladies. The lighter shades, such as sky, pink, cream and fawn, are also popular, but are too delicate to compete with the reds and grey. Some striped lines are showing, and among these there is a dark green and white that is taking particularly well. Blue and white is another seller, and the other lines shown are pink and white and heliotrope and white, etc. Sizes in gowns and jackets are 32 to 44.

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR, CRESCENT and PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

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makes many a "hard" piece easy to sell. In that case do not keep on your shelves any faded or soiled stock, because we can turn it into new goods, and at the same time you are saving money. We have the largest plant and most complete equipment for doing this work in the Dominion.

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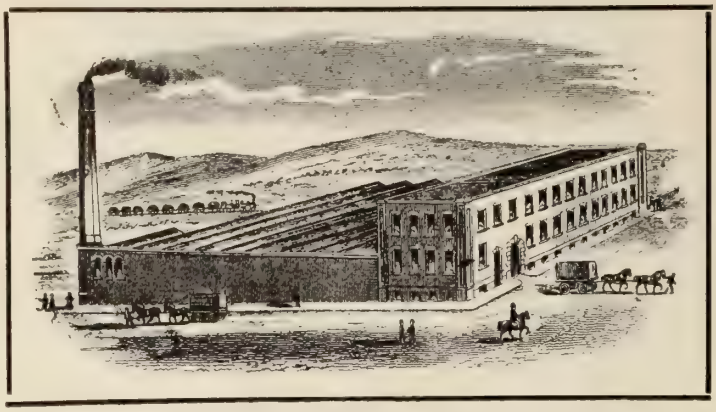
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FALL FASHIONS AND TENDENCIES

MANUFACTURERS are still going to historic and picturesque times for their costume ideas, though 1830 styles are on the wane, and are passing into the modes worn in the "Directoire" period. This is a welcome change, as it means a return to less ornate and elaborate models. Possibly, the richness of the materials employed may counter-balance this, as it may mean a revival of velvets and brocades. The first result of the change is the favor shown to waist-coat fronts even in jackets and boleros, though properly it belongs only to tight-fitting or semi-tight coats.

Coats reflecting "Directoire" features will be much in evidence for Fall, though some prominent firms are favoring the late Louis XV. styles. There are many points of similarity between the two, the chief differences being that, while the front of the "Louis" coat falls straight from the bust, and the basques are always long, those of the "Directoire" are cut off at or above the waist line in front, and show basques only at the sides and back. Waist-coats, jabots, broad collars and large lapels, with sleeves carrying a large gauntlet cuff, are all characteristics of this style. Skirts are plain, and pretty much on the lines now worn.

One thing that will push these styles to the front is the fear that most women entertain that any further development of 1830 ideas may mean a return to the ugly and inconvenient crinoline, and that fear is not unfounded, as is shown by the description of some late Paris gowns. They are called crinoline gowns, and the skirt apparently is not at all gored, but stands well out from the waist over a crinoline foundation—surely this is a very near approach to the true crinoline.

In the new fashion ideas, whether they are taken from the 1830, Louis, or "Directoire" periods, the shape of the bust and waist is more clearly defined, though there is nothing approaching a plain, undraped, tight bodice; but no matter what the style of gown, the silhouette is much the same—close waist line, broad shoulders, and full hems.

Suits worn in Paris now have more than a "Directoire" suggestion in the coats, for they are made with broad revers. The buttons are of white silk, embroidered with gold; sleeves are tight, with flaring cuff of white silk and lace ruffles. There is also an inside vest, closed with gold buttons. All bodices are long and pointed, and one sure sign of the change is that the corset is adapting itself to the new modifications. The exaggeratedly long effects are giving place to more moderate lengths, and the bust is higher.

With the vogue of the trim waist belts are coming into more prominence, and are an item of much consequence. They are of suede leather, soft and wrinkled, with a simple buckle in front, or they are stretched over a lining, and are embroidered and spangled; then there are fabric girdles, shirred and button-trimmed, but all take on long pointed lines.

Tailor-made dresses are going to be much worn, and military effects will be strong in them. The vogue for soft and light weight fabrics still continues, and for costumes where warmth is not considered such materials as chiffon taffeta, chiffon voile, messaline, etc., are typical. There is, however, a tendency to be noted towards fabrics with a little more body in them, though this does not by any means mean stiffness, and there will be gowns made of taffeta, supple cloth and mohair.

Fabrics for Fall will partake of much the same characteristics as those that prevail this Summer. Chiffon velvet is to be used; that is, a velvet of very light weight and construction. Light weight broadcloths are to be very much worn in both medium and light shades. There is also to be a revival of crepons, but with new features and characteristics to differentiate them from the crepons, as we have had them before. Eolienne, crepe de Paris and silk and wool weaves generally will also be favored. Combinations will be fashionable, but it will be of two or more shades of the same color, thus brown will be combined with saffron, orange, and flare green will also be used in combination, and oak and gooseberry are leaders.



A Paris Model in Dove-Grey Face Cloth.

SEEN IN MONTREAL RETAIL STORES

MONTREAL stores hardly look as if the dull season had arrived. Never were the window displays and exhibits of goods brighter or more interesting; everything possible is being done to keep up the busy hum of business. July reduction sales and mid-summer sales, extensively and attractively advertised, are the main features for drawing trade and, judging from appearances, they seem fairly successful.

* * *

Prices have taken a wonderful drop, especially in Summer dress goods, and all qualities of muslins, wash goods, etc. Several fine displays are seen of seasonable goods at attractive reductions. All wool nun's veiling is seen at 25c per yard.

* * *

A display of ladies' and children's bath slippers of fine colored matting, without heels, at 19c, attracted a good deal of attention. It is a line worth putting in stock.

* * *

An entire window was utilized in displaying fancy hand-painted draperies and squares. The designs were extremely well done, the shading being perfect. All had open work embroidery at the edge. Flowers and bits of scenery were most conspicuous among the many pretty designs.

* * *

A novelty in display work was seen in pretty chiffons draped around figures, giving the appearance of a many-frilled dress. They were both attractive and advantageous.

* * *

Shrewd, clever yet simple advertising cards were seen prominently displayed in a leading departmental store. These cards bore the headings "New Goods Just In," and "Specials not Advertised." They are so arranged that the cards may be changed daily if so desired. Another feature in the same store is large placards on stands in prominent positions, announcing the goods carried on each floor. These features avoid needless confusion and facilitate trade.

* * *

The millinery trade are showing good displays of millinery at half price. Clearing lots of every description are to be seen.

* * *

Ladies' golf sweaters were seen in both double and single breasted varieties. Plain colors such as white, red and navy blue are in evidence. They come with and without collars. One firm devoted a window to this display. The popular price is $3.75.

* * *

Embroidered tussor silk in the favorite champagne shade is receiving prominence. Basket cloth mattings for shirt waists in a variety of prices seemed to meet with approval.

* * *

A novelty which, judging from results, seems a judicious and profitable advertisement, is prominently advertised and placarded through a St. Catherine street store. The firm announce that all purchases on one particular day in July will be refunded. To insure having sales slips for that day they gently hint it is advisable to come every day and save your slips. The day is to be announced at the end of the month. It is a feature which is expensive, but the first to adopt it in any community will find it a paying proposition.

* * *

One store has a lady explaining and illustrating the merits of invisible fasteners for ribbons, stocks and girdles. Judging from the interest shown the fasteners have met with approval.

* * *

Seasonable goods for the Summer cottage and the seaside are given prominence. One firm shows a pretty window in the form of a veranda of a Summer cottage. All requisites, such as wicker chairs, rugs and slat curtains are shown in this way to advantage.

* * *

Souvenir goods along with Chinese and Japanese novelties in an endless variety are another timely feature.

* * *

To augment the sale of bathing suits, one firm shows a complete line at various prices, displayed in two silent salesmen. Boating cushion tops in linen and cotton come in beautiful appropriate designs.

* * *

The new store of W. H. Scroggie is rapidly being completed. As fast as any part is finished, goods are rushed in and the department is soon ready for business.

* * *

Bath robes in beautiful materials and variegated designs are seen in prices ranging from $2.85 to $10.

* * *

Whitewear is receiving a good deal of prominence, nearly every store devoting a window or more to its display. Shirt waists are conspicuous by the absence of colors,—nearly all are shown in white.

* * *

Summer belts are seen in beautiful designs at ridiculously low prices. The fabric belts hold sway over the leather ones just at present. They are shown in silk principally, with gold, silver or gunmetal buckles at the back and front.

* * *

Children's ready-made goods are given prominence. Needless to say it is a boon to many tired mothers that children's dresses can be bought at such low prices.

* * *

Ladies' neckwear is seen in a most complete range. Beautiful collars can be purchased for 25c. It is perhaps to be regretted such a killing has been made on this line, as such low prices tend to discourage its popularity. Real artistic designs can be procured at prices to suit any purse.

The premises of Moulton & Co., manufacturers of trimmings, 12 St. Peter street, Montreal, were partially damaged by fire Wednesday, June 15. The loss is fully covered by insurance. The best and most modern machinery is rapidly being installed, the interior undergoing some slight alterations, adding to the completeness of the premises. There is only a very temporary delay, and retailers may expect prompt shipment.

ESTABLISHED 1791.

Horrockses'

Longcloths, Nainsooks,

Cambrics,

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Sheetings,

Ready-made Sheets,

(plain and hemstitched).
HORROCKSES' name on each sheet.

Flannelettes of the highest quality.

N.B.—SEE "HORROCKSES" ON SELVEDGE.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.

SUCCESSFUL GARMENT BUYING

By C. E. Teeple.

BECAUSE of the fact that my position is so pleasant, so far from friction—because I am always able to work in unity with the members of my firm for the common end—the success of my particular department has often led me to consider the position of many large buyers who hold a supposedly envied position, and who are yet heavily handicapped by the old-fashioned business methods, which some firms still continue through not confiding to the chief lieutenant of the cloak department, the running expenses of his department.

Buyers Must Have Confidence of Employers.

Every successful business, from the hardware business up to the very difficult task of pleasing feminine fancy, and running a cloak department in such a way that it will continually grow, gain reputation, and at the same time make money for the firm, depends on actual figures to determine its profits at the end of the year. Therefore expenses must be the standard upon which to determine these profits.

The question is then asked: For what reason, or rather for what sensible reason, do, at the present day, so many progressive firms insist upon keeping their buyers absolutely in the dark in regard to matters on which they should be fully informed, in order to buy properly and manage intelligently?

Personally, many years ago, I adopted this resolution as one of my cardinal principles. I took charge of a department that had not made a showing to which it was naturally entitled. Consequently there was a lack of confidence on the part of the firm which the buyer felt the moment he entered the department. For this, it is impossible to blame the firm. For when a department has been consistently unfortunate in its showing it is only natural that the firm should deal gingerly in reference to it, and be particularly careful in making progressive moves, which naturally called for the expenditure of liberal sums of money.

Success of Department Depends on Buyer Alone.

With all due respect to my firm I felt that I was personally responsible for that department to them. Its success or failure depended on me and my management, and I adopted a very firm course, making up my mind that if I succeeded they would give me credit, and if I failed, I alone should bear the blame. I therefore adopted as my motto, "run your own department," and I started out with these lines.

I had what I believed to be some good ideas, which, I felt, if carried out along conservative, aggressive lines, would be successful and make the department pay as it should. For I realized that the profits and losses are the great underlying principles of any department.

It was not long before my firm was willing to place confidence in me, and earnestly further all my efforts to make the department succeed. They put in my hands all the knowledge in regard to the expense of the department, which should enable me to buy intelligently, mark my goods properly, and altogether enable the department to show a sound business profit at the end of each year. My extremely and comparatively easy work through this intelligent course persuaded my firm in giving me a standard of expense as a basis to work upon, and this fact has, as I say, often caused me to sympathize with the buyer whose firm has not dealt with him thus intelligently.

Courage and Prudence Prime Factors.

Of all the necessary requirements for the successful running and buying for a ladies' garment department, I should say courage, combined with a degree of prudence, is the most necessary characteristic. Courage and darkness have nothing in common, and the buyer who is compelled to guess in regard to the expense incurred in running his department, is guessing from A to Z. He is guessing when he goes to buy goods, he is guessing when he marks them, and he is guessing when he closes them out in bargain lots, thereby making his whole business life a very uncertain proposition; and that man must be intelligent, indeed, who is able to guess correctly at the end of the season what the figures are on the right side of the ledger.

Individual Record of Sales and Purchases an Aid.

One of my individual plans, which has been very helpful to me, is in keeping an individual record of all purchases and all sales. Then, at the end of each month, one is able to get his expense account from the firm for the corresponding time. This method enables one to tell exactly how much has been made for that month, and then on carefully going over the stock, one can find out how much worthless matter is on hand, thereby regulating stock, expenses and profits in such a way as to conform with the sales. Then if the weather is unpropitious and goods are moving slowly, and a buyer is compelled to make a sacrifice, he will know exactly how much and what class of goods to get rid of at a price, for he knows exactly the figures in regard to his department at all times.

I remember one instance of a certain house, which was imbued with the idea that it was very unwise to allow their buyers to know what the profits of their departments were, for fear that this would result in a demand for an increase in salary. Yet, in spite of this, the firm was constantly calling a meeting of their buyers to talk over prospects. The position of the buyers was really ludicrous. Like a ship at sea without a rudder or compass, they were powerless to move one way or the other, and knew neither their latitude nor longitude, and yet they were called together to confer with the heads of the departments. How was it possible for them to return intelligent answers or make intelligent propositions when they hardly knew the salary of those employed in their own departments?

At last, one of the buyers, bolder than the rest, calmly got up and told the members of the firm that he could not intelligently answer their questions and could not see the advantages of conferring unless they would state to him the fundamental expense incurred in his own department. He stated his position so clearly and emphatically that the firm took it into consideration, and it was finally concluded that they would adopt the policy that no secrets should be kept from the buyer regarding his department. This is a position in which so many of our best and most intelligent buyers are placed.

Mercantile Business Like a Wheel of a Wagon.

The mercantile business is like the wheel of a wagon. The firm is the hub, the buyers are the spokes, and the salespeople are the felloes; and the whole must be as closely woven and intermingled and as firmly bound by the iron tire of intelligent common interests as the wheel itself. And when withered and dried by the drought of bad business it must be watered and expanded by the all-healing water of no secrets in business between the buyer, merchant and salespeople.—Cloaks and Furs.

The High-Class Washing Material

"Viyella"

Registered



The famous "TWO GIRLS" TRADE MARK (Regd.)

DOES NOT SHRINK.

The Greatest Textile Success of the Age.

FOR

Nightdresses,
Dayshirts,
Blouses,
Pyjamas, etc.

DAY AND NIGHT WEAR.

Wm. Hollins & Co., Limited

Spinners and Manufacturers

Friday Street, LONDON, ENG. SOLE PROPRIETORS.

Canadian Agent. Mr. William C. Meredith, 3 Wellington Street East, TORONTO.

THE YOUNG MAN IN BUSINESS

THE SALESMAN AND THE TRAVELER.

THERE is a kind of salesman that causes more worry to the traveler than the selling of goods. This kind of clerk has the idea that the traveler is willing to do anything to improve his chances of getting an order, and on this basis he seizes every opportunity to get all he can out of him.

These clerks give him the "glad hand" the instant he enters the store, and hang to him until they make him nervous. They sidle up to him and whisper in his ear little items of information that they think he will be eager to pay for, and during lunch hour saunter into the hotel office to give him a chance to return their evidence of affection.

It makes very little difference to them whether they are disloyal to their employers in the remarks they make or not—it is the drinks or the Christmas present they are after. If the traveler sells in the store, why, of course, there should be a rake-off for the clerk who does him no more good than to smile and accept his treats. If he fails to make a sale, well, he should let the clerk help him drown his sorrow, or pay for the nasty remarks the salesman is ready to make about his employer. And when a clerk of this kind starts to talk he shows more inventive genius than would be necessary to put him in a position where he would have such control of affairs as to make his opinions rule in the buying.

It is very seldom that he pulls the wool over the eyes of the traveler, who merely allows himself to appear to be "worked," since he knows that every salesman can do him some harm. At the same time, his remarks to his fellow travelers are uncomplimentary enough to thoroughly inform them of the characteristics of the salesman.

While every employe in a store can injure a traveler's chances to a greater or less degree, the traveler has it in his power to do any of them a far greater injury. If salesmen knew the value that is attached to the opinions of the traveling man, by the employer, they would be more anxious to create a favorable impression. And that kind of impression is certainly not given by anything but attention to business. If, by this means, he does not win his friendship, he at least (and this is most important) holds his respect. A casual word dropped by the traveler will defer or assist the advancement of the salesman, and if this "toadying" wins his affection, he is not the kind of traveler whose opinions will count.

A case comes to mind that commenced in a town in Western Ontario, where a traveler, in the course of his soliciting, met a salesman in a store where the proprietor had shown marked abruptness in his treatment of the traveling representative. The clerk appeared to sympathize so strongly that he could say nothing too bad about his employer. The traveler had, however, sufficient sense to see that it was spite, and the desire to curry favor that was at the back of it, and without being too abrupt, paid little attention.

Some months afterwards, he was in a town some hundreds of miles away, and upon calling to see one of his best customers, found the salesman behind the counter. After an exchange of salutations, the proprietor, who had noticed that they knew each other, accompanied the traveler to his sample room, and plainly asked his opinion of the clerk who had but newly arrived. Without hesitation, the traveler told all he knew, since the merchant was a good and regular customer. Of course the clerk was soon seeking a new position.

LOYALTY.

LOYALTY is the first qualification which is required of every employe by the successful merchant. Loyalty does not mean fawning; it does not imply the currying of favor by sinking all your own dignities; yet it means more than simply doing your specified work well. It means faithful service plus a whole-hearted, personal allegiance.

Loyalty in the employe is necessary to the merchant's getting-on; but it is just as necessary to the employe himself. You cannot rise far nor fast if you do not have fervent faith in the "boss"; and if you lack that faith, change your boss.

The loyal employe does not sacrifice his own opinions, nor the right to express them; but he will choose to express them face to face with the "boss." If it is a good criticism, it may carry weight and will then be appreciated; but if the criticism is not worth while, is not worth making to him face to face, the loyal subordinate will certainly not babble it to the other hands, or to his outside friends, or at home.

Nor will you listen to the babbling of others concerning your employer, except to answer them then and there with a protest. You will defend him any time, anywhere, with the same spirit as if your father, or yourself, were the subject of the babbling.

The loyal employe stands up for his own opinions before his employer and stands up for his employer's opinions before the world.

Loyalty in the employe counts for much in helping the good impression which the shop attempts to make upon the public at large. If the hands show lack of enthusiasm for the shop the customer will soon show lack of confidence. On the other hand, if you show in your manner and words that you believe the shop is "the real thing," the contagion of that belief will spread to the customers and must influence favorable opinion for the store.

THE CELEBRATED



WOLF BRAND

Unshrinkable
PURE WOOL
Underwear,

The Very best in Make, Style and Wear,

For Men, Women and Children.

CAN BE HAD FROM THE LEADING WHOLESALE HOUSES.

Robert Henderson & Co., Wholesale Agents, **Montreal**

Crescent Brand

Hosiery and Underwear

S. Lennard & Sons
DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.

60 Yonge St., TORONTO, ONT.

Established 1785.



BEE HIVE Knitting Wools

MADE BY

J. & J. BALDWIN, & PARTNERS, Limited, HALIFAX, ENG.

The Oldest Established and Largest Makers of

All Kinds of Knitting Wools

KNOWN ALL OVER THE CIVILIZED WORLD.

Scotch Fingering	Berlin Fingering	Vest & Silk Vest Wools	Cocoon and Eider Wools
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Soft Merino	Soft Knitting Wool	Andalusian	Dresden
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All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering

Especially adapted for Hand and Machine Knitting.

We claim that they will knit further and wear longer than any other make.

New Qualities: BEEHIVE Cocoon and Eider Wools.

Wholesale Only. **Send for Samples.**

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MONTREAL and TORONTO

PEWNY'S KID GLOVES

For your Summer Trade put in an assortment of these gloves.

EVERY PAIR IS GUARANTEED.

Pewny's Gloves are GOOD GLOVES.

GREENSHIELDS LIMITED
MONTREAL
AGENTS FOR CANADA

THE
Irving Umbrella Company
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SORTING ORDERS
SHIPPED SAME DAY AS RECEIVED

We have Children's Parasols at all prices

108 Wellington St. W., **TORONTO**

BE SURE YOU GET THE BEST

Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

See Name on Every Box.
Better value Cannot be Got.
Send for Samples and Prices.

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide.

"Paton's Cotton Twine."

Paton's Wax Machine and Sole Sewing Threads.

Paton's Tailors' Linen Threads, Unexcelled in Quality.

Paton's Super Machine Twist. The best substitute for Silk. Retains Color and Lustre under Damp and Heat.

"Milward's Sewing Needles."

SOLE AGENTS FOR CANADA. **GEO. D. ROSS & CO.** 52 Wellington St. West, TORONTO. 648 Craig Street, - MONTREAL.

PROGRESSIVE RETAILING

"To do the right thing, at the right time, in the right way, to do some things better than they were ever done before, to eliminate errors, to know both sides of the question, to be courteous, to be an example, to work for love of the work, to anticipate requirements; to develop resources; to recognize no impediments; to master circumstances; to act from reason rather than rule, to be satisfied with nothing short of perfection."—Marshall, Field & Co.'s Motto.

COMPLAINTS.

IN a magazine article some months ago there appeared a story of a big department store which kept a young man for the purpose of being "sacked" in the presence of customers who came to enter complaints. The irate lady (it is usually a lady) appeared before the manager charging a certain department with negligence or fraud, or some other offence. The manager then summoned the young man. "You are the head of this department?" he asked sternly. "Yes, sir," was the meek reply. After giving the young man a lecture, the manager formally "dismissed" him. The lady, (whose heart was soft after all), pleaded for the young man, but the manager was firm; so she went away feeling as though she had just drowned a kitten, while the young man went back to his place in the store to wait for his next "dismissal."

It is ten to one that the irate lady was very careful about entering complaints again—especially before the manager. But perhaps it is "even money" that she called at another store for her next purchases.

There are probably few stores where the complaints of customers are handled alike, and although in a comparatively small dry goods store the methods of the big departmentals can seldom, if ever, be employed, yet it is interesting to observe them, for some idea may be suggested which may be put into practical use by the average dry goods merchant.

In many big stores it is the custom to employ someone for the special purpose of receiving and examining into customer's complaints. Sometimes this official has not the power to decide any differences, but is only there to direct the customer to the proper department. The head of each department in that case deals with the complaint himself. If he and the customer cannot come to an agreement the matter is referred to the head of the firm direct.

In some places the complaint, if it is of a serious nature and cannot be settled, is handed from salesman to department manager, from him to the manager of that section of the store, and so on up to the head; but this seems to be a method which would require a great deal of patience on the customer's part, and probably irritate him or her so much that the trade in future would be lost.

Very often complaints are made when the mistake, if there was one, was so slight as to be hardly worth the notice; and the manager of one large dry goods store told the writer that some customers of a certain class will "manufacture" grievances in order to get the best of the salesman or his manager, thinking that some compensation would be given to prevent a customer taking his trade elsewhere. The system mentioned above would do very well for such an one. After having to utter the same trivial stuff from one to another, and finally to state the case to the chief of the firm, it is not likely that the complainant would try again without a very good excuse.

Of course persons of this sort are usually well known by the firm, and treated accordingly.

A PROFITABLE COMBINATION.

WHILE it is generally acknowledged that the success of a merchant depends upon his own abilities, there is an additional cause of success, and one too frequently neglected, to be found in the co-operation of the salesmen with their employers. Certainly, part of a merchant's ability is displayed in his selection and treatment of salesmen, but his is not all the commendation, their work for and with him should be given its dues.

The relations of employer to employe are on an entirely different foundation now from what existed not many years ago. An employer can't afford to be a snob with his subordinates, he can feel assured that as they think of him so will their work be, and as their work is good or bad, so is his business.

In his efforts to improve the feeling and sustain the best efforts of his workpeople in his behalf, he is not reluctant to provide entertainment for them. The holding of picnics and of excursions is one of the most popular methods of showing that all of life is not represented in the work to be dragged from an employe, and these evidences of interest are the best investments to be found.

This year several of these excursions have been provided by employers, and in every case there has followed a renewed enthusiasm in the firm's interests. In last month's Review was given an account of an entertainment given by the travelers of R. McKay & Co., dry goods merchants, Hamilton, to the firm and employes.

The Toronto Carpet Co. held an excursion to Hamilton for their employes, at which the games and entertainment were greatly enjoyed by staff and firm. The employes of Stanley Mills & Co., dry goods merchants, Hamilton, have held their annual excursion. The Robert Simpson Co., Toronto, gave to certain of their employes whose work merited it, a trip to St. Louis with all expenses paid. About fifty succeeded in winning the trip, and everything of the best was provided.

On a more colossal scale is the excursion given by that model modern business, the National Cash Register Co., Dayton, Ohio. Everyone has heard of the remarkable interest this firm have taken in their employes by the establishment of homes, parks, halls and clubs, and the obligation of the workpeople is to be increased this year by the munificent gift of tickets to St. Louis and into the fair grounds to one thousand of the employes. For all heads and assistant heads of departments, foremen and assistant foremen, with their wives, about four hundred in all, the company will pay fare, sleepers and entrance, and to the entire female staff of 600 will be given fare and entrance tickets. In all it will cost the company

over $15,000. In addition to this, President Patterson has bought a large building to be used as a Woman's Century Club, and has thrown open for the Summer his Summer home and grounds at Far Hills for the benefit of his workpeople.

Such evidences of good feeling and mutual interest are the mile stones in the success of any business.

ENTERPRISE.

By J. H. Thompson.

ENTERPRISE means "Willingness to engage in labor requiring boldness." Just stop for a moment and think how many hundred merchants of to-day are "passing up" large profits just from this lack of enterprise, this lack of willingness, and the lack of boldness to venture out of old ruts.

It is not ease, but effort, not facility but difficulties that makes business men and great merchants.

A merchant sits in his private office or in the quiet of his home and thinks of a good idea, a good plan for producing business. The scheme assumes magnificent proportions and, in reality, if carried out would produce large profits; and "profit" is what the merchant of to-day wants.

A good idea is like a gold mine, but of little value if it remains undeveloped. Do not be afraid to be original, so long as you do not sacrifice common sense to originality.

Get a plan thoroughly formulated in your brain; sit down, work it out on paper, study, analyze and sift it to the bottom.

If you have a confidential clerk lay out your plans of campaign before him and when you both have concluded you have a good thing, then and there "cork it up" and with a boldness of resolution carry it forward with such a vim as to surprise your fellow merchants.

Never complain of "bad luck." When a man talks about his usual bad luck look around to see which one of his weaknesses is making a fool of him.

You will invariably find it either laziness, indifference, indiscretion, pleasure seeking—liquor habit or some other success-consuming microbe.

There is no such thing as "bad luck," put it down as lack of enterprise.

There are two things which are absolutely essential for any man to achieve the highest success, a good knowledge of his business and the right kind of grit in his make up.

If a man is "chicken hearted" he is doomed to failure.

Another thing that is doubly dangerous to all enterprises is waste of time. Even men who can in no sense be termed idlers, waste a vast amount of time during a month by reason of the few moments they squander each day. Look to yourself and see where you are losing time.

Waste is an element which often makes pitiable failures of men who ought otherwise have been eminent successes.

Another difficulty to a great many men is failure to discern or grasp opportunities as they present themselves. Yet this is one source that may be readily overcome by being always alert and courageous.

Thousands of men waste hours talking. Some think they are elevating humanity by their incessant conversation while they are really tiresome to a degree. Talk little—boast never—work quietly, but work all the time.

Let us endeavor to retain our own self-respect. We are obliged to be alone with ourselves a great deal and talking too much begets ridicule. There is no servitude meaner than the servitude of having to regard yourself as interior to other men because you have made yourself ridiculous with your tongue.

Another great and essential feature of business life is to be prepared for all emergencies.

The higher the position your enterprising energy wins for you in the scale of commercial life the greater is the necessity for you to be prepared for contingencies.

If a man lacks the energy or ambition to study his business to enable him to get in the path of enterprise and advancement, he must make up his mind to go to the bottom of the ladder and remain there the rest of his life.

"POPULAR" PRICE GOODS.

IN every town and farming community there are at least twenty people who will come in your store and buy a $1 article to ten that will come in and buy the same article in a $2 quality. That is, if you have the $1 article in stock.

We think the proportion of dollar customers is much greater than this but we accept this example for the sake of fairness.

Then we are to assume that out of all the consumers tributary to your store one-third of them buy half the goods that are sold in your town, and the remaining two-thirds buy the other half.

A great many merchants—we believe the great majority—would prefer to cater to high class trade only. But is it wise?

Is it good business to turn away half the natural business from your store in order to show the other half that your store is "their" store?

It is business you want, business in dollars and cents, and whether you get it from the lady with the diamonds or the lady with the sun-bonnet ought not to affect your appreciation.

This decision of many merchants that they are going to cater only to the higher class of trade in their towns is a decision that needs reconsidering in most cases, and at its best is a dangerous principle for the profit side of the ledger.

There used to be a time when merchants were of the opinion that they must go after one class or the other, and this opinion prevails to-day in many towns of 10,000 to 40,000 inhabitants, but the big department stores throughout the United States have practically demonstrated that it is a fallacy.

Even those stores that have been noted in the past for handling only the highest priced merchandise to-day are catering to the masses with ground floor bargain departments and bargain basements.

And wherever we go nowadays it seems to be the opinion of the most progressive merchants in nearly all trades that it pays best to keep goods for all the people.

The trade of the woman who wants a piece of dress goods at 50c a yard is not to be ignored in preference to the woman who wants a piece of dress goods at $1 per yard, for the 50c customer far outnumbers her dollar sisters, and so it is in nearly all lines of the retail business.

It is our opinion that any merchant who ignores the "popular" trade nowadays will lose money thereby, and we also feel that no argument is necessary to convince retailers that they should not neglect the "upper ten."

As near as he can within the limits of his capital it will pay a retailer to cater to all the people all the time, and by all means not to overlook the "lower twenty" or thousands, if you please.—Butler Bros. Drummer.

No. 8.

THE MENACE TO THE MERCHANT

The mail-order business! Not one of you who reads this has not been affected by it.

And this Fall you are not only going to have the great department stores as competitors, but also a new and greater menace, a combination of non-competing Toronto stores, each, as it is stated, "commercial specialists."

This combination proposes to send to a combined list of upwards of 100,000 of its mail-order BUYERS, a Magazine Catalogue, containing not merely the advertising matter of the different lines, of the several stores, but in addition a Canadian story, illustrations by good artists,—a book, in short, that recipients will preserve and prize.

How many of these 100,000 or 150,000 mail-order buyers are your natural customers? And are you content to sit back in your chair and see them and others—always others—led away from you? Rather, with the remedy within your grasp, won't you apply it? Won't you do everything you can to make customers and keep them?

Your remedy? What is it that has made the mail-order business, and built it up to its present magnitude? Aggressive Advertising, wholly and absolutely! And what has made this possible? Your complaisance and the complaisance of your brother merchants.

There is your remedy! Advertise Aggressively. Admit unreservedly that the old days of sitting in the store and waiting for customers to come to you are a thing of the Past. You KNOW it is the man who goes after it persistently, insistently, aggressively, yet judiciously, who is getting the business to-day.

You KNOW, too, from the very evident successes in the mail-order business, that you can no longer look on the dollar you spend for advertising as lost—that when your advertising dollar is judiciously expended it comes back, bringing others with it.

You have certain obvious advantages over the mail-order man—personal acquaintance with your customers, situation, quicker deliveries, etc.—and can IF YOU WILL, meet and defeat him with his own weapon—Aggressive Advertising.

We put this weapon in your hand and show you how to use it. It is our business to help you. We prepare the kind of Aggressive Advertising that will help you most, because it is our business. And the dollar you pay us comes back to you bringing other dollars with it.

NOW is the time for you to write us. Don't let your competitors get any longer lead.

CHILD & FALL
Advertising.
WAKEFIELD, MASS

PREMIER FINISH
TRADE MARK
NON-SHRINKABLE
PURE WOOL.

Cartwright & Warner,

LIMITED.

Loughborough, England,

Manufacturers of

NATURAL WOOL UNDERWEAR

In addition to the well-merited reputation of this firm in all important markets in the world we take pleasure in subscribing to the fact that during ten years that we have represented them in Canada this reputation has been well sustained for their durability and unshrinkable qualities.

R. FLAWS & SON, Agents, : : Melinda St., Toronto.

You can depend upon our

"MAPLE LEAF" BRAND

of

Hose,
Half Hose,
Over Hose,



Maple Leaf Brand

Fine Mitts,
Toques,

for

FINISH
DURABILITY
and
SATISFACTION

Retail Trade Only.

PROMPT DELIVERIES. SATISFACTION GUARANTEED. EVERY PAIR WARRANTED.

The Goderich Knitting Co., LIMITED, ...Goderich, Ont.

J. E LEWITT, Manager. Established 1895.

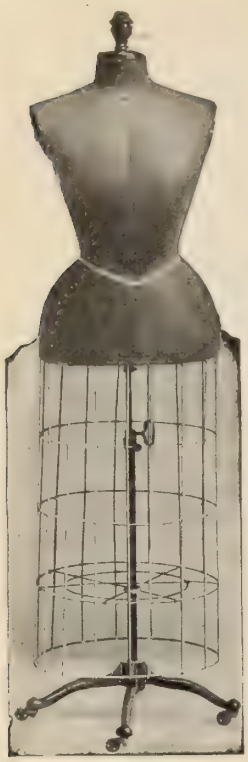
SELLING AGENTS:

McCLUNG & BURNS. 17 Jordan St., Toronto, Ont.

A. L. GILPIN. 22 Victoria Chambers, 232 McGill St. Montreal, Quebec

J. H. PAYNE. Box 643. Winnipeg, Man., N.W.T., B.C.

FRED. S. WHITE, St. Stephen, N.B., For Maritime Provinces.



Cloak and Suit Model.

YOU WILL PROMOTE YOUR OWN BUSINESS BY INSISTING UPON HAVING

THE

PALMENBERG FORM

(*Patented September 15, 1903.*)

For Manufacturers and Retailers

It is made in latest shapes, absolutely correct in style and measurements and is constructed so that operators in fitting a garment over it can determine the exact position of the center lines by grooves in front and back which can be readily felt through the material of the garment which is being fitted.

Arm-hole caps are made exact size and shape of human arm so that the distance from waist line to armpit can be determined accurately.

Of course this form, being the best made, is also indispensable to RETAILERS for their store displays.

J. R. PALMENBERG'S SONS

710 BROADWAY, **NEW YORK, U.S.A.**

(ESTABLISHED OVER 50 YEARS.)

Factory: 89 and 91 West Third Street.

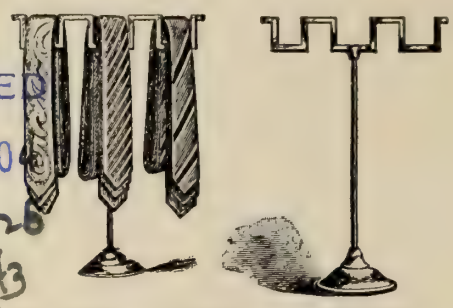
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YOUR DEMAND FOR

Store Fixtures

CANNOT POSSIBLY BE TOO GREAT FOR OUR SUPPLY.

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No. 258. STRING TIE STAND

We are at all times ready to make shipments within 3 days after receipt of order unless it be some special design which would take time to make. Write us to-day about your wants.

The Toronto Brass Mfg. Co.

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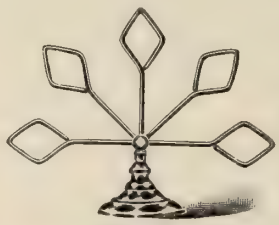
FIXTURES FOR YOUR STORE



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The largest concern of its sort in the world—such is our Fixture Factory.

Largest because best and best because largest.

Largest because more orders for Fixtures are entrusted to us than to any other makers.

Our Fixtures are of the newest in all ways—the best and safest for you to have.

Window and Interior Display Fixtures, Papier Mache Forms, Wax Figures, Triplicate Mirrors, Wall Mirrors, Stools, Show Cases—

SEND FOR OUR CATALOGUES—FREE

Hugh Lyons & Co.

CHICAGO SALESROOM, 238 MADISON ST.

LANSING, MICH.

NEW YORK SALESROOM, 679 BROADWAY.

WINDOW DRESSING

THE ART OF DISPLAY

INTERIOR DECORATION

LEARN FROM EACH OTHER.

By W. R. McCall

THERE'S no better schooling than to inspect the efforts of others in the same line of work. It broadens one's mind, stimulates ideas, and spurs one on to greater effort. To see the work of others sets the pace and benefits us in many ways.

You should, however, take extreme care that your pace maker is one worthy of acting the part. Too often the young man in our smaller towns look with reverential eyes at the window work of his elder brother, who holds a position in a city departmental store. Because a man is fortunate enough to hold a position in a large city house it is no criterion that he is master of his art. There are good and indifferent decorators in the largest stores, and sometimes we worship a false god. Resultful business getting windows are not all made in the cities.

Absorb What You See.

I wish to say a word to the little army of trimmers who scan this department each issue, and it is this. Most of you will be enjoying much-looked for breathing spells or Summer vacations during this month. You will probably visit one or more good towns or cities during that time, and you should make the most of your opportunities to fill your note book with sketches and memoranda of the decorative ideas, units and displays, which you are likely to meet.

You'll Find Much Chaff.

Much of what you may see will be crude and of little educational value but, again, even in some of the smaller towns you are liable to run across a "gem." The writer seldom takes a trip of any length without finding a new wrinkle in draping, folding, hanging, displaying, or setting some article in the dry goods line.

Are all Different.

It is simply astonishing how many ways any one article lends itself to display when handled by the skilful trade of decorators, looking at it from their own viewpoint. None of us see eye to eye, and none of us think exactly alike, consequently none of us execute our work in exactly the same manner. It is this everlasting change



Show Cards by Archie A. Arnold, with D. Spencer, Victoria, B.C.

that we are all groping after, and some of us are fairly successful in finding, but it must always be at the expense of some thought or study.

Make Some Advancement.

If you but learn a few new ways to display a handkerchief, a novel fold, or disposition of a dozen of napkins, a way you have not seen to arrange a towel display, a dress goods drape that is novel and fetching, a wash goods puff that takes the eye and which you had never thought of, or a ledge trim that is simple and yet effective in display—would you not think that your holidays had been well and profitably spent if you could even add one half of the above suggested novelties to your store of ideas ?

Ask, It's the Way to Learn.

If you find a puzzler on your trips run into the establishment and introduce yourself to the window trimmer. Tell him you want to "steal" that drape in his window, and your experience will not be ours if you meet with anything but the greatest courtesy. He will be flattered to think that his work has commended itself to a fellow trimmer, and anything he can help you with is yours for the asking. And right here let us say that a little judicious pumping often reveals a few hidden nuggets that one can add to the many good things already garnered in that precious note book. After a little practice you will find that there is scarcely a fold or drape but what you can copy, execute, and improve upon from a rough pencil sketch and a little memoranda. In fact, the writer has never yet found but one puzzling wash goods drape upon which he got stuck, and it looked so simple, too.

Travel a Good School.

Travel, whether it be far or near, broadens our ideas and is a school of education than which there are few better. Our forefathers believed that the young man should be kept close to the home nest. To-day it has become a common saying that the boy will never become proficient until he is thrown out upon the world upon his own resources. While I would not encourage roamers, I believe that the decorator who has traveled and has worked in half a dozen different towns during his career, will be a better man, all things being equal, than he who has been planted, like an oak in a forest, in one town all his life. Mind you, I am not in sympathy with those fellows who seldom hold a position more than a month or two, but I refer to the man who remains in one establishment say for a year and then obtains a better position, and so on up the ladder, until he reaches the apex, which, by the way, few men reach in a life time.

Hot Weather, but Good Trims.

Although it is holiday time by the calendar, energy-stifling temperature by the thermometer, and the Summer goods are getting somewhat wearisome, as they annually do about August the first, yet you must not let the character of your shows deteriorate, although you have turned and twisted the goods of all the lines in stock into every conceivable kind of show. The same troublesome situation rolls round each year. But don't despair; a little while and Fall stuffs will be tumbling in and then things will be lovely. By the way, do you keep as close a watch on the late assorting lots of Summer goods as you should ? They—these new lots—quite frequently solve the problem of making change in the windows. Some of the goods that are not much for looks in a window all by themselves, are wonderfully aided by a few lines of late novelties which every store receives at the tail-end of the season, or a few of the early Fall things that drop in before the weather warrants wear.

SHOW CARD WRITING.

By A. A. Arnold, Victoria, B.C.

ATTRACTIVE show card writing is one of the most important methods of advertising used by the progressive and up-to-date merchant. It is necessary that these cards be inexpensive in order that regular announcements may be made to the public that will interest and draw trade. They may be executed by a novice, and in a way serve the purpose. But the desire of every merchant is to make the show cards an artistic, and at the same time remunerative, feature of the window display. No matter how big a bargain he may have, the goods may lie on his shelves for years if he fails to use attractive display cards and catchy announcements.

The novice in show card writing requires to use a goodly amount of patience. The one great trouble with the majority is to want to be too artistic from the start. And right here I might say that nearly all the big stores use as plain a card as possible, with a bold, striking announcement, and devoid of much fancy scrolls, etc., which more often in the case of the beginner only tend to confuse the reader.

A white board with a black letter, or black board with a white letter, makes a very artistic and attractive card. Pictures may be used to a great advantage in many lines, such as millinery, ladies' cloaks, men's hats, clothing, shoes, etc. A neat illustrated card always attracts the eye.

The idea of a window card is to make it as simple as possible, and yet to be so striking that it arrests the attention of the passer by and compels him to look at the goods. Then it remains for the goods to be the attraction which will bring him into the store.

Drop black (ground in Japan) will be found about the best for ordinary black lettering. The color flows freely from the brush, in an intense black, and dries with a dull surface a few moments after the application. It may be prepared as follows :

Use a vessel that will at least hold half a pint. In this put your drop black, in bulk equal to a large English walnut, add about a teaspoonful of furniture varnish, stir until thoroughly mixed and then thin with turpentine until it becomes equal to the consistency of cream, so that it flows freely from the brush.

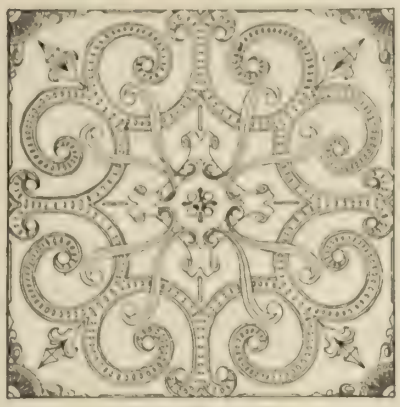
Brushes should be cleansed thoroughly in benzine and dipped in kerosene before they are laid away. The kerosene should be rinsed out of the brush before it is used again.

To mix white, use a vessel capable of holding one pint. Mix dry white zinc with water until it becomes a thick paste, in quantity not to exceed two-thirds the capacity of the vessel; cover closely and allow this to remain a day or two, then add a half fluid ounce of mucilage. The effect of the mucilage is to size the white; that is, to cause it to adhere sufficiently to not rub off after it has been applied to the card.

One of the great features is the designing and laying out of a card. Don't overcrowd; a word or two and the price is much easier to read. Leave lots of space around the border, as it makes the lettering stand out more prominent.

White oil color mixed with a touch of black gives a

THERE IS
NOTHING MORE ARTISTIC
THAN OUR
Embossed Steel Ceilings
Send for Catalogue


Plate No. 417

They are moderate in price and will last longer than any other material.

They can be easily applied over old plaster. Send us a diagram of your ceiling and we will submit Blue Print of suitable design.

THE METALLIC ROOFING Co. Limited
TORONTO MONTREAL WINNIPEG


NO. 30. 6 AND 8 FT.

DISPLAY CASE

This handsome Silent Salesman Case, 42 inches high, 26 inches wide, receding base, sliding glass doors, two finished wood shelves in hand-polished golden oak and with Plate Top Beveled, $5.00 per ft.; with double-strength glass top, $4.00 per ft. Boxed F.O.B. Detroit.

THE REID MFG. CO.,
Detroit, Mich.

IMPERIAL JOBBING CO., Lock-Box 347,
WINDSOR, ONT., Agents.

Write for Catalogue.

Alterations to Store Fronts.
Now is the Time.
Do not leave until winter.

LUXFER PRISMS:

This shows the effect of LUXFER PRISMS on each ray of light.

Write us for DESIGNS and IDEAS



This shows THE FINISHED ARTICLE.

Luxfer Prism Co.
LIMITED
100 King St. West
TORONTO

Luxfer Prism Co.
LIMITED
100 King St. West
TORONTO

very pretty soft shade of grey, which can be used to great advantage with black or red.

A number five red sable brush is about the best for ordinary cards.

Too much time cannot be devoted to practice. It is only by practice that a person can hope to succeed. A half hour a day is far better than two or three hours one day and then perhaps none for a week.

ELABORATE SILK DRAPE.

(Illustration No. 1.)

THIS elaborate silk drape is formed upon an ordinary brass parlor table, placed corner wise to the glass, upon which is placed a draped bust form dressed with a cream silk blouse with fancy belt and stole tie; with a good firm taffeta silk form the end into a large bow and fasten to rear left hand corner of table, allowing the material to pass underneath the table and touch the platform; then tie another soft bow and attach it to the rear right hand corner, allowing the material to drop to the window floor, and attach a third bow to front table leg at the height of the platform. Any surplus silk may be disposed on the floor around the table feet. This idea can be enlarged upon or modified by using other forms for foundations as easels, fancy chairs, or bric-a-brac.

AN UNCOMMON DESIGN.

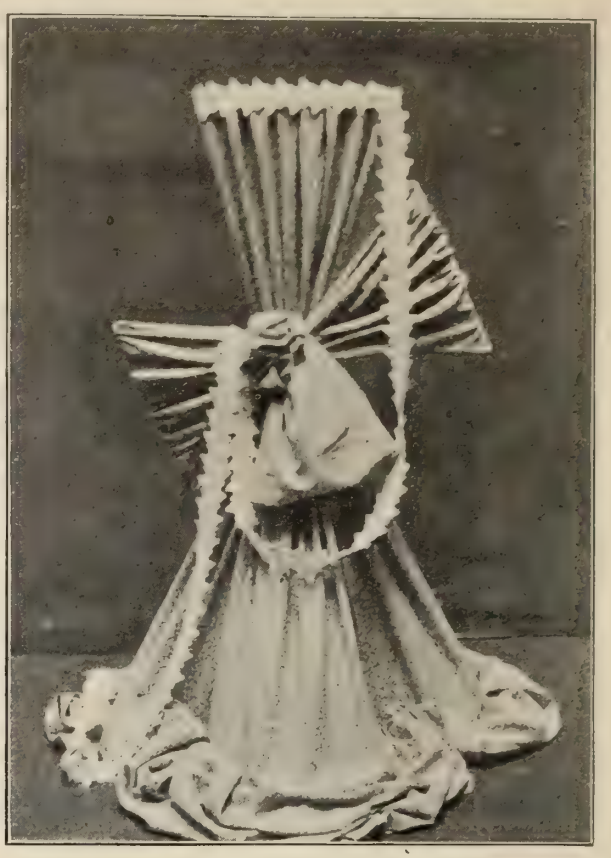
(Illustration No. 2.)

The base of this design is formed of three circles, as will be noticed in the reproduction. The top



(Illustration No. 1.)

piece runs straight up with a cross piece nailed to the upright, and the diagonal maltese cross effect is simply a straight strip with cross sections nailed across the ends of each. The lower bow loop is allowed to fall softly into position, and a garniture of fancy applique trimming finishes the whole. The surplus material is



(Illnstration No. 2.)

utilized for a rippled floor dressing. The material used is fancy French goods, but is quite pretty when draped with any soft wash material. Both designs are quite uncommon and are but a selection from over sixty varied forms that will appear from time to time in this department.

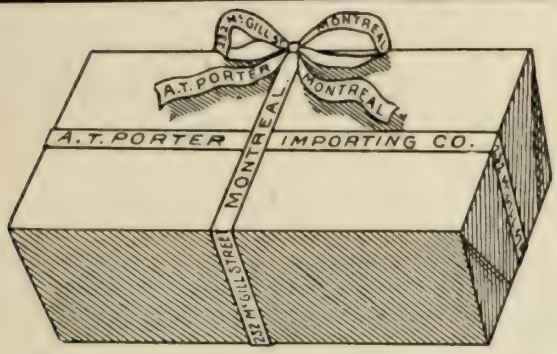
TIDINESS IN DISPLAYS.

TIDINESS and neatness in dress are to be commended in every walk of life, and the well-dressed man or woman unconsciously commands deference and respect. By "well dressed" is not meant richly or gaudily dressed, but merely an appearance indicating care and attention. The sloven in dress rarely commends himself to consideration.

Just so is it with the store or the window. It is quite as important for the drygoodsman to have neat and fresh displays as it is for him to be careful in his dress. His store will become so much the more interesting, not merely to every customer who enters it, but to every passer-by who glances at the windows.

Changes of dress on the part of persons are frequently effected for the mere sake of show, and are thus not exactly commendable, but it must be said on the other hand, that frequent changes and rearrangements of the contents of the store serve a useful and praiseworthy end. Every idle moment can with profit be spent in devising fresh ways for adding variety to the stock.

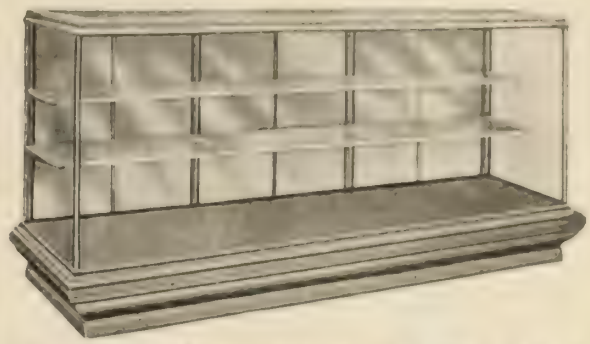




A Substitute for Twine.

Tape, containing your advertisement, is much neater and yet very reasonable in price.

A. T. Porter Importing Co., 232 McGill St., Montrea



Illuminated "Quick Sales" Show Case

JOHN PETZ, Patentee.

When you buy show cases you want quality—that's certain—but you don't want to pay any more than you have to.

Our show cases are quality through and through. They possess all the good features of all other show cases and many features exclusive with us, an excellence which places them beyond the reach of competition. We charge no more for our show cases than they are worth.

Outside show cases are "the thing" we make them.

Write to-day for illustrated descriptions and prices.

DETROIT SHOW CASE COMPANY,

Show Case Builders to Progressive Merchants.

482 to 490 Fort Street West, Detroit, U.S.A.

Canadian Branch—Windsor, Ontario

JOHN PETZ, Pres. and Supt. HERBERT MALOTT, Sec. and Treas.

William Liddell & Co, - BELFAST, IRELAND,

TRADE MARK
UNUS ET IDEM

Beg to announce that their new collection of

The Celebrated Gold Medal Brand Linens

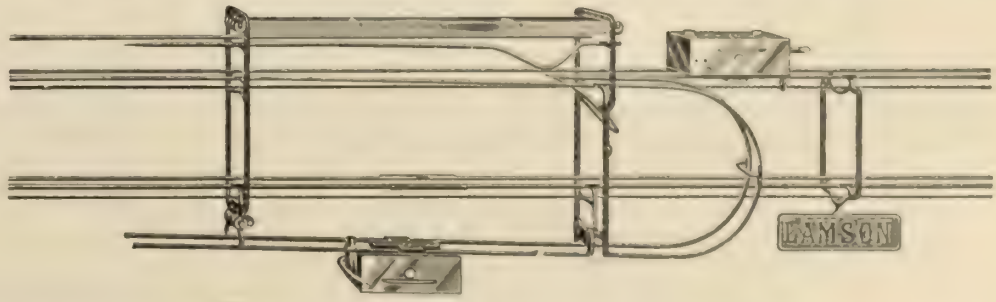
for the coming season is now complete, comprising many new and elegant designs especially produced to meet the demand of a critical clientele. All lovers of high, artistic designs, combined with excellence in quality, at POPULAR PRICES, should carefully examine THESE WORLD-RENOWNED LINENS before placing their orders elsewhere, a full range of which is now being shown by our representatives.

Represented in Canada by JAS. A. CANTLIE, 22 St. John Street, MONTREAL.

Lamson Perfection Cable Cash Carrier

Serves any number of floors from one cash desk.

Hundreds of users testify to its excellence.



Write for particulars . . .

Lamson Consolidated Store Service Co., No. 73 Adelaide Street West, **Toronto, Ont.**

August Specials

Broken Lines to go Quick | **Samples for the Asking**

In order to make way for Fall Goods, now arriving, we wish to move all small and large lots from all departments in the shortest time possible. No old stuff, but bright, new and right-to-the-minute goods, including: **Ginghams, Muslins, Shirtings, Waistings, Fancy and Colored Lawns, Mercerized Mattings, English Percales, American Percales, Oxford Shirtings, Etc.**

IN

Blouses, Skirts, Wrappers, Etc.,

we will sort you up for the smallest prices, consistent with reliable goods. Our **$9.00 doz. Underskirt** is made from a High-Grade Sateen and cannot be surpassed in Style or Workmanship at the price.

We invite **YOU** to spend a few hours in our warehouse at this particular season of the year, believing that it would be in the best interests of all concerned. So many worthy lines in limited quantities not worth while sampling, that it's your privilege to secure a share of them at a price.

Fall Samples are not extreme, all carefully selected with an eye single to the Buyer's and Seller's interest. If our Representatives do not reach you a card to our address will bring one.

John M. Garland, Son & Co.

Wholesale Dry Goods

Ottawa, Canada

P.S —Mail Orders filled same day as received. No charge for cases or bales.

GOOD ADVERTISING FOR WIDE-AWAKE RETAILERS.



This department is conducted and prepared by Mr. J. C. Kirkwood, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. He will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

BUY STORE FIXTURES.

THE farmers' pay-day is not far off. In September there will begin to be marketed the golden grain and other fruits of the farm. Canada has had another good year, and the prosperity continues unbroken. What all this means to the dry goods merchant and general store keeper is not hard to understand. The Fall trade for 1904 ought to be gratifying in the extreme. The succession of good years has been a boon to the retailers, and has enabled them to enlarge their business wonderfully.

With an increased turnover and with multiplied profits, there has been a very wise liberality on the part of many merchants in the direction of improved stores, both inside and out. All through the country thrifty tradesmen have taken advantage of these fat years, and have invested a portion of their surplus earnings in putting in plate glass and prism glass, in adding silent salesmen show cases, in buying counter and window fixtures and wax figures for the effective display of men's and women's clothing, furs, hats and gloves. It takes a large faith and courage to make these outlays, but it is the faith and courage that made merchant princes of men who once measured their business by very modest standards. These investments—for they are investments—are made in the times of prosperity, and in times when business depression robs everybody of boldness, these substantial signs of past success enable a merchant to keep up a good showing, remove the lean look of reduced stocks, and impart a brightness and smartness to the store that insensibly give the impression of prosperity, even in the midst of dull times.

When times are brisk and the public is buying freely, and every store is prospering; when stocks are large, and salespeople are busy, the lack of good fixtures is not so apparent, and many merchants become indifferent on the subject of interior and exterior improvements. Later on, when trade has slackened and people have become careful, and require coaxing and tempting to persuade them to exchange dollars for merchandise, the store that is most attractive, that is the best furnished with fixtures, mirrors, show cases, etc., is the one that will win out, other

DO YOU READ ADVERTISEMENTS?

The Editor of the department of Advertising for Wideawake Retailers is curious to know to what extent the readers of The Dry Goods Review read the advertisements of manufacturers, jobbers, and wholesalers which appear each month in the columns of The Review. What he wants to know in particular is:

Are you influenced in your buying by the advertisements contained in The Review? To those who will take the trouble to send to the Editor a post card answering this question, there will be sent a pleasing acknowledgment.

The Editor has a better reward for those who will send him a statement from time to time after the following manner:

"I was influenced to give Messrs. ..... an order for goods through having read their advertisement in the (give name of month) number of The Dry Goods Review.

A fuller statement of what constitutes the reward will be made to those who are interested enough to send a card of inquiry. Address,

Editor Dept. of Good Advertising,
The Dry Goods Review, Toronto.

A COURSE IN ADVERTISING.

It is the thought of the Editor of this department of advertising for wideawake retailers, that a series of lessons on advertising, to appear monthly in these columns, would be appreciated by many merchants and salesmen throughout the country. The Editor would be glad to have a post card from every one who thinks well of this suggestion, to assure him that such a course of advertising instruction would be welcomed. Address,

Editor, Dept. of Good Advertising,
The Dry Goods Review, Toronto.

things being equal. It is at such times that the merchant perceives the selling value of these inanimate things made of wood, metal and glass, and recovers the expenditure of former years.

Sometimes it is thought that advertising begins when one buys newspaper space and printer's ink, but that man may be called a good advertiser who spends his money in equipping his store with furniture, whose chief function is the selling of more goods.

WHAT WOULD YOU DO?

A correspondent sends the following letter:

"I opened up a general store in this place last November. I am not satisfied with the business I have been doing, so would like an expert's advice. I am a strong believer in advertising and in going out after business. This town has a population of only two hundred, but the surrounding country is good farming land. The nearest competing towns are none of them nearer than five miles, but there are several places within a radius of 10 miles.

I have one competitor, a firm which has been in this place a long time. It is very wealthy, and carries a heavy stock, three times what I carry. Their stock isn't attractive at all. They have been in business for nearly 40 years, and so you can understand how much dead stock has accumulated. They never sacrifice old stock to sell it. Their methods are old fashioned. The junior partner has been a life time in the firm's service, and is not a whit more progressive than the senior member of the firm. The salesmen are as dull as their principals. The firm do a private banking business in addition to their trading, and have money out on mortgage all over the country. People feel compelled to trade at their store because they owe them so much money. When I opened up a new store, the firm across the street began lowering their prices, to drive me out of business.

I give no credit; my competitors give credit to everybody who is worth anything. My capital is very limited where theirs is not. They own two creameries in the neighborhood, and if any customer owes them money, they keep the amount from his butter account at the end of the month. You will see that they have the better of me in more ways than one.

A great many of their old customers have learned to go to a neighboring town. There are several stores there, and a little opposition keeps prices down. I have succeeded in getting a few of these people as customers, but I should have a great many more. I have not done any advertising to any extent. I have a number of signs tacked up along the road for a mile or so on all the roads leading into W——.

The people on the whole are fairly well to do, but as a rule very close. Most of them are Scotch, and you know what that means. It would be useless to advertise in the country newspaper. Very few copies of it come to this neighborhood. I try to keep my prices as reasonable as possible. My trade has been increasing very slowly.

I would like you to advise me what to do. Yours truly,

FRANK J——."

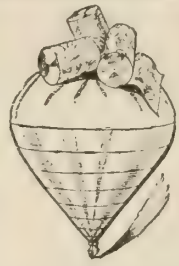
This is a situation that in its main outlines is duplicated in a good many places in Canada, and Mr. J——— will find a sympathetic audience among his fellow merchants. The Editor throws open his department for a discussion of this problem and would be glad to have a goodly number of replies from those who have solved the problem for themselves, or who are able to offer good advice. Correspondents who do not want their names or location known will have their wishes in this regard observed.

What would you do?

THE H. S. FALLS CO. OF IMCOE Limited

House-Cleaning AND Carpet Season!

The time when the housewife has her most severe trials. It's the time when the housewife takes inventory—as we would say in the business world. Finds out what is to be promoted to another room, what is to be replaced, what new things are necessary. To-day we tell a price story of new goods that are most in demand. We promise prompt, courteous attention.



Free of Charge
All carpets better than 50c will be cut, made and laid free of charge.

English Wilton Carpets.
Extra heavy Wilton Carpets thoroughly tested and proven to be a great wearing carpet. Some rich colorings and beautiful designs with border to match, the yard $1.35. Made and laid free of charge.

English Brussels Carpets
A complete range of these popular floor coverings, all high class designs, with green, blue, terra, crimson, fawn, ecru and oak. For parlors, dining rooms, libraries, bed rooms, etc., at the yard 55c, 65c, 75c, 1.00, 1.15, 1.25 and $1.35. Put on your floor free of charge.

English Tapestry Carpets.
The famous Windsor make of Tapestry Carpets, for beauty of design and artistic colorings they are a close second to Brussels, the yard 75, 65, 60, 55 and 50c. Felt supplied, made and laid free of charge.

Pure Wool Carpets.
A great variety of high-class designs all made from the purest of wool on an extra worsted warp. The ideal carpet for dining rooms, bed rooms and upper halls, at the yard 75, 85, 90 and $1. Made and put on your floor free of charge.

English Velvet Carpets.
A splendid service-giving Carpet, rich coloring, lovely new 1904 patterns, a choice range, the yard $1.25. Made and laid free of charge.

Rugs and Art Squares.
A lovely collection of new 1904 styles, in Axminster, Wilton, Tapestry, All Wool and Union, all the popular sizes, each 35.00, 30.00, 27.00, 25.00, and as low as $4.90

Moquette Carpets.
Perhaps not the best wearing carpet made, but certainly very beautiful in patterns and colors, the yard $1.25. Made ready to walk on free of charge.

Clean Union Carpets.
A very large range of choice, all extra firm cloths and good reversible patterns, full yard wide, the yard 60, 50, 45, 40, 35, 30 and 25c

Floor Rugs.
A choice display of New Rugs in reversible patterns, Moquette, Axminster and Tapestry sizes 18x27 inches, up to 36x72 inches at 75c with all the intermediate prices up to $5.

Floor Oil Cloths.
A great variety of new patterns, all widths from 18 inch stair to the heavy floor oil cloth two yards wide. Lovely patterns in Floor Oil Cloth, two yards wide, only 50c yard.

Jap Mattings.
A splendid variety of that popular floor covering on sale, at the yard 10, 11, 12½, 15, 20, 25 and 35c

The Best Linoleums.
The best productions from the best makers in England and Scotland. Our values and designs will please you. Widths 2, 3 and 4 yards wide at the square yard 50, 60, 75c and $1. Our Linoleums are all thoroughly seasoned.

Something New—Fibre Matting.
Something new in floor covering you can wash it like oil cloth. It is reversible and the patterns are very beautiful, ask to see it. the yard 50, 60 and 75c

Portieres.
A liberal variety to choose from, in Amure and Oriental effects, also Chenille and Tapestry, in solid colors and stripes, at the pair 10.00, 9.00, 7.50, 6.00, 5.00, 4.00, 3.50, 3.00, $2.50.

One Thousand Pairs Lace Curtains.
A grand showing in Brussels, Bobbinet and Nottingham Lace Curtains splendid styles, matchless values, 25c to $10 pair

Window Shades and Curtain Poles.
If you have any sort of needs in Curtain Poles, Brass Extensions, Rods, Poletts, Window Shades, Etc., visit Norfolk's Leading Housefurnishing Department.

THE H. S. FALLS CO. OF IMCOE Limited

GETTING INFORMATION ABOUT YOUR SUBJECT.

By E St Elmo Lewis

THE very first thing that an ad-writer must do is to understand his subject. It is not necessary, however, that an ad-writer should know how to build an engine in order to advertise one. Some people seem to think that because an advertising man cannot make an article he cannot advertise that article. I venture to say that Mr. John Wanamaker cannot go into a silk factory and make a piece of silk; but Mr. Wanamaker can sell it.

The principal thing that you want to know about goods is the selling point; therefore, instead of going to the fellow that makes the goods, go to the salesman who sells it. The salesman who sells the article learns early in his experience to judge his people. The only difference between the salesman and the ad-writer is that the ad-writer appeals to a number of men at one time, where the salesman appeals to but one or two. Therefore, before you write an advertisement, go to the man who sells the goods and who knows how to sell them, and get him to talk to you just

as if you were going to buy the goods, only you must impress upon him that you are supposed to be a man who knows a great deal about them, therefore he has to put some very strong arguments to convince you that his goods are superior. If you have a proposition where you have low priced goods, your salesman will talk to you very strongly upon the great bargain quality. If you have a proposition where quality is the consideration, the salesman will tell very little about prices, but a great deal about quality, and the character of his establisament.

Understand that you must write your advertisements to meet the kind of people to which the store or business caters. The higher class of society doesn't make so much point of price as it does of quality. The lower classes, having less money, must look more to price and less to quality.

It is not necessary for me to go into any discussion as to which is the better way of buying, any more than to show that these are the conditions which the advertising writer must solve; therefore, he has no choice in the matter, but he must write his advertisements to interest the class of people. This principle applies to a retail business in a small country town as well as it does in a big city. It applies to manufacturers large or small. It applies to general advertisers everywhere.

I want to impress upon you one thing: Don't write smart advertisements which contain nothing but a catchy phrase and some glittering generalities about the business. For instance, to start out an advertisement, IS JOHN SMITH CRAZY? and then go on to say, "We don't care if he is, but you will think we are crazy when we tell you that we are selling our $1.50 shoes for $1.25."

Now if you analyze that advertisement carefully, you will see that the advertiser has been so bent upon getting a bright idea into his advertisement, that he has utterly failed to note that he hasn't said what he intended to say. He hasn't said that he sells the $1.50 shoes for $1.25, but he has simply said that the buyer would think he was crazy when he said it.

I think you will admit, with me, that such an advertisement would generally be considered evidence of insanity, yet how often do we see advertisements exactly like this in the quality of its foolishness!

Don't try to be smart, but rather try with all your powers to keep from being smart. The smart man generally takes up 95 per cent. of his time in living up to his reputation for smartness, and the other five per cent. in devising some manner by which his advertisements can be made to sell goods.

The thing that sells goods in an advertisement is an argument. I don't tell you to make your argument cut and dried, but have some information in your advertisement; therefore, get information. Get hold of the man who sells the goods, as I told you before, and get all you can out of him—pump him dry. Ask such people as you may know, who buy his class of goods, how he stands; what kind of goods he sells, and find out what they would want to know about the goods before they would buy them. Remember that is the principal thing. It is not what the seller likes to talk about, but what the buyer must know which should go into an advertisement. Remember, people want facts told in an interesting and attractive way. Then apply your own good sense to the information you get. Study human nature, and especially the kind of human nature to which you are going to appeal.

As you go along you will have a bright idea now and then. Carry a little book with you. Jot it down. Keep that little book with you all the time. Don't put a bright idea into an advertisement right away. Possibly it will be a great deal like an advertisement I mentioned in the forepart of this lecture. It will sound different when you come to look at it next day.

If you are going to advertise a subject which has been advertised before, get the other people's advertisements. Read them carefully. See wherein they are strong or weak. Criticise them; place your own advertisements alongside of them and see if yours are any better.—Reproduced from Impressions.

THE WANAMAKER STORE.



"Old Bleach" linens—a special display to-day in the Linen Store.

Years ago, when linen was spun, woven and bleached by each family in their own home, great care was taken in the bleaching. The cloth was boiled with mild soap and then spread on the grass to be whitened by the sun. Linen bleached in this way had a beautiful silky appearance and gave almost endless wear, being looked upon as heirlooms and handed down to succeeding generations.

Modern haste and desire for cheapness have brought about bleaching with chemicals. This takes the life out of the flax and makes the linen wear out much more quickly.

THE OLD BLEACH COMPANY was organized about thirty years ago to revive the old fashioned way of grass bleaching, and almost from the first year we have been selling their product.

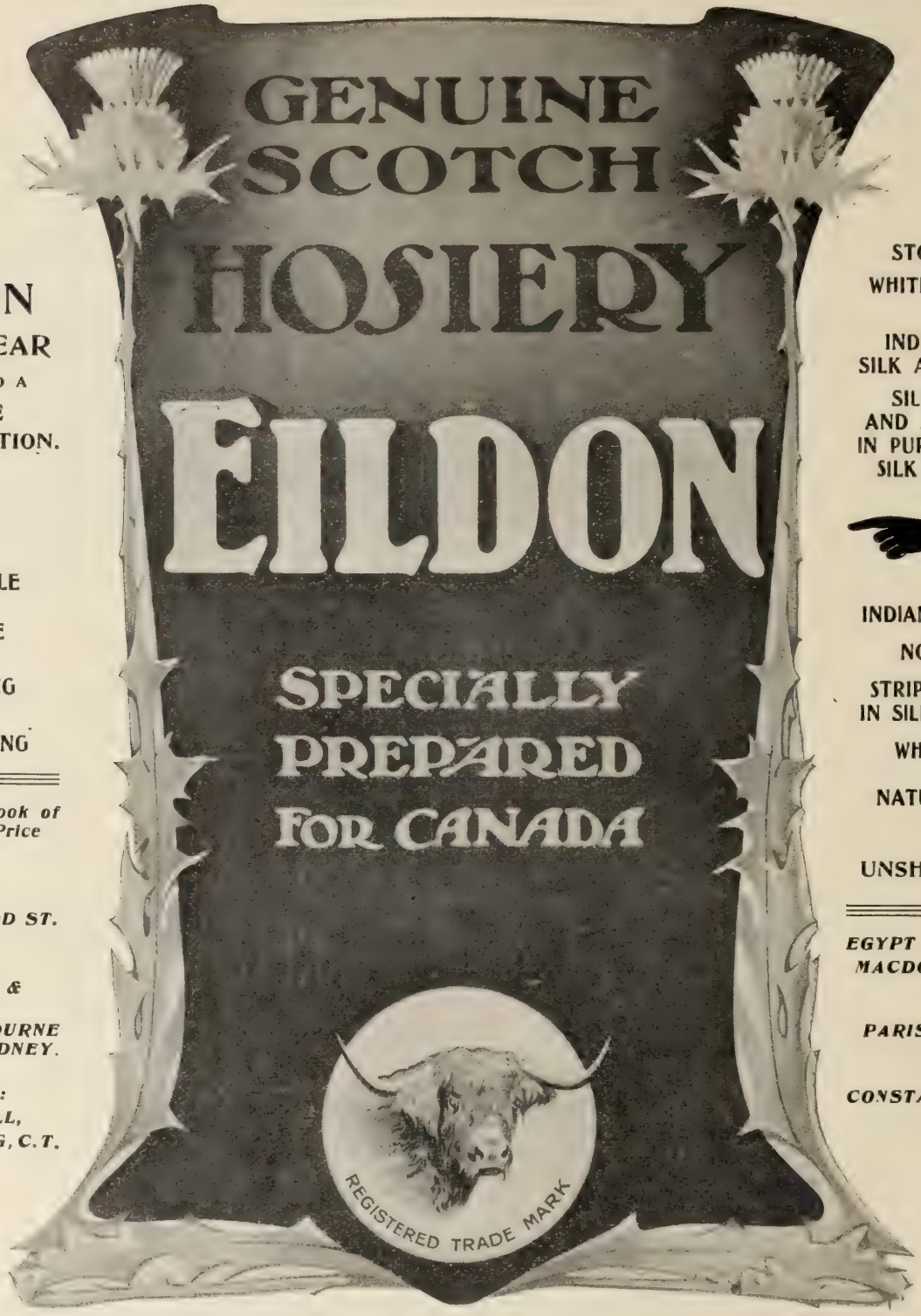
OLD BLEACH LINEN lies on the grass for eight or ten weeks. It is made in the northern part of Ireland, where the climate is particularly adapted to good bleaching. On some days there are as many as fifty little showers interspersed with bright sunshine, which is ideal bleaching weather.

Only one or two stores in the larger cities are permitted to sell Old Bleach, and outside of New York City there isn't another such collection as we show anywhere.

(PRICES FOLLOW)

This advertisement is a good example of an advertisement that gets read and gets believed. Wanamaker's followed up this advertisement by others of similar import and style. The result is not hard to guess.

ABSOLUTELY RELIABLE
AND UNSHRINKABLE
UNDERWEAR.



THE
EILDON
UNDERWEAR
HAS ACHIEVED A
WORLD-WIDE
REPUTATION.

WHY ?

BECAUSE IT IS
UNSHRINKABLE

WELL MADE

WELL-FITTING
and
WEAR-RESISTING

Write for our Book of Patterns and Price List.

LONDON, ENG.,
122 WOOD ST.

AUSTRALIA :
PATTERSON & RUHFUS,
MELBOURNE and SYDNEY.

SOUTH AFRICA :
G. T. DOWELL,
JOHANNESBURG, C.T.

STOCKED IN
WHITE GAUZE
MERINO,
INDIAN GAUZE
SILK AND MERINO,
SILVER GREY
AND ART SHADES
IN PURE WOOL AND
SILK AND WOOL,

INDIAN CASHMERE,
NOVI SPUN,
STRIPED EFFECTS
IN SILK AND WOOL.
WHITE WOOL
AND
NATURAL WOOL.

ALL
UNSHRINKABLE.

EGYPT :
MACDONALD & CO.,
CAIRO.

PARIS :
C. COHADE.

CONSTANTINOPLE :
G. STRATI.

OUR LEADING LINE

EILDON "Guaranteed Unshrinkable Pure Wool."

These compare favorably with any other make on the market, and we give an unqualified guarantee with every garment. These are labelled "GUARANTEED UNSHRINKABLE," in addition to Eildon tab.

If your wholesaler cannot supply you, drop us a card, and we will arrange to have samples and a price list submitted to you.

Montreal Representative:
J. L. WOODS,
214 CORISTINE BUILDING.

TRY THEM

Toronto Representative:
A. ROLAND WILLIAMS,
MANCHESTER BUILDING

VIEWS AND INTERVIEWS

MR. MAX COHN, of 186 Broadway, New York City, paid a visit to Canada during the last month. Mr. Cohn is the senior partner of Max G. Cohn & Co., manufacturers and wholesale dealers in novelties and fancy goods. In conversation with The Dry Goods Review, Mr. Cohn said that his trade with Canada was growing nicely, one of the best evidences of this being the repeat orders which were constantly coming to hand. Referring to the Presidential campaign in the United States, Mr. Cohn expressed the opinion that it would not interfere as much as usual with business. "In fact," said he, "in my recollection of twenty years I think that the present campaign will have less effect on business than any previous one. Then, another good sign is the fact that the dry goods houses in the West have bought very heavily this year. What has probably contributed to this is the fact that Mr. Roosevelt, who has received the Republican nomination, and Judge Parker, who has received the Democratic nomination, are both considered safe men by the business interests of the country.

A Visitor From New York.

"Senator Fairbanks is also looked upon as a pretty safe man by the business men, is he not?" asked The Review.

"Yes, indeed he is; and I notice," continued Mr. Cohn with a smile, "that Senator Fairbanks is well thought of in Canada. I suppose it is because he has a kindly feeling toward reciprocity."

* * *

MR. FRANK DEBENHAM, senior member of Debenham & Co., London, Eng., with warehouses practically all over the world, has been inspecting the New York and Canadian branches of his firm. He spent a week in Toronto, another in Montreal, and a few days in Quebec, returning to England by ss. Bavarian. Mr. Debenham is a close observer, and has considered carefully the commercial situation of United States and Canada. He expresses himself as well pleased with the prospects for the Canadian trade, this country occupying, in his opinion, an exceptionally favorable position. In England they now better understand the wants and requirements of Canadian trade. He was particularly well pleased with the three cities in which his firm has warehouses, and remarked a vast improvement since his last visit sixteen years ago.

A Prominent English Visitor.

He thinks that the time for English emigration to Canada has come, and, although there may be some depression in the United States, largely caused by overcapitalization, and by the desire to accumulate wealth too rapidly, Canadian trade stands on a sounder foundation, and if Canada can keep free from trusts and monopolizing combinations, if Canadians will devote themselves to the development of the immense natural resources, both the population and trade of the country will continue to increase in a rapid manner.

He was much impressed with the Toronto fire, and expressed surprise that the city did not organize a system whereby the warehouses could be rebuilt more rapidly and upon a more uniform principle.

* * *

MR. JOHN PATERSON, senior partner of the firm of John Paterson & Co., Glasgow and Belfast, manufacturers of linens and unions, has been touring Canada and the United States in the interests of his firm. Mr. Paterson says that the linen industry in the United Kingdom is only a fair condition, but is sustained by the great demand for linen as a dress material. Prices are very stiff, influenced to a great extent by the war, since 75 per cent. of the flax used comes from Russia. Belgium and Holland grow some, but procure a great deal from Russia, make it into the best class of yarn and sell it to Scotland and Ireland, the linen countries.

A Scottish Visitor.

"Our trade with the United States in linens has always been large, but it shows some sign of decrease, on account of that high tariff of theirs. I have in my pocket now a letter from the buyer for a large Boston house in which he says that Dingley and the Presidential elections are going to prevent his contemplated trip to the old country, and this is the first time he has missed for a great many years. They do not, in the States, manufacture much but unions, but there is no doubt of approaching progress in that line. We can manufacture much more cheaply than they can since our wages are lower and we can get the girls more easily. For instance, in Dunfermline, the men are engaged in the mines or at linoleum making, and the linen factories have large families of girls available on that account. At present the goods made in the United States are unsatisfactory on account of the rapidity with which they are made. The girls are forced to attend to too many looms. The business is not a success on this account, and because of their desire to manufacture in enormous quantities what is sold in small lots.

"However, they are more progressive than the English manufacturers, and they will learn. They are perfectly willing to instal new machinery at any cost, while we are always loath to do so on account of the cost."

Mr. Paterson does not consider the outlook very bright for the Canadian linen mills which are projected. "Those in the United States," said he, "did not pay with a duty of 33 1-3 per cent. and are not a profitable investment even yet. Of course if you put on a prohibitive tariff your mills will run a good chance of prospering."

"CARMEN" AND "VICTOR"

VENTILATED DRESS PADS.

WOVEN WIRE BUSTLES.

No other forms create a fullness so natural, so graceful, or so thoroughly **FASHIONABLE** as these correct and **PERFECT-FITTING STYLES.**

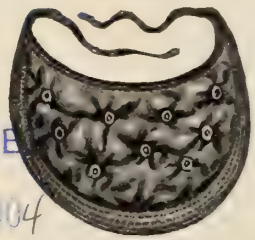
MADE IN WHITE, GREY AND BLACK.

RETURNED AUG · 4 1904





No. 37.



No. 38.



No. 40.



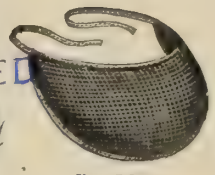
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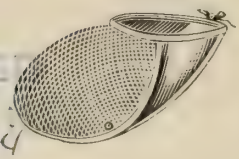
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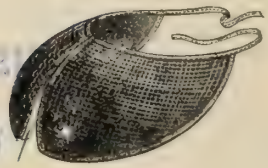
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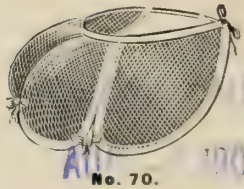
No. 56.



No. 52.



No. 65.



No. 70.

Kept by all Leading Jobbing Houses in the Dominion.

B H & M
TRADE MARK

GEO. H. EVANS,

232 McGill St. Montreal, Que.

AGENT FOR CANADA.

BEST THINGS FROM THE MAGAZINES

THE CITY MAN OUT-OF-DOORS.

(Century)

A GENERAL and killing absorption in the business of life was once the accepted theory of American activity. It is true that there is still tremendous stress shown by Americans in the pursuit not only of their business vocations but of their social avocations. Yet the business man's Summer vacation is getting to be more and more an accepted institution. He manages to get longer periods of complete rest and recreation and he contrives, moreover, to seize upon any number of half holidays and over Sunday outings, especially in the warmer months. When he can control his time he gives greater portions of it than ever before to horseback exercise and to golf and kindred sports. The business man's family, instead of being satisfied, as of old, with a few weeks in a crowded hotel by the sea or mountain, spend the whole Summer in the country, as boarders in hotel or farmhouse, or as dwellers in a country place of their own, modest or sumptuous in accordance with their means and taste.

The city man's modern discovery of the country and his increasing use of it in the Summer months has been a subject of comment now these many years. There has been discussion of its effect upon the city people themselves, and upon the country people into whose communities they enter of its effect upon manners and morals; of its economic bearings and its relation to the abandoned farm problem, and of the influence upon the nation of the greater mingling of people from various parts of the country.

With all this search for recreation and health, what with westerners going east and easterners going west, with northerners going south and southerners going north, Summer and Winter; with all this search for the opportunity to fish and shoot, or to enjoy social pleasures; with all this interchange of national advantages one may look for an improvement in the public health and happiness, as well as for a dissemination of a knowledge of our own people and of our own country, which ought to be decidedly conducive to an intelligent patriotism.

THE VALUE OF VACATIONS.

(Success)

NO man or woman can work every day, year in and year out, with no change, no variety in his life, without either getting into a rut which will paralyze his finest and best faculties or breaking down altogether and committing suicide on years of precious life.

A great many people, especially in cities, fail, lose their health, and become mere apologies of the men and women they might be if they knew how to take care of themselves—if they were wise enough to take a vacation when they need it. But they voluntarily cut themselves off, year after year, from the great source of power—nature. They do not drink from the fountain of vitality and eternal youth, and energy in which the earth is constantly renewing itself. Buried in schemes of ambition, of self aggrandizement, in dreams of wealth and power and fame, they grind away in an environment of bricks and mortar, in the stifling changeless atmosphere of the city, until they become nervous, worn-out wrecks. They do not see the necessity of change; they do not believe in taking a vacation; they laugh at the idea of giving up their work and going away to idle in the country, as they put it, until it is too late. Many of these ceaseless toilers are living on their nerves, trying all sorts of patent medicines, massage treatments, and other artificial remedies, in the hope of regaining health and strength. But they find these things very poor substitutes for the recreating, rejuvenating forces of the country.

How much money would you give a physician if he would guarantee you strong, steady, healthy faculties, instead of nervous, exhausted ones; if he could restore elasticity to your lagging footsteps; if he could give you firm, vigorous muscles instead of weak, flabby ones; if he could put new courage and hope into your life; if he could, by some magic, take away the fretful, nervous irritable feeling which makes you so unhappy, and restore you to your usual cool, calm, collected, cheerful demeanor? You would not stop at any price you could afford to pay. Yet you can do all this yourself, if you will only drop everything and fly to the country for rest and change and complete emancipation from business cares.

PROGRESS IN CANADIAN TRADE.

(Review of Reviews)

WITHIN the past five years, Canada's total trade has increased by 65 per cent.; that of the United States, 33 per cent.; that of Britain, 19 per cent. Canada's foreign trade is $83 per capita; that of the United States, only $35. Her revenue is $12.49 per capita, and her expenditure $7.04. The public debt of Canada is but $66 per capita, while that of her sister commonwealth Australia—is $230. Canada's over-sea trade last year was $451,000,000, more than double that of Japan; almost equal to Russia's. Her merchant shipping tonnage exceeds Japan's; her railway mileage is half that of Russia.

Every section of Canada has shared in this wonderful betterment. The fisheries of the maritime provinces have steadily grown in volume and value through the stimulus of an annual distribution, in bounties, among the fishermen of $150,000,—the interest on $4,500,000 obtained under the Halifax award of 1897 for allowing the United States fishermen free entry to Canadian waters for a term of

years. The forest wealth of the Laurentian valleys has been yielding most generous returns owing to the rapid depletion of the American woodlands increasing the price of this commodity. The dairy and fruit exports from Quebec and Ontario have trebled in extent and quadrupled in price. The manufactures of the eastern areas have gradually expanded, until they form a noteworthy feature in the country's assets, while the Great Northwest,—the vast prairie country, the home of the farmer and the ranchman,—is pouring out annually a wealth of yellow grain and kindred products which represents a condition unequaled in any region that has lacked the talismanic influence of gold, which caused the "rushes" to Australia, California, and the Klondike.—From "Canada's Commercial and Industrial Expansion," by P. T. McGrath, in the American Monthly Review of Reviews for July.

ENORMOUS GROWTH OF LAKE COMMERCE.

(The World To-Day.)

THE people of the United States have thus far scarcely realized the importance and magnitude of the traffic on the chain of lakes. Only a short time ago Detroit stood second as a port of entry in the United States, and by this time she may possibly stand first, as she handles over 17 per cent. of the exports of the entire series of northern border and lake ports. It has long been a proud boast of the City of the Straits that more than twice as much tonnage passes through the Detroit River during the season of lake navigation as through the Suez Canal during the entire year. This is literally true. The figures for 1902, for instance, as given by the Blue Book of American Shipping, are 48,000,000 tons for the Detroit River, as against 11,248,413 tons for the international waterway.

The summaries of the tonnage passing the government locks at Sault Ste. Marie afford the best indication of the enormous growth of lake commerce, as the greatest development of the grain and iron ore trades has been through ports at the head of Lake Superior. These reports show that the feight movement in 1902 had reached the enormous total of 35,961,146 net tons, against 11,214,333 tons in 1892, only ten years previous, and against only 1,567, 741 tons in 1881, the first year in which the number of tons of freight was recorded. Similar gains are shown in the registered tonnage of vessels, which amounted to \$31,955,582 tons in 1902, as compared with 10,647,203 tons in 1892. In 1903 the totals were: Iron ore, 21,654,898 tons; coal, 6,937,633 tons, and grain 93,480,198 bushels.

AFTER THE SHUTTERS ARE UP.

Many years ago, before the production of grain was equal to the demand, wages of farm hands were high, but as production increased, the prices lowered faster than the rate of wages.

A farmer employed an industrious Irishman for five years, at the rate of fifty dollars a month "and found" —board, lodging, washing and mending. At the end of the term, he said to his man:

"I can't afford to pay you the wages I have been paying. You have saved money, and I have saved nothing. At this rate you will soon own my farm."

"Then I'll hire you to work for me," said the other, "and you can get your farm back again!"

* * *

Many amusing things happen in the great department stores. One day an old colored mammy as black as the proverbial ace marched up to one of the stocking counters and said,—

"I want some flesh-colored hoses."

The shop-girl looked at her intently for a moment and asked,

"Do you mean black, Madam?"

* * *

Sue was studying her geography lesson when her mother entered the room.

"Mother," she said, quite perplexed, "did you know that Queen Victoria was born before Christ?"

"Why, no," answered her mother, "she was not."

"Oh, but this says so! It is Victoria, B. C."

* * *

Customer—But that umbrella looks so awfully cheap and common the price you ask for it is preposterous.

Dealer—My dear sir, that's the beauty of that umbrella. It's really the very best quality, but it's made to appear cheap and common so that no one would think it worth stealing.—Philadelphia Press.

* * *

Out Seventh Street way there is a small store, whose proprietor evidently has faith in the efficacy of window advertising. This is the way his huge card reads:

"Examine our goods and save your money."—Washington Star.

* * *

She came to me in a business whirl—
I thought I was lucky to get her;
I hired her—my beautiful typewriter girl;
She obeyed me—to the letter!

Shy and demure, and without a flaw,
No matter how early or late to her
I spoke, it was final, my word was law—
I hired her, forsooth, to dictate to her.

Alas! but I married that maiden, and when
I made her a partner and mate to me
She lifted her eyes from the keys and the pen—
And started right in to dictate to me!

* * *

A story is told of one of the most prominent of New York's financiers who has a son whose extravagance is notorious. Not long ago, at the end of the business day, the banker left his office and stood for a moment on the curb before starting for the elevated station. Immediately a hansom drove up, the driver seeing a desirable fare in prospect. The banker shook his head and started to walk away.

"I drive your son up town every day," insinuated the driver.

"He can afford it," retorted the millionaire; "he's got a rich father."

The W. R. Brock Company, (Limited)

MONTREAL.

The Newest Autumn Goods.

"Oak Bark," black fancy dress goods.

"Knoppe," fancy costume cloth.

"Plush Spots," fancy costume cloth.

Gala Showerproofs, costume cloth.

Also the **Newest Trimmings to match and Fancy Brocaded Ribbons,** in all shades.

Linings, special for Millinery trade.

AUGUST SPECIALS.

Linen and Cotton **Turkish Towels** just opened up.

New Huck Towels and **Crash Towellings.**

Terry Roller Cloth, in brown and white.

THE OFFICE END

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

THE "FOLLOW UP" SYSTEM AND ITS ADVANTAGES.

By Henry C. Hammack.

BEING assistant to the president and general manager of the Lima Locomotive & Machine Company, Lima, Ohio, who also has charge of the sales department, I found it necessary to devise a scheme to follow up our inquiries from prospective customers for locomotives. I started a system three years ago, at first in a rude manner, yet it answered the purpose and brought the desired result, and since then I have improved on it as opportunities presented themselves.

We have two card index boxes of about 1,200 cards capacity each. In these boxes the principal cards are carried. In one box we have an eighty-division alphabetical index, and in the other box two sets of monthly and daily guides. Now, when we receive an inquiry two cards are filled out; one is filed in alphabetical index under proper letter; the other card is filed ahead in monthly and daily guides, 15 days from date inquiry is answered.

This is the beginning of the usefulness of the "Follow Up" system. In our business, as well as in other classes of business of similar nature, it often becomes necessary to know whether we have ever quoted a certain party without wasting so much time as would be required in order to go through correspondence in letter files, and the card filed in the alphabetical index will at once be found useful for this purpose. You can turn to these cards and find this information in one-fifth the time required to look up correspondence.

These cards also serve another purpose: Throughout the different parts of the country there are a great many commission houses and houses that buy and sell second-hand locomotives. These parties frequently write for prices for customers, asking that we quote price reserving them a dealer's commission. Our rule is to allow no one a commission on sales to customers whom we are already in correspondence with or old customers whom we have sold to before. As soon as we have inquiries from these commission or second-hand houses, we can tell at once by turning to the cards in alphabetical index whether we are in correspondence with parties mentioned or whether we have made prices to them. This is also a saving of time, probably money, in case letters should be misplaced in file by some error and could not be found at time of looking up correspondence. There have been times when we had to rely on correspondence entirely.

The cards carried in the other box are filed ahead 15 days from date of answering inquiry; after the 15 days' time has elapsed, the card is taken out and we go over the correspondence in letter files to see if we have heard from parties in the meantime, and if not a "call up" letter is written them. Then the card is filed ahead another fifteen days.

If no response is received to our first "call up" letter, a second letter is written; if no response, then a third letter is written and so on until four letters have been written. Mostly some sort of a reply is received to our first letter. If the reply is favorable, we file the card ahead 10 or 15 days for consideration. It may be that before the first 15 days rolls by we have the matter in such shape that a sale is about to be effected.

If we receive favorable inquiries from a section of country where one of our salesmen is traveling, correspondence is at once forwarded to him for further attention. Or if it happens that a number of inquiries are received from one section of the country, then a salesman is sent out to look after same. In case orders are received from parties making inquiries, cards are taken out of index box containing monthly and daily guides (which we call "running cards") and marked across face, "Sold a certain weight locomotive," whatever it may be, then filed away in alphabetical index in other box, taking out the card originally placed in alphabetical index and destroying same.

In case it is desired to file card away containing inquiry which is received from parties from whom we cannot get any response, or parties not being in the market or purchasing elsewhere, the card is taken out of the index box containing "running cards," and marked across face, "cannot get any response," "are not in the market, made other arrangements," "purchased second-hand locomotive," "purchased new locomotive elsewhere," whichever the case may be. These cards are filed away in alphabetical index (taking out original cards and destroying same) until the end of the year and then filed away in transfer case for future reference.

This system having been in use only three years, has saved the company many thousands of dollars. I can recall one instance where the fact of this system being in use brought about a sale of a locomotive which sale alone amounted to $7,000. It was this way: We answered an inquiry received from a prospective customer quoting on an engine. We made out cards as usual and filed them away in the proper way. When the 15 days rolled by the card was taken out of the "running cards" and correspondence looked up, but we found we had received no responce. We at once wrote them a "call up" letter and it developed that our first letter quoting price had never been received by customer. As soon as he received the call up letter he wired us, stating that letter making price had never been received by him, and asked for a duplicate. The duplicate letter was received O. K., and after considering our proposition wired us his order. Af-

RETURNE
AUG 19 19



A DISTINCT TYPE

The OLIVER has certain superior features and unique improvements exclusively its own

The

OLIVER

Typewriter

The Standard VISIBLE Writer.

Operates as smoothly as the delicate mechanism of a watch; durability unquestioned

Works in a Whisper

Art Catalogue Free.

THE CANADIAN OLIVER TYPEWRITER CO.

183a St. James St.

MONTREAL.

Agents wanted in all unoccupied territory

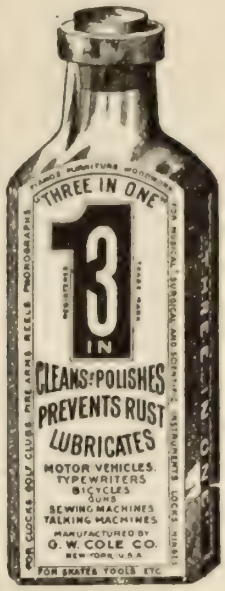
Write for our Great Special Offer.

CABLE FROM LONDON.

London, May 27, 1904.

British Government to-day ordered fifty more Oliver Typewriters. LONDON.

3 in One



A good line for your notion counter. Easy to sell and makes friends wherever it goes. Splendid for furniture and the best lubricant in the world. Sold by all leading jobbers. Write for samples and advertising.

G. W. COLE CO.

143 Broadway, - - New York.

385,000 Storekeepers Use National Cash Registers

BECAUSE

They furnish an exact printed record of all transactions between customers and clerks.

Drop us a line and our traveler will call when next in your vicinity with samples.



BECAUSE

They are the only cash registers that tell who made the mistake, and thus protect alike storekeeper, clerks and customers.

It will pay you to investigate.

WHEN YOU BUY, BUY THE BEST

Ask any merchant in your town and you will learn that a NATIONAL will save from 50c. to $2.00 a day. You will find he would not take that for **HIS.**

NATIONAL CASH REGISTER CO.

FACTORIES: TORONTO, DAYTON AND BERLIN

OFFICES: 129 King St., W., Toronto 1685 Notre Dame, Montreal
414 Main Street, Winnipeg, Man.,
And All Principal Cities of the World

CUT OFF HERE AND MAIL TODAY

A Fine Booklet Sent Free

National Cash Register Co., 129 King St. W., Toronto

Please send us printed matter and information as to why a merchant should use a National Cash Register, as per your ad in DRY GOODS REVIEW

Name_____

Address_____

erward, in writing us, explaining the matter, he stated that he supposed, as we did not answer his letter, we did not care to make him a price and he had decided to order elsewhere. This simply shows the benefit of the system in one instance.

This system enables us at all times to have our prospective customers, also customers whom we have sold and parties whom we were unable to effect a sale to, at our finger ends, which is quite a benefit to any sales department.

A system along this line could be applied to most any kind of business, and parties who have not yet got out of the "rut of the old way" will do well to establish it. I am quite certain that good results would be forthcoming inside of three months after system was established.

A DOZEN THINKS ABOUT MAILING.

By Franklin Hobbs.

Think I. When you desire your letter to reach the addressed party, place thereon a two-cent stamp. If you must use a one-cent stamp, send a post card or a printed circular, not a letter.

Think II. When you use imitation typewritten letters use only exact reproductions of the original with name and address filled in to match perfectly. High-grade work may cost a trifle more, but is nothing compared to the postage you waste on low-grade or cheap imitations.

Think III. Never use pen addressed envelopes. The saving in addressing expense is more than dissipated in the loss in effectiveness and in non-delivery.

Think IV. Address the envelope with the same size type and the same color ink as the letter.

Think V. Use a single enclosure, if possible, as too many enclosures will kill the effectiveness of the entire lot.

Think VI. Don't tell your story on the outside of your envelope or your letter may not be read.

Think VII. Use high-grade stationery, not necessarily engraved or embossed, but money paid for good paper and good printing is never money wasted.

Think VIII. If you have a thousand or more pieces of first class mail matter, telephone the collection department of the post office (if in a large city) for a mail box. Place your mail therein all faced one way; the department will send the box and send for it. Mail sent to the post office in this manner is seldom returned for postage, as it escapes the rough handling which knocks off the stamps while they are still moist.

Think IX. In sending out large lots of third class mail, catalogues, calendars, etc., unless you are thoroughly equipped for handling it, use an addressing and mailing concern; it will be true economy.

Think X. Look to your lists. Avoid wasting postage on poor lists, and if a good list, be sure that it is kept up to-date.

Think XI. Enclose a return envelope or post card if you wish, but do not stamp it. Stamped envelopes have proven a useless expense in most cases.

Think XII. Advertising letters timed to reach the addressed party on Tuesday are most effective. Never reach him on Monday; hence Saturday is a bad day for heavy mailing unless the destination of such mail is more than two thousand miles from the mailing point.

NEW TELEPHONE LINE

A new copper metallic line has just been completed from Simcoe to Port Rowan. The towns listed below can now be reached from Toronto at the following rates :

PORT ROWAN - 50c.
ST. WILLIAMS - - 50c.
VITTORIA - - 40c.

The Bell Telephone Co. of Canada

YOU ARE INTERESTED IN SOMETHING.

Why not get the best items that are printed on the subject?

We read and clip thousands of newspapers every week—therefore we can equip you **speedily** and **economically** for a debate, speech, lecture essay or anything else requiring up-to-date information and more of it than your competitors are likely to get.

Terms—100 Clippings, $ 5.00
250 " 12.00
500 " 22.00
1,000 " 40.00

Send for our Booklet which fully explains the scope of the clipping industry.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street, MONTREAL. 10 Front St. East, TORONTO.

TRADE MARK

This design a guarantee of quality.

WATERPROOF WRAPPING PAPER

For Express and Long Distance Packages. Put up in rolls 36 in. wide, 250 and 300 yards in a roll. Clean paper on both sides—waterproof substance in the centre—therefore it will not soil or stain delicate goods, as ordinary waterproof paper will. Practically odorless. May be used either for case lining or wrapping packages.

SAMPLES AND PRICES WITH PLEASURE.

CANADA PAPER CO. LIMITED

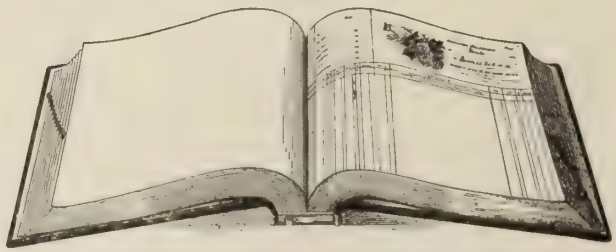
TORONTO MONTREAL

SAVE TIME

BY

KEEPING YOUR BILLS

ALWAYS MADE OUT.



The Briggs Ledger System Co., Limited

75 York St., - Toronto, Can.

Write for Catalogue.

This list is for the purpose of placing retailers, manufacturers jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,

Leading Canadian Accountants and Auditors

adjusting and auditing accounts arranging partnerships or organizing joint stock companies devising special office systems making investigations, handling estates managing executions etc.

DAVID HOSKINS, F.C.A.
Chartered Accountant,
Auditor,
Financial Valuator.
207 Manning Chambers, City Hall Sq.,
Toronto, Canada.

Cable Address: "Wigwam."
T. G. WILLIAMSON,
Chartered Accountant and Auditor,
15 Toronto St., Toronto, Canada.

F. H. KIDD,
Chartered Accountant, Auditor,
Assignee, Etc
505 McKinnon Bldg. Toronto

JENKINS & HARDY,
Assignees, Chartered Accountants
Estate and Fire Insurance Agents.
15½ Toronto Street Toronto
465 Temple Building, Montreal
100 William Street, New York

This space $15 a year

HENRY BARBER & CO.,
Accountants and Assignees
Offices
18 Wellington St. E., Toronto, Ont

WILLIAM FAHEY,
Accountant and Auditor
462 McKinnon Building. Toronto

This space $15 a year.

GEO. O. MERSON,
Chartered Accountant
Auditor, Assignee etc
Regular and Special Audits
27 Wellington St. E.
'Phone Main 4744 Toronto

This space $15 a year.

This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,

LEGAL CARDS.

organization of companies the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature.

For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto.

BEATTY, BLACKSTOCK, FASKEN & RIDDELL,
BEATTY, BLACKSTOCK, CHADWICK & GALT,
Barristers, Solicitors, Notaries, Etc.
Offices, Bank of Toronto.
Tel., Main 3813. Toronto, Ont.

JAS. H. BURRITT, K.C.
Solicitor, Notary, Etc.
Pembroke, - - Ont.

D. O. CAMERON, Barrister.
Equity Chambers, Toronto.
Branch Office, Oakville, Ont.

L. L. O. VIDAL.
Barrister, Solicitor, etc. Collections and Commercial Law.
Montmagny and Quebec City, Que.

TUPPER, PHIPPEN & TUPPER,
Barristers, Solicitors, Etc.
Winnipeg - - Canada.

J. C. HAMILTON, LL.B.,
Barrister, Solicitor and Notary
McKinnon Building, Toronto
'Phone, Main 65

ATWATER, DUCLOS & CHAUVIN
Advocates Montreal
Albert W. Atwater, Q.C. Consulting Counsel for City of Montreal Chas. A. Duclos Henry N. Chauvin

Educational Department.

The following institutions for the education of business men's sons and daughters are recommended by this paper:

LEARN TO ADVERTISE YOUR STORE

or if you have not time yourself, pay for a course for one of your bright clerks. Get booklet on our specialized course in advertising. Tells about our new method of advertising study.

SEPARATE COURSE FOR EACH LINE OF BUSINESS

Our method is absolutely new and practicable. It tells you all there is to learn about advertising your particular goods.

GOOD ADVERTISING IS TO-DAY THE BASIS OF SUCCESS

Begin now, take our course of study and learn to advertise your store. We look after your advs. while you take your course. Send for our booklet.

CANADIAN CORRESPONDENCE COLLEGE, Limited
Phone Main 4302 101 Bay St., TORONTO

Western Business College

Cor. College and Spadina avenue, **TORONTO.**

Thorough courses in Bookkeeping, Stenography, Typewriting and **Penmanship**; individual instruction.

A. J. HOARE, Principal.

St. Margaret's College, Toronto

A Boarding and Day School for Girls
Thorough courses in every department
Only teachers of the highest academical and professional standing employed

GEORGE DICKSON, M.A., Director
MRS. GEORGE DICKSON, Lady Principal

OFFER NO. 2

TELEGRAPHY: CIVIL SERVICE:
COMMERCIAL: SHORTHAND.

Send now -	$2	$3	$4	$5
Pay on entering - - - - -	25	24	23	22
3 mos at $9	27	27	27	27

And we agree to hand back the $2 $3 $4 $5 you send now. Enclose this adv. and cash and address.

R. A. FARQUHARSON, B.A. Principal,
Dept. A

METROPOLITAN Business College
– OTTAWA, ONT. –

Wellington and Bank Streets

1889.

The Belleville Business College, Limited.

Business firms get the best results by applying to us for help before vacancies occur in the staff.

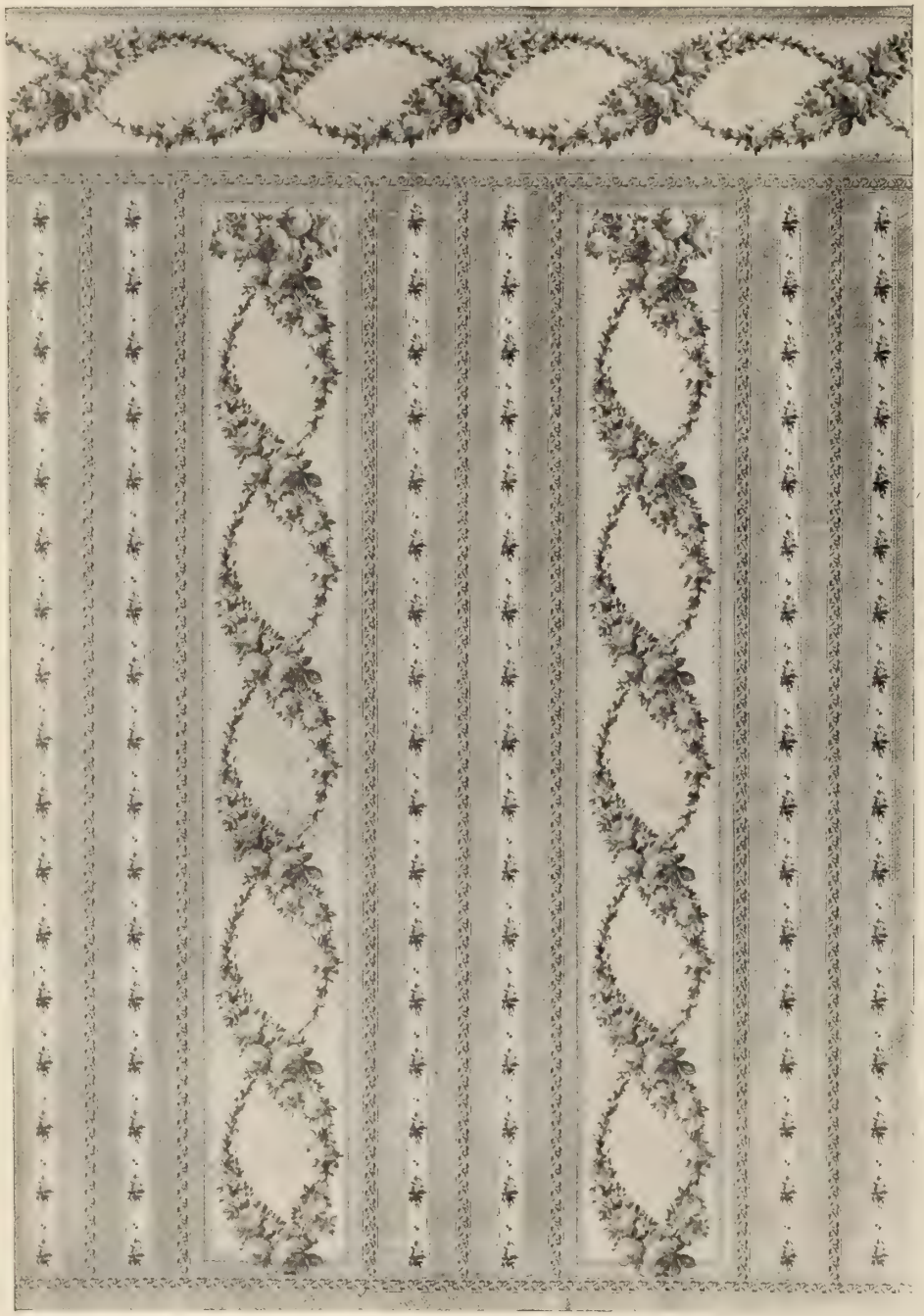
See Circular, page 21, 27, 33, 41

J. A. Tousaw, Secretary. | BELLEVILLE, ONTARIO | J. Frith Jeffers, M.A., President

This Space $45 per Year.

Have You Seen Our 1904-1905 Samples?

If not, it will be to your advantage to do so, before placing orders,—and our prices are right. Our line is the most extensive ever displayed by a Canadian Wall Paper mill. It comprises all grades, from the Granite, for kitchen use, to the finest Hand Pressed Stock, fit for the Reception Room of Royalty.



1366

This is one of our dainty

French Panel Effects

1364

Period—

Marie Antoinette

PATTERNS—1364 and 1366.

The small stripe can be substituted for the French Panel by the use of pattern 1364.

SEND US A POSTAL, AND ONE OF OUR SALESMEN WILL CALL.

The Menzie Wall Paper Co., LIMITED

Head Office and Salesroom 98 King St. West, TORONTO, CAN.



CARPETS.

CARPET DISTINCTIONS.

IT is most difficult even for some experienced carpet both fabric- in a general way says the Textile Reemen to distinguish between the different kinds of carpet, particularly Brussels and tapestry. Considering ord, from a technical point of view, the two are really a similar fabric, there being little difference in the process of their manufacture.

Brussels Carpet.

Brussels and Wilton carpet manufacture had its origin in Tournai, Belgium, from where it was introduced into Wilton, England, and from there into this country.

The manufacture of Brussels carpets has during the last quarter century changed wonderfully. Where 25 years or so ago, but one or two standard qualities were made, at present they are made in any number of grades, a feature which later on will be dealt with more in detail, the object in many cases being to trade off an inferior fabric for a better make. Another point worth mentioning is the fact that considerable improvements have been made in the looms for the manufacture of Brussels carpets. The standard width of Brussels carpets is 27 inches, i. e., three-quarters of a yard.

Brussels carpet is a warp-pile fabric in which figures are produced by raising over a wire different solid colored warp-threads at certain places according to the design.

Brussels versus Tapestry Carpets.

Brussels carpets are of a far superior character, as respects color, quality of material used and the structure, than the tapestry carpets. Although at a first glance they are to the less experienced person so similar in appearance that they might readily be regarded, on a casual consideration, as fabrics of the same structure; yet when the principles on which the design is obtained in the two kinds of carpets are more closely examined, it will be at once seen that there is practically no actual resemblance between both, since in connection with Brussels the pattern is a woven effect, whereas in the tapestry carpets, the same is merely a print affair. Examining both kinds of carpets it will be noticed that the Brussels fabric has several advantages over tapestry carpets.

In Brussels carpets, the colors used are generally "fast," as the yarn is hank-dyed and not colored in the warp as is done with the tapestry carpets.

Again, in Brussels carpets the pile is fuller and made of better materials while the body of the fabric is not as much due to strengthening (stuffer) threads as is the case in connection with tapestry carpets. In Brussels the worsted yarns used in the formation of the pile are used simultaneously also, considerably, as stuffer threads to impart body to the fabric, thus making the carpet more pliable and consequently resisting more wear than a tapestry carpet will give; a good four or five frame Brussels carpet thus outlasting in wear two or three tapestry carpets.

Another point of advantage to Brussels carpets is the fact that its pattern is more pronounced, each portion of the design being clearly and distinctly developed, as compared to tapestry carpets, where the figure is always more or less indistinct, especially at the outline of a figure, arising from the system on which the pattern is produced in the fabric. In this case the design is printed on to the pile warp threads, previously to weaving, and when in turn the change of one color to the other—considering each pile warp thread—cannot come up distinct in the loops, the change of colors—from one color to the other—on every warp thread must tend to blur at their point of contact, this feature at the same time being heightened by the difference in take up of the pile warp during weaving.

Construction of Brussels Carpets.

Brussels carpets are technically classified by "frames," or, in other words, by the number of different colors called for in a vertical row of squares in the designing paper, as also in one row of loops, considered in the direction of the warp, in the fabric. In tapestry carpets, one double thread of worsted printed, according to the design, is used for one row of loops (warp-ways), while in Brussels carpets a similar double thread is used for each color as required by

one row of squares, warp-ways, in the design. One color only from the frame is raised at one time for forming the loop, the other threads of the frame then not called for, resting in the body structure of the fabric. Therefore the thickness and substance of the fabrics is not so much due to cotton, hemp or jute thickening threads, as is in the body of the tapestry carpet, but the same pure worsted thread, which forms the face (loop-pile) in the fabric, will at every place not called for for forming loops by the design, form part of the body of the fabric.

As mentioned previously, each color of the pile warp in a Brussels carpet requires what is technically called a separate frame, and the manner in which the various colors are controlled—in other words, in which they are concealed from, or brought into view—is an important factor in the manufacture of this carpet On examining a Brussels carpe, it will be observed that the individual threads forming the pile seem either to be composed of several colors, or to be substituted by yarn of other shades, according to the section of the pattern being formed. For instance, in the same line of the design, looking at the fabric lengthways, apparently in the same thread, as many as from two to six colors, such as black, green, slate, scarlet and yellow, form the pile in succession. If these effects are not due to a variegated yarn, they are the result of the employment of distinct threads, each of which is so controlled that it only appears in the pile when required to produce the design. Effects of this order are due to changing the positions of the respectve pile warp threads by reversing the weaves. The several shades of a Brussels carpet are manipulated on this double weave principle of intertexture. To obtain a three-frame pattern composed, say of black, blue and green, at least three separate weaves are necessary—one for each shade. Thus the weave used in forming the shed in warp for the black pile is so arranged as to depress the blue and green, while that for giving the blue pile conceals the black and green pile threads, and lastly, that for producing the green pile hides the black and blue pile ends; so that, by an appropriate application of these respective weaves to the design, the colors are brought up in the figure wherever required.

The surface of a Brussels carpet consists of loops, which result from the warp threads being passed over a stout wire, which wire resembles in appearance a common metal meat-skewer with looped end, being, however, over 27 inches in length.

CARPET IMPORTATIONS.

IN the Trade and Navigation reports for April it is shown that Canada has imported during that month 349,141 yards of carpet valued at $165,996, and for the nine months ending April 2, 650,604 yards, valued at $1,345,216. During the same period last year it was 337,754 yards valued at $174,080, and 2,683,236 yards worth $1,299,942.

It will be seen that while the month's receipts in quantity have increased and the value decreased the nine months' receipts in quantity have decreased and the value materially increased. It might be said that the entire amount enters under the preference since only about $34,000 or 2 1-2 per cent. is the contribution of other countries.

When this amount of importation for nine months is compared with the total Canadian production one wonders that so many mills have failed or suspended business within the year. In the statistical year book for 1903 just issued the value of the carpets produced is only $633,192, or less than half what we imported in nine months.

ASSIGNMENT OF CARPET COMPANY.

ONE of the oldest carpet companies in Canada has made an assignment. The Empire Carpet Co. of St. Catharines has been in business for a great number of years, and been attended with a fair amount of success, until the last four or five years. Last Fall their factories were destroyed by fire and at the beginning of the year a new company was formed to re-open in Dundas where a bonus of $10,000 had been offered, and suitable premises provided. Difficulties were met with, however, from the commencement, the company being unable to live up to its part of the agreement, and the holders of the old mortgages in St. Catharines coming upon them. As a result the bonus was withheld and the firm went out of business in January.

The liabilities are thought to be quite large, and the property is said to be covered by chattel mortgages.

Lack of capital and unsatisfactory business management are given as the causes for the failure of this company, leaving only four or five in Canada engaged in the manufacture of the same kinds of carpet.

BEDDING.

COTTON BLANKETS.

WITHIN the past year or two the retail trade has begun to stock cotton blankets, owing perhaps to the urgency of the jobbers. A good many retailers are doubtless unfamiliar with the hold they have upon our friends across the border. While on this side two or three mills only are engaged in their manufacture, and jobbers have competed till any profit is out of the question, they form across the line a good medium for profit-making to jobber and retailer alike. They can be used both for Summer and Winter, according to the weight, and have been pushed to a wonderful extent across the line with marked success. Once introduced to the consumer, they meet approval on account of their warmth in Winter, cheapness, and wearing and washing qualities. It is a line which deserves more attention by the Canadian trade. While it is safe to assert they will never take the place of woollen goods, they yet deserve their just position.

To give a faint idea of the complexity and variety of an American jobber's line, the fact might be mentioned

Geo. H. Hees, Son & Co.

LIMITED

HAVE IN STOCK NEW ARRIVALS OF

Cushion Tops. ***Lace Panels for Doors.***

Bobbinet and ***Muslin Curtains,*** OUR OWN MAKE, New Designs

Lace Curtain Materials, all kinds.

New Patterns of Tapestry Curtains and ***Table Covers.***

New Patterns of Chenille Curtains and ***Table Covers,***

OUR OWN MAKE, at Special Prices.

Silk and ***Cotton Velours,*** plain and new fancy designs.

Couch and ***Furniture Covers,*** new designs from ***our own looms,*** and also latest attractions in Imported Lines of these goods

LACE CURTAINS.

We make a specialty of Lace Curtains, and carry in ***stock ready to deliver*** an immense quantity of these goods, from ***20 cents*** to ***$30.00*** a pair. Having bought many of these saleable goods before the advance in price, we are giving the benefit to our customers. Please compare our Lace Curtains and prices and you will find it to your advantage to buy from us.

Window Shades, Curtain Poles and Fixtures, Brass and Metal Goods, and a full stock of Upholsterers' Supplies.

N.B.—We sell these goods at a price that affords the RETAILER LARGE PROFITS

GEO. H. HEES, SON & CO.,

LIMITED

TORONTO, ONT.

MONTREAL WAREHOUSE, No. 20 St. Helen St.

that a good many of them show a range comprising over 100 styles. The range of sizes comprises a 9-4, (46x71 inches) 10-4, 11-4, 12-4 and 13-4. The smaller sizes are often used for petticoats, the preferable sizes for bed blankets being 11-4 and 12-4. The colors shown are principally grey, white and tan, grey being preferable as being less likely to soil.

Most firms carry the same blanket in the three colors. They are elaborately bordered in artistic and generally guaranteed fast colors, the combinations of colors being innumerable and varying greatly in width of stripe. The most popular and sightly blanket contains a 9-inch border with pink, red or blue predominating. The edge is always protected by a tape, or artistic sheet stitching, the color of the stitching corresponding with the predominant color of the border. These features tend to afford effective displays, when properly adjusted, as well as to induce many sales.

Fancies also have their share and come in beautiful effects. These are yet in their infancy; in fact, cotton blankets are comparatively speaking a modern innovation. Children's crib blankets in as complete a range as bed blankets, sell well, especially the fancies. Robes and couch covers in elaborate colorings also find a place in the line. The quantity handled by the trade is almost beyond comprehension. They are almost in universal use, and gradually encroaching upon woollen goods in some districts. The napping of the better qualities makes a blanket as thick and almost as heavy and warm as a woollen one.

These blankets are made mostly in the New England states, although the tendency is toward moving the mills to the points nearer the raw material. The capacity of these mills is exceedingly great. The blankets are usually sold to the jobber at so much the pound for the weight of cotton in them, plus so much for the making. The so-called shoddy or army blankets used principally in the southern states are sold solely by their weight by both manufacturer and jobber as well as retailer. The ordinary line, the jobber sells according to his own discretion, the majority selling by the size, thus enabling some subterfuge and misrepresentation to creep in. For instance, an 11-4 blanket in weight may be ordered to be made in a 12-4 size and be sold at that value. The real test of the proper value is the weight and the quality of cotton used.

In the actual making, the plain weaving is generally preferable, although not contributing to as good wearing qualities as where the filling runs on the bias. The warp is made first, of course, always of plain white thread, the color of the filling shot in giving the color of the blanket. Some beautiful scroll or jacquard effects are sometimes employed, which tend to increase the price of the blanket considerably, as the machinery requires careful attention in their making.

In regard to their jobbing price across the border, it naturally fluctuates in sympathy with the raw material. Early last Spring a 9-4 blanket was sold as low as 38c, while in the Summer the same blanket was held at 50c, enabling the jobber to clear at a handsome profit. The range of prices generally runs from around 40c to $2.00 for the heavy large sizes. The weights vary from 1 1-4 pounds to 4 1-2 pounds.

A sketch has been made of this industry with the object of interesting the retailer in a line which should prove profitable. Canada shows a good range and will undoubtedly be more willing to pay more adequate attention to the line if the co-operation of the jobber and retailer is secured. There are some objections to their introduction on a large scale, but the consumer is generally found to welcome them with enthusiasm.

WALL PAPER.

NEW WALL PAPERS.

WITH the beginning of the month of July, travelers for wall paper factories commenced their new season. For months the factories have been busy working out and printing new designs, and preparing their books of samples. From the range inspected by The Dry Goods Review they can go on the road with the full consciousness that they have this year the best that was ever shown, and that the retailer has very little opening to offer criticisms.

In the new samples there is an attention to purity of color, symmetry of design, suitability of color to design, and to novelties that excels last year's offerings to a very noticeable extent. The innovations, or perhaps rather developments of new ideas, are shown in the crown and panel patterns. These will both be of interest to retailers, since they are of particular merit as to artistic effects, and will be certain to catch the eye of customers. Both have been popular in the United States.

A great use has been made of over patterns of fine thread, and the result is very pleasing. It softens what would be too violent, and relieves the abruptness of a great number of designs. Small embossed patterns are [illegible] Particular strength is shown by some in parlor papers, and the quality of design of the 2 1-2c and other cheap papers is raised. Stripes are much shown, and these are carefully worked into various colors contrasting and blending. The number of embossed papers is greater and the expensive pressed papers in imitation leather are shown for the first time by factories.

The general character of design is a combination floral and conventional, the floral very often running in the centre. As a rule more floral are shown. There is a tendency in parlor papers to French effects, and with the suitable delicate shadings introduced these will be sure to take well. Moires are still carried in good qualities, but are not so frequent as last year, save that they are prominent as combinations with other designs. Special attention is being paid to the matching of frieze and wall.

The newest color is brown. This comes in all shades,

WALL PAPER

WHAT MORE COULD BE SAID FOR THE STAUNTON LINE FOR 1904-5 ?

It was only the other day that a customer, when placing his order, said to one of our travellers :

"IT DOESN'T NEED A SALESMAN TO SELL YOUR LINE."

and if that's the impression the Staunton Samples made on the dealer, isn't it natural to suppose they would make the same impression on his customer?

Anyway, it's easier to sell goods you're enthusiastic over than a line you might be indifferent about.

Our travellers are on the road with a complete line.

STAUNTONS LIMITED

MANUFACTURERS TORONTO CANADA

A. R. BURROWS & CO.

—Manufacturers of—

Rug Fringes,
Carriage Fringes and
Carriage Dusters

GUELPH, ONT.

Write us for Samples and Prices.

FALL GOODS ARRIVED.

BRUSSELS,
VELVETS,
TAPESTRIES,
INGRAINS
and
ALL FLOOR COVERINGS.

Imperial Carpet Co.,

11 Front St. East, TORONTO, ONT.

DOWN COMFORTERS
WOOL COMFORTERS
COTTON COMFORTERS
BED PILLOWS
WHITE CUSHIONS
COSIES, MUFF BEDS, etc.

FANCY CUSHIONS.



FANCY COSIES.

PRICE LIST ON APPLICATION. FEATHERS BOUGHT.

THE TORONTO FEATHER & DOWN CO., Limited

74 KING ST. WEST, TORONTO

and is freely used with good effect. French greys and fawns are also well employed. There is a care in blending colors that is especially apparent in the frieze. Contrasting colors are frequently risked, and self tones are effective features. Gold and silver are plentifully employed.

STAUNTONS LIMITED.

RETURNED
AUG 22 1904
Cut Book 22
Page 65
Aug.

IN addition to the regular lines of cheaper papers which this year have exceptionally good patterns, several special lines are shown. The burlap effects are new and with their peculiar mottled appearance will be attractive. Oriental designs are prominent, and are well worked out in the colors. A fine over-thread pattern of black or gold is one of the features. Tapestries are strong. There are beautiful things shown in crown and panel effects, as well as in upper third papers of floral design, with or without the popular trellis.

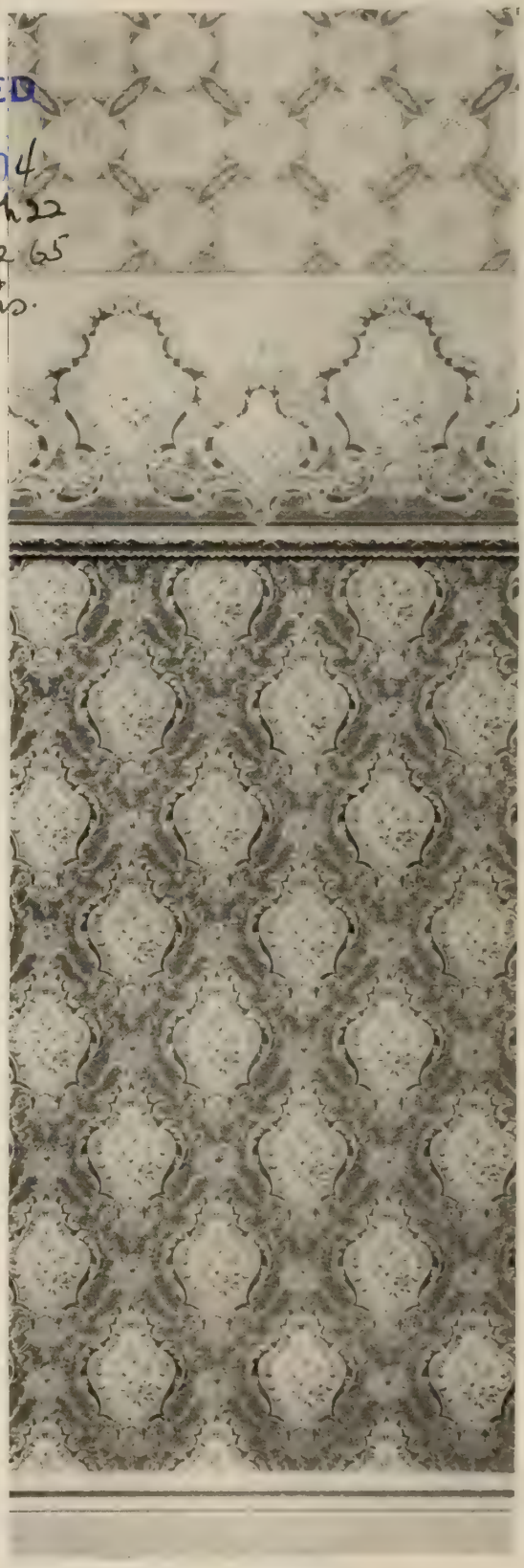
Remarkable strength is shown in parlor designs, and catchy French designs are effectively worked in. A good range of embossed bronzes, and an attractive over design of floral embossed, is skilfully employed in many papers. Moires are shown in all the delicate colorings.

Brown and yellow are two colors of new effect, and drab is sure to go well. A peculiar pink is one of the exclusive shades, and odd greens and blues are features. The most delicate and careful shading characterizes the friezes. Stripes of color form attractive designs, as well as unexpected combinations of green and red, two contrasting reds, silk and gilt stripes, etc. There are some beautiful climbing rose and floral lattice work designs. A special effect is in the continuation of the stripe effect of the side wall in the frieze.

MENZIE WALL PAPER CO.

Commencing as a new firm, this company is showing a good variety of pattern and color, continuing from the cheapest blanks to pressed leather effects worth over a dollar a roll. Good use is made of over patterns of dots, netting, knickers and lines. In the very cheapest the colors are clear and the patterns distinct. There are good oriental designs of deep color, as well as of tapestry papers and upper third treatments. Tile designs are shown in great variety, and the shading in these is of peculiar merit. Blended borders are used even with cheap papers. Crown and panel designs are well worked out, both in plain and embossed papers. The embossing is in several styles. Flowers, such as chrysanthemums, roses and poppies, appear in very natural effects.

Stripes of color, plain and embossed, granite and cloud effects, and moire designs are in variety. There are good shades of brown, yellow and blue, in addition to the regular colors. In several papers three or four distinct patterns are seen. A special effect is the wood grain stripe which presents the appearance of wood, and another is made up of lines of several shades. Grass cloth is a new effect. Choice designs are shown in duplex papers and flittered gold ingrains.



A new design shown by Stauntons Limited.

THE
WATSON FOSTER Co
L·T·D
MONTREAL.

OUR 1904-5 LINE

IS ABSOLUTELY THE MOST IMPRESSIVE CREATION EVER ISSUED BY ONE FACTORY ❧ ❧ IT CONTAINS OVER 3,400 DISTINCT COLORINGS IN DESIGNS OF UNUSUAL MERIT ❧ ❧

IT IS MAGNIFICENTLY COLORED AND WILL COMMAND EQUAL INTEREST FROM DEALER AND CONSUMER.

TO APPRECIATE IT

SEE IT

WALL PAPERS

CUSHIONS

BOATING—CANOEING—HAMMOCK—VERANDAH

We have a line at $6.00 per dozen that will find a ready sale in your stock for summer. They are covered in plain sateen ticking, very heavy and soft; fast colors---dark blue and dark green. The filling is silk floss. One of these Cushions will support a man in the water for 24 hours. They do not get lumpy or hard.

Order a sample dozen—$6.00.
Write for our complete price list.

THE ALASKA FEATHER & DOWN CO., Limited

Factories at Winnipeg and Montreal

THE CHINA AND JAPAN SILK CO., Limited

106 King St. West — 290 St. James St.
TORONTO —— CANADA —— MONTREAL

Yokohama and Kobe
JAPAN

Shanghai and Hong Kong
CHINA

Importers, Exporters and Manufacturers of all kinds of

Chinese and Japanese Silks and Silk Goods, Mattings and Rugs, Brushes, Basketware, Screens, Porcelain, Lacquerware, and Japanese and Chinese fancy goods of every description.

CHINA AND GLASSWARE.

THE SEASON'S OFFERINGS.

THE present season is a time of great activity in china, crockery and glassware circles. Travelers are now about to start on their Fall trips, the most important, so far as results go, during the year, and all departments of the trade are busily engaged in looking after their requirements. A few years ago this time was the great starting point for the fancy goods trade of the year, and all fancy goods lines were taken out for Fall trade on this trip. Keener competition, however, and the race to secure first place, introduced in this line a

Package System,

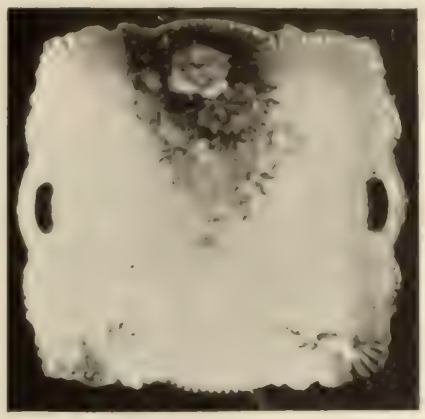
samples of which are now taken out during the first months of the year. This branch has attained large growth within the past couple of seasons. Many merchants at first objected to the arbitrary assortment rendered necessary in buying the "package," but the feature which led to its almost general adoption was the fact that by no means of it the retailer secures complete control of the decoration contained in the package. The leading houses carry a number of different assortments, each of which is sold only once in a town, thus confining the



Watteau Design.

sale of the particular design to one merchant. This course would hardly have been practicable when regular fancy goods were sold from open stock in any quantity desired, but as the package lines are only sold in assortments, the buyer is sure of having a line for himself. These packages are made up of all grades and styles of decorations and as they are not too large, and the assortments are made up of the best selling lines and quantities that the experience of able buyers can suggest,, they are more and more taking the fancy of up-to-date buyers.

Many of the trade remember their early experience with the "Catch" package, made up for new buyers by too eager salesmen, in which the first few and best known articles were marked at very low figures, the difference being added to the other articles in the package with the result that the first were sold out quickly leaving the others on the merchant's hands. To this short-sighted policy, which early met its deserved fate, most of the objection to china packages is due, but it is a fact that the leading houses, through their travelers, find that the assortments sold last year have all been closed out in a remarkably even manner. The new lines shown in the assortments of fancy china range from the lowest priced article, to be retailed for 10 or 15c each, to the finest pieces for jewelers' trade. They are adapted for all kinds of trade, from the bargain counter through the

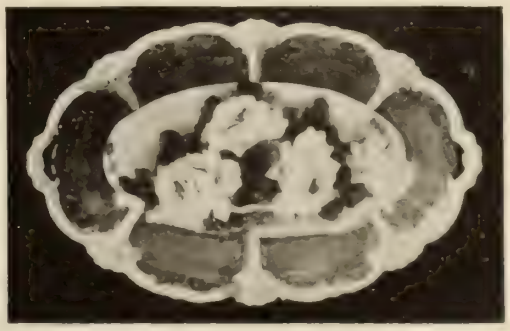


Newest design in shading.

range of grocery and general store trade, to the most exclusive lines, and should be seen by every merchant handling any quantity of the line.

Latest Designs.

The moderate priced lines include the popular figure designs in both heads and groups, which are shown with the rich cobalt blue, as well as maroon, and green borders, the central designs being new and bright colored sketches after Watteau effects. Another popular line shown by a leading house, and known as "Mother-of-Pearl" assortment, has the entire surface of the ware decorated with a shining irridescent effect, after the style suggested by the name, against which the floral painted decoration makes a beautiful effect. There are also cheaper lines in maroon and Russian green shadings, the shading being applied at three points instead of all around the edge; some floral decorations have heavy splashed gold edges, and there is a wonderfully popular line which has an irregular edging of lustre pink surrounding a cream-tinted body, against which the decoration shows up splendidly. In the better lines, dark green bodies with painted decoration of large crimson American Beauty roses are very popular. Some of the other assortments contain pieces in which the gold tracing shows up beautifully. All these



Floral Pattern.

lines, as well as the new shipments of open stock goods, will be carried by the travelers on this trip, the last-named making up no insignificant line, to which may be added the samples of lamps, cut glass, new glassware, and the various other lines shown by the crockery houses.

OUR Registered Brand—



Collars, Cuffs, White and Colored Shirts
Hosiery, Braces, Neckwear

And everything in the Men's Furnishings Department.

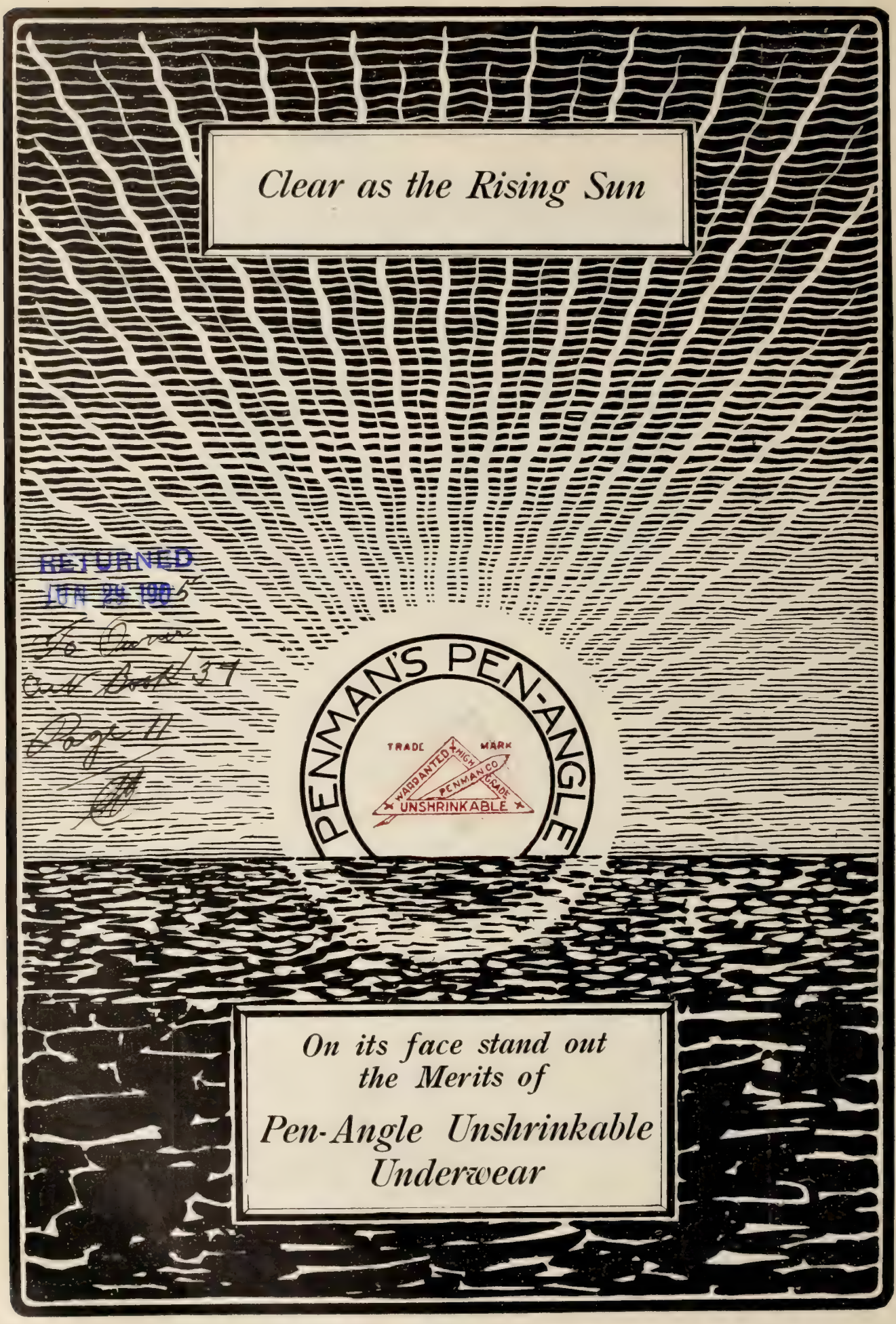
Greenshields Limited.

MONTREAL

THE CANADIAN DRESS CHART.

Article.	BUSINESS AND MORNING WEAR.	CHURCH, AFTER NOON TEAS, SHOWS.	DAY WEDDING, MATINEES, DAY RECEPTIONS.	EVENING WEDDINGS, BALLS, RECEPTIONS, THEATRE AND FORMAL DINNERS.	STAG PARTIES CLUB, INFORMAL DINNERS	OUTING, SUMMERING.
Coat.	Morning Coat Cutaway or sack.	Frock or cutaway.	Frock.	Evening dress with Chesterfield or skirted overcoat.	Evening jacket with ordinary overcoat.	Double breasted or Norfolk
Waistcoat.	Of same material as or different from coat.	Same material as coat or of white duck.	Double or single breasted, of same material as coat, or of white duck.	S. B. or D. B. white or S. B same material as coat.	S.B. or D.B. white or S. B. same material as coat	Fancy
Trousers.	With S.B. coat to match, with D.B. either to match or not.	Striped worsted.	Striped worsted or dark cheviots.	Same material as coat.	Same material as coat.	Flannel, Tweed or Knickers.
Shirt.	White or colored, quiet colors.	White.	White.	White, with cuffs attached.	Plain or pleated white, with cuffs attached.	Colored soft front.
Collar.	Wing, standing, poke or double band.	Wing, standing or poke.	Wing, standing or poke.	Standing or poke.	Standing, poke double band or or wing.	Double band or stock.
Cravat.	Ascot, once over, or flowing end Four-in-hand or tie with belt	Ascot, flowing end or once over or four-in-hand.	Light or black, Ascot or once over.	White tie with broad or blunt ends.	Black silk or satin with broad ends.	Neckerchief, Windsor, four-in-hand or tie.
Hat.	Derby or Fedora, with sack, Silk with cutaway. Split or sennet straw.	Silk.	Silk.	Silk or opera. Latter only to theatre.	Derby or Alpine.	Fedora, cap or straw.
Gloves.	Tan.	Tan, or light grey suede.	Grey suede.	Pearl or white glace.	Tan or grey.	Tan.
Shoes.	High or low calf skin or tan.	Patent leather.	Patent leather.	Patent leather shoes or pumps.	Patent leather high or low.	Calfskin or tan
Jewellery.	Gold studs, links, pin and watch guard.	Gold studs, links and pin and guard	Gold links, studs and pin.	Pearl or mother-of-pearl studs and mother-of-pearl links.	Gold studs and links	Pin, links and gold watch guard.

This Chart is corrected to date by a Canadian authority on men's fashions.



RETURNED
JUN 29 1905

Men's Furnisher and Clothier

Devoted to the Canadian Dealer in Men's Goods

CLOTHING
NECKWEAR
UNDERWEAR
HOSIERY

SHIRTS
COLLARS
GLOVES
NICK-NACKS

FLOWING ENDS OF TALK.

THERE is a man in England who is gaining a great deal of notoriety and perhaps fame by his strenuous efforts to improve man's garments from a sanitary standpoint. Letter after letter emanates from this philanthropist and reformer, and each one contains an attack on some new article of wear. Mr. Bishenden, as he is called, has an exalted idea of his knowledge on sanitary requirements. He says he knows it all; and a great many people have dropped foreign missions, East End free breakfasts and woman's rights to tell him they think so, too. One of the latest follies of man to receive his censure is the habit policemen have of putting their handkerchiefs up their sleeves. By this "the handkerchief becomes moist from the perspiration of the wrist, and the refuse collected is drawn up the nose," and vice versa. The turned-up trouser is a "sad sight," and reminds one of "a farm laborer in a muddy lane." But all these lectures and revelations lose their value when there is discovered in most of them an advertisement for "the Bishenden Hygienic Suit" and "Mr. Bishenden's Collar Substitute." And he brings in mention of his own inventions so carelessly and in such a secondary position. For instance, after complaining of the ignorance of tailors, he says: "In passing, I may, perhaps, be allowed to mention that of recent years I have been most fortunate in having had my clothes most comfortably made by Messrs. Baker & Co., and that this house has secured the sole right to make the Bishenden Hygienic Suit, with my special invention to prevent disease. Tailors generally should act on my advice, which is well meant." Has the field for temperance agitation become overcrowded? It certainly cannot be as profitable a sphere of labor as Mr. Bishenden's.

Hygienic Faddists.

* * *

THE Yankee has gained more or less fame by his powers of invention in and out of books. It has been said that George Washington is the most common topic of conversation among Yankees, and the tale of Ananias the most frequently read story; which accounts for Washington's fame. In the light of this it is interesting to read of a Munchausen yarn which an English traveler has been telling a New York paper, and which has been copied in all good faith in other papers. This fertile imagination told of a tie which was soon to be placed on the London market which would put meteorological stations out of the running. This cravat, when it is warm, becomes blue, and when cold it changes to purple. A rain storm is foretold a full day by the cravat turning pink, and the approach of snow is reliably shown by a bright green shade. The ingenuity of the traveler went further to make the story more circumstantial, by describing the material as a coarse linen which was suitable for any article of dress. The happy possessor of a gown of it could, without change, present three or four entirely different effects in one day. Nothing was said of the wierdness of a woman during the process of change. One of the London papers caricatures the idea in an illustration that shows in one half an old man tapping an elaborate barometer, and in the other a young dandy calmly watching a cravat change color.

A Cravat Barometer.

* * *

A DISCUSSION which has attracted quite as much attention as a War Office order or a Japanese victory, has been carried on in a few English journals. Some small country correspondent of a weekly paper, through lack of copy, expressed the opinion that this world would be an unhappy place in which to sojourn if women were not dressed better than men. That was enough to get the city dailies and trade papers going, and for the moment Chamberlain's policy has been forgotten and the reports of the Thibetan expedition neglected. One paper will go no further than to say that it is a debatable question which shows the most taste. Another studies the points raised from all sides with the seriousness of a tariff discussion. It expresses the opinion that the average man is better dressed than the average woman. A man seldom reveals an amateur's handiwork, while a woman often does. It admits that, if the best samples of both were taken, the women would in all probability win, since they have a larger range of materials and colors from which to select. The roundness of her figure and the more graceful outline of her body, give her a great advantage. Her small earnings tell against her, however, in that she must make her own clothes in many cases. Men have less chance to get off the track in eccentricities than women. Sifted down, the whole discussion is about as solvable as: "Where did the money come from?"

Which Dresses Better?

FADS AND FASHIONS.

HURRAH for Muskoka or the Thousand Islands! There is a listlessness that accompanies a thermometer at 90 degrees that makes fashion a second consideration. I may go so far as to say that the men who make appearance and neatness a matter of little moment are not few. It is how do I feel? Not, how do I look? And the commonness of this doctrine has, oddly enough, worked out a common sense solution of many of the minor difficulties that have beset the musings of the man who is divided betwixt comfort and appearance. It has been discovered that these two characteristics are not antagonistic, despite the uncouth objects we sometimes see, whose ready defence is that they at least enjoy themselves. What can be more comfortable and sensible, and yet what more suitable and therefore presentable than a straw boater, soft-front shirt, low double band collar, small tie, belt, large trousers, white shoes, and unlined coat? And this dress is the exact thing for this Summer. It must be a task to the "eccentric" man to depart from the style and be enabled to hide behind the comfort excuse. His only chance to "shine" is to wear a Panama, a turn down collar, string tie, flannel rags for a suit, peg top trousers, light tan ornamental belt, and immense bows on his low shoes. But in not one of these eccentricities is he gaining a jot of coolness and freedom for all his sacrifice of appearance. Yet where would be the sphere of our great leaders if there weren't all sorts of men to consider? A very strange characteristic of the(e independent thinkers is that, with all their talk, they never look as comfortable as those who combine commonsense and apparel. And in these days of breakfast foods, patent medicines and professional politicians, people go by what they see, not by what they hear. Of course it's easy enough to say that it is these clothes go with that dance-hall-on-a-July-evening look, but I don't believe it. I am firm in the opinion that such men make themselves hot trying to think how they can look different from other men, or feel they have to be "perspiry" and languid to carry out the idea of the costume. The man who dresses sensibly this weather never calls to one's mind a suburbanite with a minute and a half to catch a train.

* * *

What I have been saying for a couple of months about Norfolk coats being out of it has been fully sustained by events during July. There is not a Norfolk seen in a five minutes' walk, and what there are too often belong to the young "blood" who pulls it in around his waist until he looks like a bag of wheat prepared for a saddle journey. And below it, so that his hips will project as far as his tailor has shoved his shoulders out, he shows those voluminous trousers that wrinkle but don't appear to move. There are quite a number of double-breasted Summer coats in light tweeds, but the single-breasted has all others distanced in this class of goods. But keep your eye on that double-breasted blue serge for this and next Summer's wear.

* * *

One of the most interesting details of man's dress is his shoes. It is a great many Summers since the white shoe held the position it is easily keeping now. In both low and full shapes there has been a great demand for it. Prices have been greatly reduced during this month, but just as good a class are wearing them as ever. There are so many polishes out now for the white canvas that one is at a loss what to buy. He usually settles it all, however, by returning to the old reliable pipe clay, which, if it does not give just as fine a finish as some of the much advertised preparations, has the advantage of cheapness and absolutely reliable results. Tan shoes seem to have stopped where they were a month ago, and it is certain they will not go any further this year. From the start they got it is certain that they will advance further into general use in the Summer of 1905. But it is to be hoped that the shade will darken a few degrees when that time comes. The low shoe is the cooler and it is for this reason that it is more popular in canvas than ever before. Quite a number of low patent leathers are worn by the masses, but its novelty has worn off and its sale has dropped a little since last year. An effort is being made by shoe stores to create a demand for odd shapes, and a moderate success is met, but an introducer of oddities has a task before him this year. Thanks be! the shoe string that interfered with hang of the trousers has been unable to survive the past popularity of sensible styles. It is a necessary accompaniment that fancy hose should have their day with low shoes. Toes are sharper than they have been, but this is less noticeable on the low patent leather. The most noticeable feature of low shoes this Summer is the high heel that appears on Yankee makes. It is decidedly unmasculine, and, if I were much influenced by such things, I would say unsanitary. They will prove a boon to short men, and it will take a deal of adverse arguments to convince a short man of the inadvisability of wearing anything that will make him appear higher. These heels run as high as two inches and are otherwise very much the same shape as the ordinary heel, save that they are a trifle smaller in order not to appear too clumsy. It is not known yet whether the straight front effect will follow the high heel, but it is nothing but natural that the large bows should appear with it.

THE DON.

ALWAYS AT THE TOP

TRADE W.G.R. MARK

Our Fall line of shirts is meeting with gratifying success.

Have we got your order?

NEGLIGEES FOR FALL

are a distinctive feature of our range.

The consumer is no longer satisfied with the

SUMMER LEFT OVERS.

Have you bought some smart, attractive lines for Autumn trade?

WE HAVE GOT THEM.

The Williams, Greene & Rome Co.
LIMITED

BERLIN, ONTARIO.

THE STAR SHIRT

JULY and AUGUST, 1904.

We have a large range in Soft Bosoms, Print and Madras with exclusively confined patterns. Also a great variety of Soft Fancy and Pleated Bosoms, in white and colored shirts.

If our Traveller has not called and taken your order, write us, we will send samples at once.

E. Van Allen & Co.

Hamilton, Ont.

Dr. Deimel Underwear

(LINEN-MESH)

Do you know what it is to have a line of underwear which, after it once gets started in your store, gathers business constantly, rolls up an ever-increasing profit account and is always worth 100 cents on the dollar?

Dr. Deimel Underwear enjoys that prestige, and the best stores in the country are finding it one of the most profitable and satisfaction-giving lines they ever handled.

SAMPLES, TERMS AND FULL PARTICULARS UPON REQUEST.

The Deimel Linen-Mesh Co.

LONDON, E. C., ENG., 10-11-12 Bread St.

2202 St. Catherine St., Montreal, Canada.

SHIRTS AND COLLARS.

SOME of the later Summer styles in shirts have been more novel than pleasing. One is a checker-board plain front in white and blue, white and black, or white and tan, another is a tan with wide black-edged pleats, and several other patterns of conspicuous design are shown. Quite a number of edged tucks have been sold. A line of English shirts has a very fine line running down the bosom less than an eighth of an inch apart. The effect is very good. Cellular shirts have taken very well, and during the hot weather presented an appeal that could not be resisted. They are decidedly an undress shirt, but are cool and strong. The same principle has been worked into the open work or embroidered white plain fronts, the open work being from a half inch to an inch wide and varied with three or four stout threads before the next stripe of open work. They have not taken as well as was expected on account of their flimsy appearance.

* * *

Manufacturers report that for the Fall trade they have been selling surprisingly large quantities of pleated fronts, especially to city furnishers. There is not the least doubt that the pleated front is here as a Fall and Winter shirt, as well as one for Summer. The same tendency is noticeable in the United States. One manufacturer says he has sold more pleated fronts than stiff fronts for Fall, and displays an excellent range of samples in these goods that accounts for his success. Some of these are in tan with fine black thread design, and of course there are the tasty whites and blacks of a year or two's fame. One of the best sellers he has is a tan with fine pleats and he states that every tan but two styles is sold up. The demand through the Summer for tan was enormous, particularly in the country towns and rural districts.

* * *

The Fall samples that have sold the best are in blacks and whites with small all-over patterns. This closeness of pattern is one of the most prominent features. There are a few gunmetals shown, but they are not meeting with any success. Patterns are small and inconspicuous, consisting for the most part of dots and small figures. Lines are also shown and will sell well as usual.

* * *

The new Spring samples come out about the beginning of September, and on these very little information can be obtained. It is almost certain, however, that prices will be higher. At least not as good a shirt will be retailed for $1 as has been shown heretofore. A dollar and a quarter will be the lowest at which a satisfactory shirt can be bought. These, bringing $10.50 or thereabouts, will have to be pushed by the retailer, as the profit will be greater than on the dollar shirt, costing $9 a dozen. Should these higher quotations prevail at the opening of the market it is doubtful if merchants will not restrict their buying until later in order to obtain the advantage of a possible decline in raw cotton. It is the price of raw cotton that is influencing the level on shirts, and should the new crop be large an increase in price of manufactured goods, after a year of higher prices in raw cotton, will not be favorably accepted by the trade.

* * *

The dollar shirt is a necessary part of the shirt trade, and manufacturers must supply it, even if it requires the production of a very much inferior material. At the same time the retailer must consider that although cotton is lower than it was a year ago manufacturers at that time did not increase their prices with the increase in raw cotton, hoping that the advance was just a flurry. Not only has it been maintained but it reached 17½c. Had fabrics followed raw cotton closely a great reduction would have followed during the past two months, but at the present quotations on the raw material the price of fabrics is not too high.

* * *

Unless all signs fail there is going to be a great demand for wing collars this Fall and Winter. Strenuous efforts have been made to make the wing collar generally popular for the past couple of seasons, and more or less success has been met with, but it has never driven out the fold, nor will it. Indications, however, point to a much greater general usage. It has its faults, and these are greater than its virtues, but it is time for a change. In England the wing collar is the proper thing, and has been for a year. It is now a full dress collar. The round corner wing is considered there more correct as a formal collar that the square corner. The round corners are worn with the evening dress coat, and the square with the dinner jacket.

* * *

There has sprung up a rather uncertain sale for handkerchiefs with colored borders. Some of the best furnishers are showing them in silk and mercerized cotton. These borders are an inch and a half wide, and consist mostly of solid strips of blue or green, with dots of white or vice versa, the latter being the better. Some have narrower stripes of color running near the edge. The use of these will always be limited.

* * *

A trade that is growing to considerable extent in the large centres is the shirt-to-order business, so popular across the line. It has its staunch admirers, and not a few careful dressers lend it strength. The demand is limited to the very fine trade, and the popular 3 for $5 goods on the other side of the line are seldom seen. Dealers in this line report the most successful season yet experienced.

* * *

A novelty that has received considerable attention is the run on attached cuffs. Many men dislike the bother due to large cuffs, and to this class the neat attached cuffs especially appeal. On the other hand, the tendency to soil is aggravated, and for this reason the trade is limited to those whose employment subjects them to little physical labor. They are essentially for the better trade, and are only seen in high class goods.

* * *

The run on cuffs is essentially in the reversible variety although there is a slight interest taken by the better trade in cuffs with the fasteners at the top, avoiding the use of holders entirely, but necessitating the discarding of the cuff when the one end is soiled. This cuff receives popularity due to its smallness and consequent neatness.

* * *

A novelty which has been on the market for some little time and which is just now beginning to receive attention is familiarly known as the "patch cuff and neckband" shirt. The body and bosom have the same [illegible] color, while the neckband and cuffs are of printed [illegible]. This is varied in several ways, a pretty combination being the bosom and cuffs of the printed variety, the rest of the shirt being plain. Various designs in blues are

principally seen. It is shown chiefly with attached cuffs. They are receiving fair demand, but it is hard to say just to what extent their reception tends to a permanent fixture.

* * *

The coat shirt which has been introduced by some manufacturers has sold fairly well, and is seen in the Spring lines again. It has taken in the better grades across the border. A lengthened bosom is procured and it is certainly both handy and neat. It is expected to meet with increased favor for Spring, 1905.

* * *

The collar trade can pretty well take care of itself, but collar styles are a never ending source of discussion. No matter what may be said about prevailing and forthcoming styles, they are all subject to the approval of the consumer, due to his necessities or taste. For that reason every conceivable height and variety is shown in every stock. It is unreasonable to try to force a short necked man to purchase a 3 inch collar, or vice versa, a long necked individual to purchase a 1½ inch collar. The fold collar in all widths, no matter what may be said, has received the approval of the customer for all seasons, and has come to stay. For Summer there is a tendency shown to narrow widths and more closely fitting, neater effects, especially by the younger generation. It is questionable if any collar shape can ever excel them for becoming neatness or for comfort. The position of standers always is assured by certain conservative gentlemen insisting upon them. It is doubtful if they make any serious inroads on the sale of folds. They are necessary, but are fillers-in.

THE QUARTER-SIZE COLLAR.

Editor Dry Goods Review:

You mention in the July Review the fact that so many retail merchants are handling quarter size collars. I am one of the unfortunate men who have been forced by competition to stock up with these, and I can tell you I wish they had never been heard of. Not only am I forced to carry a much larger stock, but I have received more complaints, I think, concerning the fit of these collars, than the whole business is worth. This talk about a quarter size collar being just what certain sized necks require is all bosh. We got along well enough before they were put on the market, and no one complained. Now they are convincing themselves that what they have been wearing was too large or too small. They buy the quarter size less or more as the case may be, while I sit down and wait for his return with some complaint.

I find that the quarter size is nothing but a myth. I have taken the trouble to measure a number and find a greater variation in size than in the old-time sizes; and that is what my customers complain about. A collar that is cut a regular size will change in the laundry, so how can the buyers be sure of getting what they want.

I would like to cut them out, but two or three of my competitors are carrying them and I am forced to do the same. If we can ever get together I will certainly advocate dropping them. I can't see why we should always play into the manufacturers' hands. They are the only ones who make out of this. At least if any of my fellow merchants are making anything out of quarter sizes I'd I'd like to hear from them through The Review. You can't do better than talk them down for our sake.

A. B. C.

HATS AND GLOVES.

THERE has been no year when more straw hats were worn. There have always been a few who consider the straw hat as unbecoming or unnecessary and for those reasons have stuck to the derby or fedora all the year round. The common sense shapes that have prevailed this and last Summer have, however, done much to make them more popular. Splits and sennits have had the field almost entirely to themselves and all around they have sold almost equally well. One retailer will dispose of a greater number of sennits because he has pushed them, and others have the same to say of splits. Both, at any rate, have been perfectly satisfactory in their selling, and next year's styles will be no departure save perhaps in height of crown or width of rim, and in both of these a man must choose to suit his head.

* * *

Panamas are being worked off at great bargains. One retailer offers them worth as high as $15 for $3 and as high as $25 for $7.50, but in all likelihood these values are exaggerated. Be that as it may they are being offered at ridiculously low prices, much lower relatively than the sailor shapes. There have not been many Porto Ricons or Manilas this year, even the old men, who usually affect these straws, showing a preference for sailors.

* * *

Straw hats of all kinds have been offered at almost half price for a couple of weeks. They are an unsatisfactory stock to carry over since they soil so easily and styles change so rapidly. The profit that is made on them allows a big reduction without a loss. At any rate get rid of them if it is possible; the money can be used to better advantage in other ways. The month of August should prove a good one for getting rid of old stock, as there is still a great deal of warm weather, and what is bought now will not be worn next year, so that a sale at full prices next year is not lost by selling now.

* * *

A great many merchants are preparing for a brown hat Fall season, and feel confident that they will not be disappointed. The Spring certainly gave the brown fedora a good start and there is every reason to believe that the Fall will follow on. Brown derbies will never sell really well, but with the fedora it is different. It is a young man's shape and the color is a young man's color. The shades that sold best this Spring were of surprising merit, and were much more becoming than one would think. Several shapes of brown fedoras are shown, but all the better ones are in a staple shape.

* * *

In spite of the probable run of brown the Fall season is not likely to prove any the less a derby season. Derbies were worn very extensively this Spring and men never looked better dressed. The best trade is sure to demand the derby and preparations must be made for it. The

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Adv.



Get Out or Get in Line.

Ninety-five per cent. of the Mitt and Glove orders gotten from the trade from coast to coast and boundary line to the Arctic by H. B. K. Representatives this year contain "Pinto" Shell Cordovan. It is now acknowledged as being the best Mitt and Glove stock in the world for everlasting wear, toughness and all-round goodness, and is daily increasing in popularity, both to the retatiler and to the wearer, through its meritorious qualities. Those who have not seen this "Pinto" Shell Cordovan should "get next." It will be worth your while. For don't you want to handle goods with a reputation, goods that are constantly in demand, and providing you with a thoroughly respectable margin of profit? We are sure of it.

Hudson Bay Knitting Co.,

Montreal Winnipeg Dawson

shapes are to be much the same as for the Spring, save that the wider, fuller shape will be a little more prominent. The sensible style is here to stay for some seasons, according to all appearances.

* * *

One of the noticeable features of head wear will no doubt be the number of caps worn. During the early part of the year these were worn by all ages, and interfered particularly with the sale of fedoras. Perhaps it has been the advent of the be-capped Englishman that has given the cap a new life. At least nine out of ten of the emigrants wear a cap only and many a young man is doing the same who never wore one since he was a small boy. The best hatters are keeping several styles and the finish and general appearance has been greatly improved.

* * *

A new thing this year was the silk gloves in brown and grey which a few high-class furnishers were showing. To be sure, few were worn, but it was a start at least. The colors were exactly similar to those of kids and at a short distance the material was deceiving. The season of dress gloves is approaching and these must not be neglected. White glace is the proper thing for evening and grey for day wear.

* * *

The war between the hat manufacturers and the unions in the United States goes merrily on. The great Loewe case has not yet come to trial, but when it does several points of the greatest importance will be decided for that country. The hat shops of Newark, N. J., have notified their employes that a reduction of 10 per cent. and an increase of 5 hours a week was to go into force. Later they dropped the reduction but refused to reconsider the other demands, which included the strictest independence of unions and their rules. The hat manufacturers are putting up a great fight, and together with the glove manufacturers of Fulton County are likely to win out.

* * *

A few colored straws have been shown but have fallen flat, as is evinced by the slashing they are now receiving. The variety of styles shown this season makes it difficult to say just what shape has proved most popular. The narrow rims and high crowns have been in favor with high class trade. It is safe to assert the straw hat season has been a decided success. Linen hats received their usual attention.

———

BROCKVILLE HAT WORKS SOLD.

The Union Hat Works in Brockville, which recently assigned, have been sold by the assignee, and inspectors to the Wolthausen Hat Corporation of South Norwalk, Conn.

The purchasers assume the same position with regard to the town as the late firm and are planning an extensive business. As soon as practicable an addition will be built to accomodate increased machinery. Saulnier & De celles, the late proprietors, manufactured soft hats only, but the new firm are going to produce stiff hats as well, and for this purpose new machinery is being installed.

The Wolthausen Hat Corporation has been carrying on business for a number of years at Norwalk, but were recently burnt out. At this time they heard of the Union Hat Works and made an offer which has been accepted. Work will commence as soon as the new machinery can be put in.

IN CRAVATDOM.

THIS Summer there has been a greater variety of neat cravats than ever before. Several novelties with distinctly good features have been introduced, and the range of shades and mixtures has been immense. The Summer tie in shape has varied little save in width, being a four-in-hand from one to two inches wide, or in graduated shapes as wide as three inches at the ends. They have been made to fall to within an inch to three inches of the belt. An inch and a half to an inch and five-eighths has been the favorite width. Graduated shapes have taken much better than was expected, although not approaching in demand the straight four-in-hand. Bow ties are far less worn now than they were during the latter part of June. A few wash ties are shown in some windows but they are remaining there with the possible exception of a blue grey rough fabric which has its beauties and none of the cheap appearance of the ordinary cotton affair. There are some tubulars appearing now, but it is too late for them to find an opening.

* * *

There is a decided partiality shown plain colors in green, black, blue and even red, the latter color in a four-in-hand having a surprisingly good sale. These plain colors in rough weaves or ribbed goods like poplin are not so objectionable as they sound. Poplin as a cravat material seems to be more shown the last month. It is a serviceable, solid fabric with a soft, pleasing effect. Grey had a phenomenal run during the Spring, and on this account dropped off to a great extent during the Summer. Now again it is coming out strong, as if prepared for another good season this Fall. Browns are holding their own with surprising persistence, the variety of shades shown in this color doing much to keep it before the public. Champagne is still a good color, and in its newest shot effects it is a catchy novelty. These shot effects are quite presentable, and allow the lover of color to satisfy his cravings without showing too bad taste. They usually come in champagne (or brown) and red, champagne and green, champagne and blue, champagne and black.

* * *

For Fall and Winter such wide shapes as ascots, once overs and English squares will be the principal sellers. This is particularly true if wing collars have the run that is expected of them. There are many men with whom these large cravats are always extremely popular, and as they mean more profit to the retailer their introduction as a general style will be gladly allowed. What four-in-hands are worn will be wider, that tendency being seen in the Spring styles. Narrower four-in-hands and flowing ends will still retain the favor of a large part of the masses. These are staple shapes that should never be out of stock. In all probability more color will be worn than during the Spring. Color has been working in gradually all Summer, and it is only natural that it should come after last Winter's quietness. Greys are going to continue a factor in stocks. They have always been accepted by the best trade, and as such will be difficult to dislodge. More plain colors will be worn and black and white will still be a favorite.

THE Richard L. Baker Co'y.

THE HOSIERY AND UNDERWEAR AGENCY OF CANADA.

60 Yonge St., Toronto.

Representing the following Manufacturers :

S. Lennard & Sons, DUNDAS, ONT.

Manufacturers of **Crescent Brand** *HOSIERY and UNDERWEAR.*

Stratford Knitting Company, LIMITED. STRATFORD, ONT.

Manufacturers of MEN'S, WOMEN'S, BOYS' and GIRLS' KNITTED GLOVES and MITTS.

Clinton Knitting Company, LIMITED. CLINTON, ONT.

Manufacturers of RIBBED WORSTED HOSIERY.

J. M. Eisenstuck, CHEMNITZ, SAXONY.

Manufacturers of WOMEN'S, CHILDREN'S and MEN'S COTTON, LISLE and SILK HOSIERY of all descriptions.

Bean & Stewart Skirt Co., LIMITED. ST. STEPHEN, N. B.



Manufacturers of

LADIES' BLACK SATEEN SKIRTS

Latest New York Designs.

The Best Cut Skirts in the Market.



Soliciting a continuance of your esteemed orders, we are, yours truly,

THE Richard L. Baker Co'y.

THE HOSIERY AND UNDERWEAR AGENCY OF CANADA.



STANFIELD'S

Unshrinkable Underwear

is made of long, silky **NOVA SCOTIA** wool—the best in the world for underwear. It's treated by our own special process that insures every garment being absolutely unshrinkable.

Stanfield's is knit in all sizes to fit every figure, and being UNSHRINKABLE it holds its easy shape no matter how often it is washed.

Stanfield's Unshrinkable Underwear is sold to Reliable Dealers by our own travelers.

Western Distributors
STOBART, SONS & CO,
WINNIPEG

TRURO KNITTING MILLS CO.
Limited
TRURO, NOVA SCOTIA
Inventors and Originators

TRURO-KNIT



JOHN FISHER

SON & CO'Y,

WOOLLENS

— AND —

Tailors' Trimmings

WAREHOUSES :

Victoria Square, Montreal,
65 and 67 Yonge St., Toronto
55 and 57 Dalhousie St., Quebec.

and

JOHN FISHER & SONS
HUDDERSFIELD, ENG.

RAINPROOFS

Buyers who want reliable Goods should ask for those proofed by the

'Cravenette' Co., Ltd.

and stamped—

REG° TRADE MARK
"Cravenette"
PROOFED BY
THE Cravenette Co. Ltd

The "Cravenette" Co., Limited, affix their stamp only to such goods as are suitable in quality for Rainproof purposes.

Therefore, this stamp is a guarantee not only of Rainproof properties, but also of the quality of the material.

The "Cravenette" Co., Ltd., BRADFORD, Proofers to the Trade.

EFFECTIVE WINDOW CARDS.

FALL'S FADDISH FANCIES

THESE BATHING SUITS ARE MADE FOR USE

ECONOMY WAITS
ON EVERY BUYER

I'M NOT WORTH MUCH, BUT I COST LESS

SATISFACTION IS WRAPPED UP
WITH EVERY PACKAGE

WE STUDY TASTES AND FASHIONS

PROFITS ARE ON THEIR
VACATION

YOU'LL FIND NOTHING NEWER
OR NEATER

A TIP TO YOU—
BUY THIS CRAVAT WHILE YOU CAN

A STRAW HAT, FOLD COLLAR, FOUR-IN
HAND TIE, PLEATED SHIRT, BLACK
BELT—THAT'S FOR SUMMER

THESE HATS ARE WORTH $2.50 TO YOU—
THEY'RE WORTH ONLY $1.50 TO US

WHEN ADAM AND EVE FELL,
BATHING SUITS CAME IN

CHAMPAGNES IN WINES AND TIES
ARE WHAT THE BEST CLASS PRIZE

THIS SUIT CASE WILL SUIT YOUR CASE

STRAWS THAT HAVE NO FLAWS

WASHABLE CRAVATS—CHEAPER,
CLEANER, COOLER

YOU CAN'T BE COOL WITHOUT A BELT

PLEATED SHIRTS ARE ALL-YEAR SHIRTS

WOOLENS CLOTHING TRIMMINGS

THE MERCHANT TAILOR

STYLES AT HOME AND ABROAD.

THOSE extremely hot July days have driven the fancy vest out. There is nothing but the belt now—a narrow black piece of leather, strong and coarsely sewn, with nickel, gilt or leather covered buckles. Belts with side rings have been sold for a song, there being very little demand for them. The position of the fancy vest has been peculiar this year. It had an immense sale early in the season, and the encouragement this gave induced a great many furnishers to stock up too freely. Thus there are large supplies of them left on their hands and bargain sales are indulged in to get rid of them. Manufacturers pushed these goods a little too hard in the early part of the year. They knew they would be popular and thus made the mistake of thinking there would be no limit to the sale. They have sold well, but altogether too much was expected of them. The average weather of the last two years was counted upon and there has been a disappointment in this respect, although the warm weather has worked out to the general advantage of the furnisher.

* * *

White trousers are seen sometimes on the street, and when the thermometer registers 97 in the shade one can sympathize with the reasons for wearing them. Light, unlined, flimsy flannels have been donned too, but these are worn only by the older men who are determined to have comfort at all costs. Homespuns, light-weight tweeds and worsteds and serges have had the run, with a few dark flannels. These are lined to all extents ranging from the unlined to the fully lined and governed by the wearer's taste in pockets and his desire for a good "hang." There has developed a much closer attention to the manufacture of white duck trousers. It has been almost impossible to find them of sufficient length for a tall man, but this season there is no scarcity of a 35 and 36 inch leg. The shape, too, is much better, and that "sacky" appearance that was the greatest fault of white trousers has been partially eliminated.

* * *

Suitings for Fall will follow closely the Spring materials. Tweeds and cheviot finished worsteds will be the most popular. The double-breasted coat is going to be more prominent than it was this Spring, and three out of five will be of this style. Dark shades will have a monopoly of the market with just enough indefinite pattern worked in to liven it up. A novelty has crept into Canada from the United States and promises to gain a hold for Fall. This is the slit in the back of the coat. Quite a few slits appear in the centre of the back, extending upwards about six inches. This will be a more common feature and will be varied at times with slits at the side seams instead. It is not an improvement by any means, and on this account will not be universally adopted. The coat with the slit is always longer, and on this account its appearance as a fad or fashion will be hailed with some enthusiasm. It will drive out the unsightly Eton jacket effect to which a few young men are still clinging. The double-breasted coat will be a three-button or three-show-four affair with a moderately deep collar and lapel. The breast pocket will not be any further ahead than it was this Spring. Trousers will be the same — a fairly tight ankle and roomy hips without being too loose.

* * *

The morning or cutaway coat is going to be a favorite, as many men feel it is time to break away from the monotony of the sack which has been the correct thing for so many years. This coat (or these coats, for there is a little difference between them) has been gradually making its way into current styles for over a year, and this Spring was worthy of consideration by all tailors. It is as yet only an informal coat, but following the English style, the cutaway will, no doubt, become a style for formal afternoon wear together with the frock.

* * *

Overcoats for the coming Fall will be much the same as were worn during the Spring. The covert will be the leader for day wear as it was in the Spring, but the long loose Chesterfield will be a great factor in styles. This coat will be large and roomy and a little longer than has been usual. A style that saw some popularity last Fall, and will be more conspicuous in the coming season, is the belted overcoat. Since, however, it is not, strictly speaking, a proper coat for the street, it will not seriously conflict with the Chesterfield. Skirted overcoats are certainly worthy of attention, and it is just possible that tailors will allow the demand for them to run away with their judgment. So many cuts of these skirted coats are shown that the young man is too apt to branch out for himself and order the most conspicuous, outlandish shapes.

* * *

The advertising campaign for Fall and Winter is going to be more seriously considered by tailors and clothiers. Advertising is the life of any business. A simple card with name, address and line of business is not sufficient in present day methods of publicity. The tailor and clothier to a greater degree than any other tradesman requires to use cuts. A stylish suit on a well-built man will sell more clothes than a full page advertisement of any other kind. Show the people what you are making and don't be afraid to quote prices.

ENGLAND AND THE TARIFF.

WHETHER the increase of 6⅔ per cent. in the tariff on importations of woolens from England will have the effect of seriously interfering with their exports to us, the English manufacturers in some districts themselves are afraid it will. At a meeting of the Halifax Chamber of Commerce a resolution was moved to represent to Colonial Secretary Lyttleton that the difference in the preference might seriously affect the interests of the woolen trade in the Halifax vicinity, and to request that the Colonial Secretary endeavor to induce the Canadian Government to raise the general tariff to 45 per cent. while leaving the preference the same as it has been.

A great many woolen men in England assert, however, that their business will not be affected since Canadians can-

WEAR THE CELEBRATED



THE VERY BEST IN MAKE, STYLE AND WEAR. CAN BE HAD FROM THE LEADING WHOLESALE HOUSES.

not compete with them in the manufacture of these goods. It will be interesting to note at the end of the year just what difference appears. The clothing manufacturers consider that they have a very strong case in their efforts to remove the increase, and think that when conditions are studied by the commission to be appointed, the injustice of injuring them to help the woolen manufacturers will be speedily recognized.

WOOLEN MILLS FOR SALE.

THE works of the Canada Woolen Mills were put up for sale some months ago by order of the Master-in-Ordinary, but only two offers have been made, and these were too low to be considered by the liquidator. The last resort is to sell them by private tender, and this is being attempted. In the meantime the mills are running. It is probable that they will be taken over by a re-organization of the old company. Since the change in tariff it is thought the business might be made to pay. Timothy Eaton, one of the directors, has been mentioned as a probable purchaser, the mills to be used as clothing factories.

MONTREAL CLOTHING FACTORIES.

MONTREAL is certainly to be congratulated on the observance of the factory laws shown by the clothing trade. There are, it is safe to say, very few "sweat shops." In most places sanitary workshops of the latest kind are in operation. In this connection the work of the factory inspector deserves commendation. At a recent meeting of the Montreal Tailoresses' Union a resolution was unanimously passed thanking him for his prompt action in connection with the clothing factories which have been violating the laws.

NOTES OF THE FURNISHERS.

G. S. Davidson, men's furnisher, Indian Head, N.W.T., is dead.

James McKewan, tailor, Havelock, Ont., has been burned out.

R. McGiffin, men's furnisher, Ottawa, is opening a branch store on Rideau St.

J. O. Trotter, clothier and men's furnisher, Woodstock, Ont., has been succeeded by Trotter & Caufield.

Hugh Nealis, clothier, St. John, N.B., is dead.

Fry Bros. & Co., clothiers and men's furnishers, Elgin, N.W.T., have been succeeded by J. E. Underhill & Co.

P. W. George & Co., clothiers, etc., Greenwood, B.C., are opening a branch at Phoenix.

McDougall & Co., tailors, Carberry, N.W.T., have sold out to T. Taillon.

Jones & Paul, merchant tailors, Halifax, have dissolved partnership, and Frederick Jones is to continue business as F. Jones & Co.

Gustave, J. H. and J. E. Lamontagne, have registered under the style of G. A. Lamontagne & Fils, merchant tailors, etc., Montreal.

S. Owen & Co., merchant tailors, Hintonburg, Ont., are removing to Ottawa.

Julius McIntyre has registered under the style of McIntyre & Co., merchant tailors, Montreal.

CURRENT STYLES IN NEW YORK.

NEW YORK has the reputation of being the second hottest city in America, and it is a matter of doubt with many if the thermometer does not run higher here than in St. Louis, whose reputation for tropical weather is injuring the fair. At any rate if St. Louis is hotter than this city at some times its residents are to be pitied. One hundred degrees is not at all unusual here and we are only a few miles from the ocean breezes.

It is for this reason that every New Yorker who can scrape together a few dollars and convince the powers of his right to a holiday, spends them and it in the mountains or on one of the many islands within a short sail of the city. If he is a married man and has a few hundred dollars to spare he will think them well spent in a Summer residence, whether it be a tent or a castle. July is the popular holiday month here and it is during this month that a resident can notice the difference in the people he meets on the streets.

As a month in which to judge of styles from what is seen on New York streets, July cannot be relied upon. The people who are in the city now are mostly of the class who have only a limited regard for what should be worn. So many of them are here simply because they are unable to get away, that they are concerned only about making the best of an enforced city residence during an elevated mercury period. Also the few men remaining who study their clothes at any other season of the year, are now controlled so little by the class of people they meet, that they seem to have too little ambition to do more than cover their nakedness.

One should be at the Summer resorts to unqualifiedly state what is being worn, since there men have at all times a consciousness of themselves, not being subject to such warm weather and being bound by more or less formality, and accordingly rules and good taste are more closely observed.

Summer Weather Dress.

One thing that strikes one very forcibly this Summer in New York is the popularity of the belt. It has been many a year since it was so large a part of men's dress. The fancy vest in other years has been maintained throughout the very warmest days, and man has learned sense as a result. The vest is an uncommon sight on warm days and the belt has, accordingly, been generally accepted. Contrary to what was usual other belt years, there is very little variety in the styles shown in the best shops. Of course one can buy almost anything that suits his fancy, by making the rounds, but the first-class furnishers are finding sale for only one or two styles, and are showing nothing else. This is a narrow dull black affair with nickel trimmings, varied occasionally with gun metal, brass and leather covered buckles. There are no rings at the sides, and the entire affair looks much like a bit of harness.

Furnishers say that men are omitting the suspenders with belts and from the appearance of the trousers of a few of them I should judge it was so. The belts are pulled in, necessarily, so tight that wrinkles appear, and the present size of the trouser is decidedly against anything that will confine them.

Collars of all Sizes.

A great craze has struck the furnishers of New York for quarter size collars. It is only within the last couple of months that this has become apparent, but at present almost every other one of them is advertising the advantages of such odd sizes, but in practice they do not work out to such advantage. I have tried them recently. I have been wearing a sixteen, and had come to the conclusion that they were a little too large for me. Fifteen and a half was equally too small, and so I thought that a very simple solution of my difficulty was to adopt the medium quarter size as my collar. I bought a dozen and thought my trials were over. Well, out of the dozen only three were according to measure. I have no doubt the manufacturers were fairly honest in their measurements, but the modern laundry cannot be trusted.

Pyjama Suits.

The most select class of men wear pyjamas, and almost always swear by them. The high-class furnishers are catering to this demand by showing excellent selections including silk, linen, union, sateen, etc. The favorite design seems to be after the style of a military jacket, with the same collar and side vents and buttoned over on one side with silk frogs. There is nothing particularly new about them save that they seem to be more carefully finished and a departure from the "gown" affairs of a few years ago.

Neckwear for August.

The collar and cravat that is the coolest is what is worn here. Collars are low—usually about 1 1-2 inches save with very long necks—and are of the fold variety. I see a few wings, but they are so few and far between as to be easily counted. That there should be any at all augurs well for their sale when the cooler days come. A number of the fold collars have quite wide openings as befits a four-in-hand cravat of goodly proporions. These cravats are not very large but a widely opened collar means a more easily tied cravat. Bow ties are very little worn, much less than three weeks ago. In collars there is a great demand for brown, although it has been on the market and much worn for the past three months. It has practically driven out grey, the popular shade of the early Spring. There are a great many plain colors worn; in fact the majority of ties on the better dressed men are plain blues, purples, browns and even reds. It looks as if the Fall were to be one of color in cravats.

The shirt this Summer is the pleated, without any doubt. I should think that two out of every three are of this style, and the other one is of some special weave that gives it a distinctive value. The pleats are of a three-quarter-inch width, varied with a few of the narrow eighth-inch style. Colors are quiet and plain with the exception of black figures on white grounds. The black line is seen the most, followed closely by black figures arranged in lines.

Last Century and To-Day.

Stock Cravats, as worn in the early part of last century, and manufactured by

Welch, Margetson & Co.

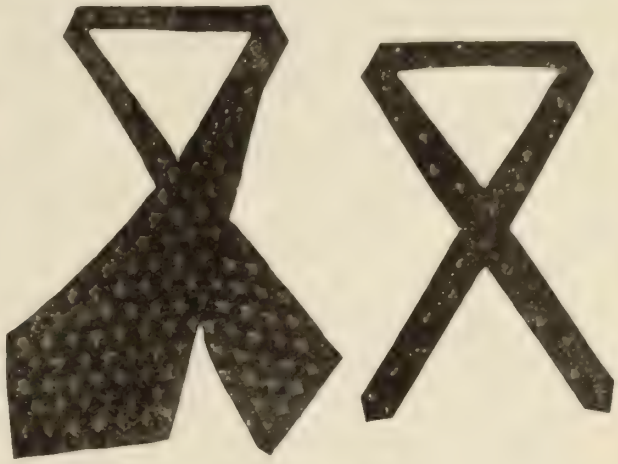


Fashionable ties, as worn to-day, and manufactured by

Welch, Margetson & Co.



Ask JAMES GILMOUR, 205 Coristine Buildings, Montreal, to show you our latest novelties in Neckwear for the coming season.



Six New Shades

Welch, Margetson & Co.

Mfrs. of SHIRTS, COLLARS, TIES, BRACES, Etc.

16 MOOR LANE E.C., London, England

DOMINION SUSPENDER CO.
NIAGARA FALLS
MAKERS OF
Trade D Mark
SUSPENDERS
GUARANTEED

NIAGARA NECKWEAR Co LIMITED
NIAGARA FALLS
MAKERS OF
AMERICAN STYLES OF NECKWEAR

AS SEEN ON LONDON STREETS.

JUNE passed without the summery weather that is necessary to bring out the newest things in dress. Almost the entire month was damp and cold until the latter part, when the sun came out with an energy that denoted a desire to make up for his absence for so long a time.

When the weather became warm there was noticeable this year a greater inclination on the part of men to suit their garments to the temperature. The Englishman, as a rule, is rather strict in his regard for the etiquette of dress, more so than the Canadian, but this year he has shown a sensible disregard for nonsensical forms unsuited to the heat. Straw hats, unlined flannel suits and belts have been the usual thing, and the men who dressed in this way presented a much more agreeable appearance than those that fumed and fretted in silk hat, frock coat, and the other trimmings of a strict observance of chart rules. At the same time we have a far larger percentage who would rather die than break a rule, and through all the torrid weather of the past few weeks, great numbers are not allowing themselves the luxury of the cool straw and airy flannel or unlined serge.

The Flannel Suit.

We Englishmen, or rather Londoners, have one form of outing which fills in a great deal of our time when not in the office or engaged in business. The River Thames affords a means of enjoyment that is taken advantage of by all classes. So common is the river outing that there is what is called the river or boating suit. This is almost always of flannel, a material that is used here far more than in Canada.

The coat is single-breasted and made with long roll lapels, the coat being for the most part worn open. The roll of these lapels extends often to within an inch or two of the bottom, although narrow enough to permit of being buttoned up two buttons without interfering with the hang of the front. There are two side pockets of good size protected by flaps with rounded corners. If the coat is unlined the pockets are patch pockets, but the favorite is lined sufficiently to allow flap pockets. More often than not the breast pocket is omitted. The coat is longer than has been customary, and the front corners are rounded. Very often there is a slit up the centre of the back six or seven inches in length.

The waistcoat to accompany this jacket is single-breasted without a collar. But on the river a waistcoat is never worn.

The width of the trousers is greater than in an ordinary suit. They are cut very long and usually worn on the river turned up.

The Navy Serge Suit.

One of the most popular suits here is that made of navy serge. It is cool and seasonable, and combined with these desirable qualities has a neatness and adaptability for a variety of occasions that puts it near the front as a Summer suit. It is made double-breasted with a collar and lapel of good depth. Either patched or flap pockets are used, the former being preferred for their cool appearance, but the latter suiting the entire idea better. The trousers are of medium size and seldom turned up. This suit remains a staple garment year after year, and there are no signs of a decrease in its popularity.

Of course there are several other cuts such as the single-breasted serge and the double-breasted light flannel. Some keep the trouser bottoms turned up permanently, and there is a great variety of pockets, lapels, etc.

Collar Fashions.

All through the hot weather the wing collar has been very noticeable. So popular did this shape become last Winter that a great many men are sticking to it all the year round. The wings are of good size with the narrow opening maintained. This collar has now secured a position as a dress shape, the round corners being the more formal. In fact there is a tendency to round all corners a trifle. A novel wing has been seen a little. This is rolled back instead of being turned sharply. As yet it is only a fad, but one never knows how these new shapes will take, particularly when there is nothing extravagantly eccentric included. I am sure that for this Fall and Winter there will be nothing in it with the wing.

Of course, the comfortable fold collar has a great demand for warm weather, and it will take a great deal of effort to oust it as a Summer shape. With the river suit it is especially suitable.

Some Cravat Tendencies.

There has been little worn in cravats but the plain colors, and mostly in blacks and whites where there is a pattern. This has been influenced by the fact that the materials we are using in our suits are full of color. There is sufficient color in a man's garb without having more in his cravat. Already, however, a little bit of color is appearing in neckwear, and shops are showing a great many quite vivid effects. For this reason I expect to see a run of color for Fall.

Shapes are sure to be large, the ascot and the puff being competitors for high positions. At present the flowing end is having a great run with all kinds of suits save those having no vest. With it are worn the bow and the small knot.

American Luxuries.

The New York correspondent of the Daily Telegraph has been writing on the subject of "American Luxuries," and speaking of dress says: "There is a class of trade which has sprung up to meet the requirements of the more luxurious Americans in matters of dress. Many of the most fashionable west end tailors now send representatives yearly to the leading cities in the States, merely to receive orders from a private customer. The price of the visit is, of course, added to the cost of the clothes, but price, as a rule, is no object. Millions of dollars go yearly for elaborate costumes, which are never seen outside the wealthy circles of New York, Philadelphia, Washington and Chicago. A few days ago I met a 'gentleman tailor' from a well known establishment in Bond street. He confided to me that he had just taken an order for twelve suits of clothes for the Spring and Summer from a New York railway king, and the cost would average £30 the suit. It is worth mentioning that English goods have a splendid reputation in America for excellence of material and manufacture. British origin represents, generally, a high standard of fashion."

RETURNED
SEP 22 1904
Cut Book 24
Page 6



PATTERN HAT.



No. 2715. Price $2.75 each.

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We can furnish you with **60 different styles** of

Pattern Hats

at **$2 75** each. Copied after the imported models. They are easy sellers with other houses at a Five Dollar Bill each.

Canadians finding their way to the New York Market would do well to visit this

Bargain Millinery House

as we have the largest assortment in New York and you will find our prices—sold for cash—on an average about one-half those of other houses.

JOHN MILES

610, 612, 614 Broadway **NEW YORK.**

S. F. McKinnon & Co., Limited

WHOLESALE MILLINERY

AND

MANUFACTURERS OF CLOAKS AND SKIRTS.



FALL OPENING

Aug. 29.

Our Fall Millinery Opening for 1904 will be held on August 29th and following days.

We will be ready for Early Buyers on the 15th inst.

S. F. McKinnon & Co., Limited, Toronto.

President—J. M. Alexander. Vice-President—Geo. Caldbeck.
Directors—John S. McKinnon, Wm. Guthrie, Alex. Mackie. Secretary—Chas. Reid.

DRY GOODS REVIEW

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Invariably in advance.

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Are based on $35 a page and will be furnished on application to Mr. A. B. Caswell or to the manager of the nearest office. The value of THE DRY GOODS REVIEW as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade newspaper to advertise in. Advertisements, to insure insertion in the issue of any month, should reach this office not later than the eighteenth of the month preceding.

MONTREAL AND TORONTO, AUGUST, 1904.

A SUCCESSFUL CAMPAIGN.

THE campaign we have waged for some years against the administration of the Department of Trade and Commerce has at last been successful. Sir Richard Cartwright, the Minister, has never had a friendly feeling for the manufacturers. That he was not made Minister of Finance when the Laurier Government came into power was due to the Premier's desire to cultivate the business interests, which he feared Sir Richard would estrange, as he had in the Mackenzie Government. Both Sir Richard and his deputy showed no sympathy for the development of Canadian industry or an export trade. They opposed the appointment of commercial agents abroad, and discouraged them when they showed interest in their work, and a desire to do things. Two of these men were told by other members of the Cabinet to do their work as they thought best, and to pay no attention to Sir Richard or his deputy.

As our readers know, we have repeatedly drawn the attention of the Government and of the country to the weakness in this department, and urged that either Sir Richard should be given some other position and an energetic Minister put in his place, or that he should retain his present position and leave the details of the work to some bright young man. At first he would not listen to either proposition.

The pressure, however, has been too strong. We are glad to report that some time ago Sir Richard was forced to carry out our suggestion, and placed the work in the hands of one of his staff, Mr. E. T. C. O'Hara. Mr. O'Hara has put intelligent energy into his work, with the result we anticipated—that the department is developing into a most useful adjunct to the Canadian commercial community. The announcement is now given out that Mr. O'Hara is confirmed in his appointment, and will practically have entire charge of the work of the Department of Trade and Commerce, though he will be known as superintendent of commercial agencies.

While the business community has opposed Sir Richard Cartwright bitterly in his management of this department, while they feel he has stood in the way of commercial progress, yet he is personally held in the highest respect because of the clean and honest record he has borne all through his parliamentary career. It is a well-known fact that he was a wealthy man when he first entered public life while to-day he is not.

* * *

When a merchant or a manufacturer is too busy to court more business he should advertise for publicity.

* * *

A DANGEROUS THING.

A DOLLAR is sometimes made or saved by a dishonest action; but it is a dangerous practice. From an economic standpoint, dishonesty is unprofitable. Business is based on presumptive honesty. Men transact business with each other because they believe that honesty is the rule and not the exception.

"We live by faith, not by sight," is just as true in business affairs as in orthodox religious conduct, and is just as essential in the one as in the other.

It is true the banks do not set much value on faith. They pin their belief in collateral security. Faith they rarely practice. It is not taught in their text books. Business men, on the other hand, walk by faith to a great extent, and when any of them stoop to dishonest actions they not only do that which, in the long run, is unprofitable to themselves, but that which tends to disable and weaken the chief superstructure of trade and commerce.

* * *

Publicity is the precursor of profitable business.

* * *

NECESSITY FOR KEEPING BOOKS.

AN important amendment has been made to the Act regarding fraudulent debtors, which has just received the signature of the Governor-General in Council.

It provides for the imposition of a fine of eight hundred dollars, and one year's imprisonment on any person who,

being a trader and indebted to an amount exceeding one thousand dollars, is unable to pay his creditors in full and has not, for five years next before such inability, kept such books of account as, according to the usual course of any trade or business in which he may have been engaged, are necessary to exhibit or explain his transactions, unless he be able to account for his losses to the satisfaction of the court or judge and to show that the absence of such books was not intended to defraud his creditors.

In other words, the Act shows the necessity of keeping books of account of sufficient clearness of detail to give a proper explanation of the course of any business.

* * *

Articles of merchandise which have become standardized have become so through advertising.

* * *

THE DUMPING CLAUSE.

A NUMBER of inquiries have been received from readers, asking us to explain the nature of the legislation known as the "dumping clause" in the recent tariff introduced by the Minister of Finance. There seems to be considerable difference of opinion throughout the country as to what it really means, caused mainly by the different views expressed in the daily newspapers. To begin with, the customs law of Canada now, and for many years past in force, provides, in effect, that the value for customs duty purposes of any imported article subject to an ad valorem duty shall be the fair market value of such article as sold for home consumption in the principal markets of the country of export, at the time of export, in the ordinary course of trade, and on the usual terms of credit. Heretofore, therefore, although any manufacturer or merchant might sell goods to Canada at lower prices than he sold similar goods for home consumption in his own country, the Canadian importer was obliged to pay duty, not on the special price for export, but on the basis of the home consumption value in the country of export, as above referred to.

Briefly stated, Mr. Fielding has now provided that, in any case where imported dutiable goods of a class or kind manufactured in Canada, whether subject to specific or ad valorem duties, are sold to Canada at a price below the fair market value of such goods, as sold for home consumption in the open market of the country of export in the usual and ordinary way, and on the ordinary credit terms, there shall be levied thereon in Canada, in addition to the ordinary duty established by the Canadian tariff, a special duty equal to the difference between the selling price and the said fair market value for home consumption in the country of export, provided, however, that such special duty shall not exceed one-half the ordinary duty provided by the tariff.

An exception, however, has been made in the case of the following articles:

Rolled round wire rods, not over three-eighths of an inch in diameter.

Pig iron, iron kentledge and cast scrap iron.

Iron or steel ingots, blooms, slabs, billets, puddled bars, loops and other forms, as described it Tariff Item 226.

Rolled iron or steel angles, tees, beams, channels, joists, girders, zees, stars, other rolled shapes; trough, building or structural rolled sections or shapes, and flat eye bar blanks, as described in Tariff Item 228.

Rolled iron or steel plates, not less than thirty inches wide, and not less than one-quarter of an inch in thickness.

As respects these articles, the special duty shall be the difference between the selling price and the fair market value for home consumption in the country of export, but not to exceed 15 per cent. ad valorem based upon the home consumption price. The reason for this exception is that the articles specifically mentioned are protected by way of bounty or bonus, in addition to duties. The rate of 15 per cent. ad valorem is estimated to represent one-half the protection afforded by such bounties and duties under the tariff. By this means the articles mentioned are placed on the same plane as all dutiable articles covered by the general provision.

It might be well here to illustrate the operation of the new law. Take, for instance, the case of an article, say a piece of machinery, which is sold in the United States for home consumption there, in the ordinary course of trade, at $100, and it is exported to Canada at a special price of, say, $85. The article, let it be supposed, is dutiable at 30 per cent. ad valorem, under the Canadian customs tariff. The calculation, in these circumstances, would be as follows:

In the first place, duty would be charged at 30 per cent. ad valorem on the United States home consumption price, namely, $100, making $30 to be paid as the ordinary duty. The customs officer would then compute the special duty, on account of there being a difference between the selling price and the home consumption value. Such special duty would be the maximum, namely, one-half the ordinary duty, or $15.

But supposing the article were sold to Canada at a price of $95, the calculation in such case would be as follows:

Duty on $100, at 30 per cent	$30 00
Special additional duty would be the difference between the selling price and the fair market value in the country of export, namely	5 00
Total duty	$35 00

It will be observed from this explanation that the special duty works automatically. The home buyer and the foreign seller can determine whether any special duty will require to be paid or not, and if so, to what extent. If the selling price of the exporter to Canada is the same as the home consumption price in his own country, there is no special duty to pay, but if the selling price is lower than the said home consumption

value, the special duty has to be paid, to the extent of the reduction. Provided, that it shall not exceed one half of the ordinary duty, or 15 per cent. ad valorem in the specific cases we have referred to.

In effect, the amount of the reduction in price to importers in Canada is constituted a duty, and placed in the Government treasury, so that it is of no advantage to an importer to buy goods at slaughter prices.

On June 28, the "dumping" clause was amended by adding the following clause:

"The Minister of Customs may make such regulations as are deemed necessary for carrying out the provisions of the foregoing sections, and for the enforcement thereof.

"Such regulations may also provide for the temporary exemption from special duty of any article or class of articles, when it is established to the satisfaction of the Minister of Customs that such articles are not made in Canada in substantial quantities, and offered for sale to all purchasers on equal terms."

The intention of the Government in introducing this clause was evidently to provide against lack of supply of Canadian manufactured articles, on account of strikes, or on account of articles being manufactured in Canada on an exceedingly small scale.

It must be apparent to our readers that special machinery for carrying out the provisions of the new enactment will have to be provided. The basis of the legislation rests on the difference between the market price of any article in the country of production and the price at which it is being disposed of in Canada. Obviously, it will be of the utmost importance that absolutely correct information regarding the former price be obtained.

It is understood that the Government are already beginning to train men, whose duty it will be to secure data for this purpose. These men will be required to visit different points in the United States and inquire into prevailing prices there, and it is understood a number of resident officials will be stationed at the principal markets of that country.

Naturally men of insight and shrewdness will be needed, men who are capable of conducting difficult investigations. For this purpose journalists are said to be far and away the best persons available.

On the other hand, men will be needed to study the Canadian side of the problem and watch the foreign goods coming into the country. Taken all and all, the system is a complex one and the result of its trial will be watched with keen interest.

* * *

While manufacturers and merchants are so busy that they are taxed to fill orders, they should not allow themselves to get out of the public eye.

TIMELY LEGISLATION.

TIME alone can fully reveal the effect of the anti-dumping clauses of the new tariff, the workings of every change in the law are more or less veiled. One thing is certain, however, that the attempt to protect Canadian manufacturers against this evil has been made at a most opportune moment.

Difficult as it is to account for in all its phases, the presidential election year in the United States is usually attended by a serious slackness in trade that is thoroughly understood and prepared for by merchants over the entire country. So pronounced is the decrease in the business done that, it is said, buyers have the strictest orders to cut down their purchases fully 25 per cent. In fact, it is not unusual for foreign buyers to remain at home for the entire year.

This straitened outlet for the products of the factories, combined with the desire to maintain prices at home, calls for an increased exportation, and Canada has hereto fore been the first choice as a customer. During the election year, accordingly, we have been flooded with surplus United States goods, and prices have corresponded with the oversupply. A large part of these receipts has been sold at prices intended only as a provision for the retention of workmen and as a means of disposing of what was already made. Profit was a secondary consideration.

This year has witnessed no change in the preparations for a smaller volume of business, and the same oversupply in the United States markets is sure to follow. Under the new tariff, however, not only will a great part of these goods be kept out of the country, but the remainder is likely to enter only at regular prices, thus preventing any interference with our own production.

* * *

Habits that hurt the merchant, cripple his business

* * *

EXHIBITION VISITORS.

THOUSANDS of buyers will be in Toronto during the exhibition, combining business and pleasure. Many of these will be unacquainted in the city and almost all of them will find addresses changed since the fire. At any rate, there will be bits of information desired by these all in their purchasing rounds.

The offices of the Dry Goods Review at 10 Front street east will be thrown open to our readers as an information bureau, where answers to all questions regarding the city and its business firms will be cheerfully given. Our offices are situated almost in the heart of the dry goods section and buyers will find them most convenient for finding out what they wish to know or for having a rest between their business calls. All the city papers will be on file, as well as the greater number of newspapers published from one end of Canada to the other.

Wholesale Millinery

The House Famed for Millinery

The Date is August 29.

We beg to inform the Trade that we have decided to hold our

Grand Opening Display

week commencing

Monday, August 29.

The Touch of the Artist will be in evidence on all our Trimmed Millinery—

The Diversity of Designs,
The Combinations of Shades, and
The Artistic Effects

of our Pattern Hats and Bonnets direct from the fountain of fashion, will win the admiration of all who honor us with a visit.

Early buyers will find our stock complete on and after *August 15th*

THE TRADE CORDIALLY INVITED.

The D. McCALL CO., Limited

The Canadian Millinery Review

FEATURES IN SEASONABLE MILLINERY

THE millinery season that is past was a most unusual one. The weather from the start was most unfavorable and all milliners know how close is the connection between fine weather and good millinery sales. When the weather is fine ladies are able to get out and wear their new hats. Easter weather was such that the business was most discouraging. In many places it was impossible to get into town to buy the Easter hat, and in others materials wanted had not arrived though shipped months before. Easter was followed by a long, cold Spring, and yet with the weather dead against them, the retail trade have had a splendid season, and most milliners are very much later in getting away for their holidays than usual. This has been, both with the wholesale and retail trade, a very long season.

When the retail trade is slow, buying for the coming season is not apt to be enthusiastic, and it was feared that early Fall orders for staple lines might not be up to the mark, but later developments made these fears groundless, and orders placed so far are very large, sufficiently so to warrant importers predicting an extremely good millinery season ahead.

* * *

A casual glance at the millinery exhibits for Fall discloses a few encouraging features. There is a marked tendency towards a better class of goods, which in itself is highly satisfactory. Better goods mean better profits. However, this alone would be far from entirely salutary if extensive varieties had to be shown. There is a tendency to uniformity not only in shapes, which will be more clearly shown as the season advances, but also in trimmings. There is to be less dabbling in every conceivable pattern and design than formerly. The experience of the past has well exemplified the demoralizing effect of such unformed and unpronounced styles. While at the present moment fewer trimmings and materials, feathers, ornaments, etc., are spoken of than formerly, yet when the actual season is on even these are expected to be shaded down. It is satisfactory to note the elimination of these demoralizing trade features.

* * *

Canadian buyers on the foreign markets have nearly all returned and their purchases are arriving daily. From what can be gathered all signs point to a good millinery business for the coming Fall and Winter. Novel effects must be shown to create and sustain interest, but the trade well realizes that too radical changes promote slow selling at retail. Just for that reason the present season should be propitious. The proverbial happy medium seems to have been reached in introducing new styles. A casual glance at the various lines shows so much that is novel and so much that will charm that it is extremely hard to definitely forecast just what colors and shapes will be most popular. Shapes, colors and trimmings, as aforesaid, while novel, do not deviate too much from those the trade are accustomed to, thus strong opposition on the part of the public need not be feared to any great extent.

* * *

The general sentiment in the millinery trade is fairly uniform in favor of high crowned hats. Advices from all buyers confirm this change in the general tendency of shapes. While shapes are only in their outline, yet it is safe to predict this style will be a feature for Fall. It seems pretty certain there will be high crowns, and they promise to meet with favor. Some are seen with even 6 inch crowns. Naturally both large and small shapes will be seen, but the run is expected to be on larger styles. One of the newest designs is termed the toque tricorne shape, and is expected to go well. These three cornered shapes deserve attention. The turban is also good. As the season advances more uniform shapes are expected to prevail, which is a commendable feature of the coming season. Vagaries in shapes are the hardest fights the milliner has to contend with. Ready-to-wear hats partake of the same characteristics, although the vast percentage of the styles shown run to large shapes with flat crowns.

* * *

Advices from Paris confirm the sentiment expressed towards velvets. They are sure to be the prominent feature in Fall millinery. In Paris bright finish velvets instead of the familiar dull finish are in vogue. Couche velvets are to be much used as the foundations for the Winter hats. Velour chiffon velvet is spoken of as sure to gain extreme popularity. Panne chiffon is another novelty. Plushes will be shown, but it is essentially a velvet season. Chenille is especially prominent, and will be folded in with velvets whenever possible. It is spoken of as being much used in bandeaux.

* * *

Ribbons are again in for a good season. Ottomans principally in black, are well spoken of. Moires are beautifully colored in francaise watering. Mousselines, a satin ribbon with a silk back in all colors and widths, will take a prominent place. Louisines in all the soft makes will be much used for rosettes and shirring. Taffeta in the staple black will receive a fair demand. The run on ribbons will be in widths from 60 to 70. The newest thing in trimmings much in vogue in New York is large beads. They come in all colors and principally large sizes. The general tendency noted in all materials is towards light weight goods. In fact a rigid comparison with former seasons accentuates this difference most effectively. Those who remember the back rim shapes with the weighty goods and heavy trimmings op-

preciate the wire frames and the marked run on light weight goods. This season will further confirm the tendency. Women are in favor of light weight hats, and Dame Fashion commends the choice.

* * *

In the designs so far shown of imported hats there is no wish to form combinations of any colors with the new shade of orange outside of soft browns or castors. This results in very pretty and rich contrasts and eliminates the chances of overdoing what is otherwise a splendid effect.

THREE STRIKING HATS.

A FEATURE of the coming Fall is shown in the "Maxim," a hat of brown chenille, turned extremely high on the right side. Bands of rolled velvet with a paradise osprey in burnt orange effect form the principal trimmings of this handsome design.

A favorite and what will doubtless prove a popular toque is shown in the "St. Louis." This is designed in mole velvet, the crown being formed of brown velvet ribbon loops. The trimmings consist of a green feather bandeaux and a large eagle's wing.



Three striking hats, shown by Caverhill & Kissock.

"Autrichienne" is a design in moss green velvet, the trimmings of which are tastefully arranged in green hackle feathers, together with a large gold ornament, forming in all a very smart effect.

UNTRIMMED HATS.

IN felts the best selling colors are brown, navy, and champagne. There is a fair inquiry for white. Black is staple. The tendency is for a smoother effect in felts; the mohair felt is what is selling. In expensive hats smooth, rich, glossy felts are selling. This was a tendency that started last Fall, and is more pronounced this season. Some hats are shown which are a compromise between the two styles, and are of smooth felt lined with the rough. There is, however, no indication of a sudden turn over from rough to smooth, for the cheap smooth fur felts have no representation in Fall lines. Beavers are to be good and will continue last season's success.

High crowns will be given a representation in Fall stocks. Paris is favoring them, but New York, which has a great influence on the Canadian taste, does not take kindly to the extremely high crown. The American women like practical styles, and the high crowned shapes are not suited to the practical hat and, though they will be shown, the confidence of the trade is given to the medium crowned hat. Felt hats are for useful street wear, and high crowns belong more appropriately to the more dressy lines.

RIBBONS.

THOUGH there are undoubtedly a number of ribbon novelties, the importing houses do not express great confidence in them. They have been a source of loss rather than profit to both the wholesale and retail trade in the past few seasons, as they sell only in limited quantities at the opening of the season, and the rest goes into bad stock. Said the milliner in one large house: "I always favor the plain ribbons. The new shot moires are too heavy and stiff for this season's trade." The head of another large firm gave as his opinion that milliners got the fancy effects necessary out of expert manipulation of plain goods, and that fancies would not be missed; while the buyer for the ribbon department of another large house has not one fancy ribbon in stock. There are, however, a large number of new colors, and it will be quite easy for milliners to get shaded effects by combining plain ribbons.

Milliners are preparing for a large use of ribbons on the new hats, and there are many new ways of using them. Ribbon ruches will encircle crowns; pleatings of ribbons are also used in many ways. Quite a few moire ribbons are shown, and velvet ribbons are very good too. Ribbons are inquired for in all widths, from the narrow baby ribbon up to 100. Some of the extreme hats with high crowns have long ribbon streamers, but these are rather showroom hats than for ordinary wear.

COLORS.

IT is early yet to speak definitely on just what the season's run is going to be. The tendency for shaded effects is noticed in the three toned ribbons. In millinery the entire color scheme revolves on this principle. It is the noteworthy feature in all trimmings and accessories in millinery this season. Whatever color

Millinery Opening

COMMENCING

MONDAY, AUG. 29th

READY FOR EARLY BUYERS AUGUST 15th

INSPECTION INVITED

The John D. Ivey Co. LIMITED

TORONTO MONTREAL QUEBEC WINNIPEG

WHOLESALE MILLINERY

Fall Opening

Pattern Hats and Parisian Novelties

Monday, 29th August

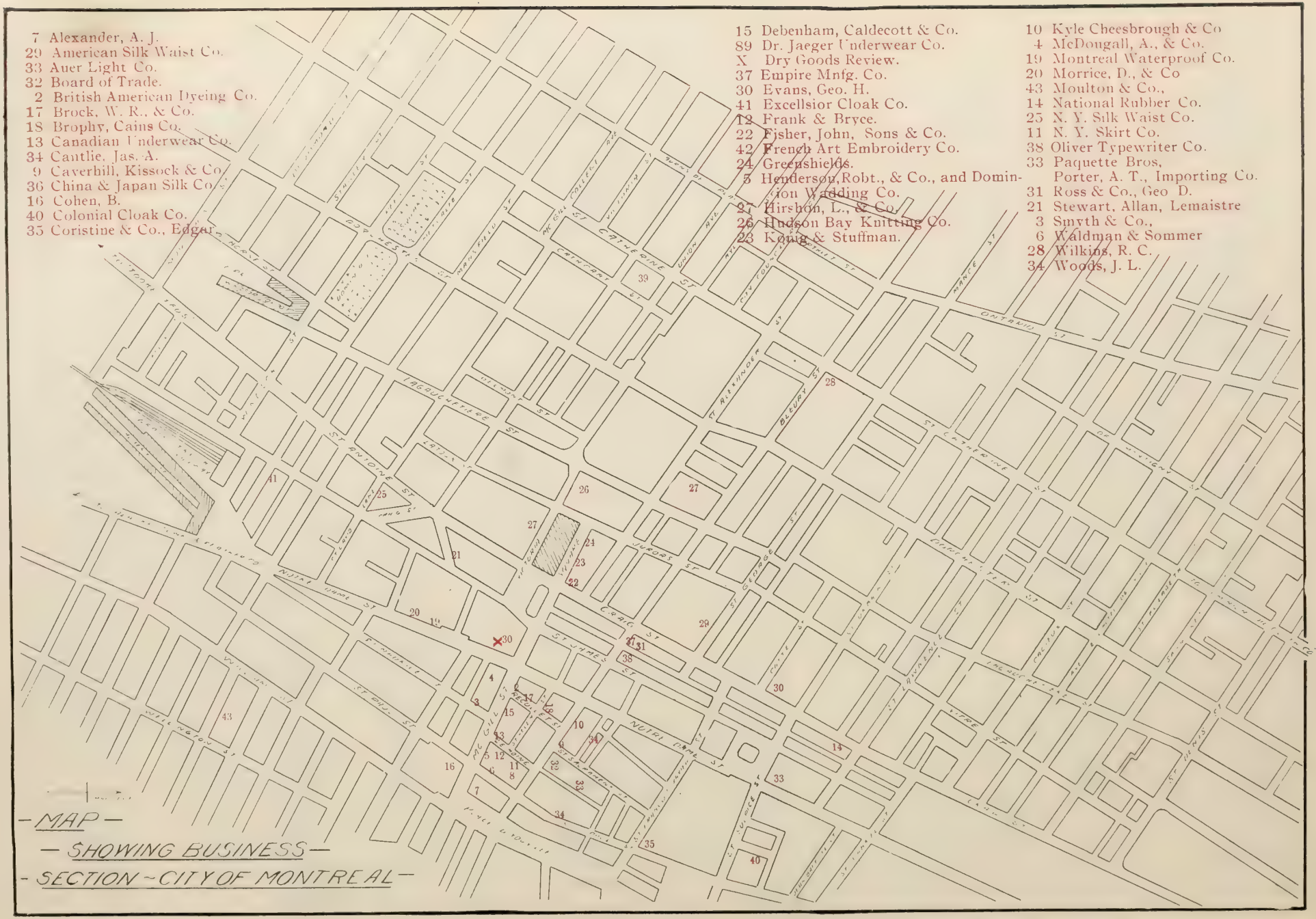
and following days

Inspection by the Trade cordially invited.

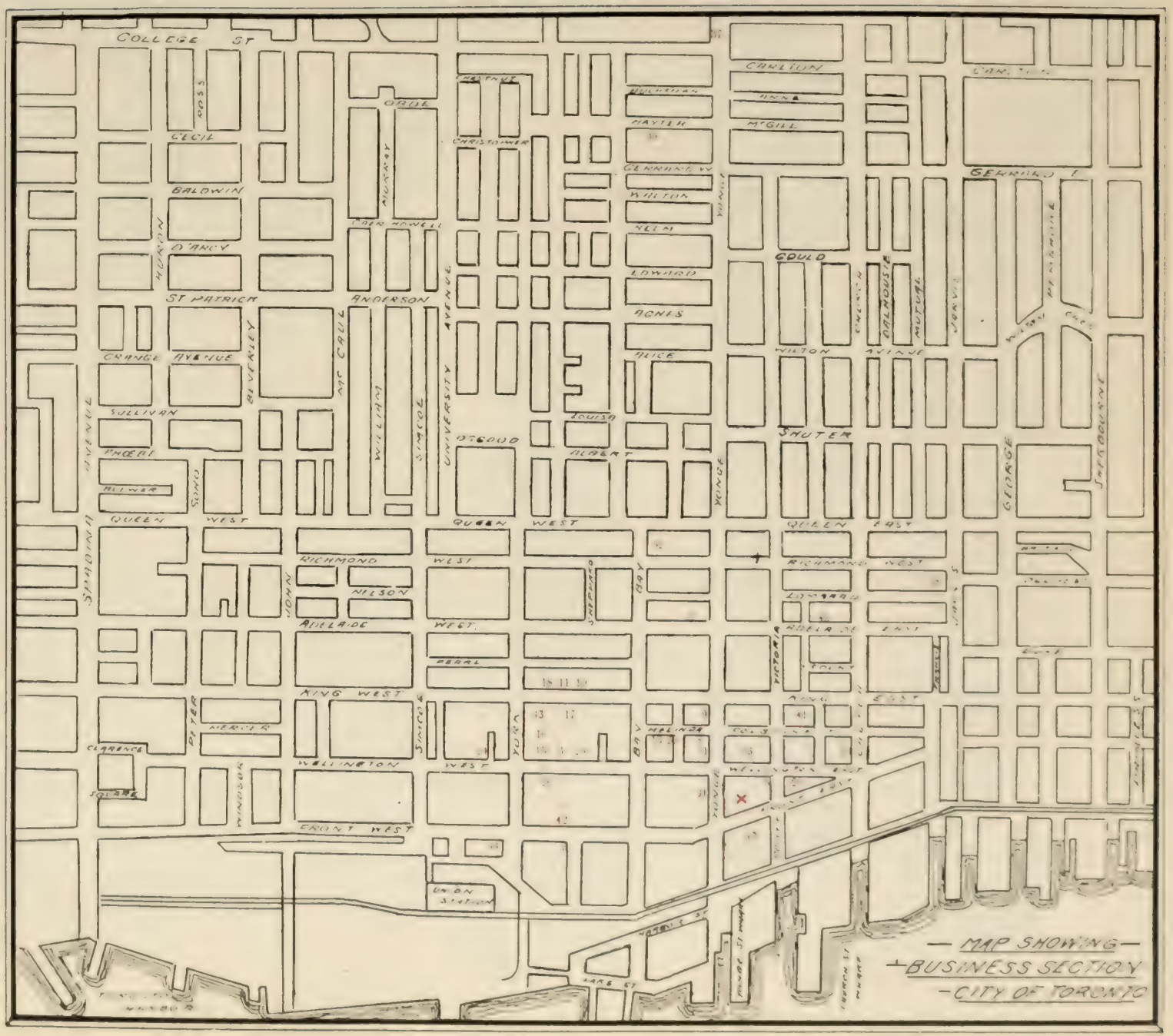
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123 Shuter Street
(Moss Park Rink)


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8 Westwood & Co., C. H.
17 Wyness & Co.
12 [illegible] Limited Co.



Caverhill & Kissock

91 St. Peter St.,
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Importers of Millinery and Fancy Dry Goods.

Dealers in Exclusive Novelties
and all Millinery Accessories.

Originators of Styles.

Ready for early buyers on August 15th, with special Express shipments of advance Novelties and Staple Lines. . . .

CAVERHILL & KISSOCK
MONTREAL.

Fall 1904 Millinery Opening

"A display of the very latest in British, Continental and New York Novelties."

August 29th, 30th and 31st

"Genuine Imported Paris and London Pattern Hats."

CAVERHILL & KISSOCK

MONTREAL.

reigns supreme, it is certain the shaded effects will be good. Prominent models show the foundation of a dark brown blended by reason of the various trimmings, which themselves are shaded into five or six lighter shades. Coque de roche (burnt orange) is heralded as the coming color However, browns, greens, and in a lesser degree mauve, are favorites. These are blended into beautiful light effects and give us champagne, nile, ciel (a very light blue), and rose. It is predicted the run will be on these colors, with their various shades. This blending of colors into various lighter and darker shades gives an exquisite effect, which has to be seen to be appreciated.

Some very high colorings will be shown. These come in touches and will be seen in the trimmings, the shaded plumes, tips, hackles, roses, etc., shading up to them. Coque de roche, a brilliant burnt orange, is one of them. Terra or mahogany, and sorronto or wine are others. Capucine or nasturtium is the name applied to the yellows and orange shades that are being shown. The fact that there are so many of this class of colors would indicate that they will be seen. These colors will be used to give life to the sombre browns, the taupes, or mole shades, the castors and tans and greys, such as elephant's breath, London smoke, which are really gunmetals under a new name. Taupe is a strictly neutral shade between brey and brown. The shaded effect is obtained by the combination of colors in the materials. There is little emerald green, but myrtle is shown and reseda is prominent in all materials.

Instead of the hat in contrasting color, the hat will match the dress. This is a millinery feature that is always popular with the trade, as they find they sell more millinery when the hat must match the costume than when the contrast is admissible.

ORNAMENTS.

THERE are a number of novelties in ornaments just out this year, of which beads in all sizes are the most prominent. Parisian milliners are using a large number of them, and many of the French hats and bonnets show them. The edge brims of quite large hats, and the brims of bonnets are entirely edged with them. A Paris bonnet in the Marie Stuart shape had the brim of graduated satin beads. They are used in simple patterns as an insertion around the brim just as lace has been in the Summer season. They are shown in all colors and some are shaded. Tortoise shell is one of the newest of them. These beads are used in the make-up of many of the banding and motifs, and are so used that they come in strong contrast with sheer nets, laces, etc , or bring out the soft velvety finish of chenille.

Just how far this feature will go is difficult to say, but it is at present the freshest of the Paris novelties so far shown. Ornaments of carved pearl tinted are the latest. Dragon flies and beetles are in pearl set with rhine stones, and also colored stones. Though steel, silver, and steel and gilt, are much shown, most confidence is placed in gold, particularly antique. Gold, it is predicted, will be even stronger than last season. Jet is sure to be good, as jet is strong in all trimmings, and a large range of beautiful jet ornaments is shown. All the black hats shown, and there are a large number of them for the black hat is to be a great feature, are more or less touched with jet. The peacock eye set in ornaments is another novelty. This is strong in Paris and New York, but is of that extreme character that Canada so often turns down.

FEATHERS AND BIRDS.

PARADISE ospreys in bright colors and in shaded effects will be the leading high-class novelty this Fall, and the new color, coque de roche, is very prominent in paradise. These are in long, sweeping effects that just suit the picturespue shapes that are shown for high-class millinery.

"In birds and feathers," said the buyer for a large millinery importing house, "I find the demand is of a general nature; nearly everything is selling. Large birds, clusters of three owl's heads, wings, long quill effects, with a whirl near the end in pheasant and in peacock feathers, military ornaments, aigrettes in ostrich and paradise, and in ostrich and osprey, are in order. Ostrich in all forms, and in black, white, and colors, are excellent. Black ostrich is having a phenomenal run.

Hackle feathers and pompons are selling now, and are used on straw sailors and continentals, and are also used on the early felts for Fall. Shaded or ombre effects are strong in all feather lines, and come in all the leading Fall colors. They shade from the very lightest to the darkest shades. A novelty in wings and quills is where between the outspread wings the quills stand up denuded of feathers.

Some new ideas are seen in pompons. Coque feathers are to be used on children's hats, although in vogue to some extent on all shapes. Birds are seen again, although in less variety than formerly.

FLOWERS.

THE radical change seen in flowers is towards larger sizes. Roses are sure to go well and deserve prominence in all stocks. They come in sizes ranging from the American beauty size, in contrast to the small button effects seen last season. Chrysanthemuns will also receive a fair demand, but roses are sure to be more prominent. They come in silk, silk muslin and silk velvet. This change is welcomed by milliners, as when small flowers such as have been the vogue for the last two or three seasons are in use, if the quality is good they add so heavily to the expense because such a number have to be used to gain any effect. When larger flowers are shown, because fewer are used, these can be of much higher quality without unduly affecting the price. Flowers and foilage, with a thick white frosting, like that on the eidelneiss, through which the colors shine subdued, are selling well.

NEW YORK MILLINERY.

The millinery house of John Miles, of Broadway, New York, is showing some very choice lines of hats for the Fall trade. This house shows strong values; in fact some of the prices are truly astonishing for the quality of the goods. Visitors to New York might well visit their establishment.

A GENTLEMAN MILLINER.

JNO MURPHY & CO., one of Montreal's large dry goods and milinery stores, have as their head trimmer a gentleman, Mr. Martello. It has been frequently commented on that the ladies have invaded men's legitimate precincts in several lines, but little is known of invasions of the opposite nature. This gentleman is believed to be the only one holding such a position in Canada, and further he is making a huge success as a trimmer.

DEBENHAM, CALDECOTT & CO.

MILLINERY

Fall, 1904

We will show from August 10th a complete assortment of the very latest **Fall Novelties** from the Foreign and New York Markets.

Below are some of the **leading trimmings** for Fall Millinery of which we have a large stock in all the newest shades :

Ostrich Feathers,
Ostrich Pompons,
Paradise Ospreys,
Ornaments,
Chenille Trimmings,
Beaver Bandeaus.
Velour Couché,
Velour Chiffon,
Plushes,
Ribbons,
Laces,

Our Millinery Copying Room will be open August 10th for the benefit of our customers who wish to use it to copy our

Exclusive French Models

Notice of Opening will be Sent Later

QUEBEC
43½ ST. JOSEPH ST.

OTTAWA
BATE BUILDING

MONTREAL
18 St. Helen Street.

NOTE ! !—The color of this page (Coq-de-Roche), is the most prominent shade used as a Millinery Trimming in Paris.

Debenham, Caldecott & Co.

OUR NEW WAREHOUSE

COR. BAY AND WELLINGTON STREETS — ON OLD SITE — COR. BAY AND WELLINGTON STREETS

Please note that we expect to be located in our handsome new warehouse, corner Bay and Wellington Streets, ground floor, about the latter part of August. We shall carry a large stock in our well known lines.

SILKS **VELVETS** **RIBBONS**

TEMPORARY TORONTO ADDRESS, 122 WELLINGTON WEST

Debenham, Caldecott & Co.

DEBENHAM & COMPANY { LONDON, MELBOURNE, CAPE TOWN, SYDNEY, NEW YORK, YOKOHAMA, MOSCOW, ST. ETIENNE, PARIS, BERLIN, BRUSSELS, BASLE.

CANADA
TORONTO
MONTREAL
QUEBEC

CAVERHILL & KISSOCK.

CAVERHILL & KISSOCK are showing a complete line of millinery trimmings. Long drooping effects as well as stiff side trimmings comprise the range. Pompons are seen in a good range. Large roses in silk, silk and muslin and silk and velvet are seen in profusion. Their range of fancy feather novelties comprises wings, coques and quill effects in an endless variety. In flowers, roses and chrysanthemums easily take the lead and are sure to be popular this Fall.

Caverhill & Kissock as usual hold their own in ribbons, silks and velvets. Velvets are sure to be popular this Fall, and they show a special in a ribbed chiffon velvet, which the trade is taking hold of well. Panne and the soft finish French made velvets are two other good lines. Plushes for a popular-priced trimming are expected to be in favor again this year, and they are exceptionally well supplied. The long pile and feather plush divide the honors. They come in all popular shades. Reseda and emerald green meet the popular fancy. Ribbons are in greater demand than ever for this Fall. They are showing the very latest in shaded and three-toned effects. A novelty in their moire antique effect in plain colors and shot effects. A fine line of soft finish taffeta and duchess ribbons are going well. Silks, in taffetas, with a full range of colors, form a prominent part in their display. The new messaline in small checks and stripes is also seen.

Their ready-to-wear department shows increased business. They show a complete range in all the newest shapes and colors from $9 per dozen upwards. Blacks predominate, but navy is meeting with favor. Oxford grey trimmed with green, and champagne trimmed with brown are two very popular lines in all shapes. Their stock was never larger or more complete, and they are very busy getting ready for Fall buyers. New goods are arriving daily. In dress hats, shapes are not yet finally determined, and it is hard to say which particular shape will be in vogue. They are showing a fine range to meet the demands of the trade.

DEBENHAM, CALDECOTT & CO., MONTREAL.

THIS firm have prepared for Fall the most extensive and carefully selected range of millinery ever shown in their warehouse. Their picture and opera hats are something exquisite, after patterns designed by the most famous Parisian designers. Needless to say they are of the very latest in every particular. They show all millinery accessories in a complete range. Among some of the new things they report paradise ospreys in the whip effect as good for Fall. These are shaded from dark to light in the popular colors. Black ostrich feathers and the three-quarter tip are also shown. Among the flowers seen roses are prominent. Of course this firm show every possible variety. Feather pompons in aigrette effect also deserve mention. Wings, quill effects, come in a wonderful complexity. Birds are seen again; seagulls are a favorite.

They show the newest in ornaments. Steel jets are prominent. A few gilt buttons are seen and will be in fair demand.

Their trimmings, such as chiffon and tulle, deserve inspection. Everything in this line can be seen.

This firm occupy a strong position in the ribbon trade. They show all the latest novelties. Mousseline is seen in all colors and widths. Moires in francaise watering, so popular this season, are on display. Louisines in the soft makes, good for rosette and slitting, have a large representation. Taffetas are also seen. Velvets are seen in the new velour chiffon and panne chiffon effects, while plush has a fair representation.

They call attention to a special in silks of unequalled value. They offer their AX taffeta at 57½c per yard by the piece. It is exceptional value as the mammoth sales testify. Their BC taffeta is another special. A shipment of the newest in soft jerseys is expected shortly. Their reputation in this respect will be excelled by the variety of the coming shipment. For early Fall [illegible] they show a splendid range of ready-to-wear hats from the American markets.

G. GOULDING & SONS.

NOTWITHSTANDING the fact that this firm will make their Fall display under difficulties, they are confident that there will be rather an advance to be noted than a falling off in merit. The size of the display will be fully equal to any they have made before.

Velvets in mirror, couche, chiffon velvets and other lines, chenilles, feathers, flowers will be on display. They are showing some splendid laces, particularly in black chantillies and lace veils in black, and in white embroidered net, with black chantilly border. A novelty they show this season is the ruffling ribbon, which will be very much used on street hats. Mink, mole and lynx are prominent in a large collection of novelties.

J. D. IVEY & CO.

THIS is the first opening in which the trade will fully realize what a handsome building the new warehouse of The J. D. Ivey Co. is. They had moved too late last Fall to have all details fully complete. That the display this firm will make at the opening will be worthy of its selling there is no doubt. Paris and New York pattern hats will be shown together with models prepared in their own rooms, which are equally in good taste, and possess the added merit of being much more adaptable to the Canadian trade. By the time the opening takes place the large building will be stocked with a well selected stock of the very latest and choicest millinery novelties that the European and New York markets can produce. Velvets, plushes, paradise, ostrich plumes, tips, etc., laces, embroideries, etc., and the made-up models on show will give visiting milliners the very latest methods and ideas for using the same.

STRAW HATS FOR HORSES.

THE millinery trade is not without its amusing incidents to enliven the prosaic hum of business.

Recently in one of Montreal's essentially elaborate and high-class millinery stores an event occurred which a few in that establishment still cherish. A lady was being carefully cultivated and attended to by an efficient young saleswoman without apparent success. Several reductions in straw hats were lavishly displayed and received her critical attention, but still she refrained from purchasing. Finally this difficult customer heaved a weary sigh and explained, "Don't you really think it difficult to choose a pretty, suitable hat for a real nice horse? I really must look elsewhere." She made her departure before the saleslady could recover from her surprise. This is an actual fact which occurred in the presence of a representative of The Dry Goods Review.

If it isn't

HENDAWICK UNDERWEAR

— it's some other kind.

If it is "HENDAWICK,"— that's all you need to know.

Every Garment bears a woven label



with this TRADE MARK.

Between "Hendawick" and "other kind" there often lies all the difference between comfort and discomfort, fit and misfit, pure wool and shoddy—between a reputation for fine underwear and the reverse.

You'll find it hard to sell unsatisfactory underwear to your customers a second time.

All those little points that go to make up the perfect garment, are to be found in the **"HENDAWICK"** makes.

You'll find them PURE WOOL, PERFECT FIT unshrinkable made, and finished for lasting wear.

SPECIALLY ADAPTED FOR CANADIAN TRADE.

SHIRTS, DRAWERS, COMBINATIONS, SWEATER JERSEYS, HOSE, Etc.

for Ladies, Men, and Children in ALL WOOL, SILK & WOOL, PURE SILK, MERINO, SILK & MERINO, IN PLAIN AND FANCY COLOURS

SOLE MANUFACTURERS

JAMES HENDERSON & CO.

HAWICK, Scotland.

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London Agent, C. L. HAZELL, London, England.

Wreyford & Co. Romain Building, TORONTO

Wholesale Men's Furnishers.

UNDERWEAR SPECIALISTS.

Before ordering your **Winter Underwear** see our Unshrinkable Fine Natural Wool, No. 110, at $13.50, Double-breasted, Draughtproof.

As good value as our Summer Line at $6.50, of which have fresh delivery, and can fill all sizes.

DOMINION AGENTS FOR

"Aertex" Cellular Underwear, Etc.

Headquarters for

Jerseys, Sweaters and Golf Blouses.

Young & Rochester, LONDON ENGLAND

SHIRT, COLLAR and NECKWEAR Manufacturers

Orders for Y. & R. Summer Vests were largest on record, but there is scarcely a dealer but wishes he had doubled orders. Fancy Vests will be worn in Fall; we have equally good range of patterns

Dressing Gowns and Smoking Jackets.

Make your selection early while there is large choice of designs.

English Dress Shirts at $9 and $12 doz.,

IN STOCK

Tress & Co. High-class Hat Manufacturers, LONDON

Every dealer who makes a specialty of the TRESS hat stamps his store as high-class. Orders for the "King Edward" in black for September shipment are coming in fast.

$19.25, $21.00, $24.00,

SHIPPED FROM TORONTO

WREYFORD & CO., Dominion Agents

TORONTO

JAEGER Pure Wool

If you stock JAEGER Underwear you attract the best class of customers to your store.

You are sure of repeat orders.

No underselling — uniform prices throughout the Dominion.

LIBERAL TERMS TO THE TRADE.

The TRADE MARK is a genuine guarantee of purity and quality

NOTE  IT

Price List and full particulars as to terms, etc., apply to the

HEAD OFFICE FOR CANADA.

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY, LIMITED

2206 St. Catherine St., MONTREAL.

Ladies' Wear

KNITTED GOODS

Men's Wear

SUMMER weather is here, and the demand is for light weight materials. Retail circles report a briskness in trade which relieves the anxiety of those who have had a large underwear stock which has been going slowly. It is easy to understand that as long as the weather remains cold underwear is not likely to be changed. The wholesale trade report also a good assorting trade, which denotes that Summer underwear has been moving in a lively manner.

• • •

The hosiery field of view is the happy one that knows no limitations. Now that tan shoes, and light tan at that, are "en regle," there is increased demand for fancy hosiery, which certainly makes men's footgear both brilliant and striking. Fancy hosiery is considered to be only in its infancy. Much thought and expense is devoted to the designing of new ideas in various combinations of colors. They are safe goods to stock, for there are many men who but a short time ago would consider nothing but black ready to increase their supply by buying anything new and attractive. As predicted, the warm sun has brought out the summery styles. The jobbing trade report a heavy demand for tans, running from light tan to seal brown. In many quarters the supply, especially in the 25c grade, is exhausted. Next to tans, greys are at present having the biggest run. They come in a wonderful complexity of designs. Grey grounds with white stripes or large dots in various colors, red, blue and black, meet a ready sale. Plain blacks and fancies in the darker shades also are in evidence. The very light gauzes and lace effects seem to be in evidence, but the demand is for the cheaper class of goods.

• • •

Orders for Fall underwear are reported fairly satisfactory by the jobbers. In men's wear fleeced goods will still retain their popularity as the medium-priced garment for the working class. As underwear designed for those continually outside, there is none to give better service and more warmth. A few retailers have made prominence of the fact that this garment really is an all-year one, from the fact that a Winter's wear rubs off the fleece, leaving a plain balbriggan garment which serves for Summer wear. There is increased demand for high priced goods, and the range of prices is on the whole for a better class. There is any quantity of special lines on the market, which all seem to do their share of business. Ladies' underwear shows no exceptional features. Trimmings are, if possible, more elaborate. A good deal of attention is being paid to children's underwear, and improvements are constantly appearing. The new "Brownie" garment, which does away with the pin in the back and has added protection over both lungs and stomach, is worth noting.

• • •

A line which is beginning to receive deserved attention in knitted goods by the retail trade is ladies' coatees, sweaters, vests, blouses, etc. The wholesalers report a fair demand. Cardinals and whites seem to meet the popular taste. Fancies are not at all safe to stock. In men's sweaters the demand is continually good. There is a tendency to recede to more sober effects, the feeling being that fancies have about reached the limit.

• • •

There is a growing demand for the best quality of woolen knitted goods. In this connection numerous novelties in woolen goods have been put on the market, and their ready reception in the larger centres but fail to make them universally popular. A novelty in men's drawers is the double protection afforded over the abdomen without the use of any extra buttons. The wool woolen sock is another feature coming into vogue. Evening wraps, hoods, etc., come in beautiful weave at moderate prices. White is the popular shade. Men's cardigan jackets for added protection is a line to which the retailer should pay more attention. Men's fancy knit vests for Fall and Winter wear in sober shades will undoubtedly prove attractive and profitable lines.



Golf Coatee and Tam.

• • •

In a totally different line, linen mesh goods of an expensive class are selling well. They have now safely passed the experimental stage, and most of those who stocked them this year have nothing to regret. For Fall the same styles predominate as for Summer in a heavier weave. These goods surely sell on their merit alone and are safe to stock. One firm is making a pin on linen garments and reports good success. Underwear made to

measure is a novelty which those of irregular build will be glad to learn can be procured in Canada.

* * *

The Dry Goods Review in conversation with the head of a prominent hosiery and underwear firm learned that the market was in none too flourishing a condition. He said, "While orders for Fall are not falling off seriously, there is a diffidence in buying owing to the unsettled condition of the market, supplemented by the fact that the severe Winter has left many with a good stock on hand, as it was in some districts impossible for buyers to get to town. This affected the Summer trade and dealers were conservative in placing advance orders. The result is now seen in the rush of repeat orders, clearing the market entirely in some lines. This seems a foolish policy, as the dealer pays out his good profits in express charges. We are now buying the lines for Spring, 1905, and, summarized generally, prices remain about the same with no radical reductions. However, it is early yet to adequately forecast even the general tendency." In reply to a question re the condition of the hosiery market for Fall, he said: In sympathy with raw materials and yarns it seems as if an advance in some lines may be expected. Manufacturers are not going to accept orders without a profit, unless they wish to close down; thus I would consider it wise for dealers to buy early."

Repeat orders for Summer underwear have been so heavy in some cases as to completely use up the stocks of certain lines in the wholesalers' hands. Manufacturers received such large orders for Winter underwear that they have commenced the making up earlier than usual, the result being that Summer underwear has ceased to be available in some cases.

* * *

Agents have been around for almost a month soliciting orders for next Spring and Summer goods. This is some weeks earlier than has been the custom in other years, but the efforts to sell early are not meeting with great success. There seem to have been no sales up to the last week in July. The wholesale houses simply won't look at samples this early, and an agent's expenses are wasted in trying to make them do so. August and the latter part of it is fully soon enough. It is difficult to understand why orders are solicited in July when manufacturing will not start until January or later of next year. Of course it is good for the mills to know all about how much yarn to buy, but seven months is more time than they need for this. At least it is not reasonable to expect wholesale houses to place their orders so many months ahead. Buying in small lots is gaining ground among retailers, and wholesale houses are forced to govern themselves accordingly. As far as can be learned there is little difference in quotations from last year. Cotton is practically the same, and wool is only a little higher.

* * *

Just what effect lower cotton will have on repeat orders for Winter is difficult to determine. Unless the drop in raw cotton is far more pronounced than it is at present, there will be no change. It is said that a lower shading has occurred across the line, but buyers are waiting for more. Prices for Spring in the United States are very unsettled. There has developed a disposition to cut, and this has created an irregular market that is no good to any one. Buyers are holding off in hopes of further reductions.

COMPANY WOUND UP.

AN order has been granted for the winding up of The Enterprise Hosiery Manufacturing Co., of Toronto Junction, with assets of $2,240 over liabilities. Two creditors were seeking the order, one, Homer P. Snyder, of Little Falls, New York, and, the other, Minnie Boucher. The claim of the second was being considered by the judge without a knowledge of the prior claim of the first. The order was, however, granted on the first claim.

AN OPENING FOR CANADIAN MILLS.

THE Canadian agent at Manchester, Mr. P. B. MacNamara, reports to the Department of Trade and Commerce as follows:

"I was somewhat surprised, in consulting with the manager of one of the largest wholesale houses in this city, to find that they obtained their stock of fleece-lined underclothing from the United States. The sample shown me was inferior in finish and weight to the Canadian article at similar price, and a desire to obtain samples and prices from Canada was expressed. Competition is very keen amongst Canadian manufacturers, and prices have been cut to the wholesale trade, so that but little profit resulted to the mill men. Would it not be well for them to look for an export trade and maintain prices in the home market. In the matter of woolen underclothing the English manufacturer controls the market unassailably."

There is no doubt that Canadian underwear manufacturers have been cutting their own throats for years by their foolish competition on many lines. It became so bad in fleece-lined underwear that an actual loss was being sustained, and it is doubtful if much is made at present prices. If a good export trade can be worked up local slashing should be unnecessary.

REDUCED DUTY ON SILKS.

A CHANGE of considerable importance to the manufacturers of ladies' neckwear appears in the emendations to the new tariff regulations. The item of silk fabrics for the manufacture of men's neckwear is altered so that the privileges of reduced duties will not be confined exclusively to the men's lines, but to the manufacture of neckties, using the word "neckties" instead of neckwear, and not confining it to men's ties. It will apply to the manufacture of all neckties whether they be used for men's or women's wear. This change will remove what would have been a cause of considerable friction, not to say injustice, as many of the manufacturers of men's neckwear make women's as well, while some houses confine themselves exclusively to women's lines.

NEW WOOLEN PRICES.

THE early Fall price list issued by the woolen trust of the United States, the American Woolen Co., some months ago showed a decline of 5 to 10 per cent. in spite of the fact that wool was dearer and the cost of manufacture greater. During July this company has recognized the foolishness of selling at too small a profit, and have issued a new list which coincides very closely with last Spring price list. The materials mentioned include thibets, wool cheviot, venetians, granites and coverts, and in every case but one an advance of 2½ cents a yard is quoted. In three or four instances the quotations are 2½ cents lower than those of last Spring.

A later list shows an advance of from 2½ to 5 cents on crashes, homespuns, clays, serges, unfinished worsteds, French backs and cheviots. Some lines are 10 cents higher than in January when the first lists came out.

REMOVAL

Montreal Fringe and Tassel Works

165 NAZARETH STREET

In consequence of the recent fire in our Factory, we have removed to new, large and commodious premises at the above address, where with new and modern machinery and improved facilities generally, we are prepared to supply our customers with promptness and satisfaction.

MOULTON & CO.

MANUFACTURERS OF

Dress and Mantle Trimmings, Furriers' Trimmings, Cords, Braids, Barrel Buttons, Gimps, Fringes, Tassels, Chenille, etc.

165 Nazareth Street, MONTREAL

Five minutes' walk from G.T.R. Bonaventure Station.

Putnam's Cloth Chart



PRICE $5.00 EACH, COMPLETE.

Accurately measures piece goods and ribbons without unwinding them from the bolt.

All measurements printed upon the rule just as a lumberman's log rule; works on the same principle. No book of tables to refer to as with other charts. Simplest and best.

Eight years in American market; nearly 10,000 satisfied customers.

Booklet with description and testimonials sent free on request. Address—

A. E. PUTNAM

Care of E. J. JOSELIN, Agt.

Factory MILAN, Mich.

33 Melinda Street TORONTO, ONT

Every Wearer of Ellis Spring Needle Ribbed Unshrinkable Underwear

THE Ellis SPRING NEEDLE RIBBED UNSHRINKABLE

is a living testimonial to its comfort and wearing qualities.

Owing to the Spring Needle Rib, of which we are the sole makers in Canada, there is no tension or strain on any part of the garment causing it to give out in seam or elsewhere, thus assuring the wearer of not only a perfect-fitting and comfortable garment but also the most durable on the market. Our Combination Suits are especially well fitting.

The Ellis Manufacturing Co., LIMITED.

Sole Manufacturers

SELLING AGENTS,
DIGNUM & MONYPENNY, TORONTO AND MONTREAL

HAMILTON, ONT.

DRESS GOODS

FEATURES OF THE TRADE

PLACING orders for the Fall trade are all in now, and are of a satisfactory volume, though there has been no increase on the whole over last season. The interrupted trade of last Winter, and the cold and late Spring, which killed the early Spring trade, has not conduced towards enthusiastic buying for the Fall trade. The weather and not any weakness in the trade conditions of the country has been the cause, but should the weather improve in the coming season, there is no reason why the volume of trade at its ending should not show a gain over the previous year. The Northwest has been a considerable factor in the Fall business so far, and some very large orders have come from that part of the Dominion.

Broadcloths and venetians have been heavy sellers for Fall, as there are decided indications of the return to plainer effects in dress goods. Rough cheviots in herringbone and other fancy weaves are also heavily sold. Tweeds and tweed effects in the neater, quieter combinations are popular. Mohair fabrics in a variety of novel designs and weaves are among the most enquired for fabrics. Alpacas and lustres are to be in prime favor this Fall; in fact, in creams, ivories and pale shades the fact that it is Summer or Winter makes little difference in the demand and at the present time of writing some of the most liked fancy lines are decidedly scarce.

Next Spring will be seen small shepherd checks in fancy lustres in blue and white green and white, brown and white, etc., and in the persistent green and blue. Many new fancy effects in lustres are also to be strong and the mannish suitings in mohairs are to be in great variety.

There is developing, as the season opens up, a large demand for friezes and homespuns. Friezes are almost all of home manufacture now, the Canadian made goods meeting the demand and few being imported. For the Spring of 1905, homespuns and fancy cheviots are showing in soft silvery greys, neutral greens and browns.

* * *

BLOUSINGS are going to be a great feature of the Fall dress trade, and the importing houses have made provision accordingly. One firm is showing over 300 different samples of blouse materials. Variety of material, variety of coloring, and, last but not least, variety of price characterize blouse lines. Plain lustres, crepe de chine, both in silk, silk and wool, mixed, albatross, etc., are all very much in evidence. In Paris they are using fine soft broadcloths, "souple" cloth they call it, in blouses.. The colors most seen are cream, ivory and the pastel shades. These cloth blouses and the soft silks represent the fashion end of the trade.

Blouse Materials For Fall.

Printed delaines are also used as a blouse material. Velvets are again shown for blouses, and these follow the general rule of fineness and softness of finish. Velvet, however, is not likely at any time to remain long a popular waist material, as, even if a wrap is loose, it is a very uncomfortable business getting it on and off, if a velvet blouse is worn under it.

There is practically an unlimited variety of materials shown, especially for blouses, and a very great number of these are varieties of mohair and alpaca weaves; then there are lama cloths, finettelaines, French flannels, albatross cloths, Bedford cords, and for household use printed flannelettes. A few zibeline stripes are also shown, but are not in as great favor as the softer, more drapy fabrics.

Stripes in many combinations and effects are most seen. There are shower spots in many sizes and a number of other spot patterns. Among spots what is known as the swivel spot is a popular design. This is a raised diamond with a round contrasting spot in the centre. Embroidered effects in small spots and floral patterns are also good.

* * *

THERE is considerably more interest being taken in silks for the Fall trade, as there is a growing tendency in favor of the whole costume of silk. Particularly in the better trade will this idea be in favor for Fall. Then the blouse manufacturer and the maker of silk underskirts will use a considerable yardage for the garments they sell, and there will be the counter sales of blouse silks as well. Taffetas, in the new soft weaves, chiffon taffeta, etc., are the silks selling, and they wear better and do not cut so easily as the stiffer makes. The tendency in the fashion end of the trade is towards bright makes and the Parisians are making use of glace silks both for drop skirts and for gowns.

Silks.

One of the peculiar things about the trade is the almost absolute refusal of the retail end to accept the 44-inch silks. Knowing that double fold goods are so firmly established in woollen fabrics, simply because of the fact that they cut to better advantage, the non-success of the wide width silks is something to be wondered at. One would think that they needed only to be shown to sell. It is not the price question that interferes, for it is a case of double the width, and double the price, and less silk is required in proportion and fewer joins are needed when the wide fabric is bought. The retailer says he finds it difficult to make his customers see this point, as they seem to lose sight of the fact that only about half the quantity is required when they are asked $1.00 a yard for silk for which 50c has always been the standard price. The real trouble seems to be that the trade is so firmly wedded to standard prices.

Another argument used is so trivial as to be hardly

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REGISTERED TRADE MARK

"Madge" in "Truth" says:

"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer.

"The proprietors undertake to make good any material so stamped that has been actually damaged by rain."

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worth consideration were it not that it is so frequently repeated; it is that the retailer's fixtures will not hold the goods, just as though fixtures were made of granite or some equally unyielding material, or that a hammer and a few nails were unknown in a dry goods store. Even if fixtures cannot be changed, that is no argument against buying the wide silks. They can be kept under the counter; there is plenty of room there. However it seems at present as if it would be some time before the trade in Canada stocks wide width silks, and there are pessimistic people that are in close touch with the trade who say they never will.

It is said by those who are watching the fashion indications closely that there will be a return to favor next Spring of neat effect in fancy silks. The checked and neat stripe patterns have sold extremely well this Summer, and in more lines than one there are signs of a change in this direction. Some buyers are going so far as to predict that small floral patterns will be among them.

There is considerably more uncertainty about the velvet situation than about silks. Velvets have been expected to have a run for the last two seasons, but these expectations have been disappointed. They have been worn by the few, but for some occult reason the many did not catch the velvet idea. Should "Directoire" styles develop as quickly as promised both velvets and satins will benefit. Chiffon velvet is the favored fabric for the high class trade, and, though price precludes its use for the million, yet it strikes the style note—it is the soft, supple, drapy fabric finish that is aimed at in the cheaper makes.

* * *

Matching Samples.

THERE is often a good deal said about the future standing of the dry goods clerk; that the evolution of the present system of merchandising will eventually turn clerks in dry goods stores into mechanical dummies, whose destinies are to become cogs in the stores' machinery—very necessary cogs, it is true, and ones that can in nowise be dispensed with, but ones that can easily be replaced. This idea is quite likely wide of the mark, and it is not at all sure that the time will ever come when the man or woman of quick brain, who has both will and ability to grasp situations and size up customers, will not be in as great request and as much appreciated behind the counter as now. While it is true that many of the clerk's old responsibilities have been shifted in these days of retailing made easy, yet the fact is that they have been succeeded by another set. If there are any mere cogs about now, a few encounters with customers like the one who invaded an up-town departmental store lately will be sufficient to give them some rude jolts.

"Have you anything in brown to match this?" asked the lady, coming up to the counter in the dress goods department. The clerk addressed held out his hand for the expected sample, but the lady only repeated the question, and patted the back of a little brown Pomeranian dog she had deposited on the counter. The man still held out his hand and looked dazed.

"I want a suit to match my dog!" explained the lady, and the sample to be matched barked knowingly, as though he knew all about it. "A friend of mine," the customer further explained, "has a black Pomeranian and she has just had a black suit made to wear with him, and the effect is stunning. As my dog is just the fashionable shade of golden brown I thought it would be easy to match him, and her suit won't look anything as fine as mine."

The clerk, seeing that the little animal's coat was just about the fashionable shade, soon produced the right color, and to make sure that the match was perfect she had dog and goods carried into the strong sunlight. The lady got her perfect match all right, and departed all smiles and satisfaction, with her precious sample tucked under her arm, to match him further in the shoe, hosiery and millinery departments. It requires something more than a cog to humor and successfully serve such customers.

* * *

A Dressmaking Scheme

DURING the last few seasons complaints have been numerous about the lack of competent dressmakers, a lack that has been a very real setback to the development of the dress goods and trimmings departments in many a dry goods store. The question how to meet this lack has been a serious one, as it not only restricts sales in the premier department but also in the lining and smallwares departments as well, and even indirectly the millinery department suffers too, as, if a tailored ready-to-wear suit is purchased, ten chances to one a ready-to-wear hat is bought to wear with it, in lieu of a more expensive dressy one.

This has led many merchants into establishing a dressmaking department of their own, but for some reason or another it is not in every establishment that it proves exactly satisfactory, though there is no doubt of its beneficial effect on the other departments in the store.

The plan adopted by the H. B. Sykes Co., of Elkhart, Ind., might be worth the consideration of merchants, who are loath to take the responsibility of a dressmaking department on their hands, and are yet casting about for some means of saving the sales lost by its absence in the dress goods and other departments.

Speaking of their plan, H. B. Sykes says: "We have always been opposed to the introduction into our stores of a dressmaking department, but in place of it we have added a complete line of charts, and take orders for suits, which are made for us by a Chicago cloak firm. We have a line of plates, and prices, and have (and this is of first importance to the success of our plan) competent hands to take orders and measurements. We sell the dress goods and trimmings and express the parcels to Chicago. This we consider much more satisfactory than running a dressmaking department in our store."

There are, of course, two points, however, that in following out this scheme would have to be demonstrated beyond the possibility of a doubt: First, that the person taking measurements was fully competent, and, second, the ability of the cloak firm to make satisfactorily from measure. This method might be well worth a trial in the department where blousings are sold by the yard, as if a blouse is well cut in the ordinary sizes, it is sure to fit, and some such scheme might easily be worked to the benefit of the sales in this department. It would seem, however, if one firm can find in this method a satisfactory solution of the dressmaking problem, that other firms might easily make it workable as well.

THE CANADIAN NATIONAL EXHIBITION

ON August 29th, the directors of the Toronto Exhibition Association will once more throw open the gates of Exhibition Park to the public, and for two weeks, what will be known as The Canadian National Exhibition, will be in full swing. As in past years, so in 1904, the directors have spared no effort to keep up the reputation for sterling excellence which the Toronto Exhibition has always enjoyed.

Exhibits.

The plan of the Exhibition covers two distinct fields, which blend together into one harmonious whole. On the one hand are the exhibits of art, science, industry and agriculture, and on the other hand the amusements, provided in music, pyrotechnic displays, special acts and the social gatherings.


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Ans

Band Concert—Canadian National Exhibition.

The exhibits include, in the manufacturers' and liberal arts section, all that is newest and best in Canadian industry, and these are displayed in the handsome new Manufacturers' Building. The fine arts are represented by a collection of paintings and sculptuary, which is to be found in the Art gallery, also a new and admirably arranged structure. In the live stock and agricultural section, the exhibits cover the best of everything that is produced on the Canadian farm. Processes of manufacture are illustrated in a special building and here the making of various articles is practically demonstrated every day. Cats, dogs, poultry and other pets have a section devoted to themselves, and last but not least, there is the women's section, which includes a great variety of articles made by or of special interest to women.

Amusements.

As a special attraction during the whole exhibition, the management have secured the services of the famous band of the 42nd Royal Highlanders—"The Black Watch." This band will play three times a day. Before the grand stand this year will be performed each evening a pyro-military pageant, descriptive of "The Relief of Lucknow." This will be followed by a display of fireworks.

The special acts before the grand stand will include Dare-Devil Schreyer in his 108 foot dive from a bicycle into two feet of water; Winschermann's marvellous troupe of trained bears; Adjie and her lions and the Bickett family in aerial acrobatic feats.

Corresponding to the "Pike" at St. Louis, will be "Vanity Fair," a gathering of interesting and entertaining specialties, where old and young alike will derive instruction and enjoyment.

The Black Watch Band.

Apropos of the appearance of the Black Watch Band in Canada, it might be explained that the famous regiment, of which the band forms a part, was organized one hundred and sixty-five years ago and has been employed almost continuously in the defence of the Empire ever since. Its first great service was in Flanders in 1743, its last at Magersfontein in 1899. In the interim, the regiment passed through bitter struggles during the War of the Revolution, hardships in the West Indies, arduous service in the conquest of Canada. This long period of active service stamps the regiment as one of the greatest in the British Army.

The Black Watch Band is a worthy adjunct to the 42nd Regiment. It consists of 60 pieces, including pipers and has a reputation for excellent playing that is as world-wide, as is the fame of the Regiment for brave fighting.

Manufacturers' Exhibits.

The new Manufacturers' and Liberal Arts Building contains 165,000 square feet of floor space, and has been especially constructed to permit of the best possible display of specimens. The enterprise of Canadian manufacturers is becoming each year more widely known, and even at this early date, the number of applications for floor space indicates a completeness in the displays of this department which will far out do any previous year. The exhibits of manufactured articles are being more perfectly divided into their various sections than has heretofore been the case, and

visitors are assured of much interest and entertainment in their examination of the numberless lines of goods to be found in this building. So extensive will be the display of manufactured goods, that an annex has been provided to meet the overflow.


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Judging Horses—Canadian National Exhibition.

The Process of Manufacture.

In the Process of Manufacture Building is to be seen the active work involved in the production of a great variety of useful articles. The making of rugs and carpets ; the manufacture of silk materials ; the printing and binding of books ; the making of shoes and boxes ; the production of almost countless articles of daily use, from the raw material to the finished article, are illustrated. These demonstrations, completely given and intelligently explained, will afford to those who witness them some slight idea of the great value and importance which the manufacturing interests of the Dominion possess in the building-up of Canada's prosperity and greatness.

Three Masterpieces.

One entire room of the Art Building has been set aside this year for the exhibition of three original masterpieces aggregating in value $200,000. These are the property of and are exhibited through the courtesy of Sir George A. Drummond, of Montreal. They are the "Raising of Jarius' Daughter," by Gabriel Max ; the "Last of the Girondists," by Carl von Pilotz, and "A Moorish Conqueror Surveying the Spoils of a Christian City," by Benjamin Constant.

New Administration Building.

Hitherto one of the most annoying inconveniences to which exhibitors have been subject has been the lack of a concise and systematic arrangement in the administration department. The offices of the various departments were located here, there and everywhere, with the result that exhibitors were compelled to go from point to point to arrange for reservations and to make other arrangements for displaying their various lines. This year a new administration building has been erected on the grounds, which should prove of great convenience to exhibitors. In one large room have been grouped together the representatives of all the buildings and all the departments. Whether one is showing a traction engine, a thoroughbred horse or a dainty piece of embroidery, entries can be made and display arranged for by application at this central office.

Cheap Railway Fares.

As usual in past years, special arrangements have been made with the transportation companies, under which the lines entering Toronto, will provide cheap rates during the continuance of the Exhibition. On special days, extra low rates will be provided. These travelling arrangements are always carried out to the letter and those contemplating a visit to the Exhibition will find everything in this respect to their satisfaction.


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Judging Live Stock—Canadian National Exhibition.

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Canadian National Exhibition

TORONTO, CANADA

August 29 to September 12, 1904

OFFICERS:

W. K. McNAUGHT, PRESIDENT.
R. J. SCORE, 1ST VICE-PRESIDENT.
S. E. BRIGGS, 2ND VICE-PRESIDENT.
J. P. EDWARDS, TREASURER.
J. O. ORR, MANAGER.

DAYS OF THE EXHIBITION:

Monday,	**Aug.**	**29**	Preparation Day.
Tuesday,	"	**30**	Opening Day.
Wednesday,	"	**31**	Press and School Children's Day.
Thursday,	**Sept.**	**1**	Scotland's Day.
Friday,	"	**2**	Manufacturers' Day.
Saturday,	"	**3**	Commercial Travelers' and Pioneers' Day.
Monday,	"	**5**	Labor Day.
Tuesday,	"	**6**	Farmers' Day.
Wednesday,	"	**7**	Stockbreeders' and Fruit Growers' Day
Thursday,	"	**8**	American Day.
Friday,	"	**9**	Society and Review Day.
Saturday,	"	**10**	Citizens' Day.
Monday,	"	**12**	—Get Away Day.

1

Visitors

are always welcome at any office of The MacLean Publishing Co. During the Toronto Fair Dry Goods Review readers are invited to make our offices

10 Front St. E.

the headquarters for receiving mail, meeting friends, leaving parcels, writing letters, telephoning, etc. 10 Front St. E. is just off the corner where Yonge and Front Sts. cross,—in the very centre of the wholesale district.

THE DRY GOODS REVIEW
10 FRONT ST. E. TORONTO
'PHONE NO. MAIN 2701

7

If You Have Time

and wish to do some sight-seeing during your stay in Toronto, the following list will be useful to you:

Centre Island	City Hall
Hanlan's Point	Parliament Buildings
Munro Park	Toronto University
Reservoir Park	Victoria "
Allan Gardens	Medical Building
Lorne Park	Wycliffe College
Long Branch	McMaster University
Queen's Park	Osgoode Hall
High Park	School of Practical Science
Riverdale Park and Zoo	Normal Sceool
Mount Pleasant Cemetery	St. James' Cathedral
St. Michael's "	Metropolitan Church
St. James' "	The Fire Territory
Prospect "	Lambton Golf Links
Necropolis	Knox College
Rosedale Drive	Upper Canada College

8

EXHIBITION BUILDINGS.

Manufacturers' and Liberal Arts Building.—This building, 625 feet long and 265 feet wide, containing 165,000 square feet, will contain specimens of every line of manufacture which the Dominion contains.

Process Building.—Here the active process of manufacture may be witnessed in various lines.

Dairy Building.—In this building will be shown the modern appliances and processes of one of Canada's greatest industries.

Women's Building.—Woman's handiwork will be shown here, supplemented by a loan lace exhibit.

Art Gallery.—In addition to works by the best Canadian artists, this building will contain three great original masterpieces.

Cat and Dog Buildings, Machinery Hall, Agricultural Building, Transportation Building, Horticultural Building, and many others.

2

BLACK WATCH BAND.

The magnificent band of Britain's most celebrated regiment will be the leading musical feature of the Canadian National Exhibition.

The band consists of sixty pieces, including pipers, and will give three concerts daily, with an entire change of programme at each appearance: at 11 a.m. on the stand of the Grand Plaza in front of the Manufacturers' and Liberal Arts building; afternoon and evening before the grandstand.

The famous 42nd Highlanders, organized some hundred and sixty-five years ago, have been employed almost continuously in the defence of the Empire from the time they first embarked for foreign service in Flanders in 1743 until the terrible assault at Magersfontein in 1899. Bitter struggles during the war of the revolution, hardships in the West Indies, arduous service in the conquest of Canada, have proven the mettle of the Black Watch, and have made them the most widely known and famous regiment in the world.

Canada patriotic, Canada militant, and Canada music-loving, will warmly welcome the distinguished artists who come as representatives of this royal regiment.

4

BEFORE THE GRANDSTAND.

Karsy's Musical Myriophone.—An enormous musical instrument.

Dare-Devil Schreyer.—On a bicycle down a chute 103 feet high.

Rae and Benedetto.—In a laughable and skillful revolving-ladder act.

Acrobatic Bears and Monkeys.—W. F. Winschermann with a troupe of six bears, five monkeys and three people.

Adjie and Her Lions.—Three African Lions.

On the Bounding Wire.—Al Yoder in a bounding-wire act.

Sansone and Delila.—In their marvelous balancing act.

The Hollands.—Pantomime and acrobatic work.

Novel Bar Act.—Aldo and Armour, as clowns.

The Famous Bickett Family.—Five people on bars and trapezes fifty feet above the ground.

The Relief of Lucknow and Pyrotechnics.—A stirring scene concluding with brilliant fireworks.

3

SPEEDING IN THE RING.

Tuesday	**August 30**	**Class 156** Trotters to wagon.
Wednesday	**August 31**	**Class 187** Pacers to wagon.
Thursday	**September 1**	**Class 188** Road Drivers' Parade (trotters).
Friday	**September 2**	**Class 189** Road Drivers' Parade (pacers).
Saturday	**September 3**	**Class 180** 2:50 trot.
Monday	**September 5**	**Class 181** 2:50 pace.
Tuesday	**September 6**	**Class 182** Trotting stallion race.
Wednesday	**September 7**	**Class 183** 2:30 trot.
Thursday	**September 8**	**Class 184** 2:30 pace.
Friday	**September 9**	**Class 185** Free-for-all trot and pace.

RAILWAY RATES.

The Canadian Pacific Railway and the Grand Trunk Railway, together with their connections, have granted a rate that amounts to only a fraction over one cent a mile each way for the round trip.

All tickets are goods to leave Toronto on any date up to and including September 13.

All roads in the United States having connection with Toronto are issuing special rates.

5

WHITE GOODS

SAMPLE lines of whitewear for the Spring of 1905 are just about complete now, and in a very short time travelers will be on the road with them. There ought to be a large selling of the Canadian made garments, as the whitewear designers have surpassed themselves in their new lines of samples. Last year the general comment was that there had been a decided advance on anything shown before in whitewear, and this year not only has this advance been maintained, but last year's lines have been decidedly outclassed. The travelers, it is said, are delighted with their sample lines, and, if they are satisfied, there is no more to be said.

Naturally the next question about a new line is the one of price, and again there is no doubt of the perfect satisfaction of the buyer, as there are a number of really beautiful garments in the moderate priced lines; indeed, the manufacturer has made, and rightly so, quality the first consideration, and each garment is made from the very best cottons and trimmed with laces and embroideries of the very best quality consistent with the price asked. The merchant need have no fear that prices on pretty garments will be prohibitive.

* * *

The showy garment giving the most fullness for the money, no matter how poor the material or coarse the trimmings, is quite at a discount this season. The manufacturers have been for some time trying to educate the trade away from them and this class of garments are now giving way to those made on simpler and more graceful lines, with less trimming it is true, but with both materials and trimmings of finer make. The embroideries and laces are more effectively applied and of a much higher quality, and there is an appealing daintiness and elegance about the garments that constitute the new line that is sure to please both merchant and customer.

THE OUTLOOK FOR THE COMING SEASON.

SPRING, 1905, seems a long way ahead, but as the retail selling commences in whitewear lines as soon as the new year comes in, placing orders will have to be given shortly. Notwithstanding the unsatisfactory nature of the first part of last season owing to weather that will long be remembered by the Canadian trade, the season is drawing to a very satisfactory close. Stocks in the manufacturers' hands are low—in fact, many lines are wholly cleared out—and as those of the retailer are well cleaned up also, prospects for the coming season are bright.

Canadian whitewear manufacturers lay particular stress on the fact that they exercise the most particular care in the manufacture of their whitewear. Their goods are most carefully made and so particularly examined that it is utterly impossible for any indifferent work to slip through; in short, thorough workmanship is what the Canadian firms pride themselves on, and they are positive that in this important point they can challenge comparison and come out ahead of any of their competitors—of course, excepting the elaborate hand-made French whitewear, which is largely out of the useful class.

Another proof of the advancement of the trade is the steady increase from season to season of the sale of better grade goods. It is the cheap goods gotten up with the view of selling at the lowest possible prices are the neglected ones now. Women are buying neater, daintier effects, and looking more and more to the fineness and quality of the materials and trimmings used. This is a benefit all around, but particularly so to the retailer and his customer, as there are so many manufacturing processes that cost identically the same in the cheap grades as in the better ones, such as cutting, boxing, etc. This applies also to the retailer, as his selling expenses for cheap, or rather low-priced, garments and those of a more expensive grade are identically the same, but the one rolls up the total value of his sales and the other does not. Then there is no question about the good done to the department and the help given towards reputation building by the better goods. Better goods give better satisfaction; they wear better, they wash better and they look better. Of course, by better goods is meant those that are moderately trimmed and of better material, not those that are so elaborate in construction that a very high price has to be asked for them.

A good deal has been said in The Review about the laces to be used for trimming whitewear and about the important part lace would play in their make-up, but now that lines are approaching completion it is seen that embroideries are almost as prominent. The combination idea is the latest, and the new whitewear is both lace and embroidery trimmed. Broderie Anglaise is the newest, and is seen alone and in combination with heavy embroidered blind effects. The Teneriffe idea is not played out yet, and some of the prettiest trimmings have lace stitches and Teneriffe motifs introduced. The high favor in which heavy hand embroideries and any kind of hand worked stitchery is held will give vogue to this class of embroideries.

The embroidery manufacturers have placed on the market a number of embroidered pieces so shaped that they can be made to do duty for various embellishments. For instance, the same piece will form epaulette, yoke or part of one, or the cuff of the sleeve. As these fancy pieces are not likely to be sold over the counter, these effects will not be easy to duplicate

The slip-on or chemise gown is the popular style, and sleeves on gowns are works of art. The higher priced gowns are cut on such lines and are so beautifully trimmed that they have all the effect of a negligee; in fact, they are so pretty that a woman may be pardoned for being in no hurry to get out of them. Skirts are wider and have fuller flounces, and where price permits, fluffiness is the rule. Though there is more width around the foot, skirts fit as snugly as possible around the waist and hips. Corset covers are again built on the daintiest and most elaborate lines, and there are any number of pretty models to choose from. This is the time of the year when new ideas come to the front. One shape that helps to decrease the bulk of material around the waist should prove popular. It crosses over at the back and fastens with a button a little above the waist, under the arm. The front is seamless and sets plainly over the figure, and the fullness below the bust is set in small tucks in the middle of the front.

Manufacturers have made provision for an extended selling of trousseau sets at a popular price, as they make combination sets of the different garments that can be sold either together or separately. It would be a good idea on the part of the retailer to make a showing of these sets packed in special boxes and to advertise them as an outfit offer, and thus make an offer that would appeal to most women on sight.

When a sale is made of the new embroidery-trimmed whitewear the attention of the customer should be drawn to the nature of the patterns, which in the majority of cases are in very heavy, raised designs. These wash and do up perfectly if only the proper method is used; they must be ironed on the wrong side and on a softly padded table. So treated, they look like new. These heavy effects wear perfectly if they are in solid patterns, but there is one order that shows detached balls, and though extremely pretty and effective, they rub off in the wash. No fear need be felt with any other kind of pattern.



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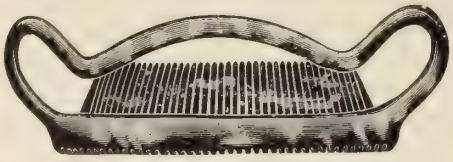
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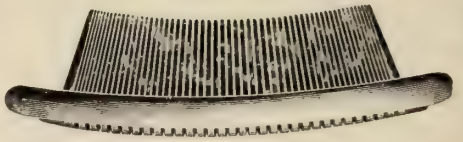


WITH



NEW DESIGNS

A COMB WITH A REASON.
TIDY WOMEN WELCOME IT.
TIDY PROFITS SELLING IT.



SEND FOR SAMPLES

TRADE MARK

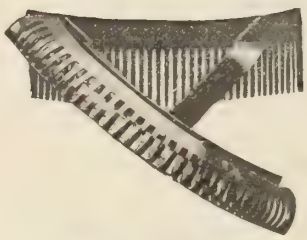
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DRESS ACCESSORIES.

STYLES AND DESIGNS IN LACES.

IN the lace of recent developments even the most conservative must clearly recognize that the coming Fall will find lace in extensive use. While the Summer trade has been fair, prospects seem good for the Fall. Canadians are influenced by foreign styles, and the fact that has specially pleased lace dealers is the lavish use made of lace at the Spring race meets in France and the wealth of them used as shown by the Paris tendency. The laces seen in France, as all the trade knows, are modified or developed into designs for the rest of the world.

Buyers are conservative in expressing their views as to just what particular class of lace will receive prominence. The staples the trade is familiar with are expected to receive increased demand, while some of the late Summer introductions are pronounced good for Fall.

There is a continual hesitancy among importers to precipitate our goods on the market till they are certain of a reception as well as a desire to secure the very latest goods.

Buyers seem united in according lace berthas, boleros and collars a safe position for Fall. The Summer has proved their popularity, and some wonderful and intricate designs are shown for Fall. They are works of art, and bold and striking designs in elaborate, bewildering patterns are seen. Net-tops and orientals in ecru, white and black are features of Fall lines shortly to be seen. The silk net-tops are extensively shown. Swiss laces in exquisite patterns form a good proportion of the lines. Chantilly, calais, plauen and Nottingham laces of every description, of course, occupy their usual positions. Spotted valenciennes, a wonderful example of machine-made lace, are also sure sellers. White dots on blue grounds will be good. Guipures are seen in a better class of goods than formerly. They have been seen in certain staple patterns continually, but the Fall marks a number of new and elaborate ones. Black is the safest color to stock them in, although ivory is seen to considerable extent. Black silk guipures will play an important part in the better trade this Fall. Allover laces are expected to retain their popularity, and new and more costly designs are on display. Galoons are seen in patterns enabling shrewd dressmakers to utilize them as trimmings and embroideries to any extent, on account of the various patterns being easily separated or detached from each other.

GLOVES.

TRADE for Fall will be done in the staple kind of glove, and there is no sign of any novelty monopolizing the market. There may be a few minor innovations in points, clasps or colors, but beyond the fact that a few new colors are shown, none of these will attract much attention. This is a good thing, for the trade in novelties is most uncertain, and it is a rare occurrence for a novelty to become so generally favored that the retailer makes money on it. Novelty goods are usually seen somewhat later in the season, and are only brought to the front of the Christmas trade, when things a little out of the ordinary are in request.

Self-colored clasps are new, and so are embroidered points and welts of a darker or lighter shade than the glove. Some of the points have a centre strand, a little heavier and darker than those outside, and the welts and clasps are of the dark color. This is a particularly pretty style of glove. Another style noted has a strip of embroidery inserted below the welt, of the color of the stitching in the points. Lavender and white are the contrasting colors most in use, but brown has burnt orange. However, this is not much favored, as the color is too showy for the general taste in such a position.

White, which has been the key to the glove situation for so long a time, is giving place to tans and brown of a yellow shade. Beaver is another good color, and modes are again to the fore. Oxblood is coming in again, and another red shown is mahogany. Gunmetal grey and mole or taupe and castor are again good. Other colors are shown, but only the exclusive trade will handle them, and not to any amount. The very light shades and white will sell better in evening lengths than in the short gloves.

New clasps are of the same kid with a metal rim, and there are some pretty enamelled clasps shown. Pearl clasps are not very satisfactory, and the fact of them being employed on the cheap lambs and Schmaschens are not in their favor.

Orders for fabric gloves are just beginning to be placed for next Spring at Chemnitz, and the feeling is strongly in favor of a two-clasp instead of a one-clasp pattern. Berlins and lisles are again to be good sellers, and pearl clasps are on the majority of them.

The trade has taken so kindly to net backs that their place is assured for another season. The more expensive gloves have the backs embroidered, and some also have an embroidered line along the top. Silk gloves are not so much in favor, and fewer orders for them are likely to be placed. Silk taffetas to sell at 50 cents and under are in good demand.

LACES.

COUNTER demand for laces is pretty well over, and price-cutting is being resorted to to clear out the slower selling lines. Valenciennes is an exception to this rule, and there is a steady selling of this lace which is likely to continue to the end of the Summer weather. This lace is used for trimming washing dresses, and for so many other purposes, that a very large amount is being sold. The number of pretty new patterns brought out and shown in import lines are calculated to stimulate the selling of this lace. This is the chief lace bought for trimming underwear, and this year the underwear manufacturers have bought large quantities, and much of the attractiveness of their sample lines is due to the beautiful patterns shown in these laces. A novelty seen the other day was a tan pattern in drawn work effect. That was both new and pretty.

There is a large range of patterns in footings, and

some are edged with narrow maltese. This cotton maltese is a lace that is coming into use for trimming undergarments. Point-de-Paris is also being used for this purpose. Where a lace that will wash and wear well at a low price is required, the fine cotton torchons are used, and there are any number of good patterns in this lace to choose from.

Contrary to most expectations the cotton clunys are again to have a good run. The manufacturers of underwear are showing garments trimmed with them and are confident that the trade is not yet tired of them. They say that they cannot be dropped yet, as there has been nothing brought out that will take their place, when appearance and price is taken into consideration.

All-overs, made of row after row of narrow insertions, for making corset covers, yokes of gowns, etc., are likely to be largely sold, and there are different widths of insertions shown, made up in the same manner, to go with them. This is, of course, the staple end of the lace business, but it forms each year a larger portion of the lace trade, and so much is it deemed worth catering for that most of the large stores devote a separate counter to the sale of this class of laces. This year the manufacturer has made a careful study of the requirements of this part of the trade, and it is safe to say that the counters devoted to these laces will be extra attractive. There has always been more or less complaint about the absence of firm edges on valenciennes insertions,—there was nothing to hold by when the material was cut away after machining. This year, however, it is possible to procure insertions with a good firm edge, and there will be less complaint in the future about laces ripping.

Turning to the novelty end of the trade, the first question naturally is, what is to be the standing of lace for the Fall season? At the Grand Prix, to which buyers, designers, etc., all flock, if at all possible, lace was much more in evidence than even those interested had hoped for. Not only was it used lavishly as a trimming, but also as a body material for coats and whole dresses, thus showing that laces are high in favor with those who originated the vogue.

Net laces open the season in first place, and will be strong sellers right through Autumn and Winter, though there will likely be some other novelty introduced for mid-Winter selling. In nets the repousse effect is again good, and it would seem as if it was in for a successful season's selling. Orientals will be the popular net lace, and are showing with new effects. The one illustrated shows the broderie ang laise combined with the snowflake.

In heavy laces, guipure will lead, and in black they will be particularly strong. Plauen Venise is again brought out in many effects and patterns. This lace seems to have reached a position where the trade cannot do without it, and it will again occupy its old place as the popular seller. Buyers should take notice that the tendency is towards the better and finer effects, and this is most marked, even the cutting-up trade is buying better and finer laces.

TRIMMINGS.

Let the Dressmaker Help to Buy Trimmings.

MERCHANTS will find if they dig down to first causes that many dress goods sales are lost just because an appropriate selection of trimmings has not been made, and because the stock in this department is not up to date. For this cause, though they are successfully meeting competitors' prices on dress fabrics, they cannot hold their trade, and orders are sent to the larger centres, even though the home merchant could have sold customers exactly the same goods and at exactly the same prices.

When a retailer finds that his customers make a practice of sending to, or visiting larger centres, whenever they want to buy a dress, in spite of the fact that he has the same fabrics just as cheap, he naturally begins to ask the reason of it. He will find in the vast majority of cases that the answer is to be found in his trimmings department—the buying has not been properly managed.

Sometimes the merchant does his own buying, sometimes the dressmaker is responsible, but, unless she is an exception, it is safe to say she does not do so alone, for very many reasons. Sometimes a salesman is entrusted to go to market and select the season's stock. It will be found that only in exceptional cases will any one of these methods of buying bring the desired results.

The merchant himself is apt to buy solely according to price, as he is not posted on the many ways of using and combining trimmings. Ten chances to one he lays in a stock of trimmings, that have as their sole merit, low price—trimmings that stamp a dress as from the country as soon as seen. These are a class of trimmings that will never raise the tone of a store or do much to help the dress goods department.

The dressmaker when she buys makes a good selection, as she knows styles and tendencies, and as she is going to use the goods herself. She selects a class of trimmings that are appropriate to the trade. The result is that the merchant has a good assortment of salable stock, and he sells a good many trimmings during the season.

But it is when the season is getting on and inventory time draws near that trouble starts up in the trimmings department, for the average woman buys in bulk,—she does not consider quantities. With her, if it strikes her as g good thing, it is, take the whole piece, never thinking that from that piece she will only use at the most the trimming for a few dresses, because, otherwise it would become a badge, as it were. The trimming is pretty, and in good taste, and a customer likes it when shown, but she will not buy because Mrs. So-and-So, and Mrs. Somebody-Else has her dress trimmed with it, and so that particular trimming has reached its limit. When this happens with a number of trimmings, at the end of the season there is quite a collection of partly-emptied trimming boxes, which the owner ruefully contemplates, and the contents of which have to be moved out at a price that leaves little profit to show for the season's selling. The fault, of course, does not lie in the trimming, but in the fact that it has been overbought. The quantities should have been cut in halves, or even into less than that.

When such an occurrence as this happens, the merchant feels like saying something nasty about his trimmings department; he has bought for it, and with no great success; his dressmaker has bought for it with the same result, for, while the goods have sold and have been a help to other departments, this gain is offset by the dead stock left over at the end of the season. So the retailer is in a quandary; trimmings he must have, for he knows that he cannot do without them, so he tries a third scheme. He sends a salesman or the buyer for another department to market with express instructions to buy some good trimmings, and not too much. The result is the purchase of a few short lengths of high-priced, extreme novelty stuff—stuff that the dressmaker probably won't use or cannot use, as she has her reputation to

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maintain, and is not going to spoil her trade by using unsuitable trimmings.

The proper way to buy trimmings is to combine forces. The merchant, who represents the practical end, ought to decide what quantities should be purchased. At the same time the dressmaker, who represents the artistic side, and who knows the use that the trimmings will be put to, ought to select the stock. The merchant should hold himself responsible for quantities, and should make the dressmaker explain how and why a certain quantity can be disposed of.

This way of buying will result in a better selected stock, and one in such lengths that it can be easily disposed of, instead of one in unreasonable lengths. The stock will possess a greater variety, and there will be a reasonable chance of its being well cleaned up before the end of the season. Then the merchant will be ready and willing to select new stock, because what he bought before has been all disposed of and sold at a profit.

BELTS.

THE interest in belt lines is now centred on Fall styles. What is going to be the belt for Fall is the question. The makers of fabric belts are out with a number of splendid styles, while the manufacturers of leathers seem to have nothing newer than the crush. Certainly this has been and is yet a strong seller, but there is no novelty in it, and the inevitable cheapening process has already set in.

The dressing of the waist line is most important now. For a long time the belt was only the connecting link between the skirt and blouse, and anything that was neat and attractive went in belt lines. Now that the waist is to be accurately defined and fashion decidedly looks with favor on a small waist, the question of an appropriate belt in conformation to fashion's requirements is a most important one.

In the higher priced lines little else than girdles are shown. They are folded and rucked. To give the small waist effect combined with these folds and shirrings means that the shaping must be carefully studied and adapted. In the effort to get these lines some of the best styles have only the effect of half a girdle, both back and front. At the back the half is pointed high above the waist and there is a straight line below, while the front is directly the reverse. It is not meant that the belt is in a straight line, for it has graceful curves that make it fit smoothly.

There are very few figures to which the girdle proper is becoming, and this has led the manufacturer into modifying its lines. The girdle is used at the back, but the folds are drawn down into close compass in front and the belt is fastened by a buckle.

Crochet rings are used to trim the back of the neatest and most favored belts, and they are a change from the many back ornaments in metal that have been seen for so long. There are, however, plenty of lines that still show the metal trimmings, both front and back.

There is a wide choice in these metal trimmings, — bright gilt, antique gold, steel, gold and steel, and ornaments that show both polished and dull finished effects in contrast. The chain girdle of German silver rings with a ribbon threaded through, and a quarter of a yard of rings dangling in front, and metal back-piece, is still a good seller in some districts, but the city trade is pretty well through with it.

One of the smartest belts shown instead of having the points above and below the waist at the back was rounded off. This is a very inadequate description of a very handsome belt.

Some belts have, beside the buckle, quite an elaborate bow effect in front that is almost a sash. This, however, while it may sell, seems a little out of keeping with the trim waist idea, and the very flat effect that is sought for in corset lines.

The cheaper grades are mostly in unlined styles and are in crush shape, or else have the girdle back held out by the high slide. The same variety is seen in trimmings that exist in the better grades, only of course in a cheaper finish.

A new belt with possibilities is a medium width box-pleated straight satin belt, and, contrary to the general run, this is lined. A belt from which a great deal is expected is a wide crush, with a contrasting border hemstitched on. This is seen in some beautiful contrasts, such as brown with beige, blue with green, black with white, and many other combinations. As this belt can be retailed at a popular price it shoulh sell on sight. This belt is now running on the New York market, and so well has it been received there that it is impossible to keep up with the demand in making it.

EMBROIDERIES.

THE success of embroideries in a season depends largely on the action of the whitewear manufacturers. When they use them largely a good season's selling is assured. Last year lace was used in great profusion, and embroidery played only a minor part. In the coming season they are about equally in favor.

Hand-worked embroidery, particularly in eyelet, or a jour, as the French call it, is used on the smartest gowns and lingerie gowns trimmed with it share the favor accorded to silks and chiffons, etc. This proves that the fashionable world favors embroideries. It is a far cry from these costly hand-worked gowns to the ordinary embroidery of trade, but the fashion end always influences the popular trade.

Import lines are now on view, and the trade are laying in the stock they will show early in the new year. Towards the end of January showings begin to be made in the retail stores, and there are many customers who buy largely then for Summer needs, while stocks are fresh and unbroken, as there is more choice then than when Summer selling commences. Most retailers like to have some special bargain lines for sale at this time, to call attention to the opening of the new season.

All through the year that is passing, embroideries have been subordinate to laces. With the exception of those made of linen, many of which were hand-embroidered, expensive washing blouses were almost entirely lace trimmed, and the same may be said of whitewear. This year embroideries are very much more used, and the combination idea, the two trimmings on the one garment, is in vogue. Embroidery lines cannot fail to excite admiration, and the many novelties shown should stimulate sales.

Heavy raised effects, particularly those of the button order, are prominent. Where these are solidly worked there will be no trouble, but the detached balls in imitation of the blob, or mimosa laces, while very pretty, will not give good service, as they come off in the wash.

Lacy patterns and sprays are among those shown, and blind and semi-blind work and broderie anglaise effects are the leaders.

DAINTY COLORS AND STYLES



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CORSETS

THIS has been a very good year so far for the Canadian corset manufacturers and prospects for Fall trade are excellent. The manner in which corset stocks are kept now-a-days prevents any heavy amount of left-over stock being on hand at the end of the season. For Summer wear batiste as a corset material has wholly supplanted nets, and for better grade corsets, flowered brocades in white are very popular.

* * *

On the Canadian market at the present time modifications, if any, of existing styles will only be of minor importance. Changes are certainly pending in corset lines, but the average woman is taking to them slowly, as the wearing of the straight front has so changed the figure that any attempt at compression with its attendent discomfort is resented, but short of this every possible means is resorted to, to give the small rounded waist effect. Additional height at the bust line is also talked about, but, in the face of this, more girdles than ever have been sold this Summer to the Canadian trade. This



New girdle with long hip effect and hose supporters at the front and sides.

has led one Canadian firm to put on the market a new departure in girdle lines, that has the low girdle shape above the waist, combined with the long hip effect below. This shape, though only on the market a short time, is proving a great success, and it is anticipated that it will have quite a run through the Winter as a corset for evening wear, a use for which it is just suited. This is a hose supporter model, and has the supporters from the hip as well as in front. See illustration.

* * *

Girdles certainly are favorites for women of slender figure and also bought as the correct first corset for a growing girl, after waists have been discarded. They give both the necessary freedom and support to the spine at the waist line that nature demands. Theoretically women ought to be able to do without this support, but they have been wearing corsets for so many generations now, that this support is a fixed necessity, and a well-shaped girdle corset builds the foundation of a correct figure by preventing; stooping shoulders, prominent abdomen and a thin bust by making the wearer assume such a pose that these defects are almost impossible

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THE IMPORTANCE OF FITTING.

THOUGH the improved methods of corset retailing have been of great benefit to the trade, and have made corset selling very much easier, there is one innovation that most retailers are very slow to adopt, and yet it is the very one that would convert what is now guess-work, by which a woman goes from one store to another, in search of a good-fitting corset, to the certainty that would make and keep her a regular customer for all time.

Corset fitting is a new thing to most women, and very often when it is suggested to her she hangs back, but if the merits of the plan were only set before her, in most instances she would only be too glad to be fitted.

It is every woman's ambition to have a good figure. If she is slender she wants a corset that will make the most of any curves she has got, or if on the other hand, she is fleshy, she wants her figure so regulated and controled, that she does not look ungainly. Even if a woman is very stout, she need never be ungainly, for some of the most stylish figures are very heavy, and a fleshy woman, if properly fitted with a corset, will be shapely.

A woman, to have a good figure and to look stylish and feel comfortable, must be wearing the kind of corset the manufacturer has designed to fit her. When she goes to buy a pair of corsets she has in her mind's eye what she requires and tries to make her requirements known. She consults the saleswoman, and buys by her advice generally the corset that is most in request at that time. The saleswoman cannot gauge the peculiarities of her figure at a glance, unless she is extra expert. But if a fitting were urged (and the manager of the corset department should see that it is pressed on the customer) the proper shape would be properly put on, and in most cases the result would be a delighted customer and one who would return when another pair of corsets had to be purchased.

Corset manufacturers divide figures into three distinct types—the stout or flesby, the medium and the slender, and for each of these three types there are again three styles—long-waisted, medium and slender. Now, it is well-nigh impossible to place each figure in its proper class without trying on the corset, and there is no reason why this article—the one that of all others should be properly fitted (as on it depends the fit of all the outer garments)—should be bought by measure only. It may be more trouble to take a customer and try a pair of corsets on her, but it is the only way to insure a comfortable fit- a fit that brings a woman back time and time again to the store, because she is confident of getting a corset that will bring out the good points of her figure and throw into the background the defects. If fitted, she gets the corset designed for her particular type and the one that corresponds to her natural figure, and that is the one that will improve it most. Many of the principal corset manufacturers maintain a fitting room for the purpose of educating their employes, and they find the training received there of immense benefit. A retailer who instals a fitting room and insists that it shall be used on every possible occasion will find that it educates his salespeople as well as helps to satisfy his customers. Another benefit will also come from it. It will be a means of raising the grade of corsets sold and of introducing higher-priced and better goods.

WAISTS

UNFAVORABLE weather has curtailed the retailer's sales almost all the past month, with the result that July partook of May's characteristics. This was evinced by the disposition retailers showed to give repeats in Spring and Summer lines. In silk waists, washable silks have held sway, China silk being to the front. Some good offerings are to be picked up at a remarkably low figure and this has tended to induce the retailers to put on special sales and boom trade. The wholesale trade report business as satisfactory with the exception of some districts where labor troubles have been experienced. The outlook for Fall is encouraging, as retail stocks are pretty well cleaned up and Fall orders are coming in nicely. The waist has attained a staple position and retailers show no hesitancy in giving liberal orders.

* * *

IN silk waists, the subject of Fall styles, which are now fairly well determined, is of interest to manufacturers and retailers alike. It is novelty which ensures success if the change be not too radical. The early models shown give an adequate forecast of the permanent features for Fall wear.

Silk Waists.

A striking feature in the general make-up is the fullness in the sleeve at the elbow, not at the wrist, as worn last season. This undoubtedly affords more ease and safety to the wearers, preventing the soiling of many choice materials while at the table. Extension box plaits continue now to the neck band, giving a more dressy appearance. Soft collars and cuffs are rapidly taking the place of stiff collars, because in many cases where a waist is bought with a stiff collar, the latter has to be discarded, as it will not fit the neck. The whole tendency is for plainer and neater effects, having large box plaits and tucks, which are replacing pin tucks. The cheaper goods which are in vogue are made in a shirt waist effect, while the better grades have a good dressmaking finish. If possible, the better class are more elaborate, and all show fuller waists. In a word, manufacturers begin to take cognizance of the fact that large sizes with full waists are in vogue. There is some diffidence expressed in regard to the reception the new sleeves will have. The broad shoulder effect is what many strive for and this requires careful workmanship. The bishop sleeve is still shown. As a whole, manufacturers have produced some very successful garments.

* * *

MANUFACTURERS are busy now buying their materials for Spring, 1905. At this early date it is gleaned that silk materials will be about the same. Novelties always appear later. China silk is being freely bought on account of its success this season. The tendency is for better qualities than formerly. Taffeta is also receiving attention, the better qualities only being procured. It is probable that many of the late Fall novelties will be in vogue in the Spring, the manufacturers waiting to see how firm is their reception before placing orders. Embroidery is prone to have a setback, as it makes the popular China silk waists too flat. Laces are sure to be in good demand for Spring. Generally speaking, the materials finding favor with manufacturers are more expensive and of a softer and more washable nature. On account of the tendency towards the better class shown this last Spring, more elaborate silk waists combined with handwork designs and allover laces are likely to be seen for next Spring.

Spring, 1905, Silk Waists.

* * *

A strong feature in the new waist materials for Fall is Jap silk. Soft finish taffeta of the chiffon taffeta type, insuring good wearing qualities, is also in favor and will continue so, if the cheapening process doesn't spoil its sale. Heavy China silk, crepe de chine, peau-de-soie, satin-de-Lyon and satin duchesse are meeting a fair demand. The newest material seen is messaline, similar to a liberty satin, without its high finish, and thus of a better wearing quality. This bids fair to become a prime favorite for Fall. The other materials speak for themselves, being of the same character as the trade has been accustomed to.

Materials in Favor.

* * *

A glance at the trimmings gives a prominence to Swiss embroideries, while Mexican braids continue as popular as last season. Buttons are used less than ever before. There is a great variety so far as ornamentation is concerned, and a large number of patterns in fancy stitching are shown. It is difficult to say just to what extent each will take but it is gratifying to know that there is more certainty expressed in some lines, which enables the retailer to avoid carrying a stock so varied as to render profits unsatisfactory.

Trimmings.

* * *

SILK waist manufacturers are now busy working on late Fall novelties for the Christmas trade. Investigation brings to light two new materials, methalines and payettes, also some allover laces in fine, small patterns on a net background. The most expensive of these waists, which, by the way, are in great profusion, the tendency being towards the better class of goods, are made extremely full in front and sleeves. In fact one model measured 32 inches across the sleeve. This silk waist was profusely adorned in wood silk insertions and edgings. The predominant color is ivory white.

Novelties.

* * *

HEAVY cotton waists, mattings, piques and mercerized vestings are in fair demand for Fall. For housewear, they are very popular and retailers should not neglect them. Early slaughtering by some manufacturers has loaded up some retailers in Summer line, which prohibits, in many instances, their participation in the jobs now thrown at them. The dulness of early trade forbade jobbers giving expected repeats to manufacturers, who sometimes slaughtered direct. The discontinuing of business by some manufacturers also tended to glut the market. However, warm weather has adjusted matters in Summer lines, and retailers show no hesitancy in placing every confidence in Fall business and are buying freely. Flannel waists for Fall and Winter are in good demand owing to the rigor of the past Winter making retailers careful to have a line which is sure to be in demand for every day use in such severe weather. French and Scotch flannel waists are both good. Plain shades, after a careful round of the manufacturers, seem to predominate. Cardinals at present are in good demand; white, sky-blue, navy and black are good. Greens and greys also demand attention by the up-to-date retailer, while champagne is a novelty which must not be neglected. In the fancies, various size spots in French flannels are shown and are meeting with success to a certain extent. Scotch flannel waists in neat Persian stripes are another line which is safe to stock. As stated before, however, the general trade will be done in plain effects, with a few sprinklings of good fancies.

Cotton and Flannel Waists.



Expecting a Heavy Fall

Trade, we are prepared to give early deliveries on

FLANNELS	JAPS	CASHMERES
MESSALINES		CREPE DE CHINE
BEDFORD CORDS		LUSTRES

and other novelties in Waists.

The New York Silk Waist Mnfg. Co.

40 St. Antoine St, Montreal.

FALL SAMPLES on the road. THE BEST ever shown.

The American Silk Waist Co., Montreal

Immediate Orders Delivered in 10 Days.



This cut shows one of our latest creations in Long Hip, Straight-Front effects, which we carry in stock all prices. Ask for samples and price list

THE CELEBRATED

P.D.

CORSETS

ARE THE RECOGNIZED STANDARD OF ALL

High-Class **CORSETS**

They have undoubtedly the largest sale in all countries. This has been reached solely through the merit and high qualities of the goods.

KONIG & STUFFMANN,

SOLE AGENTS FOR CANADA.

11 Victoria Square, MONTREAL.

We show for Fall the kind of goods that bring business to you, as well as to us. Styles, prices and all the essentials of quick sellers, profit bearers, and pleased customers. What more is necessary?

See our samples if you have not already bought from us.

We want your trade, that's why we advertise.

THE Merchants' Mantle Manufacturing Co. Limited

LADIES' READY-TO-WEAR

Coats, Costumes and Skirts.

36 WELLINGTON ST. E. and
1, 3, 5 LEADER LANE.

TORONTO, Canada.

Skirts — Shirts

The Empire Manufacturing Co., Limited,

646 Craig Street, MONTREAL.

The **Skirts** that give Satisfaction to the Consumer are the ones we manufacture to retail at Popular Prices in all the Very Latest Designs.

Our Representatives will call on you shortly with a full range of Shirts and Skirts in Seasonable Lines for sorting and Spring, 1905.

The Empire Manufacturing Co., Limited

646 CRAIG ST., MONTREAL

Skirts — Shirts

CLOAKS, COSTUMES AND SKIRTS

THE FALL OUTLOOK.

THE opening of the Fall season is well within sight now, and the month of August will see a general clearance of Summer lines preparatory to the advance showing of Fall garments. August is the month when Parisian styles, as translated by the American manufacturers, are beginning to be shown, and a number of new ideas in cloth coats and suits that will prove more or less popular may be looked for.

The demi fitted 24 inch coat will be the popular style not only here, but in the United States, as the large manufacturers over there are showing fully two-thirds of their sample lines in this style, the balance being made up of extra and novelty lines.

Trade promises well for Fall. At one time it was feared that the cold and late Spring, following a most severe Winter, would have a bad effect on buyers, and that Fall orders might not quite come up to the mark. This has not, however, been the case, and orders have been very large—larger considerably than those for last Fall.

THE TOURIST OR BUTCHER COAT

FIRST in interest in novelty lines is the tourist coat, and it is expected to be good for the city trade, particularly for early Fall, and, when lined, right through the Winter. This coat, as the name implies, is very loose and roomy. One merit which it has that all are agreed on, and that will endear it to the average buyer, is that it will require little or no alteration, for so long as it is a well-cut garments, and the shoulders are well shaped, and the curve, or rather lack of curve, in the under-arm seam is correctly cut, no trouble in fitting will be experienced.

The three-quarter length is the popular one for this coat as a separate garment. It is not entirely new to the trade as it has been largely worn in the American cities for a couple of months or so, in both linen and pongee.

The coat is loose-fronted and double-breasted, the back is loose and is drawn in just above the waist line with a belt. Many models show patch pockets. The neck is collarless, or it has a collar of very modest proportions. The Fall models are skeleton lined and are made in mannish mixtures, tweed effects, coverts, kerseys, meltons, etc. In the States they are making the coats in large plaids, but they are too conspicuous for this market. Coats of proof cloth are made in this style and will take the place of rain coats. These will also answer admirably as auto or driving coats, and for a wrap to wear when an evening coat would not be desirable. In short, they will fill many of the extra uses that raincoats are often put to, and much more acceptably, as they are both loose and warm. As an extra coat for the city trade this make should sell well, but for country wear it is a doubtful number.

There are always a few styles in long coats shown when Summer is nearly over and thoughts are turning towards cold weather. A long coat that has possibilities is in the same style as the 24 inch coat, only in three-quarter length. This coat is easy to make, as only the extra length has to be added to existing styles; and it is not improbable that coats in this style will make their appearance before long.

The tourist coat is featured as a suit coat, but here its success will be more doubtful than as a separate garment, as it is too long and ungainly. A shorter and somewhat modified style, very much in the order of a Norfolk jacket, will likely be used for the walking suit.

The plain tailored suit, with the hip length coat modified from separate styles, will be the suit of the season, but for the city trade more elaborate styles will be seen as well. These will all require the walking skirt.

Buyers must take notice of a change in shape in skirts—they are cut with more fullness, not at the top, but from the hips down. The curving of the seams, to get the flare about the feet is gone and the new skirts are cut straight down. This will be the regulation shape in Spring skirts. Buyers should see that the skirts they select now are not cut on skimpy lines, for these will be likely to be left on their hands.

In high-class lines in the States, there is a separate coat being shown that is very much on the dolman order. It was shown late last Fall in high-priced furs. It is not mentioned here because of any idea that it will be one of the styles to be reckoned with in coat lines, but rather that its re-occurrence this Fall marks a tendency that should be noted.

The broad shouldered effect gained by the built-out sleeve will appear only in the better grades, as it requires very careful tailoring for the effect to be lasting. Often, after a little wear, the sleeve sags in, in a manner that to say the least of it is not smart.

FALL CLOTHS.

THE bulk of the cloths put into Fall coats and suits are of staple kinds, such as kerseys, cheviots, meltons, etc. One feature is the very strong call for coverts for the early trade. Smart coats of covert cloth had a pronounced vogue in the Spring, and there is every prospect of another good run on them when the Fall season opens. Manufacturers have brought out coverts for Fall with checked backs.

The sale of kerseys has been larger than that of any other cloth, and many of them have been in the heavier weights, though the tendency all along the line is for lighter weight goods. For the Northwest, however, where Winters are long and cold, weight is one of the first considerations.

Black is the heavy seller in all coat lines; castors are as good as last year, and there are a few browns and blues.

Oxfords sell in some sections, and tweed effects are also good. For separate skirts panama weaves, both in plain and fancy, are extensively shown, and for suits plain cheviots, in black, brown, and blue are the prevailing material.

Heavy-weight fancies introduced this season have been accepted with favor by the manufacturing trade for use as the basic materials for the prospectively popular tourist coats. These in a general sense are similar to fancies which have had a vogue in the men's wear trade, and will in all likelihood have a good run. It is in the field of fancies that the speculative instinct finds its full vent. As one prominent woollen goods man said: "There are two distinct sides to the fancy question. There are those who advocate and push them because their introduction provides an opportunity of producing novelties and hence realizing good prices in the event of success. But on the other hand, in addition to the chance of failure, there is the bugbear of cheaper and cheaper imitations, which rob the originator of well deserved profits. But nevertheless it looks as if fancies will have their due share of attention this Fall and for certain classes of trade there is nothing to take their place."

NEW SLEEVES.

SAYS an authority on dress in New York, "The ultra fashionable woman has already adopted the gigot or leg-of-mutton sleeve," which is a direct reversal of sleeves as they have been worn for some time now. Shirrings are much used on these new sleeves, and the newest way of using them is to run them up the sleeve, mosquetaire fashion. The Louis sleeve is an elbow sleeve, is finished with a flounce, and is tight above; this will influence dressy lines. The Directoire sleeve is a pretty wide coat sleeve, with large turn-back cuffs. In simple tailored styles the coat sleeve is increasingly popular."

CONCERNING SKIRTS.

MANUFACTURERS report a satisfactory increase in Summer business, notwithstanding the drawbacks due to unfavorable weather. Travelers are sending in repeats constantly and stocks of Summer goods are pretty well cleaned out. The demand just at present is for light weight materials in washable goods. Crepe de chines, basket cloths, voiles and voil de Paris are also receiving attention from careful retailers.

The lines for early Fall trade have been pretty well seen by the retail trade. There is a marked tendency for the better class of goods. Perfect fits can in most cases be secured if the proper care is taken in underskirts, which form the lining nowadays of the skirt. The certainty of the accuracy of the class of goods submitted has induced retailers to stock expensive goods with no qualms.

The demand for early Fall trade has been, as predicted, for plain materials in black, navy, and the popular champagne shades. The variety in which trimmings are used forces manufacturers to show a wonderful complexity of styles. One manufacturer showed a line for Fall comprising over two hundred samples. The retailer must here make careful selection and show proper discretion, else he may see fit to regret unjudicious blunders. All told, trade has been fairly satisfactory to the manufacturer. Tailor-made effects in tweeds and basket cloths divide the bulk of the trade, and every retailer should see these materials in his range.

A feature in the trimmings, which is prominent and sure to meet with popular favor, is the profusion and intricacy of self-buttons. They are arranged in an endless variety of designs. There is, in sympathy with the demand for a better class of goods, a desire for more elaborate trimmings. Plaits are more plentiful than ever. There is no recognized standard, and it is hard to say just what particular line will meet with popular favor. The retailer is on the safe side when he selects a line with an abundance of them. Taffeta straps are employed, along with innumerable bits of braid and folds. Just what class of trimming is most popular it is impossible to say, as all meet a ready sale. Tassels seem to be about the only trimming which a retailer is safe to go without.

For the late Fall trade heavy materials will soon be shown the trade. Frieze zibelines in a variety of weights are sure to be popular. In this connection the retailer must be careful not to buy too freely of the heavier class of goods. Two years ago it was a safe and judicious investment to stock them largely, but there has been a gradual yet sure demand for light weight and thin materials for Fall and even Winter wear. Manufacturers show a good range of venetians for Fall, and they are safe goods to stock. This is a perfectly logical outcome, as there are many occasions when a heavy skirt is entirely out of place. Numerous small functions of a social nature create the demand for this light weight class of goods. This is extremely gratifying and satisfactory to the retailer, as it relieves somewhat the anxiety caused by the overloading of a line of Summer materials. A good display, supplemented by a judicious use of printer's ink, will awaken any latent desires for these goods.

Manufacturers are busy on plans for Spring, 1905, and while it is early to forecast adequately a few indications can be predicted. There always has to be some change to provoke interest, and these novelties always come after long, careful and judicious deliberation, supplemented by the designs from foreign markets. Light weight materials in washable goods are again sure to be in demand. From a careful consideration of the trade this season, and taking into consideration the foreign forecasts, it can safely be predicted that basket cloths, voiles, voil de Paris and venetians will meet the attention of the trade for Spring. The colors outside of the staples, black and navy, are to see a still further revolution. Champagne has met with approval this season, but is sure to be still more popular next year. There is a noted tendency to confine the shades to the least possible number, giving both manufacturer and retailer a better chance to clear at a profit. This has been steadily developing, and by careful judgment on the part of the retailer in dealing with his customers can be readily carried out. For that reason there will be fewer novelties in colors shown for Spring, 1905.

The tendency to purchase high-class goods with a variety of trimmings is growing, and next season is sure to see such an abundance of trimmings that the popular taste is certain to be satisfied before the season is quite on, and the inevitable reaction is sure to occur. In the opinion of one manufacturer, trimmings will be seen less than this year, and he predicts more sober, neat and plain effects. How true this may be is only conjecture, although that is where the present superabundance of trimmings is sure to end.

COLONIAL CLOAK COMPANY

MANUFACTURERS OF

LADIES' JACKETS, COSTUMES,

SKIRTS, and CHILDREN'S REEFERS

also LADIES' BLOUSES.

Choice line of Fall Samples now ready.

Wholesale trade only. 383 St Paul St., MONTREAL

Xmas Goods

NEW LINES JUST ARRIVED

TOYS, FANCY GOODS
HOLIDAY PAPETRIES

The finest lines ever shown to the trade, entirely new and remarkably cheap. It will pay you to see these before ordering elsewhere.

G. A. WEESE & SON

44 Yonge Street TORONTO

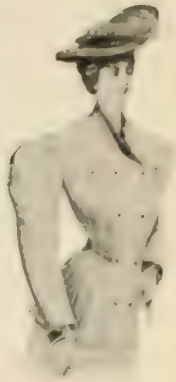
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"THE CHEAPEST OF THEM ALL"

OUR

MANTLES

are all **LEADERS** in price, style and fit.



FIT GUARANTEED

A postal will bring a sample.

THE EXCELSIOR CLOAK COMPANY

Telephone No., Main 3948.

452 St. James St., - MONTREAL.

NORTHWAY GARMENTS

We are Showing To-Day all the newest and latest novelties in Coats, Suits, Costumes, Separate Skirts, and Children's Garments—without any question the nicest line of exclusive designs we've ever had the pleasure of inviting you to inspect. And we bid you welcome at any time to visit our showrooms. See what's here – buy if you think we can do better for you—we believe we can.

JOHN NORTHWAY & SON, LIMITED

91-93 WELLINGTON STREET WEST, TORONTO

FINANCE AND INSURANCE

STATISTICS of failures in Canada for the six months ending June 30 have been made public. As compared with last year they are far from satisfactory. Liabilities exeeed in amount those for any year of the preceding six, although the number of failures is less than in 1903. The total number of failures was 583, as compared with 492 last year, but the liabilities were $6,060,-733 this year and only $3,395,637 last year. Manufacturing failures numbered 149, with liabilities of $2,354,498, as against 107 failures and an indebtedness of $1,045,843 a year ago. Trading failures were 420 in number and $3,454,-968 in amount, against $2,207,691 in 1903. In banking alone was there any improvement over 1903, two small suspensions of $30,749 comparing favorably with four defaults and $2,139,225 the preceding year. As to location, the chief increases occurred in Ontario and Quebec, but every province showed more or less rise except New Brunswick.

* * *

EXPANSION is the key-note of the June statement of the chartered banks of Canada. Since 1896 this expansion has been constant and even remarkable. Naturally,now that the crops have begun to move, an increase in the circulation of bank notes was to be expected, but it must have been surprising to many to find that the increase of June circulation over May circulation was $300,000 more this year than last year. Deposits in the chartered banks expanded $2,754,861 last year between May and June. This year they expanded $5,205,260. The chief increase in deposits is shown in the deposits without interest and withdrawable upon demand. This expansion is what one would expect to find, establishing, as it does, normal relations with current loans and discounts.

* * *

IT would not be possible to find a more intricate or complicated money system than that at present in vogue in Manchuria. This is owing to the fact that they have not there a fixed recognized standard of silver which can be taken as a basis for exchange operations. Although China's currency is on a silver basis, yet there is no standard of silver common to all their provinces. For instance,the silver of Niuchwang has a touch of 99.2, or, in other words, 8 ounces of alloy to 992 ounces of pure silver. The touch of the silver of Liaoyang, Mukden, Kirin and Tieling is supposed to be the same as that of Yingkou, but it never is, Yingkou silver usually being finer by 1 or 2 ounces in the thousand. Kwangchingtsu silver has a touch of 99, which puts it below Yingkou silver, while, on the other hand, Harbin silver has a touch of 99.8, which puts it above that of Niuchwang. When we think that the touch is only one of the items which has to be taken into consideration in the everyday exchange operations which take place between the various Manchurian towns, we can understand that the negotiating of a rate between Chinese currency is not a simple matter. This constant practice in exchange of the Chinese banker accounts for much of his quickness of perception.

The hard coin currency in Manchuria consists of the sycee, small coin, and of late the ruble ; yet the bulk of the merchandise bought and sold is not bought or sold against these hard effectives. All prices and rates quoted are against transfer money or mo-lu yingtzu—in other words, goods money, or huo yingtzu. This transfer or mo-lu yingtzu is a peculiar and muddled system. The arrival of the ruble and the establishment of quick communication with Manchuria, thus enabling the rapid transportation of treasure to and from Manchuria, is in large part responsible for the muddling.

The transfer money is a purely nominal currency not substantiated in any way by an effective—in other words, it is a credit. We will say, for instance, that a merchant starts business in Niuchwang and that his capital is deposited in some bank in Shanghai. The first thing he will do will be to sell his draft on Shanghai in the market at the market rate. The purchaser will transfer to the credit of the merchant at the place where he banks the equivalent in transfer money of his draft, and with this credit he can purchase his goods or do his banking. This transfer money can at any time be sold for silver or ruble effectives.

The Chinese year has four settling days or mao-kou, when all transfer money which has been issued has to be released The method of redeeming transfer money has undergone several changes during the last few years. The first system was that transfer money should be redeemed at full value in hard silver at the end of every three months. This system was continued until about two years after the Japanese war. During this period the effective currency was sycee and copper cash, small coin not having then made its appearance in large amounts.

NOTES.

The International Association of Accident Underwriters will meet at the Royal Muskoka Hotel in July, 1905.

The Crown Bank of Canada has purchased the private banking business of J. G. Hallett & Co. at Woodbridge.

The Crown Bank of Canada opened its Toronto office at 34 King street west on July 1, Mr. J. A. Ready being local manager.

The Michigan Bankers' Association were guests of the Toronto bankers on July 28. A banquet was given in the evening.

Mr. Robie Unioke, who died at Halifax on July 4, was for years president of the Halifax Banking Company, recently merged into the Canadian Bank of Commerce.

A movement is on foot among Canadian manufacturers to establish a mutual fire insurance company. The Canadian Manufacturers' Association is fathering the scheme.

The shareholders of the Traders' Bank of Canada passed a bylaw at the last annual meeting authorizing an increase of $1,000,000 to the bank's capital stock to bring it up to $3,000,000.

A new series of notes for the Imperial Bank of Canada has just been engraved in England. The $100, $50 and $20 denominations will be almost double the width of those now in use, though of the same length.

The agents in Vancouver and New Westminster of the British, Canadian and American insurance companies have given notice to the insurers that the rates of premium against fire have been advanced.

The assets and good-will of the Banco del Comercio, Havana, Cuba, have been purchased by the Royal Bank of Canada. This is the second Cuban bank to be purchased by the Royal Bank.

A new fire insurance company has been organized in London, Ont., to be known as The Universal Fire Insurance Company. The directors are : Francis Love, W. E. Saunders, R. K. Cowan, T. B. Escott, W. H. Wortman, A. B. Greer, J. W. Jones, John Garvey and Dr. W. F. Roome.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office Toronto, Ont.

Capital -	$2,000,000.00
Assets, over - -	3,546,000.00
Annual Income -	3,678,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $1,000,000.00

TOTAL ASSETS, $2,024,096.02.

LOSSES PAID SINCE ORGANIZATION, $23,886,005.32.

HEAD OFFICE, - BRITISH AMERICA BUILDING, Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J. KENNY, Vice-President and Managing Director

P. H. SIMS, Secretary.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

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HEAD OFFICE, - TORONTO, CANADA.

THE CANADIAN BANK OF COMMERCE.

Paid-up Capital, - - $8,700,000

Rest, - - - - $3,000,000

HEAD OFFICE: TORONTO, CANADA.

HON. GEO. A. COX, President. B. E. WALKER, General Manager

The offices of this Bank number 110, distributed as follows

LONDON, ENG., 60 Lombard St., E.C. S. Cameron Alexander, Manager.

NEW YORK, N.Y., 16 Exchange Place, Wm. Gray and H. B. Walker, Agents

104 Branches throughout Canada, including the following:

MONTREAL, F. H. Mathewson, Manager.
HALIFAX, H. N. Wallace, Manager.
WINNIPEG, John Aird, Manager
ST. JOHN, N.B., J. G. Taylor, Manager
DAWSON, D. A. Cameron, Manager.
TORONTO, John C. Kemp, Manager
VANCOUVER, Wm. Murray, Manager
OTTAWA, Robert Gill, Manager
VICTORIA, Geo. Gillespie, Manager
HAMILTON, D. B. Dewar, Manager

5 Branches in the United States, including the principal cities of the Pacific Coast:

SAN FRANCISCO, CAL., Arch. Kains, Manager
SKAGWAY, ALASKA, H. M. Lay, Manager.
SEATTLE, WASHINGTON, G. V. Holt, Manager
PORTLAND, OREGON, E. A. Wyld, Manager

A General Banking Business Transacted.

Foreign Exchange Bought and Sold.

The distribution of its Canadian branches covering all the principal cities and towns throughout the Dominion, its own offices in England and the United States, and its correspondents in all parts of the world, enable The Canadian Bank of Commerce to offer unexcelled facilities to merchants, manufacturers and exporters for the transaction of their business.

MANUFACTURERS AND MERCHANTS.

It may be necessary for your staff to have fidelity bonds. We act as surety on such. We are known the world over.

Write to us for terms and particulars.

The London Guarantee & Accident Co., Limited,

D. W. ALEXANDER, General Manager for Canada,

Canada Life Building, - - - TORONTO.

CAPITAL PAID UP, - - $1,000,000.
RESERVE FUND, - - 1,000,000.

THE METROPOLITAN BANK.

DIRECTORS

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HEAD OFFICE, - TORONTO.

W. D. ROSS, GENERAL MANAGER

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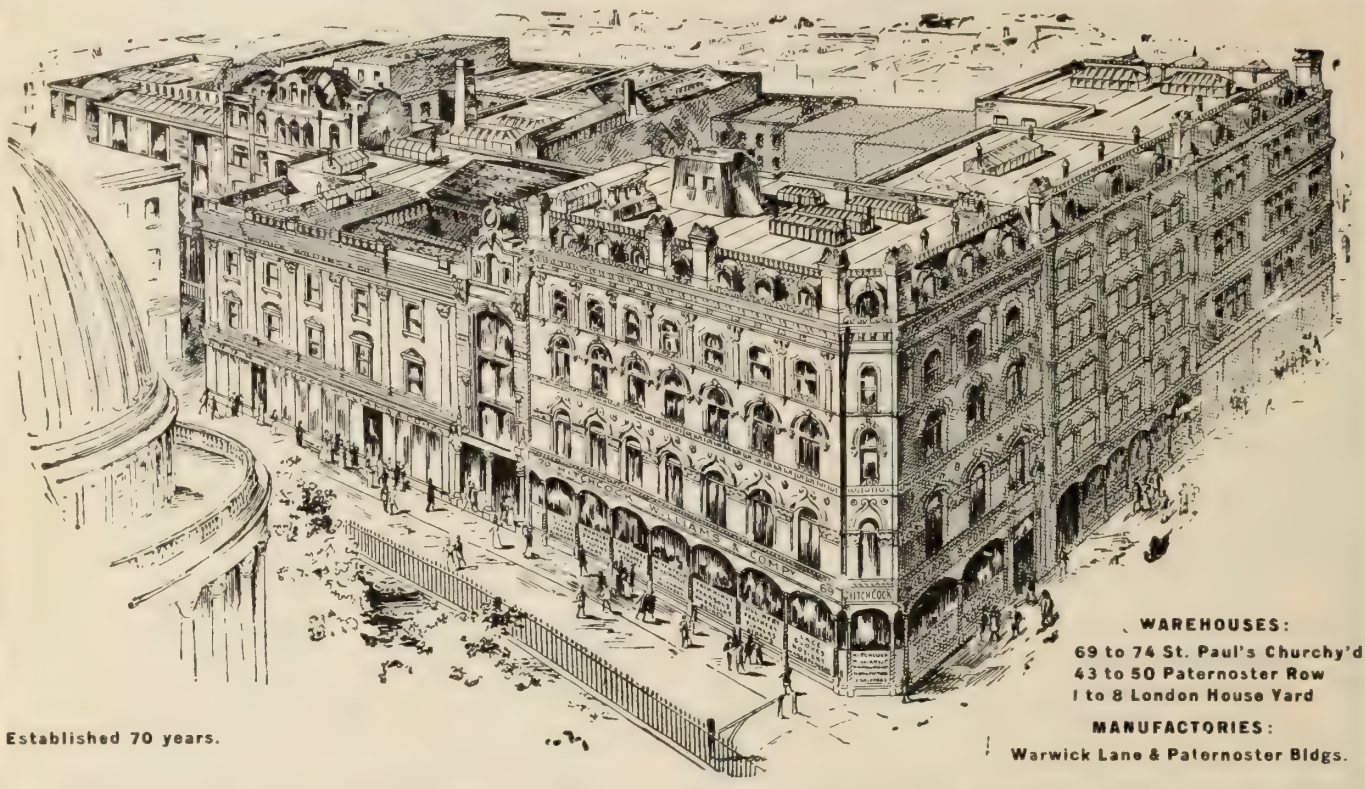
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Hitchcock, Williams & Co.

The Fancy House of London



Established 70 years.

WAREHOUSES:
69 to 74 St. Paul's Churchy'd
43 to 50 Paternoster Row
1 to 8 London House Yard

MANUFACTORIES:
Warwick Lane & Paternoster Bldgs.

Special Attention to Canadian Requirements

Buyers will always find the latest Novelties in Stock, and the Specialties for which this House is so widely known, are:

**Millinery Materials, Fancy ace Goods,
Prints, Silks, Velvets and
British and Foreign Dress Materials,
Chiffons, Ribbons and Trimmings,
Blouses, Fancy Costumes, Mantles and Furs.**

OUR CANADIAN REPRESENTATIVE, Mr. Cliffe, takes a full line of samples of these goods twice a year, and if you are not now on his calling list, drop him a line at Windsor Hotel. Montreal.

Requests for Samples sent direct to London will receive immediate attention.

Hitchcock, Williams & Co., St. Paul's Churchyard
LONDON, England

SIR G. WILLIAMS, F. G. WILLIAMS,
H. WILLIAMS, A. T. WILLIAMS.

OUR LONDON FASHION LETTER

Something About Tailor-mades for Autumn — Summer Gowns — Reformed Dress — Millinery Styles

INQUIRIES from authoritative sources lead to the information that the rounded basque will be a feature of tailor-mades for the Autumn, and one smart west end tailor dwells upon the charm of the severely simple coat, single-breasted and cut with a deep basque, the corners of which are nicely rounded. With this coat, which I should add fits the figure like a glove, immaculate cut is an essential. It is turned back at the neck like a man's coat, and merely finished with stitching, the sleeves being small.

Success is also prophesied for the short sacque coat of velvet, with large sleeves and a large collar, and also for the belted coat of velvet, with extended, rounded fronts, lined with satin and trimmed with galon. Fancy galon will, indeed, be the correct trimming for both velvet and cloth.

Bodices.

The swathed bodice, which has been feeling its way lately, will be among Autumn modes in silk, velvet, and other supple fabrics, the foundation, of course, fitting the figure. The swathed velvet bodice is a particularly handsome mode.

Whether swathed or not, the coming tight-fitting bodice concludes in a sharp, deep point in front. The new evening bodice, in fact, is quite in the old-fashioned style —small and tight-fitting, without sleeves save for a drapery of lace or chiffon, and worn with a berthe or tucker at the neck, while the fastening occurs at the back.

Crinoline as a Skirt Support.

A Vienna correspondent sends the following interesting note: "The Summer gowns made with ultra full skirts call for some support, and the one most in favor with great modistes is a shaped band or crinoline at the bottom about nine inches deep, edged with three narrow bands of very flexible steel. Some dressmakers only use a narrow band with one row of steel, but this is not so satisfactory, and the woman who goes in for the crin at all must wear it properly. The fashion will never last, for men abhor it, and it is amusing to note how soon a mode loses favor in the feminine eye if man criticises it unmercifully."

Some very charming examples are now being made here for wear at Ostend. One is, of course, white linen, with the lower part of the skirt trimmed with insertions of imitation point d'Ireland, which is so arranged that it forms a shaped flounce of trellis work about twenty inches deep in front, and over a yard deep at the back. It is, of course, mounted over white taffeta, and the bodice is made to match. The general effect is very unique and cool.

A thicker gown has the skirt of fine white cloth trimmed with two rows of Irish lace insertion between broad bands.

High Crowns in Hats.

The re-introduction of the directoire hat, or hat with high small crown, is very welcome, and will lead to some charming specimens of millinery for the Autumn, since this high-crown hat is seen to particular advantage in velvet, and the velvet hat will be a strong feature of coming millinery.

A surfeit of flat or crownless hats has led to a general feeling for high-crowned millinery, and there is something particularly smart about the delicate shapeliness of the directoire crown, which we shall see swathed with soft



The new shape for Rain or Traveling Coats

satin ribbons run through buckles and plumed at the left side.

Reformed Dress.

Considerable attention is being turned in England to the question of reformed dress. A study of the many charming designs "made in Germany" and Holland in the interests of reformed dress will speedily convince those who are still doubtful about the possibilities of combining the strictly hygienic with the becoming, that they have no need for anxiety on that score—at any rate with regard to the house dress that rests upon the

ground, which can be just as lovely as the dress made in two distinct portions. The short-skirted reformed dress may still differ from the fashionable woman's idea of what suits her, but then not all of us care to wear the trottoir skirt even though unattached to the bodice.

A reception toilette made for a German lady is of pale eau de nil soft silk, gracefully following the curves of the figure and having sleeves of transparent sea-green chiffon, falling in loose draperies about the arms and caught at the wrists into lace bands. A single stole of wide lace falls from neck to foot, down the centre of the gown, and is continued over the shoulders, where it is extended along the arms for a few inches and attached to bracelets of lace. This forms an original decoration to the upper part of the sleeves.

The reformed coat is seen at its best with an empire bodice piped to the skirt, and trimmed with four huge buttons. Single or double collars and pleated bell sleeves complete the design.

All-in-One Dresses.

What the Parisian dress artist can do in the way of creating all-in-one dresses was publicly demonstrated some months ago, when English women had the opportunity of seeing in the west end a collection of the loveliest French toilettes made on hygienic lines. No one would have imagined from the appearance of the dresses that they differed in any way from the orthodox fashionable two-part or three-part toilettes. Some were built to resemble smart bodices and skirts, others appeared to consist of skirt, blouse and bolero. Yet each dress was slipped on in one and the weight was borne by the shoulders. They were triumphs in the way of all-in-one dresses, and quite the smartest examples of their kind that imagination can picture.

Ostrich Feathers Prominent.

In the preparation for the new season the majority of the houses are counting on doing exceptionally well with ostrich feathers for the trimmed hat business. Indications now are that ostrich tips will be revived in a remarkable degree. This will be a change from the long plumes and will afford greater opportunity for novel use of ostrich.

There are new forms of curling feathers and plumes. The Nell Gwynne feather is a novel mode of curling an ostrich plume. New arrangements of tips and feathers will give them almost the value of novelty.

Velvet foliage and flowers in the new Fall colors will be something desirable to use in carrying out the monotone effects in hats.

In the ornament line there is a good use of jet indicated. The jet seemingly will be preferred by the better trade in preference to metal ornaments.

A good deal of talk is heard of rough materials for millinery. But the falling off of the demand in beavers last Winter toward the close of the season and the cheapening of many kinds of rough materials would seem to make a marked revival of the rough effects doubtful.

A great deal will doubtless be done with the high-class ready trimmed hat. Manufacturers are preparing most excellent lines in these hats to offer the merchant trade. It is getting more and more toward two distinct classes of goods in the millinery business.

A. MEEHAN.

PERSONAL MENTION.

Mr. Gaunt, of Mark Fisher & Sons, is on a business trip in the Old Country.

Mr. S. A. Jacobs, of the New York Silk Waist Co., expects to leave shortly for a holiday trip.

Mr. W. H. Ives, traveler for Robert Taylor, wholesale milliner, was drowned at Stoney Lake, July 26.

Messrs. Davidson, Mitchell, Denton and Dunning, buyers for John Macdonald & Co., are in Europe on buying trips.

Mr. Edwin Mills, of Stanley Mills & Co., Hamilton, Ont., is seriously ill in Muskoka, from inflammatory rheumatism.

Mr. G. L. Cams, of Greenshields Limited, is spending a well-earned vacation with his family at Little Metis, Que. Que

Mr. H. W. Bonnell, formerly of the carpet department of the W. R. Brock Co., Toronto, has accepted a position on the traveling staff of Greenshields Limited.

Mr. Lewis Dexter has resigned from the managership of the Canadian Colored Cotton Mills Co. at Milltown, N. B., and been succeeded by Mr. J. Whidden Graham.

Owing to the ill health of Mr. G. R. Anderson, of G. R. Anderson & Bros., dry goods merchants, Brampton, the firm have sold out to Messrs. Crawford & McCullough. The Dry Goods Review hopes that the rest from business will restore Mr. Anderson to full vigor and health.

Mr. Palmer, of Debenham, Caldecott & Co., has just returned from the European markets, having purchased there a large stock of millinery and fancy dry goods.

Rev. John Gillespie, first rector of the Church of the Messiah, Toronto, died July 23. In 1866 he founded the hat and fur business of J. Gillespie & Co., now under the name of the Gillespie Fur Co.

Mr. Wm. Buell, representing Greenshields Limited, will be in Toronto during the millinery opening and Toronto Exhibition, and will make room 602 Carlaw Building, Wellington street, his headquarters.

Miss Annie Dorron, an employe of James Paton & Co., Charlottetown, P. E. I., has won a gold watch in a competition held by the Truro Knitting Mills, for the best descriptive name for their new ladies' underwear.

Mr. Deimel, of the Deimel Linen Mesh Co., Montreal, has just returned from a business trip to the factories in Germany and England. He leaves Montreal again shortly for a tour of inspection of the agencies of the firm throughout the United States.

Mr. I. Mishkin, formerly of the American Silk Waist Co., has severed his connection with that firm and is now manufacturing for himself at 1853 Notre Dame street, Montreal. His factory is equipped with the latest machinery and a specialty is made of popular-priced goods.

Mr. D. C. McNaughton, accompanied by Mr. L. M. Harris, who has charge of the staple department in Greenshields Limited, will be in Toronto during the millinery opening and Toronto Exhibition and will make room 602 Carlaw Building, Wellington street, his headquarters.

Mr. Max G. Cohn, the Broadway (New York) merchant, has had a very enjoyable trip to Montreal and Toronto. Mr. Cohn was very favorably impressed with the growth and solidity of these two Canadian cities. He speaks in the highest terms of the courteous treatment he received from the business men he called upon, and thinks that Canada has a great future, due to its magnificent resources and progressive people.

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"AMERICAN"
DRAWERS SUPPORTERS



HOLD'S 'EM UP

FOR FAT MEN, LEAN MEN, AND ALL KINDS OF MEN.

WE WANT TO TELL YOU ABOUT OUR "AMERICAN" DRAWERS SUPPORTER. IT IS A NEAT, INEXPENSIVE, INDISPENSABLE AND QUICK SELLING ARTICLE. SUPPORTS DRAWERS PERFECTLY. HOLDS BELT IN PLACE WHEN SUSPENDERS ARE NOT WORN, AND

"IT HAS A CHAIN HOLD."

TO WHICH WATCH CHAIN OR KEY CHAIN CAN BE ATTACHED——THIS IS A BIG THING, ESPECIALLY IN SUMMER, WHEN VEST IS NOT WORN.

COSTS YOU	$1.00 PER DOZ. PAIRS.
SELLS FOR	15 CENTS PER PAIR.

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J. V. PILCHER MFG. CO. LOUISVILLE, KY.

We will send on trial to Works

any size of our **HIGH-CLASS**

Corundum Emery Wheels

made up to **60 inches in diameter,** to 12 different systems for any variety of purposes.

Corundum Emery Saw-Sharpening Wheels

for automatic as well as for ordinary sharpening machines.

On Sale for over 30 years.

Weekly output of Emery Wheels, about 20 tons.

THE GENUINE NAXOS EMERY COMPANY

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NAXOS-UNION

Frankfort-on-Main (Germany)

Letters: Naxos-Union, Frankfort-on-Main (Germany)

FEATURES IN STAPLES

CONDITIONS in the raw cotton market are no more satisfactory than they have been for a year and a half and no one seems to have much idea what will happen. At present cotton is quoted at 10.95 and around this it has wavered for over a month, going up to about 11.50 and then dropping. It is certain that stocks of raw cotton are small, especially in this country. England appears to be a little better fixed in this respect, and Liverpool has to an unusual extent controlled the market for some time. It is doubtful if a mill could procure the quality necessary at the present time, and at the price quoted it is certain that it could not. Until the September lists come out there will be no reduction in cotton fabrics, and much as one may hope for and expect lower raw cotton when the new crop arrives, if raw cotton remains at 11 cents, Spring prices will not be changed.

Stocks of both raw and manufactured cotton are very low. Wholesale houses and retailers have been buying from hand to mouth for a year, and are pretty well cleaned out now. This accounts to a great extent for the strength of raw cotton in face of a Government report of 11,500,000 bales, a crop of about a million above the average. The consumption of cotton has decreased but little and it is thought that the extra million bales will be consumed in placing stock where it usually is at this time of the year. At the same time this amount is over a million and a half above the estimated crop for last year, so that prices will surely reach a lower level at some time Everybody who buys is waiting for the drop, but they have waited for a year and more. It has been threatened by some that unless Canadian mills lower their prices when the new lists appear, more buying will be done in the States. They claim that they can now get goods over there and pay the duty at the same price as here, if not less. A significant step in the United States was the lowering of prices on bleached and colored cotton goods from 5 to 15 per cent, but this is offset by the fact that the mills are not making money at present figures.

There is an insistent demand among retail circles for lower cotton fabrics. They argue that cotton has dropped six cents, but they fail to remember that fabrics never went above 12.50, or thereabouts. Take a quotation of 11 cents and by the time the cotton is laid down it means 12 cents at least, and to this must be added the fact that a newspaper quotation of 11 cents does not mean that cotton can be had for that. It is merely a stock exchange price that represents very little except for speculation purposes. In all probability, if a manufacturer went into the open market to buy now he would pay from 11 1-2 to 12 cents for anything he would use. The argument is made that futures are bringing no more than 9 1-2 and the question asked why the mills do not buy it at that. It must be remembered that cotton bought for October delivery could not be made up into fabrics immediately. It takes a long time to prepare the cotton for spinning and weaving, so that October cotton would be unavailable for months. In their consideration of future prices the mills will, no doubt, be strongly influenced by the present indisposition of buyers to purchase more than is immediately required.

* * *

The dividends paid by a joint stock company are supposed to represent distributions of profit; and if business is bad and the profits are not being earned then it is to be expected that the distributions will be interfered with if the directors have the courage to admit the true state of affairs. In this connection the recent wild fluctuations in the price of raw cotton, both here and in New England, have badly upset the trade. The result has been another cut in Canadian cotton dividends. The Canadian Colored Cotton Co. have announced the discontinuance of their 4 per cent dividend. This places the Montreal Cotton Co. in the position of being the only large concern which is now paying dividends. The predicament of the cotton manufacturing industry in Canada has thus resulted in one after another of the companies dropping its dividend distribution to shareholders. The only radical conclusion is that the most honest and courageous method has been taken to put the industry on a fair basis.

* * *

At a meeting of the cotton manufacturers of Fall River on July 7, representing $1,500,000 of the $3,000,000 in that city, it was decided to reduce the wages of the operatives 12 1-2 per cent. The final announcement was made on the 14th, and the reduction was to date from the 25th. On that date, however, the operatives, 25,000 in number, went on strike, and indications point to a prolonged warfare. All the mills are included save one, and it is certain that this will join the demand. It is suggested, and with some reason, that the mills have forced matters in order to bring on a strike. At present they are losing money, as shown by the selling price of print cloths at 2 1-2 cents per lb., while the cost is 22 cents. A curtailment in production was necessary on account of sustained high cotton, and it is possible that this method was adopted as the simplest. At any rate, the manufacturers seem quite satisfied in closing their mills. They have, it is said, a million and a half pieces on hand and over half a million of printed goods are in New York or in the mills. On the other hand, the unions are well prepared for a strike, as they have $100,000 in funds. This is their third strike in five years. The last one was a failure, although it lasted for some months.

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An interesting comparison between prices now and a couple of years ago is shown in canton flannels, which were then worth 4 3-4 cents and now 8 cents; bags, then 13.50, now 19.50; yarns, 14.25, now 23.50. These are some of

the greatest advances, and from this it will be seen that, with cotton then at 8 cents, the advanced prices now do not represent raw cotton worth more than 12 cents.

LINEN.

NOTHING has transpired during the month to affect prices in linen to any quotable extent. At present quotations, linens are firm, and no decline in prices is expected until next year. Buying for Fall has been going on in moderate quantities. Table linens are in great demand and any special offering should be taken advantage of. The wonderful demand for linen dress goods during the Summer has built up a firm foundation for high prices. Flaked goods or knickers are scarce and will be in active demand next Spring.

With the purpose of assisting the extension of the flax industry in Ontario, the Agricultural Department has commissioned an expert to investigate and report. Mr. A. L. McCredie, who last term lectured on economics at the Ontario Agricultural College, Guelph, Ont., is studying the growing of flax at Baden, Ont, where it is an important industry. It is fully expected that Canadian flax will be found suitable for linen yarns, and if so both seed and fibre will be made use of as in Ireland.

Lille, the linen centre of France, has had a great strike of linen weavers, and great attention has been paid conditions as a result. It is said that it has been found that cotton has killed linen and for this reason a measure is before the Government to grant a bounty of 30 francs per acre to farmers who grow flax and hemp. The bounty is to extend over six years. A French paper thinks, however, that linen manufacturing will gradually die out in France, and the manufacture of cotton goods take its place. For a number of years this change has been creeping in and at present many are engaged in the cotton industry who were eight or ten years ago interested in linens.

WOOL.

FOR the moment there is a stronger feeling in wool than at any of the raw materials. A Canadian buyer in England writes that woolens are the most difficult to buy of all materials. He says that the recent London series showed an advance of 10 per cent, making wool 100 per cent higher than a few months ago, and that the effect will be felt in carpets, dress goods and suitings. The situation is that woolen goods are excellent value at prices of even two months ago, and goods bought now will be at least 10 per cent cheaper than a month from now, when old stocks are consumed. The American Woolen Co. has advanced its prices 2 1-2 cents all around.

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The fourth series of the 1904 wool auction sales closed in London, Eng., July 16. During the series the attendance was large. Competition was keen throughout. Under the influence of large Japanese Government orders and light supplies coarse descriptions advanced considerably. Compared with the May sales the gains were: Merinos, 5 per cent; medium, greasy crossbreds, 7 1-2 to 10 per cent; coarse crossbreds, 10 to 15 per cent; fine scoureds, 5 per cent; coarse scoured, 10 per cent. Greasy merinos of really good quality were in demand for home, Continental and American spinners. Greasy crossbreds were in good supply and sold well throughout. The total withdrawals were 6,300 bales. About 18,000 were taken for export, including 7,000 for America.

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The woolen situation in Canada is such as to create very high prices. The crop is only from a half to two-thirds the average and dealers are anxiously watching all offerings. Under this stimulus prices have advanced from 1 to 3 cents over last month. Receipts are very light, as many are holding back in the expectation of higher prices. The London wool sales have shown the tendency of wool quotations. What is received is in somewhat poor condition, and the United States is eagerly bidding for all we have to spare. Several car loads have been shipped to that market. Prices have closed for the month at washed, 19 to 20; rejected, 14 to 15; unwashed, 11 1-2 to 13; supers, 20 to 21 1-2; extras, 22 to 24. The tariff changes promise to have some effect and wool growers are elated. The Alberta Wool Growers' Association received 14.10 cents a pound for their entire clip, a price higher than ever before received by almost two cents. The clip will amount to about 250,000 pounds.

* * *

United States markets are as firm as ours, fully two-thirds of the Montana clip having been sold by the first week in July. It is expected the clip will be five million pounds short of last year. Other sections of the country week in July. It is expected the clip will be five million In Boston a big scramble has gone on for wool, equalling the boom years of 1897 and 1899.

SILK.

WITHOUT any apparent increase in the demand for silk piece goods, raw silk is steadily advancing. Even yet, however, it has not attained an average price, and if silks came more into favor there would be some large buying. As it is, buyers of raw silk are holding back until they find out what the prospects are for the fabrics. Fancy silks are strong and have been all year. There is a good sale for taffetas. At present raw silk is still over 15 per cent lower than last year. It is said that the situation is relieved very much by the curtailment of production which has been carried on for several months in Europe, and the United States has decided that the best way to make a demand for plain fabrics is to take them off the market. From appearances in Europe there is to be some increase in the sales of plain fabrics. China and Japanese silks have remained staple selling goods.

ADVANCE IN BRITISH CARPETS.

On account of the continued advance in raw materials British manufacturers have made a further advance in carpets. Wiltons and Brussels are 2d and Royal Axminsters 3d higher. This is the second advance this year. Some mills are running short time. Wiltons and Axminsters continue active. Wool has gone up so much as to force spinners to raise their prices.

LADIES' NECKWEAR.

ONLY a few Fall lines in ladies' neckwear are near completion, and it will be well on into August before the bulk of them are ready. Summer neckwear is still selling, but there are signs ahead that the demand is on the wane, as the retailer is devoting his time to the clearing out of odd lines and slow sellers. Even though the season has been so short, manufacturers have been kept busy, and on the whole have every reason to be satisfied. That the retailer is also satisfied is shown by inquiries received about Fall lines. Before they are ready he is quite prepared and waiting for them; a most healthy sign.

The change in the position held by ladies' neckwear now, from that of a couple of years ago, is most marked. Then it met with a dubious and doubting reception, and many retailers would not touch it. Now, in the words of one merchant, "Ladies' neckwear is one of the most profitable lines in the store." It is given a most prominent place. Just as you enter most dry goods stores, a silent salesman greets you showing ladies' neckwear. Like the separate waist, it is so firmly fixed in the affections of its wearers that it will not easily be dislodged, for it is one of the most becoming, and at the same time most practical, styles of neckdressing ever introduced, and while there are so many pretty effects shown, and the price for them are so moderate, women are not likely to go back on them.

It is a pity that in some lines of the business manufacturers should be so ready to cut prices. Price cutting is a sword with two edges, and the man who uses it rarely escapes without damage. Then it upsets trade and tends to bring the article on which the war is waged into disrepute—in many cases it goes so far as to drive it out of the market altogether.

Wherever possible, the best way to meet price cutting is to raise the grade of the article affected, and to take it out of the common rut. In some cases this cannot be done, and the victim has to submit, but with the sorry satisfaction of knowing that honors will not rest altogether with the other side. The temptation to price cutting may be great, but in this, as in nothing else a man undertakes, should he so thoroughly and completely consider the end.

FALL LINES.

A GOOD deal of new neckwear is in very light and dainty styles, chiffon being in most cases the material used. Folds, ruches, tucks and pleatings, are much in evidence, and many of the stocks show a line of ruching around the neck. These stocks, with their soft folds, fluffy tabs and jabots of chiffon, will be very tempting, as nothing can possibly be more becoming, and once a woman is pursuaded to try one of these on, and sees her reflection in the counter glass—for all neckwear departments should have a counter glass, as they help to make sales just the same in this department as in the veilings—she will be unable to resist the temptation to buy.

The trimmings used are fine plauen laces of a better quality than have heretofore been used for this purpose. Embroidered silk galoons, silk braids, silk trimmings, embroidered chiffon motifs, all in delicate shades and white, and particularly in soft colored pompadour colors, are used. Little touches of gilt in the trimmings are also seen, as well as gilt beads, spangles, mother of pearl passementeries, etc.

There is an immense amount of hard work lavished on these new stocks in the shape of lace stitches, French knots, etc. Some of the newest and prettiest effects are altogether hand-made. They are of heavy, fancy silk braid, with lace stitches, and are particularly smart in appearance. Faggoting is also much used. Taffeta bow styles are still showing and some manufacturers have a good deal of confidence in them. Certainly they are showing some nice styles. One, a New York production, has a four-leaved clover on the ends in contrasting color, outlined with French knots.

Embroideries of the heavy type, such as hardanger, broderie anglaise, and others, are in such popularity as trimmings that it is not possible for the embroidered stock to be dropped, and embroidered stocks in both white and colors are again seen for Fall. There is a showing of colored effects, but not in the Bulgarian colors and patterns. Pompadour patterns in soft pinks, blues and greens, are shown, and many of these are on silk, but the most faith is expressed in embroideries all of the same color. In New York they are showing them in green, olive, brown and black.

The newest collar in embroidered lines is the "Buster Brown," a style that is all the rage in the States. This is a turndown collar in the shape made familiar to most people by the pictures of the irrepressible Buster, who has been the hero of so many amazing adventures that have been portrayed in the pictorial papers on the other side of the line. Many of these collars are just embroidered, but a number of them have port holes on each side of the front, or a series around the collar through which a ribbon or a Windsor tie can be threaded and tied in a bow or a knot in front. Besides keing a novelty, this collar is a very pretty style, and should be as great a selling success here as on the other side.

Long ties to fold around the neck and either knot or bow in front have sold well in wash lines, and for Fall long ties something after this style are shown. They are of faggotting and silk, or in tucked silk. About six or seven inches from the ends they divide, and the four divisions are finished with an ornament.

Turning to imported lace lines, there is still the deep plauen venise cape collar, though many thought that its day was done, but it has come out again with renewed favor in Fall lines. In sympathy with the trend of fashion in laces the newest of these collars are in the net laces also.

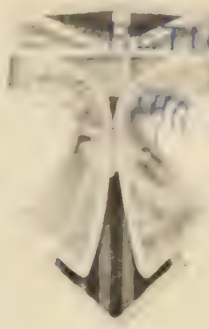
There is to be a very large trade done in plauen stocks in all the laces, and in both white and ecru. These, again, will be popular sellers in spite of the fact that they have been freely taken all through the Spring and Summer. The latest lines show very large tabs, almost plastrons, and collars with plastrons attached are also shown. Collars with fanciful stole and epaulettes are shown in every line, and some very high class effects are in this style. These will be utilized by dressmakers in the production of elaborate waists.



All White, L889.
Asstd. Colors, L890.



All White, L866.
All Black, L867.
Asstd. Colors, L868.

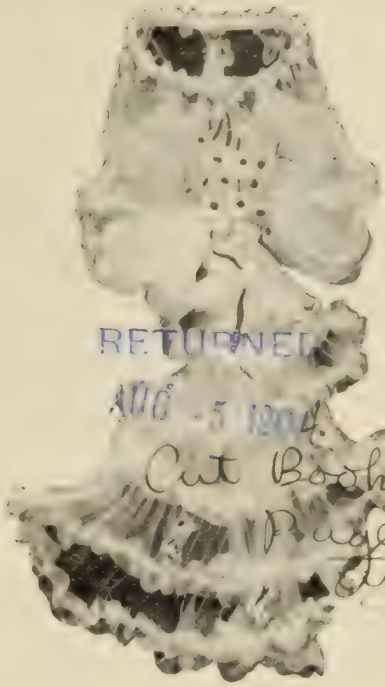


All White, L887.
Asstd. Colors, L888.

SILK COLLARS to retail at 25 cents.

NOT ONLY

is our range strong in the popular priced lines, but we now have both the **Materials** and **Talent** that produce the **Dainty High-Class Article.**



IN BELTS

While not here illustrating any numbers, we have got together a range which we think we are justly proud of. All prices to sell from **25 cents up.**



All White, L862.
All Black, L863.
Asstd. Colors, L864



L899,
In any Color



All White, L887
Asstd. Colors, L888.

A TRIO for Half-Dollar selling.

"LADIES WEAR" Limited

77 York St., TORONTO.

FURS

NEW YORK is undoubtedly in most eyes regarded as the Mecca of fashion for America. However literally true this may be, there are certain limitations and exceptions. It is unfortunate, but nevertheless true, that some ultra fashion seekers in furs have been tempted to some extent to do their buying there. It is apparent to such that their hastiness was both ill-timed and ill-advised. Canada is the home of the fur trade. A momentary thought will prove to such unwary ones that it is impossible for New York to evolve styles suited to the rigor of a Canadian Winter. Further, the question of price is a consideration which many seemingly overlook in their craze for novelties in designs and materials. It is safe to say Canada easily takes prominence in giving by far the best value and safer goods as well.

In this connection The Review interviewed a prominent Montreal fur dealer who, in reply to a query regarding this tendency, said: "An experience within my personal knowledge occurred last Winter. We couldn't satisfy a rather fastidious customer in a fur ruff. To make the story short she bought in New York some flimsy article, which she afterwards came to us to exchange, saying it was altogether unsuited for this climate.

"Undoubtedly the fur stores there go in for more elaborate displays of novelties than even we do, but it is safe to say the goods are of a character totally unsuited for Canadian trade. We confine our attention pretty well to the needs of the trade here, as we have found extreme novelties a bad proposition. We are bothered very little by foreign buying, as we carry complete ranges of goods in all prices. The furs manufactured in Canada are designed both for usefulness and ornament, but the ornamental part is subservient to the warmth of the garment, which can't be said of American furs."

* * *

The fur travelers have now nearly all completed their trips, and report business as satisfactory.

There are no special features to report this month, as the business is practically over with the exception of some laggards. Manufacturers are busy on Fall orders. The range of styles and novelties is greater than in any previous season. Astrachan jackets for medium priced goods and Persian lamb in higher priced goods are the popular materials. The styles are variegated, but 24 inch lengths are safe to stock.

* * *

In many foreign countries misrepresentation of furs is a growing evil. It is gratifying to know that very little along this line is heard in Canada. Even here the ordinary consumer has little idea of the extent to which misrepresentation is carried on. It is easily apparent with the many different grades of the same material, how easy it is for the dealer to pass his off as the best. For instance, in sable, the qualities are often wrongly described. Here it is difficult to define the precise stage at which this might be said to begin. The trade itself understands the exact gradations in value between Fitch, Japanese and Canadian sable before the peerless true Russian sable is reached. Yet all belong to the same family in natural history, and it is naturally tempting to the unscrupulous dealer to pass his off as the best. In this connection the retailer will find the wholesaler a safe guide, and it is to his own interest to treat his customers in the same manner.

* * *

The true silver fox is the rarest of skins, and fetches even higher prices than the famous sea otter. An absolutely perfect skin was put up at auction two years ago in London and realized nearly $3,000. It was taken to America mounted with diamond eyes, and found ultimately a buyer at $5,000.

PICNICS AND OUTINGS.

THE fifth annual picnic of the Consolidated Cloak Co., Toronto, took place to Idylwild Park. Sports, including a baseball match, were held. The committee was composed of H. Taylor, O. Grabell, W. Godson, James Parsons, A. Lindsberg and A. Hardy.

The lady employes of the Guelph Waterproof Clothing Co. held a picnic to Puslinch Lake, and spent an enjoyable time. About thirty attended and indulged in games, races, and a tea.

The employes of the Redmond Co., Limited, Montreal, held a successful outing to St. Rose on Saturday, July 16.

The munificence of the National Cash Register Co., Dayton, Ohio, mentioned on another page, is one of the most expensive gifts given by an employer to his employes. All the heads and assistant heads of departments, foremen and assistant foremen, with their wives, about 400 in all, as well as 600 young women, had their way paid to the St. Louis Fair. The amount expended will be about $14,000. In addition President Patterson has thrown open his Summer residence and grounds for the use of his employes while he is abroad, and bought a house to be used as a Woman's Century Club. A well-known landscape gardener has been engaged to lay out the grounds.

Members of the management and the employes of the Canadian Rubber Co., Montreal, held their annual picnic at Lavaltrie. An all day's outing was enjoyed. The steamer Three Rivers left Montreal at 8 o'clock in the morning. After a pleasant luncheon a programme of races was held. The 100 yards dash and hop, step and jump, both won by Mr. Lavallee, were closely contested. The tug of war was carried off by the mechanical goods department. Mr. Thornton, general superintendent, won the guessing competition. Mr. McGibbon, the manager, presented the prizes on the return journey. An orchestra furnished music throughout the day.

The employes of R. McKay & Co., Hamilton, Ont., celebrated the beginning of the Wednesday afternoon holiday by holding a picnic at the Hotel Brant. The members of the firm joined with the employes and spent a pleasant day. Baseball and tug of war matches filled up the day until luncheon was served. During the evening an entertainment was given by the staff.

Thirteen coaches of employes of the Sanford Mfg. Co. attended their annual picnic at the Falls. A baseball game and races provided amusement for the large crowd.

During the millinery opening and Toronto Exhibition (from August 29th to September 10th), Mr. E. J. Powell, Toronto representative of Greenshields Limited, will be at his sample room, No. 602 Carlaw Building, Wellington street. He will have with him a full range of Greenshields' samples.

"Wearwell" Brand of HOSE.

If you want Worsted Hose, 2 ply, with 3 ply foot and knee, let us hear from you

Made also in a heavier 2-ply and 3-ply. All English yarns. Full size. Packed in boxes. Write for samples and prices

CLINTON KNITTING CO., Clinton, Ontario.

SELLING AGENTS:
The Richard L. Baker Co., 60 Yonge St., Toronto.



A CHILD CAN OPERATE IT

Make Your Own Buttons

WITH THE

NEW DEFIANCE BUTTON MACHINE

Makes all kinds of covered buttons, rim, half-ball or flat, complete; to make three sizes of button.

$7.50

Call or send for samples of our work

Defiance Button Machine Co.,
266 Greene St., Cor. 8th St.,
NEW YORK, U.S.A.



Veilings, Laces, Embroideries, Dress Trimmings

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Page 98

We invite all retailers interested to visit our show-rooms in the ROSSIN HOUSE. Special display MONDAY, AUGUST 29th, and following days.

CANADA VEILING CO., 93 York St., TORONTO.

Alexandor the Great

FURRIER

Know all men by these presents:

That you are herewith commanded to present yourself at the first opportunity at

OUR P(A)LACE

504-506 St. Paul Street, MONTREAL

where you will find on exhibition one of the choicest selections of ROYAL ERMINES, SABLES, MINKS, and other FURS made in the most beautiful and up-to-date styles ever offered to the trade.

Orders for Prompt Shipment will receive every attention.

A. J. ALEXANDOR, - Manufacturing Furrier.

Galt Robe Co.

Galt, Ont.

Manufacturers of

Standard Buffalo Robes, Rugs,



Cold Weather Garments,
Buffalo and Astrachan Coats,
Astrachan Cloths,
and a complete range of

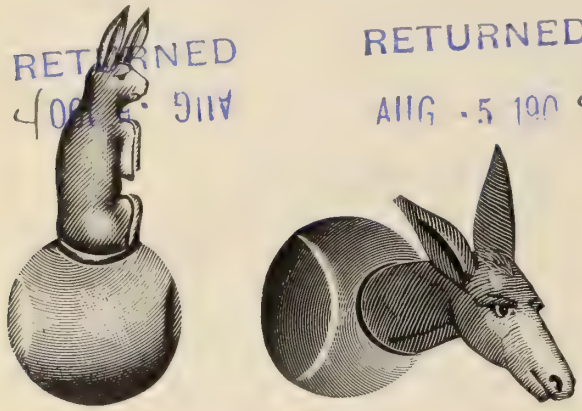
Carriage Dusters

sold by all the leading jobbers.

LEATHER AND FANCY GOODS

FANCY GOODS, DOLLS, TOYS AND GAMES.

AS might be expected, the range offered in these lines is larger than ever. Several novelties of striking merit have been introduced and will be offered to the trade immediately. Sample stocks have not been filled up yet, although the travelers have a large selection with them. Foreign goods are being received all the time. A large volume of



New Rubber Toys.

business is expected for the Christmas trade, and merchants will not be disappointed in the lines shown.

* * *

Dolls are going to occupy as important a position as ever. In their new up-to-date costumes the higher priced dolls are productions of the highest artistic value, and even "Black Dinah" wins for herself a spot in the heart of the youngster. France, Germany and the United States are supplying dolls of all kinds. France makes the nattiest, most stylish figures; Germany the cheapest as well as good, high priced ones, and United States shows various novelties in medium priced goods. Germany has 75 per cent. of the trade in spite of the surtax. Some of the most lifelike dolls are shown, with



A New Bank and Lock.

real hair, sleeping eyes, silk dresses, leather boots and elaborate hats.

* * *

The toy line is endless. Hundreds of new ideas have been worked out, especially in the ever popular mechanical class. Dancing and tumbling figures are shown in all sizes, and worked by all kinds of apparatus. These can be had now for a few cents, and the small boy is assured of a lot of fun for little money. A great number work on scientific principles that instruct while they amuse, and the simplest ideas are used to obtain the most interesting results. Many of these are just being received and the movements of the toys are wonderful. This branch of the fancy goods trade has attained to a position that makes it worthy of the closest attention. Every boy likes a mechanical toy, and anything from a penny dancer to a $100 complete engine is appreciated by the lad.

* * *

Pit and flinch, the two great games of last year, are still selling in some parts of the country, although as a rule they are giving place to newer games. Flinch has secured a stronger hold on the affections of the people than pit, but the latter was immensely popular while it lasted.



Christmas Decorations shown by Nerlich & Co.

LEATHER GOODS.

THE presidential election year is felt in Canada in leather goods circles. During this period so much less buying is done in the United States that the manufacturers try to dump their goods into Canada, and heretofore have succeeded. There is at any time a severe competition in this line, and price cutting is a common occurrence. It is said that 125 travelers for leather goods tour the New England states alone, and the same superabundance of firms are represented over the whole country. Buyers for department stores know the rivalry existing between manufacturers and make use of it to get special values. But worse than the price cutting thus carried on is the manufacturing done by Jews in New York. These men hive together, live on next to nothing, have poor ideas of profit, and so sell their goods for ridiculously low sums. Their entire production is often contracted for a year or more ahead, and the result is sometimes hand bags at prices which cannot be touched by a legitimate maker. Many of our own buyers for large stores get their leather goods on the other side, since they can often pick up bargains from the overstock

FEATHERBONE

Made by an entirely new process, combining the most up-to-date methods of American and Canadian factories. Sample orders solicited.



THE

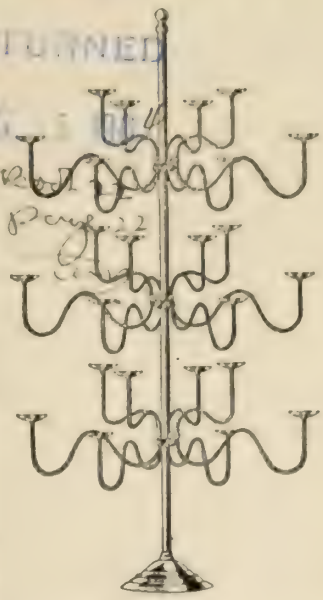
Reid Featherbone Manufacturing Co'y.

Limited

Manufacturers of
Featherbone and Featherboned Novelties

94 Carling St., - London, Ont.

DISPLAY FIXTURES



We have full lines of up-to-date Fixtures for every Department, including Millinery Stands in great variety, Fine Wax Figures and Forms, Mirrors — Triplicate and Single—Ribbon Cabinets, Glass Counters and Show Cases, Store Stools.

Our Revolving Metal Cloak and Skirt Reels are the finest on the market.

We carry the largest stock of Shoulder Hangers in the Dominion. We have for the **Fall Trade** a fine line of **Milliners' Wax Figures** that defy competition, and a low-priced line of first-class Hat Stands. Send for Catalogue and Prices, or call and see our goods when in the city.

Clatworthy & Co.

48 Richmond St. W., - - TORONTO

F. & E. W. KELK

76 YORK ST.,

NEARLY OPPOSITE THE McKINNON BUILDING, SIDE ENTRANCE . . . .

DOLLS GAMES TOYS

ALL KINDS OF

FANCY CHINA
LEATHER GOODS
SMALLWARES
PURSES
BRUSHES
Etc., Etc.

Our range of Fall and Holiday Samples never was so complete. Although prices have been advancing our complete assortment will be equal in value to last year. Glad to have you call during Exhibition.

or competition. One large Canadian buyer recently approached several Canadian makers to get a Peggy-from-Paris to sell at $1. As his specifications were for too high a quality he failed, and a trip was then taken to the United States. However, he failed to get what he wanted, and returned to the home market.

* * *

Peggys-from-Paris are still prominently shown by local makers, but their stronghold is across the border, and Canadian manufacturers have found that only a limited quantity can be sold here. They are now made up in good quality to retail at $1, and a good sized one was recently shown in a department store for 19c. The newest of these have bellows bottoms, allowing for more room, while closing into a tight shape. In all probability the bag will sell in fair quantities during the coming Fall season, but its disappearance from the market is certain to be a matter of a few months only.

* * *

Bags for Fall promise to be of a large size, running about 9 or 10 inches, and in what is called the pedestrian and avenue shapes. These bags are not conspicuous and are as convenient as it is possible to make them. The leather handle seems to be the favorite, being made up in straight strips and in woven or braided shapes. A new braided handle is shown with a stiffening of about 1½ inches in the centre where the hand holds it, and the handle is shaped to fit the grip also. These handles, while costing more than the ordinary braided styles, are put on cheap as well as expensive bags. The leather covered frame is extremely popular, but as it increases the cost is not seen on the cheapest lines.

* * *

The interior fittings are not so extensive as formerly The first idea was to include in little pockets inside the bag a vinaigrette, card case and purse, but now the purse alone is found as the other things make the bag heavier, and the cards can be carried in the purse or bag Silk linings are receiving the greatest attention. The brocaded effects are selling best.

* * *

The popularity of the leather belt for ladies has been all its makers could wish. Crushes have sold in enormous quantities, and with silver trimmings the demand has been great. New shapes are being offered continually, one of these being a French shape, consisting of a shaped piece of leather wider at the back. Along it a half inch from the edge are two strips of leather a half inch wide and edged with white satin. The edging is just visible, and livens up the dead effect of solid leather.

* * *

The 20th century coin purse is a new idea in this class of goods. It is convenient to carry and safe.

FANCY WORK AND NOTIONS.

HAIR ORNAMENTS.

FASHION is favoring the wearing of some kind of adornment in the hair, and for full dress occasions these are quite elaborate, and even for ordinary indoor wear a bow or some other ornament is worn. This tendency naturally leads up to the wearing of fancy combs and pins on every possible occasion, for, besides their ornamental value, they are distinctly of use—they keep the hair in place and hold up becomingly what would be without them stray locks, and form also a solid support for the hat.

Combs are good sellers now, and are likely to have a great run in the coming season—but it is not any comb that will sell. There are combs and combs, and up-to-date stock must be kept on view to keep trade coming your way.

The puff comb has had a season's trial, but has not made the anticipated success. No doubt puff combs are cooler and better for the hair, but it is impossible to gain the fashionable effect with them. Then the complaint is made that they are much too short, and women are again buying rats.

A very great deal has been said about the vogue of white combs, but they have not sold up to anticipations. They are in fair demand, and every merchant must have a representation in his stock.

Another much heralded novelty that has not panned out as expected is the amber comb. The fact is, amber combs only go well with amber tresses, and the day of the peroxide blonde is over. There is a new variety of amber, a very light shade, called "crystal," that is said to be a success in the better departmental stores in New York but it has not reached here yet, and shell is the material in which the trade is being done. There is a growing revival in combs set with paste or mock diamonds, and this may be the line novelties will take.

Jet is going to be strongly featured in trimmings and millinery this Fall and Winter, and as jet is a favorite for hair ornaments in Paris, possibly it will be seen here before long. It would be in splendid keeping with the rich tones to be used in millinery.

Shell pins are great sellers, and a few are jeweled. Barrettes also sell well, as they do their work and are built on such a plan that it is impossible, or next door to that, for them to slip out.

Many people complain that the ordinary comb easily slips out of the hair and is lost, but there are quite a few styles being shown that completely overcome this objection. Generally they turn over back into the hair, and the hair under the turned-over piece holds it firmly in place. Waved teeth is another device.

Side combs, especially shaped to fit the side of the puff and with waved teeth, are new and look likely. The latest comb, when in the hair, has the effect of a series of knobs or beads in shell, and this is shown in white as well.

It is said that the latest Parisian style of hair dressing is taken from the way a Japanese Geisha girl does her hair, and as this is a variation of the pompadour style it may become general. Pins are shown there that carry out this style, and should the one come the other will follow.

A stag party was given Mr. Charlie Matthews, son of Mr. G. C. Matthews, of Matthews, Towers & Co., at his home, 29 Durocher street, Montreal, on the occasion of his departure for the Northwest. Mr. Matthews has left for Calgary, where he intends remaining for some time. He stopped off at Winnipeg for a few days and took in the Dominion Exhibition.

GOSSIP ABOUT OURSELVES.

ONE of the rewards of our efforts to make The Review a tower of strength to the dry goods trade is noticeable in the appreciation it enjoys among subscribers. The Review is now in its fifteenth year. In the early and middle period of its career the publishers thought The Review to be a very creditable trade newspaper, and so it was considered to be by others. But when one looks at the fine numbers that we have been getting out during the past year and a half one is compelled to say that the past was very ordinary indeed. Of course we cannot take all the credit to ourselves for this remarkable enlargement in the size, scope, and favor of The Review; we share it, and gladly, with our subscribers and advertisers. The enthusiasm of success is contributed to in no small measure by our partners in this enterprise—our readers—and enthusiasm works like rain and sunshine and morning dews.

The Reward of Effort.

* * *

THE other day one of the principals in a large wholesale millinery establishment said: "I don't get a look at The Review until well on in the month. It is in use among the staff from the first moment it comes into the office." A clothing manufacturer said: "I look for The Review with as much eagerness as I do the morning paper." From subscribers we have good-will utterances of the heartiest character. Many of them say: "We couldn't get along without The Review. It is invaluable to us in our business."

Appreciation From Readers.

* * *

Here is a letter that has just come to hand:

Gentlemen,—The Fall number (July issue) of The Dry Goods Review to hand, and without exception I think it is the best edition that we have ever received. You deserve to be encouraged as you improve every year and evidently spare no expense in writing up and giving good advice in regard to purchases and styles of the coming seasons. I wish you every success, and long may The Dry Goods Review prosper in your hands. This number will likely be the last one we will receive as subscribers. I am out of business now owing to ill health and by advice of my physicians, but I have rented my store, and recommend your book to my successors. I also, after perusal, handed the Fall monthly to them, and they seemed much pleas.d with it.

A Valued Subscriber.

Yours etc.

G. R. Anderson & Bro.,

Brampton, July 12th, 1904. Per G. R. A.

We thank Mr. Anderson with all sincerity for these generous words. We are sorry, however, to lose so loyal a subscriber. Mr. Anderson's friends among the wholesale and supply trade, and among the travelling salesmen have known for some time that he was being steadily forced to abandon business. If he hadn't been a Scotchman, he would have given up long ago—and perhaps had he done so he would have spared himself much physical suffering. The Review trusts to hear that Mr. Anderson will speedily regain his old-time vigor, and that his life will be spared to his family for many years.

* * *

WHEN manufacturers and retailers are so uniformly cordial in their words of appreciation, we feel that we are having our full reward for the time given and the money spent in making The Review what it is to-day. However, while we enjoy praise, we do not rest with having praise. We have it in our mind to make our trade newspaper better still,—a newspaper chiefly, one that informs the host of people who depend upon it for their knowledge of what is best and most worth having in their business. The keynote of our business is service,—service to the men and women who subscribe to The Review, and read it with such fidelity.

Plans for The Future.

* * *

MR. W. T. ROBSON, who has charge of our New York Office, was a recent visitor to his home at Lindsay, Ont., his errand being nothing less than his marriage. His bride is a daughter of Lieut-Col. Sylvester of Lindsay. In New York Mr. Robson has won for himself a conspicuous place among his fellow Canadians, being the president of the Canadian Club of that city. Largely through his influence there is being published in New York a periodical, the Canadian, the mission of which is to foster Canadian loyalty and to keep the absent ones across the line in touch with the homeland. Mr. Robson's hosts of friends will rejoice to know of the success that is attending him,—a success merited by his energy, business gifts, and hearty good-nature. Mr. and Mrs. Robson have had countless expressions of good-will from their friends on both sides of the line, and The Dry Goods Review has a special pleasure in chronicling the happy event of their marriage.

An Event Of Interest.

* * *

POSSIBLY our readers have not considered the magnitude of the MacLean Publishing Co., and a word on this subject may prove instructive. The MacLean Publishing Co. has its publication centres at Montreal, Toronto and Winnipeg. Offices with representatives are maintained in London, England, and in New York. The number of people employed in all capacities in the production of MacLean's trade newspapers is not far short of the 200 mark—187 to be exact—a large number to be identified with a newspaper publishing concern. It maintains travelling representatives and correspondents from Halifax to Vancouver, who provide news matter, solicit advertising, and build up the subscription lists. In addition to The Dry Goods Review, there are published five other newspapers—The Canadian Grocer, Hardware and Metal, Bookseller and Stationer, Printer and Publisher, and The Canadian Military Gazette and Gentleman's Magazine. What it means in the way of labor to produce such a list of newspapers can best be understood by other publishers; the ordinary lay mind would fail to understand the amount of work involved in this work of production. It has been computed that we are turning out daily the equivalent of a daily newspaper office—the largest daily newspaper office in the country.

The Equivalent Of a daily.

GOSSIP OF THE TRADE

The Parisian Ladies' Tailoring Co., Montreal, have dissolved partnership.

Paquette & Forest, dry goods merchants, Montreal, have dissolved partnership.

McKendry's Limited, ladies' wear, Toronto, have added a shoe department.

The Canadian Colored Cotton Mills Co. is opening a third mill at Cornwall.

W. R. McColl, dry goods merchant, Berlin, has advertised his business for sale.

P. H. Lechtzier, dry goods merchant, Winnipeg, intends retiring from business.

The Montreal Instalment Co., dry goods dealers, Montreal, have dissolved partnership.

The Alberta Mercantile Co., Frank, N. W. T., have been succeeded by The Western Mercantile Co.

The Toronto Feather & Down Co. have been partially burned out. Loss covered by insurance.

E. Lepage & Co., dry goods merchants, Montreal, have dissolved partnership; Juliette Lepage has registered.

Leon Fleishman has registered under the style of The New York Neckwear Co., manufacturers, Montreal.

Mrs. A. H. Horsfield has registered under the style of A H. Horsfield & Co., wholesale furriers, Montreal.

The American Silk Waist Co., Montreal, have dissolved partnership; J. Cars and L. Shlakman have registered.

Joseph F. Clement has registered under the style of Clement & Freres, dry goods merchants, Waterloo, Ont.

J. S. McLeod, dry goods merchant, etc., Vancouver, B. C., has been succeeded by J. S. McLeod, McBeth & Co.

Demand of assignment has been made upon the European Importing Co., importers of dry goods, etc., Montreal.

Wolofsky Bros., dry goods merchants, etc., Montreal, have dissolved partnership; Harry Wolofsky has registered.

Revillon Freres, general merchants and furriers, Edmonton, N. W. T., have been succeeded by Revillon (incorporated).

The stock of Learoyd & Co., dry goods merchants, Seaforth, Ont., has been sold to Snively & Sauvey at 60c on the dollar.

Daignault & Servigny, dealers in dry goods, shoes, etc., Valleyfield, Que., have sustained loss by fire; covered by insurance.

Fire caused damage of $2,000 in the basement of Greene, Swift & Co.'s wholesale clothing warehouse, London, Ont.; insured.

John B. Kay and W. T. Bradshaw have registered under the style of The Montreal Compressed Air Dustless House-Cleaning Co., Montreal.

The Bagley & Wright Manufacturing Co., wholesale dry goods importers, Montreal, have dissolved partnership. The firm has been incorporated under the style of Bagley & Wright Mfg. Co., Limited; Wm. Wright, manager.

Wm. Cummings & Son, Truro, contemplate very shortly manufacturing a complete line of ladies' cloaks, costumes and skirts.

The Eastern Townships Corset Co., manufacturers, Ste. Hyacinthe, Que., have dissolved partnership; Joseph N. Dubrule has registered.

The dissolution is announced of the old-established fur manufacturing firm of Silverman, Boulter & Co., Montreal, owing to the death of Mr. Silverman, and the organization of a new firm to carry on the business. The style of the new firm is Boulter, Waugh & Co., the principals being the two remaining members of the old firm. The business has been established since 1870.

The massive addition which is now being built to the rear of the R. J. Whitla & Co. dry goods warehouse at Winnipeg has been in the course of construction for the past few weeks and is now well under way and when completed it will greatly add to the general appearance of the whole building. As their present quarters were to a great extent inadequate to their requirements owing to the increase in business the additional floor space will greatly facilitate the handling of the orders for their extensive western trade.

T. T. A. Des Trois Maisons, a wholesale millinery house, Notre Dame street, Montreal, is in liquidation.

As a proof of the immense energy displayed by Toronto merchants in rebuilding, the house of Debenham, Caldecott & Co. will be in their new warehouse on the old site, corner of Bay and Wellington street, by the middle of August and will have a fine stock of ribbons, silks, taffetines, sateens, etc., which will be offered to their customers for the Fall season of 1904.

The Truro Knitting Mills Co., Ltd. originators and inventors of "Stanfield's Unshrinkable Underwear, Truro Knit," report their mills to be runnin night and day on their famous line of underwear. Just one year ago these mills doubled their capacity, and at the present time are busy installing new machinery, which is expected will increase their production nearly one-half. Messrs. Stobart, Sons & Co., Ltd., Winnipeg, Man., are sole distributors of "Stanfield's Underwear for the West.

T. Lindsay & Co. are erecting a large department store in Hull, Que. The building will be 107x157 four stories high, and will cost about $60,000.

Mr. Harris Wener, of the Montreal Waterproof Co., and Mr. S. Hart, of Wener Bros., clothing manufacturers, have recently returned from a business trip abroad. While absent, they visited England, Germany, France and Belgium, and spent some time in buying and in getting new ideas helpful to the trade. Mr. Wener was accompanied by his son, Master J. Wener.

HINTS TO BUYERS.

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible

Wyld-Darling Co., Limited.

IN the staple department all lines of cotton goods are well assorted. They are specially strong in bleached cottons in numbers confined to themselves Nos. 500, 300 and 350. In grey cottons a large quantity has been cleared from the mills at special cut prices. Their stock of flannels is now fairly complete in greys, navies, scarlets and creams, also a line of fancy shirting flannels.

In the linen department their stock of J125 and 127 towels and of crashes, is in good assortment of prices in the different makes. They are showing an extra large range of table napkins to retail at 60c to $2.

They are offering several lines of heavy worsted hose with extra spliced knees for boys' school wear, of English manufacture. The Nos. are 202, 204, 203, 205, 208, 213, 214. They can be retailed from 15c to 50c, in all sizes.

In cashmere hose all of their regular lines are again in stock. Ribbed Nos. 35, 36, 37, 72, 92, 16 and 48, plain numbers, "Premier," "Surprise" and "Noxall," Nos. 17, 20, 21, 22, 24, 26, 28, 29 llama.

In cashmere and ringwood gloves, black, white and fancy colors sell from 15 to 50c. Golf blouses are popular, they show the latest styles to retail from $1.75 to $2.50, in cardinal, navy, white or black. A large assortment of knitted toques, mitts, tams, booties and infantees, are now in stock at all prices.

They have now in stock a complete Fall range of the "Wolsey" brand underclothing for men's wear. The "Wolsey" garment comes in four different weights, and can be retailed from $3 to $6 a suit. It can be washed over and over again by any method, without losing the softness and elasticity for which it is noted. The "Wolsey" garment is also unshrinkable, and should any garment shrink in washing it will be replaced. They carry this line in all sizes from 34-32 to 50-48. It is done up 1 3 dozen in each package.

They have an extensive range of the Pen-Angle brand unshrinkable underwear for August delivery. This underwear, which is made in Canada, comes in many different styles and weights, and can be sold by the retailer at popular prices. They also carry the Pen-Angle brand in men's half hose, which can be retailed from 20c to 50c per pair.

The W. R. Brock Co., Toronto.

In the linen department they have been fortunate in securing three excellent lines of table linen at prices that are favorable on account of the large quantity bought. The close quotations will be a gain to the consumer. The numbers of these special offerings are JB36, JB37 and JB38. Thery are all of extra fine yarns with a beautiful soft, mellow and bright finish, and can be retailed at 60c, 70c and 80c a yard. There are seven different designs in each quality, including the very latest and most effective designs. So cleverly are these goods made, and so low the price considering the excellence of the material, that they are sure to appeal to lovers of fine linens at first sight. Another special is No. 2, a three-quarter, hand-bleached damask napkin, to retail at $1.50, regular $2. They are put up in 5 dozen packages. The finish is good and the weight heavy. They are just the thing for hotel or other heavy use.

In the men's and women's furnishings and knitted goods departments, they are showing for Winter wear a jersey cloth legging, very elastic, in child's, misses' and women's sizes, three-quarter or full length. Their stock of waterproofs is extensive, including Gilbert to retail at $2.25, Swell, retail $6, Captured $7, Sapper, $10, Ayles worth, $12, in men's styles. In ladies', special values retail at $2 to $12. Military is a $6 novelty. Two lines of children's retail at $2.25 and $3. Samples will be sent on application. Three or four ranges of boys' sweaters retail from 50c up, all wool, men's from 75c to $3, in plain and fancy, latter including striking stripes in demand by lumbermen. The pineapple stitch, C63, retail 90c, is a first-class sweater. Marathon 1 a rubber reefer for teamsters, boatmen and miners, retail $2. Merchants in lumber districts will find Cutler plain etoffe pants, retail $1.25, and "Killarney," retail $1 to $2, good sellers. No. 2300 is a black overall, double front, 2625 with bib, and 1705 with sleeve, all good value, retail 75c. Unlaundered shirts are full selling. "Tempter" is the same old shirt to retail at 50c. Large purchases of soft fronts have been made. No. 84 in all sizes, 14 to 17, new patterns, starched cuffs, retail 50 to 60c, regular 75c to $1 line. One of the keenest buyers in the west saw them opened and took 12 dozen on the spot. 103F and 101F are stiff fronts, short bosoms, retail $1. They are still selling mole pants, heavy weight, retail $1. They have secured 300 dozen lumbermen's socks, the balance of stock of a retiring manufacturer, that can be retailed at 40c to $1.25. Several cases of novelties in men's neckwear have been received, retail 25c to 50c, and are offering 4 or 5 lines of various styles, odds and ends of best silk, made up to sell at about one-third regular price. In tailors' trimmings there is a large assortment of buttons, including American novelties.

In smallwares another shipment has been received of Paton's guaranteed linen thread, retail 5c; nice counter cabinet with each gross; assorted black, white and drab. A novelty just received is a safety pin cabinet called Columbia, containing three gross of pins, to retail at a popular price. In addition to a purchase of taffeta ribbons from a retiring manufacturer, Nos. 57 and 3009 colored velvet baby ribbons have been secured. Next month a list of the handkerchiefs will be given, but for those buying early it can be said the stock is complete. J26 is a lace edge handkerchief, retail 15c. They are expecting at once new dress trimmings in correct colors and novelty effects, gilt and gunmetal buttons and gilt braids and cords.

The dress department has been doing a splendid business all through July in colines and voiles, and goods of a like nature. They are making a large showing in blousings in the very newest effects, such as altweed stripes, triseenes, in plain green with zibeline stripes in iridiscent shades, Avillon cloth, Evelyon cloth, llama cloth in ombre striped effect, embroidered finnettes, feather stitch, Bedford cords, swivel spot lustres in browns, greens, etc. These are only a few of the many materials shown. They are cabling their foreign buyer to repeat a number of the above lines, so that their stock will be in good shape and well assorted for exhibition business. Excellent values are being shown in plain venetians and box cloths in all qualities and shades, to retail from 50c to $2.

They report that they have just passed into Her Ladyship ready-to-wear department new lines of vicuna skirts. These are trimmed with satin bands in various styles, and are all new designs and at popular prices. They are meeting with great success with their Fall range of skirts, showing a large range of fabrics and styles. Special mention might be drawn to the following: Lady Gladys, a 7-gore skirt made of 16 oz. wool frieze in black, grey and navy, boxed separately, which they sell for $1.50. Lady Rachel, 7 gore, trimmed with silk tabs made from fancy tweed, which sell for $3.75. Lady Olive made from vicuna, trimmed with self bands and taffeta, very stylish, and in no way over trimmed, which sell for $4.25. Their whole range of skirts sell to the very best trade, all being perfectly finished and in good taste. Skirts all come boxed separately and open out clean and fresh. They passed into stock three special lines of underskirts, two to retail at $1 and one to retail for $1.25. Her Ladyship waists are becoming more and more in demand. The range shows the latest materials in beautiful designs. In wool voiles especially they are strong and show a range to retail at $1.25 and $1.50 which sells on sight. These are made in the very latest style and their new sleeve meets with approval wherever shown.

They will shortly put on the market new styles of taffeta silk waists, samples of which will be in the hands of their representative in the course of about 10 days.

New lines in the whole range of Her Ladyship garments are continually being passed into stock, many lines of which sell so freely they cannot be sampled.

Her Ladyship catalogue is now ready for mailing, and will be sent on request.

Kyle, Cheesbrough & Co.

This firm are showing several beautiful new things in neckwear. The latest novelties in imported collars in linen and lace can be had from them for Fall. The local-made neckwear to be seen in nearly every store finds no share in their range; they show only the latest novelties in neckwear. Among a full range of novelties in their smallware department, belts in silk and leather, which are sure sellers for Fall, are on display. It is a matter of choice. Some makers insist silk is the popular one, others say leather ones have the call. They show complete lines of both. Novelties in elastic makes deserve the particular attention of the trade. They are sure sellers.

They call careful attention to their ribbon stock. Satin back velvet ribbons for Fall are easily foremost. Their number 1333 in all widths is a strong seller. Samples and prices will be cheerfully furnished on application. In buttons, which are much worn again, their line comprises the very latest up-to-date novelties.

Their range of laces comprises over 10,000 samples, which are now in the hands of their representatives. They call the trade's attention to wood fibre laces in an extensive range, which are good for Fall. They have made a specialty in silk blouses for Summer and Fall, and, judging from the volume of orders received, the trade has been impressed with values. It will pay to see their range.

Veilings for Fall are in good demand. They have them by the yard as well as in the popular 1 2-3 yards length, which is used for veils or trimming. Chiffon and gauze are the materials chiefly shown in all the popular shades.

The millinery trade demands velvets and velveteens, supplemented by plushes for Fall. They show a full range in all colors at the right prices. They show a good range of chiffon velvet, which is sure to be a leader.

In their handkerchief department, novelties are arriving daily. They show collars and handkerchiefs in the popular teneriffe hand-made weave.

Buttons in the smallwares department are good for Fall. Their range comprises metal and silk crochet, with or without the loop. Those in want of special values in cartoon embroideries should see their range.

The Salem Co.

They report Summer lines well cleared, and are now busily engaged in preparing for Fall shipments. Their stock is complete in a full line of ladies' waists in French and Scotch flannels, Jap silks, lustres, heavy cotton goods, piques, mattings, cordes and mercerized vestings. These are seen in the very latest styles and colors.

In the men's department all the latest novelties are shown. Plain effects with neat stripes are in good demand, and they show the very newest. The new champagne shade has a prominent place in their line. The coat shirt is having good success; they show it in a full range of colors, with cuffs attached. Their fancy vests are now oversold, a guarantee of their popularity.

The W. R. Brock Co., Montreal.

Brock's are showing a new adjustable pompadour comb on the smallware floor. The comb can be adjusted to suit three different styles of dressing the hair, and at the price, viz., 25c, should make a hit with the retail trade. Blouse sets in gunmetal, gilt, and silver, are greatly worn this season. Some very nice designs retail at low prices.

In christening robes and cloaks, children's dresses, silk capes, wrappers, and lingerie of all kinds, the stock is very well assorted. In this connection they claim to be the only firm that carries a stock of christening robes and cloaks in Canada.

In their house furnishings department some very good lines of quilts are seen. A shipment of linoleum has also been received.

Fall goods are being received daily and are being passed into stock just as quickly as they can be unpacked. Comforters in great variety are in stock to retail at from 75c to $3.75, while down comforters can be had at from $5 to $7 each. Roman stripe furniture coverings in tasteful designs are being shown by several wholesalers. Brock's line is especially prominent among these.

On the third floor a special line of tams with peaks, known as "Motor" tams, are being shown; the goods are the very newest thing out, and at the price, 50c, should sell very well. Ordinary tams to retail at 50c are also shown. Silk hoods for children to retail at from $3.50 up are a feature this season, and a great many designs are shown. Mitts, bootees, infantees, polkas, hoods, clouds, circular and fancy shawls, sashes, toques, etc., are all commencing to sell for Fall. A line of nice wool shawls and fascinators which they are showing is very good indeed. Golf jackets and vests are popular, and the merchant who carries a stock will find they help the sale of other goods. Lines to retail at from $1.50 to $3 each can be had in all the latest designs. "Excelda" is not, as some people believe, merely the name of a certain line of handkerchiefs, it is the name of a mercerized fabric used for handkerchiefs, which is now very well known indeed. Lines to retail at from 7c to 25c each can be had.

Blouse fabrics to retail at 50c are being shown on the dress goods floor. An all wool colored serge and an all wool colored cashmere, both retailing at 25c, are features and the stock of these goods should soon sell up, considering the value of the goods. Lustres are just the thing for Fall and Winter blouses, and the wholesalers are doing their level best to obtain good values and designs. The Brock Co., among others, seems to have succeeded very well indeed. Fancy printed beavers for ladies' cloaks and costumes to retail at $1 are on display in a good range. The popular venetians and box cloths are seen in the new shades.

The linen department reports very encouraging business in crash towelling to retail at 8, 10 and 12c, while their job lines of linen flake suitings are especially worthy of attention. It is not often that a 25c line can be retailed for 10c, as this one can be. A line of ginghams is also being shown, and at 10c should go very freely. Towellings, table cloths and napery of all kinds can be found in great variety in this section of the staple department. Table covers with napkins to match are a feature.

Grey and white blankets appear to be very special value this season. Some very pretty patterns in carriage rugs are being offered for sale in the staple department, and are going very fast.

The gents' furnishings department have some very interesting lines of ribbed worsted hose on sale; 34 at 25c, 38 at 40c, and 57 to retail at 50c, are especially worthy of mention. 62 ribbed soft wool hose to retail at 75c is also a very good line. Of course there is always a demand for grey wool socks at low prices and to merchants who wish to satisfy this want they offer Gem and FCS to retail at 20 and 15c respectively. People will soon be looking for Winter underwear, and merchants should order early. 333 and Zero Scotch wool underwear are two very good lines which can be retailed at 50 and 75c respectively. In the far eastern and western mining camps and cities there is a great demand for working shirts. The Brock Co., who cater to this class of trade have two nice lines, S48 black drill at 50c, and S59 black drill, with double front, at 75c.

S. F. McKinnon & Co., Limited.

S. F. McKinnon & Co., Limited, are making big preparations for the Fall trade. In conversation with a representative of The Dry Goods Review one of the company said: "The season just drawing to its close has been a very satisfactory one, and the outlook for Fall bright and most encouraging. In all departments sales are ahead of a year ago. For the past two months our large staff of travelers have been on their respective routes with a large and complete range of Fall samples, and in all provinces of the Dominion have met with great success. The many large orders received give abundant proof as to the cor-

rectness of our styles, designs, effects and colors in all departments.

"The new goods at once suggest a newness of style and character. The hats for Fall, 1904, are very effective. Our collection as usual is very large. One feature in connection with this department is the fact that more good or expensive hats have been sold than for any previous Fall season. We cannot, in this space, fully describe the merit of our hat stock; it must be seen to be appreciated.

"Plushes, plain silk velvets, chiffon velvets and fancy velvets will all be largely employed in the manufacture of Fall millinery. Ribbons have sold in great abundance and promise to be a very strong article for the coming season. Chenille trimmings, galloons, and bands of all kinds are very popular, in all widths from 1 1-2 to 6 inches.

"In hat adornments there is a large family. Ostrich effects will take a leading place, principally in feathers, tips and aigrettes, wings, birds and paradise will be among the leaders. Also keep your eyes on military pompons made from coque and hackle feathers. Hat garnitures of a flowing character will be popular in the manufacture of high class millinery. Flowers in velvet and plush effects will be more used than usual. Buckles, ornaments and buttons will be in great variety. Last, and perhaps the most popular of all trimmings, come beads—one of the features of the season. Those will be used small, medium, and large. You might also let the trade know through your popular and widely circulated journal that our travelers are now taking holidays, but will all be in the warehouse ready to receive the trade by the 10th of August. Our large importations are now well forward and a double entering-room staff are doing their level best to get our many orders sent forward. Our general millinery and mantle Spring opening will be held on August 29th and following days, but as usual, for the benefit of far-off or early buyers, we will be ready by the 15th to receive all who find it necessary to make their selections previous to our general opening date."

American Silk Waist Co.

The American Silk Waist Co. report their samples for the Fall trade ready, and their representatives will soon be in their respective territories. Their designers are now busy on the Christmas lines. They report prospects good. There is increased demand for the better class of goods and they are fully prepared to meet it. Their range comprises some beautiful effects in handwork designs on a dainty

John M. Garland, Son & Co.

Chiffon collar forms, every size and price, are now in stock.

Black paillette blouse silk is a new, soft weave, which doesn't cut and, as a lining, commands the attention of the ultra-fashionable trade. Same price as good taffeta, but a better wearing silk; retails 90c and $1.00.

Black taffeta gloves, good for present selling and for early Autumn wear, come in three lines that a retailer may sell at 20c, 25c and 35c per pair, assuring a good profit.

Now in stock at the Garland warehouse is a full line of Swiss tambour shams, centerpieces, d'oilies, tray covers, sideboard runners, dresser sets, toilet sets, assorted sizes; some lines contain but a limited quantity; all clean and in perfect condition. This lot embraces some strong lines for holiday selling and is 25 per cent lower than they are worth.

Large size, rich cushion cords in a complete range of plain, two and triple colors, are shown. Black and gold, delf and reds are among the much-wanted shades; to retail at 50c.

Linen shirt cases, made from Irish linen, will hold from 3 to 6 shirts, will fit into grip or trunk nicely and can be sold at 75c. Linen sideboard runners, 18 by 54 inches; will sell quick at 75c.

The new Raglan coat for ladies' wear deserves the closest attention, the popular one is a practical 3 in 1 coat, adapted for two seasons, and is shown in various styles and shades.

Parlor, drawing room and bedroom clocks in beautiful models, extravagant goods in any point but price, which ranges in the retail way from 75c to $10.00, pay all round a good profit and take up a small space in the store.

Cycle and Police suspenders retail at 25c, 35c and 50c.

The shirt department at John M. Garland, Son & Co.'s are clearing a line of colored top shirts, made to retail at $1.00, at a price enabling the retailer to sell them at 75c.

The linen leader shown by this firm is a 54 inch sheer bleach, extra-heavy weight, and retails at 50c per yard.

Double Use muleskin mitts can be worn on either hand, which means double service; wool cuff and wool lined, to retail at 50c.

They are offering a well tailored lot of pants, made from 12-ounce tweed, dark grey, at $12.50 per dozen; also 16-ounce dark grey and stripes, $18.00 per dozen.

Their tie section is full of all the newest creations in knots, flowing ends, derbys and made-up goods. The showing in these lines to sell at 25c is good and the splendidly arranged boxes for displaying the goods make them particularly attractive.

They are showing a large line of all wool 6-4 stripes, fancies, canvas and basket weaves for ladies' costumes. These were secured long before the advance was made. For immediate delivery they handle Summer suitings in the right colors, the right materials, and the correct price.

The house furnishings department are showing an attractive line of curtain poles in oak and mahogany. These are of American manufacture.

New York Silk Waist Co.

The New York Silk Waist Co.'s travelers are completing their Fall trips, and orders are satisfactory. Their range has never been so large and complete. The company are keeping up the high standard of their goods as denoted by the Shield brand. It is with much pleasure they take this opportunity of thanking the trade for their patronage.

The China and Japan Silk Co., Limited.

A short time ago a company was organized under the style of the China and Japan Silk Co., Limited, to deal in all classes of goods manufactured in those countries.

The name of the firm is slightly misleading, for besides securing the very latest in silks they intend handling everything in the line of fancy goods. They confidently expect showing some useful novelties to the trade. In connection with their buying end they have established permanent agencies with capable buyers at both Kobe and Yokohama. These will be extended in the near future to cover other foreign countries. These men being constantly on the spot can secure the latest novelties from time to time. Mr. Poole himself expects to leave shortly for an extended buying trip through China and Japan. A glance at the lines shown at 290 St. James street, Montreal, or 106 King street west, Toronto, is ample testimony to the completeness of the display. Merchants who have not handled this class of goods will do well to inspect them on their annual Fall purchasing trip, as many boomers for trade can easily be secured at ridiculously low prices. Those in need of artistic and expensive goods can also find a bewildering range.

John Macdonald & Co.

John Macdonald & Co. are showing in silks a special line of Bonnet's peau de soie, 22 in. wide, 75c per yard, a special line of guaranteed black taffeta silk, 24 in. wide, 75c per yard; special 36 in. black taffeta, extra weight,

$1 per yard; taffets chiffon, 11 in., $2.25 per yard, something nice for dresses.

In hosiery they are showing special plain cashmere with mending card attached, good weight, $2.25, ladies' sizes only; No. 107, wool hose in all sizes, 5 to 10, fine worsted wool, with mending card attached, $3.35 for ladies' sizes; special wool hose in all sizes from 5 to 10, good weight, ladies' sizes $2.25.

In golfers they handle three special German lines, in red, cream and navy, at $12, $16.50 and $19.50, all special weaves, and five Canadian lines from $13.50 to $18.

In dress goods this firm show carded crepoline in white, cream, sky, pink, nile, grey and black, something quite new for evening dress, price $1 per yard, 44 in. wide; silk crepe de chene in white, sky, grey, champagne, royal and black, 43 in., 75c per yard; Kop crepoline, in navy and black, with wide stripe, 43 in., 70c per yard; spotted voile, in black, two sized spots, something nice for evening wear, 44 in. wide. $1.50 per yard; fancy striped waistings, 27 in. wide, 55c per yard; spotted velvet waistings in navy, brown, royal, green and black, 22 in., $1.25 per yard; fancy basket weaves, in greys, browns, red, green, and navy, 40 in. 37½c; fancy knop tweed in all leading shades, 42 in., 55c per yard; fancy knop cashmere, herringbone effect, in royal and navy, 43 in., 65c per yard; fancy silk knop tweed mixture, in all leading shades, 50 in., $1 per yard, fancy check canvas cloth, in brown, navy and black, 54 in., $1.35 per yard.

The woolen department has some special values in Scotch tweed suitings, fancy worsted suitings, British and Canadian, worsted and wool trouserings in a large variety of the newest patterns, overcoatings, meltons, beavers, vicunas, mixtures and fancy designs. They also show women's costume suitings in plain and fancy colors, all at popular prices, as well as Belwarp serges and coatings, black, indigo and mixtures, with a large stock of Belwarp linings in Italian and mohair twills.

They report lines of Fall goods coming to hand daily in their ready-to-wear department. The changes in the styles of goods for Fall and Winter from those which have been sold for the last six months necessitates some changes in the arrangement of stocks, and consequently a number of broken lines in Summer waists in white and colored, and ladies' whitewear, are being cleared out at broken prices.

John Macdonald & Co., in their carpets, linoleums and house furnishings department have passed into stock a large shipment of No. 2 and No. 3 inlaid linoleums; and of 8-4 and 16-4 printed linoleums. They are showing a job line of cork carpets in 8-4 width at a low price. They have also in stock linoleum runners, with key borders, in 2-4, 5-8, 3-4 and 4-4 widths, in two qualities. Paper samples of linoleums are supplied.

Floor oilcloths, 4-4, 5-4, 6-4 and 8-4 widths, stair oilcloths, 2-4, 5-8 and 3-4 widths, and table oilcloths, 5-4 and 6-4 widths, are carried in every pattern the manufacturers make.

They have received this month new patterns in the following carpets: Hemps, unions, wools, tapestries, brussels, velvets, axminsters, wiltons and are now almost through shipping early Fall orders. They have a large stock of carpets, carpet squares and rugs on hand for immediate delivery.

Orders are coming in freely for all lines of housefurnishing goods. They have just received a shipment of Swiss curtains, a shipment of tapestry curtains, a shipment of axminster squares, a shipment of cocoa mats and mattings, a shipment of art squares in six qualities, a shipment of tapestry covers, a shipment of chinelle covers, and a shipment of white quilts. These goods will interest keen buyers.

Tooke Bros., Limited.

Mr. E. Foster, of Tooke Bros., Limited, has returned from a two months' trip on the continent, where he has been collecting the latest novelties in silks for Fall and Christmas neckwear trade.

In their men's furnishings department they will soon show a full range of fancy half hose, hand-sewn suspenders, sweaters, jerseys, etc. Their range comprises many novelties which are not shown elsewhere. Their travelers start out in September with a complete range of Spring shirts, men's fancy neckwear, etc.

They report a splendid sorting trade in shirts, collars, men's furnishings and neckwear, necessitating working overtime. They offer a special in men's socks which deserves attention. It is No. 1118 at $2.25 per dozen. They can book orders in any quantity for September delivery. The "French Guyot Suspenders," for which they are sole agents, can be had in any quantity. A display of Kneipp linen mesh underwear is taking well. They claim these are the only pure linen garments in the trade. They show a stock of unbleached or brown linen, which gives twice the wear of the bleached garment. This line is guaranteed; any damaged garments are replaced.

They offer a range of novelties in mufflers for Fall. Their black surah silk line at $4.75 per doz. has been a success; almost 2,000 dozen in sales is the result. In their own manufacture they show some pretty designs, embroidered with silk medallions and a line of fancy stitched goods. Silk mercerized goods are also in demand for Fall.

Their line of celluloid collars is complete. These goods are meeting with such a demand there is a scarcity in the trade. Tooke Bros. have a complete range always on hand, and are now in a position to fill orders the same day as received. Their line of silk handkerchiefs for Christmas delivery will be a part of their travelers' lines.

Brophy, Cains & Co.

In fancy woolens Brophy, Cains & Co. call attention to the following lines specially:—

Tams of all kinds for misses and women, including the new peak or "Motor" tam, the biggest seller of the season.

Toques in all sizes and colors, in heavy worsted for the boys and in fine wool for the girls, a specialty being the heavy ribbed toque with the fine sack.

Golfers; novelties arriving all the time; some cases of new makes not shown in Canada heretofore are just to hand.

Among the ladies' vests and drawers they are offering several lines bought at a low figure to clear and which are moving out in quantities. They also show something special at $4.50 and $6.50 in heavy 3/1 straight ribs and fine shaped goods, which are considered extra good value.

Although the value of Canadian wool has advanced 50 per cent. during the past six weeks, Brophy, Cains & Co. are in a position to accept all orders at old prices, having fully covered themselves before the advance. Ringwood gloves and wool mits are a specialty of this firm.

In cashmere hose they report further receipt of the following lines: "Heavy Weight," heavy plain; 603, 2/1 rib, tuck knee; 608, 2/1 "Perfect Foot:" 631, boys', a new 2/1 rib tuck leg, ranging from $2.25 to $4.50.

In their hosiery department this firm make a specialty of several numbers in their "Cedo Nulli." Worsted hosiery, No. 41, 2/1 rib plain foot; 45, 2/1 rib, double plain foot, pure worsted; 46, 2/1 ex. heavy ribbed foot, are their leaders in hose, and 265, 3/1 rib, heavy worsted, and 267, plain heavy worsted, are perhaps their two best numbers in half hose. Samples of these five numbers are put up in boxes ready for mailing on application.

Premier Waterproof Co.

The Premier Waterproofs and Rainproofs are now comfortably settled in their new quarters, 92 McGill St., Montreal, and with their increased facilities will be in a still better position to turn out their high-class goods. This firm manufacture in Canada ladies' and gentlemen's waterproof and rainproof garments, from cloth proofed solely by their English manufactory in Manchester. They are making an exhibit of these garments at the Domiuion Exhibition in Winnipeg. The exhibit is in charge of Mr. Michael Cohen, brother of Mr. D. Cohen, the Canadian manager, who has come from the Old Country to attend the Exposition, and also Mr. I. A. Solomon, representative of the Western Canadian branch.

Stauntons Limited.

A very cordial invitation is extended by Stauntons Limited, wall paper manufacturers, 934 Yonge St., to their customers and the wall paper trade in general to visit their factory during the Toronto Exhibition. The company will also have rooms at the King Edward Hotel during the Exhibition, and all visitors will be made very welcome.

Waldman & Sommer.

Perhaps no industry has developed so much in Canada during the past few years as has the manufacture of ladies' ready-to-wear garments. A few years ago, it used to be that the well-dressed lady considered nothing suitable except that which was made to order by her dressmaker. Times have changed, however, and now many of the best dressed ladies on our streets and in our homes wear nothing but garments of high-class tailored manufacture. This is largely due to the immense strides made by the manufacturers of this class of goods towards catering to the public taste. It has come now that almost any garment one can desire, made from the best material, and finished in remarkably good style, can be obtained in the ready-to-wear department of the dry goods stores.

A firm that has sprung rapidly into prominence in this respect is that of Waldman & Sommer, manufacturers of high-class ladies' garments, at 513-515 St. Paul St., Montreal. The heads of this firm are both shrewd business men, practical designers, and have had a long experience in the manufacture of ladies' garments. Their factory, which a few years ago occupied a flat on St. Paul St., now embraces the whole building at the above address. On the ground floor are commodious offices and handsome showroom. Everything is finished up in the most approved style, rich carpeting and attractive fixtures showing off to the best advantage the many attractive garments which are there displayed. The upper floors are devoted to the manufacture, and a large staff of high-class ladies' tailors are employed, the majority of them being men. The firm cater to an exceptionally high-class trade, though they also make a popular-priced line. Their goods are to be found in most of the leading dry goods stores throughout Canada. They are offering the trade a specially choice line of coats and suits for the Fall, their styles being modeled from the very latest creations of foreign leaders of fashion.

Defiance Button Co.

Defiance Button Co. have enlarged their premises, taking in 265 Green street and 42 East 8th street, New York, which will double their capacity. Their button machines are giving universal satisfaction. They have just gotten out a new foot power machine, which is something every manufacturer of garments should have, as the price is exceedingly low and the work it does is beyond criticism. If you are interested, drop them a line for a circular describing this machine.

The Skinner Satins.

The Skinner linings, as has been the case for many years, continue in high favor with every manufacturer who uses reliable satins in finishing his garments. The guarantee that the materials will stand two seasons' wear and the protection afforded by the name, "Skinner's Satin," woven in every inch of the selvedge, has instilled a lasting confidence in both manufacturer and wearer. Evidence of this is found frequently in the announcements of both manufacturers and retailers, calling attenting to the fact that garments are lined with "Skinner's Satin," this being synonymous with the statement that the coat or suit is finished in a high-class manner.

G. A. Weese & Son.

G. A. Weese & Son, Toronto, are showing a line of Christmas goods that is well worth seeing, comprising toys, fancy goods and holiday goods. Something new and striking in these lines is always interesting to the trade, and the firm feel confident that they have what is wanted. A most cordial invitation is extended to the trade to make their commodious office their headquarters during the Exhibition. Desk-room, telephone and stationery will be provided, and customers are welcome to have their mail addressed in care of G. A. Weese & Son, 44 Yonge St., Toronto.

The Castle Braid Co.

The Castle Braid Co., of 552 Broadway, New York, are displaying an unusually attractive line for the Fall. Mr. Henry W. Schloss of the firm reports that the coming season on account of the trend of the mode will undoubtedly make the demand for braids larger than it has been within the last ten years. This firm makes a complete line of braids, dress trimmings, millinery trimmings, covered and braid buttons, patent button-hole buttons, silk corset laces, silk shoe laces, and cloak and suit buttons and trimmings.

The National Rubber Co.

This firm have a choice line of new samples in the hands of their travelers for Fall sorting and Spring placing trade. Their representatives will be on their respective routes about the 1st of September. The firm have a good stock of ladies' cravenettes for immediate shipment, which they are offering at special reduction prices. A new catalogue, fully illustrated, explaining their various styles, will be sent free upon application.

The Empire Mfg. Co.

This firm reports a brisk business in Summer lines of skirts, and the completeness of their Fall lines bespeaks a good fall season. Travelers soon start out on their sorting trip, carrying full lines of heavy Fall skirts in the popular lines. Their line of Fall jackets is most comprehensive, in all the latest shapes and materials. They sell direct, manufacturing all their own goods. A line of fancy skirts deserves attention. Their Fall shirts, under the "Griffin" brand, will soon be in their travelers' hands. The range comprises stiff and soft fronts in beautiful designs. A good Summer season is reported in this line.

Greenshields Limited.

They are receiving heavy shipments of coatees, golf jerseys and sweaters, and, judging from the way orders are coming in, the lines will soon be sold out. Cardinal and white are the best selling shades, followed closely by black and navy. They also show these in a complete range of girls' sizes, which have been very much in demand but hard to find by the retail trade. As trouble is anticipated in repeats, they advise the trade to order early. From advices received, these goods can't be had at old prices and advances are expected in most lines for Fall. Fall orders should be placed at once to insure the best prices.

The popular camel's hair material is seen to advantage. Their stock is now complete and orders can be filled on receipt. Retailers in need of anything in laces and ribbons can find a complete stock. Flannelette embroideries are meeting with a heavy demand. They are in constant demand for trimming underwear. A full stock is on hand. Ribbons are seen in great profusion, the range comprising a full line of taffeta and duchess. Laces in the latest Summer cotton fabrics can be had by those in need of this class of goods.

In their dress goods department, Fall goods are now nearly all in stock. Sicilians are at present hard to get, the demand is greater than they can supply. They have had an unprecedented demand. Lightweight materials for present wear in voiles, eoliennes and silk warps are receiving repeats continually. These are very popular for housewear. The popular shades, brown, green, black and cream, are seen in all their lines. Tweed effects and hopsacks in black and colors are also seen. Mohairs are meeting with a steady demand also. Their range of velveteens and velvets, which are sure to be popular for the millinery trade, is now complete. In silks they are paying strict attention to plain goods in the popular materials.

In the handkerchief department their range is easily the largest ever shown. All styles are shown, plain and hemstitched lawns, linens and silk, Swiss embroidered lace edges and fancy drawn work in the same materials. In this range is shown exclusive designs confined to the company. They show a range of novelties which can't be secured elsewhere. Prices range from 35c to $15.00 per doz. This firm is also showing a complete range of Japanese silk handkerchiefs, offered at very special prices, having been bought previous to advances.

A complete stock of wrapperettes is in this warehouse. Both American and English goods in cashmere and velour finish in prices varying to retail from 10 to 35c. per yard are offered. Two specials are shown in Saxony flannels, in plain colors to retail at 10 and 12½c. per yard at a good profit. Wool flannels are offered at old prices, notwithstanding the recent advances of from 1 to 3c. per yard.

In their ready-to-wear department many attractive lines for Fall are seen. Wrappers are offered at close prices. A full assortment of whitewear, shirt waists, underskirts and infants' and children's dresses are offered to the trade requiring some specials. Silk waists in exclusive, novel designs deserve attention. Their lines to retail at $5 in Jap and taffeta are taking well.

The men's furnishings department offers a full range of neckwear, braces, shirts, collars and cuffs. Some novelties for Xmas trade are worth inspection. Hosiery in a complete range is seen.

The lining department has prepared for a busy season and stocks are complete in all lines. In spun glass, mercerized

sateens and taffatines their range is complete in black and colors, in all the new shades, including champagne and reseda. All the staples such as dress canvasses, percalines, silesias and corset jeans are shown in great variety.

Their stock of Fall tweeds, trouserings and suitings is now complete. Spring lines will soon be in their travelers' hands. Some extra values in twills, serges and vicunas are offered.

In their carpet and house furnishings department, the stocks are now fairly completed. Some pretty designs in good quality squares are meeting a good reception.

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Robert C. Wilkins.

This firm's travelers have now returned from their trips, embracing all Canada, and they are now busy on Fall orders on all classes of overalls, which this house makes a specialty of shipping at short notice. They have doubled their trade in barbers', waiters' and wine clerks' white coats, vests and duck pants, and can ship them always at short notice. They are making a specialty of railway overalls and coats. There is a call for a high class of goods, and this is the trade they cater to, such as mechanics', engineers' and railroad suits. They have in stock about 40 dozen children's wash goods, which they are prepared to clear at a discount of fully 20 per cent.

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Caverhill & Kissock.

In their mantle department they report orders good. They are showing a wide range comprising both the tight-fitting and loose-fitting back, in the popular three-quarter and full lengths. A line which they are paying special attention to is children's goods, in which they show a complete range. In their fancy goods department is seen a line of belts which, they report, are going well. Their range of fur collars, ruffs and trimmings for Fall and Winter trade was never more complete. The newest of laces which are to be popular this year are receiving their careful attention. Veilings also are seen in beautiful and new designs. Honeycomb shawls and wool bootees are goods the trade should be careful to see.

— — —

Woman's Wear

The "Victor" brand of bustle has the superiority of fit and quality which makes it a favorite with the well dressed women of Canada. The "Carmen" ventilated dress pads for this season are also favorites conforming to the figure and giving that natural touch of roundness so essential to prevailing modes. They are reversible and extremely light weight. One noticable feature of the "Carmen" goods is that they are hair filled. No wadding, batting or other unsanitary stuff is used in their manufacture.

Mr. Geo. H. Evans, of 232 McGill street, Montreal, who controls these brands for Canada, reports a large demand this season for the above goods.

— — —

Mr. James Paton, of James Paton & Co., Charlottetown, P. E. I., was in Toronto during the furniture exhibition. Mr. Paton called on the Dry Goods Review and spoke very highly of Prince Edward Island, its scenery and business. Trade this Spring has been duller than usual on account of the lateness of the season. Mr. Paton took a pleasure excursion to Niagara Falls during his visit.

THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

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Advertisements under this heading, 2c. a word first insertion, 1c. a word each subsequent insertion.

Contractions count as one word, but five figures (as $1.000) are allowed as one word.

Cash remittance to cover cost must accompany all advertisements In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

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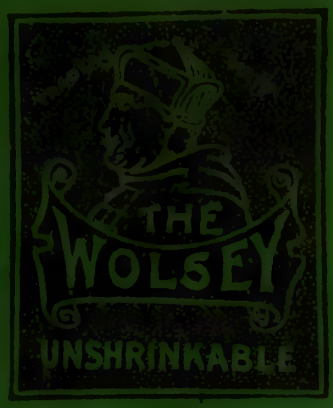
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Underwear Unshrinkable Full-Fashioned

Never gets hard with washing. Retains its softness.
Keeps its shape. Is soft and warm.

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Our Ladies', Children's, Infants', Vests, Drawers, Union Suits, Corset Covers, Tights, etc., will be right at the top for quality, new designs, new trimmings.

Our travellers will call on you shortly.

The C. Turnbull Co.,

of GALT, Limited.

MOULDING & CO.,
30 Wellington St. East,
TORONTO.

JOS. W. WEY,
7 Bastion Square,
VICTORIA, B. C.

Fall 1904 **1904 Fall**

Canadian Woolens and General Dry Goods

Our travellers are now showing Fall samples in all lines of General Dry Goods. The Newest, Nicest and most Stylish patterns in

Women's Wear *Men's Wear*

Children's Wear

and

Ready-to-Wear Goods

P. Garneau, Fils & Cie, - Quebec

To The Trade : ***AUGUST, 1904.***

Established 1849.

WE ARE

constantly on the alert buying and selling.
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The present—keeping up the record.
The future—anticipating the requirements of the trade to beat the record in the following departments :

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John Macdonald & Co.

Wellington and Front Streets East, Toronto

SPECIAL FASHION AND MILLINERY NUMBER

SEPTEMBER 1904

THE DRY GOODS REVIEW



VOL. 14. NO. 9.

THE MACLEAN PUBLISHING CO., LIMITED

MONTREAL TORONTO WINNIPEG

Lapsee. 04.

WYLD-DARLING

WHOLESALE COMPANY, LIMITED. DRY GOODS.

TOWELS—A few of our Leading lines, J125—20 in. x 40 in. Hemmed. S10—18 in. x 38 in. Damask fringed. E107—19 in. x 38 in. fringed Huck, E110—18 in. x 36 in. Hemmed Huck.

MEN'S FLANNEL SHIRTS in plain, Navy and Grey, also fancy patterns, to retail from 50c. to $1.50.

MEN'S HEAVY RIBBED WORSTED HALF-HOSE in Oxford Greys, Heather and Plain Black, mending wool attached to every pair, to retail from 35 to 50c. per pair.

MEN'S MOCHA and KID LINED GLOVES, in assorted tan shades, to retail from 75c. to $2.25 per pair.

LADIES' ALL-PURE LINEN HANDKERCHIEFS, ⅛, ¼, ½-inch hems, to retail from 5c to 35c.

LADIES' LACE-EDGED HANDKERCHIEFS, Lawn and Linen, to retail from 5c. to 75c.

LADIES' SWISS EMBROIDERED HANDKERCHIEFS, Lawn and Linen, to retail from 10c. to $2.00.

CASHMERE HOSIERY—All numbers and sizes, in plain and ribbed, now in stock.

FABRIC GLOVES, Cashmere and Fancy Knitted Ringwood, special value, to retail at 25c.

FANCY CHEVIOTS, in Black, Navy and Brown, to retail at 50c., 75c. and $1.00.

NOVELTY PANAMA CLOTH, in Brown, Navy, Myrtle, etc., 48 in. wide, to retail at $1.50.

FLAKE ETAMINE, in Myrtle, Brown, Navy, Black, etc., 50 inches wide, to retail at $1.00.

MIRROR CLOTH, Brown, Navy, Cardinal, Myrtle and Black, 48 in. wide, to retail at $1.00.

AMERICAN WRAPPERETTES, Double-fold, fine cloth, large range of newest designs at job clearing price.

Standard Bank Building,
18 Wellington St. West

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THERE'S A DIFFERENCE IN GLOVES.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS and MITTENS IN ALL NOVELTIES.

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THE GLOVERS OF CANADA. LIMITED
ACTON, ONT.

ROOSTER BRAND



UNION MADE

SPRING, 1905

TRAVELLERS ON THE ROAD THIS MONTH

Overalls, Pants,
Shirts, White Coats,
Fancy Wash Vests,
Boys' Wash Suits.

EACH LINE A WINNER

Robert C. Wilkins
.. Montreal ..

FOR THE ASSORTING SEASON

You will want lines to replenish your stock and to keep up your assortments. We can give you

THE VERY BEST VALUES

—IN—

Cotton Goods, Flannelettes, Notions,
Dress Goods and Silks,
Ladies' and Misses' Underwear,
Carpets and Housefurnishings,
Men's Furnishings, Woollens, and Tailors' Trimmings, etc., etc.

You cannot fail to find

PROFITABLE LINES

in all of our Departments.

GREENSHIELDS LIMITED

MONTREAL.

DURING EXHIBITION.

Sample Rooms at { ROOM 602 CARLAW BLDG., ROOM P., ARCADE, YONGE ST., } TORONTO

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A Tailor-Made Costume in "Panneau" Face Cloth.

"PANNEAU" Face Cloth

and

"ESTRELLA"

(Registered)

will be the

Leading Cloths for FALL.

Get an Assortment Now.

GREENSHIELDS LIMITED
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Cotton Spinners

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Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS Heapey, Longford works, Gorton, Swinton, Wigan, Crewe, Chorley, Bolton.

Capital, $14,500,000; Employees, 12,000

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Plain Dress Goods, British and Foreign
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Silks and Velvets
Velveteens
Irish and Scotch Linens
Table Damasks, Towels and Tray Linens
Muslins, Curtains and Handkerchiefs
Flannelettes, Hosiery
Flannels and Blankets, Quilts
Smallwares, Haberdashery and Trimmings.
Bleached Calicoes, Sheetings
Oxfords, Harvards, Galateas
Dyed Linings
Floor Oilcloths
Laces
Prints and Cretonnes
Shirts, Underclothing
Ladies' Blouses
Boys' Blouses and Sailor Suits
Umbrellas, Gloves

DRY GOODS REVIEW

has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

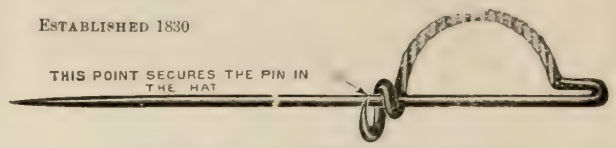
Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a Special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

Address: Business Manager,

Dry Goods Review,
Montreal and Toronto.

THE SAJONIC SECURE
REGISTERED TRADE MARK
HAT PIN.

ESTABLISHED 1830



THE PIN THAT WON'T FALL OUT.
Made by the original safety pin firm.
J. NICKLIN & CO., Birmingham, England.
Agent—F. P. ROGER, Carlaw Building, TORONTO.



JOHN W. PECK & CO.
LIMITED
MANUFACTURERS OF
Clothing, Fur Goods and
Shirts, Hats and Caps
Montreal Winnipeg Vancouver

OUR AMBITION IS TO HAVE
Always Something Special
Always Something New...

You will agree with us when introduced to our Samples of Shirts for Spring, 1905.
Our travellers will call upon you with a complete range, September 1.
It will be to your interest to reserve your orders.

JOHN L. WALLER & CO.
WHOLESALE
MEN'S FURNISHERS
WINNIPEG

THE LACE WAREHOUSE OF CANADA

WE ARE NOW SHOWING FOR SPRING, 1905

the largest range of Laces, Lace Curtains, and Embroideries we have ever shown.

TRIMMINGS If you have not seen our trimmings for Fall, be sure to do so. We carry the largest and most varied stock of this line to be seen in this country. You will see many new things in our Fall line.

NOVELTIES We are showing novelties in many lines for Fall trade, sure sellers —novelties in Dress Materials, Dress Ornaments, Veilings, Silk and Chiffon Allovers, Hair Ornaments, Belts and Belt Buckles and Sets, Leather Goods (Peggy Bags) and Smallwares.

We have Special Values in Silks, Ribbons, Velvets, Velveteens, Blousings and Neckwear

MAIL ORDERS RECEIVE PROMPT ATTENTION.

Kyle, Cheesbrough & Co.

WINNIPEG : 216 Bannatyne St. LONDON : 35 Milk St. MONTREAL : 93 St. Peter St.

Galt Robe Co.

Galt, Ont.

Manufacturers of

Standard Buffalo Robes, Rugs,



Cold Weather Garments,

Buffalo and Astrachan Coats,

Astrachan Cloths,

and a complete range of

Carriage Dusters

sold by all the leading jobbers.

"CEETEE"

Underwear Unshrinkable Full-Fashioned

Never gets hard with washing. Retains its elasticity.
Keeps its shape. Is soft and warm.
Made from fine pure wool.

We replace any that shrink. Made in light weight India Gauze, for Spring and Summer. Medium and heavy natural for Winter.

Elastic Ribbed Underwear for 1904

Our Ladies', Children's, Infants', Vests, Drawers, Union Suits, Corset Covers, Tights, etc., will be right at the top for quality, new designs, new trimmings.

Our travellers will call on you shortly.

The C. Turnbull Co.,

of GALT, Limited.

GOULDING & CO., 30 Wellington St. East, TORONTO.

JOS. W. WEY, 7 Bastion Square, VICTORIA, B. C.

You've noticed it!

Velvets

are steadily advancing in beauty and softness of finish!

Quality is rising every season. It's next to impossible now to sell **Velvets** that fall short of the Worrall standard of finish!

In buying don't fail to look for the trade mark of

J. & J. M. WORRALL

Limited

Of MANCHESTER, ENGLAND



This Piece is Warranted to be in Our Best Dye and Finish.

J. & J. M. Worrall

REGISTERED TRADE MARK.

SPRING, 1905

Cable Address
"GODWIN," Bradford

74-75 Watling St., London
51 Buchanan St., Glasgow

ESTABLISHED 1851

JOHN V. GODWIN & CO.

BRADFORD, ENG.

(With which is incorporated *PARKER, HODGSON & CO.*)

LEADING HOUSE FOR DRESS GOODS



REGISTERED

Our registered makes of

"NEPTUNE"

Serges, Coatings and Cheviots

are Perfection.

They can be relied upon for QUALITY, DYE, FINISH, STYLE and UNEQUALLED DURABILITY.

Our Canadian representative (Mr. W. R. Kennish) is now in Canada, and will be glad to call and show our splendid assortment. He carries all the new styles in dress goods of every description.

If you want to be up-to-date, do not fail to see our collection.

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The W. R. Brock Company, (Limited)

TORONTO

Hosiery, Gloves and Underwear

3 Important Lines to which we give Special Attention

Hose

"**WJC**" plain heavy wool	to retail at	25c.
"**Peg-Top**" and **VN 11** heavy ribbed	"	25c.
"**111**" Plain Cashmere, "New Cairo" and "Brocknit" Ribbed	"	25c.
"**Llama**" and **A G** plain Cashmere	"	50c.
"**Hummer**" Ribbed Worsted	"	50c.

Men's Sox

"**Brocknit**" Cashmere and **A210** Worsted	to retail at	25c.
"**Twosole**" plain Cashmere, and **A190** Heather Worsted	"	50c.

Gloves

"**A3**" Mocha-Lined, "**HB 54**" Lined Kid	to retail at	$1.00
"**St. Thomas**" Cashmere, **D 114, 115, 116** Black, White, Grey and Cardinal Ringwood, **D 119, 120** Fancy Ringwood	"	25c.
"**All**" Mocha-Lined Gloves	"	75c.
Heavy Lined Mitts	"	50c.

Underwear

50 Cases Mill Seconds—a Snap

"**Startler**" and "**Lily**" Ladies' Vests	to retail at	25c.
"**Devaney**"	"	50c.
"**Stampede**" and "**Champion**" Men's Fleeced	"	50c.
"**Heather**" Plain Knit, in three sizes	"	50c.
"**Unshrinkable**" **Woolnap**	"	1.00
"**Major**" and "**Minor**" Unshrinkable	"	1.00

The above are all Special Value worthy of the attention of close buyers

THE CANADIAN
DRY GOODS REVIEW

VOL. XIV. MONTREAL AND TORONTO, SEPTEMBER, 1904. No. 9.

THE DRYGOODSMAN'S WARES.

Their Origin and Characteristics.

THE finest of all linens is lawn. In former days it has been remarkable for its general use in the sleeves in the gowns worn by bishops. Chambers defines it as a fine kind of linen from which bishops' sleeves are made. The word comes perhaps from the French linon or lin, flax. A fanciful derivation is given it by Dr. Brewer who asserts that it got its name from the fact of its being bleached on a lawn rather than on ordinary coarse grass. Stow (1604) says that in the third year of the reign of Elizabeth began the knowledge and wearing of lawn and cambric, which were then brought into England in small quantities. This, however, is wrong, since lawn is mentioned several times in the inventory of the effects of Henry V. in 1423. The enormous ruffs and collars so familiar in the pictures of Queen Elizabeth's time are of lawn. Boot tops even have been made of it. Its manufacture at the present day is carried on principally in France, and Belfast and other parts of Ulster.

LAWN.

* * *

FLAX, like wool, has been used as a material for woven fabrics from a very remote period. It is frequently referred to in the Bible and even yet many linen mummy cloths of great age and of exceedingly fine texture are found in Egypt. The fineness of these fabrics cannot be equalled by any modern production, as many as 540 threads to the inch of warp having been counted in one cloth. A linen corselet spoken of by Pliny had 365 fibres to each thread. A factory for the manufacture of linen was established in England by the Romans during their occupation, but with their departure the industry died out. Henry VIII and Elizabeth attempted to revive it by making the growing of flax compulsory on a certain proportion of the land, and it was during the first part of the reign of Charles II. that the manufacture recommenced. From this time forward great encouragement was given the industry and in 1711 a governing board of manufacturers was appointed in Ireland, and sixteen years later in Scotland. Until 1832 a bounty was granted in England. In 1787 the first mill for spinning linen yarn was established in England and in 1790 in Scotland. The first successful power mill for the weaving of linen appeared in England in 1812. For the manufacture of linen the flax is prepared as explained before under that title and afterwards taken to a mill where it is "heckled." This is the separating of the flax into line and tow, the former the long and best portion, and the latter the short ravelled parts. It is "prepared" on several frames—the spreading frame, where it is formed into a continuous ribbon, the drawing frame, where the ribbons are joined and made into a uniform size with fibres parallel, and the roomy frame, where the ribbons are slightly twisted and wound on flyers. The "rovings" are then spund into yarn on the "throstle," and the weaving of the linen follows. The finest linens are made in France, Belgium and Holland, but Ireland has long held a very important position. In and around Belfast are made lawn, cambric handkerchiefs, damask table linen, sheetings, shirtings, towellings, printed linen for dress goods; in Dunfermline and other parts of Fife, Scotland, medium weight plainer fabrics, linen damasks and diaper towelling are manufactured; in Kirkcaldy and Yorkshire, upholstery linen; in Dundee, Arbroath, Forfar, heavier fabrics, and in Leeds, sheetings. In the United States the linen industry is very small, only some ten or twelve mills being engaged wholly or partially in its manufacture. The productions are only union huck towels and crashes. A dozen years ago more was made than at present, the reason being that with the present high scale of wages, the flax grown locally cannot be used to compete with foreign crops. Canada is just commencing to branch out in this line, there being now under way four mills which intend to confine themselves to linen manufacturing. One of these is to buy its yarn abroad. The only factory at present engaged in this industry is situated in Brantford and is limited enough in its productions to make it very little known in the country.

LINEN.

* * *

THE fur of the lynx has a ready sale the world over at all times. The lynx is found in Africa, Syrai, Arabia, Persia, India and in norther and temperate regions in both hemispheres. The bay lynx or wild cat is not unknown in settled parts of Canada and the northern States. The hair of the animal is long, the body elevated at the haunches, the tail is short and the ears tipped with a tuft of hair. It is about three feet long and proverbial for its acuteness of sight. Skins of the European lynx are of grey color, more or less approaching black according to the climate. The Canadian lynx is generally a heavy grey with a broad space of blackish brown along the back.

LYNX.

BOOTS AND SHOES

HOW TO STOCK A SHOE DEPARTMENT.

PRIZES were recently offered by the Dry Goods Reporter of Chicago for the best essays on the subject: "How I Would Stock and Operate a Shoe Department in a Department, Dry Goods or General Store." The following essay secured the first place:

My first consideration of this question is room and equipment. I would carefully consider the amount of space that I could afford to devote to shoes. This would control my buying to a great extent. I would prefer to carry my shoes on three shelves, if possible. I can give a number of reasons for this. First, because they are easier to handle. Second, it is much easier for a lady clerk to get at them when showing. Third, because it is much easier to watch the sizes, and know the numbers you are low on. However, when one is crowded for room, the bicycle step-ladder makes it quite convenient for the shoes to be carried very high. Many concerns provide a place for reserve stock—that is, duplicate sizes of the shoes carried on the shelf. This is all right where such a large stock is carried that it is not convenient to handle all on the shelf. But as a rule, the ordinary stock is carried on the shelves.

Fixtures Important.

As for the other fixtures, I would use my own judgment and select something suitable as would be demanded.

Much more could be said about this subject, but a more important point now confronts me. That is, buying the stock.

Before going any further, I would study my class of trade. In no two towns through the country is the demand just the same. The size of town, the class of trade and the amount of business must be considered.

Now I take my point of view from a town of from 1,500 to 6,000 inhabitants. With my particular class of trade, which I have carefully studied, I consider myself as doing a good, wide-awake business.

This view will include seven-tenths of the stores throughout the country.

Grading Ladies' Shoes.

Now when I came to the buying of ladies' shoes, I would divide them into classes; that is, the cheap shoes, which must necessarily be carried in a general store, then the "betweens," or the shoes I would call the medium grade, and the better shoes. If the shoes are divided in this way, one has a clearer idea, and somewhat of a chart for buying.

Now for the buying of my better shoes. I would pick a line and buy all of this class in this one line. I would use a great amount of discretion, and would pick a line that I could depend upon for service, appearance, and, above all, for shoes that would bring my customer to buy again. Here is where your experience comes in.

Don't pick a line you can't depend on. I would try to buy from a house that makes a specialty of high grade stuff. After deciding upon the line, I would start in and pick out all the turn shoes first, then the welts. Of course, the season would have something to do with this.

In buying a Fall line, I would buy more welts than turns. If buying a Spring line, I would reverse this order. I would be careful not to buy two styles that would conflict with each other. That is, don't buy two shoes so nearly alike that either one would answer the customer's desire. I would buy two or three good styles in patent leather. I would buy these in B, C and D widths. The other shoes I would buy in B and D, except the shoes which I intended for a customer who wanted "something wide and comfortable;" these I would buy in the wide lasts.

My experience has taught me that out of any two lasts, the ordinary foot is most easily fitted between B and D. I have noticed, too, that the oldest stock were the narrow shoes.

Study this matter of sizes and widths very carefully, and buy what is necessary for fitters.

Sticking to One Line.

In regard to the medium priced shoes, I would try to stay as closely as possible to one line. Buy something for service, looks and fit. I would buy most of these on D and E; carry a few Cs. Get what styles as you think necessary, and remember about sticking closely to one make.

Carry a good, serviceable, neat shoe. Don't buy from so many different concerns, but get a good solid assortment. Buy most of these wide, and remember to get a good line, even if you have to sell these close. Many merchants pay $1.17\frac{1}{2}$ for a shoe, and retail it at $1.50. I would call this one way of advertising.

People talk a great deal, and many will come to realize that your shoes are "the shoes."

Now for children's shoes. Follow what I have said about the other shoes, except sometimes it is best to stay with one line.

As for men's shoes, I would hardly attempt to handle them in a dry goods store. Men's shoes go all right in a department store or general store, but not in a dry goods store. Men's shoes are sold closer than ladies', and if I were to handle men's shoes I would handle a line that were fast sellers, and thus I should not have to carry such a stock without being able to turn them often.

One has to have the staples in men's shoes, but as a rule a man is more particular about service than looks, in buying this class of stuff. Remember this: give them something for wear. So many patent leathers are being worn in the better class of men's shoes that one has to select a patent line of these. Be careful here and select a patent shoe that is all right, as there are many patents made that are not at all satisfactory. Much more could be said about men's shoes, but advice along this line is not so good as experience.

Keeping Department Clean.

Now as to operating. I would first arrange the stock in the way most convenient. I find it most satisfactory to take one stock number, start the large sizes to the left and run them to the right; bringing the next size smaller next, etc.

I would keep my stock all on the shelves, if possible, and keep it up in the best manner I could. Appearance counts for much.

I would have a man whose business it would be to attend to this alone.

I would always be willing to make a concession on a shoe that was not satisfactory. If I did not, sometimes I should expect to lose a good customer. Of course, there are always "kickers." I would be very careful about fitting my customer, because quite often a lady gets an ill fit and lays it on to the shoe. I would be very careful about my odds and ends. Keep them pushed out. I would not carry them on a high shelf where I could not get at them. You forget about them in your eagerness to sell a good shoe. But there lies your profit. Suppose you get a case of shoes, and sell but four or five pairs. You have not really made a profit on a case until you have sold them.

Don't forget to advertise. Let people know you are in the business and still alive.

Summing all this up, I would say, class your shoes. Stay by the line in each class as closely as possible. Buy only what is necessary. Keep up with the styles. Arrange your stock well, and keep it so. Be willing to make good a poor shoe if possible, and clear up the odds and ends as often as possible.

The Dominion Exhibition at Winnipeg

July 25 to August 6, 1904

"In my opinion, this is the psychological moment for the holding of the Dominion of Canada Exhibition at Winnipeg."

IN the above sentence Hon. Clifford Sifton, Minister of the Interior, expressed, in his address at the opening of the Dominion Exhibition, the view of the most progressive element of the west. Those intimate with the history of Winnipeg and the wheat lands of the west recognize that the past six or seven years have marked an epoch in the history of the country; that in those years a point of advancement had been reached that was worthy of more than even national attention.

For 150 years Manitoba and the Canadian Northwest have attracted the attention of the hardy pioneer. At first the land was explored as a fur country, and its fame as such is still expressed in the prosperity of the Hudson Bay Co., who eventually secured control of that trade. Later, the hardy settlers found the soil fertile and the climate suitable for farming. The most far sighted of these predicted, more than a generation ago, that the Canadian west would some day be famous for its wheat areas.

Opinion regarding the possibilities of the west differed so radically in early years that it was only the great political sagacity and the determined conviction of Sir John Macdonald, Lord Strathcona, and a few others, that made possible the construction of the C. P. R.

A Vital Step.

The completion of the C. P. R. marked a vital step of progress in the Canadian west. The consequent inrush of immigration, the boom in Winnipeg, and later the depression following, are all part of that era of development.

It is recognized that the past six or seven years have constituted another epoch, an era of expansion surpassing in magnitude any previous records.

Good crops and good advertising (for the west as a farming country has been advertised in the United States and Europe with a persistence and discretion that would be a credit to any advertising expert) have made a combination which has resulted in an influx of population and a remarkable increase in the area of wheat lands under cultivation. A reflex result has been an expansion in Winnipeg which, though partaking of all the characteristics of a boom, is looked upon by conservative business men as not merely legitimate but inevitable.



City of Winnipeg looking North.

Time Ripe for Exhibition.

Realizing the extent of this forward movement and the impression it could not fail to leave on visitors, it was recognized by many that the time was ripe for an exhibition in Winnipeg which should be national in scope, and which would attract visitors from Great Britain as well

TORONTO EXHIBITION

BROPHY, CAINS & CO.

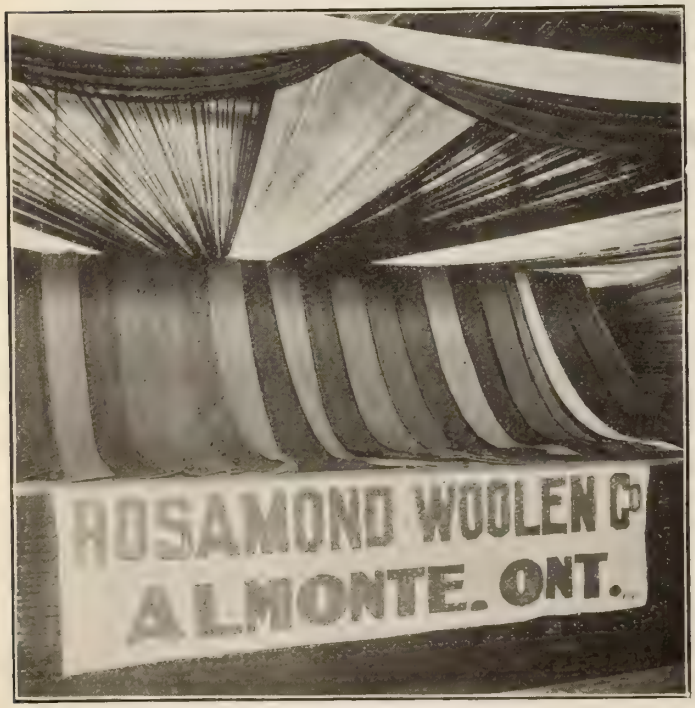
23 Scott Street, TORONTO

Our Western representatives

Messrs. F. A. RODDEN,
J. C. BURT,
C. H. PASSMORE,
C. W. MORTON,
J. P. SHEPPARD,
W. W. BURLAND,
A. DIXON,

will be at the above address during Exhibition and Millinery Opening, from Aug. 29th to Sept. 12th. Prompt shipments of all orders are assured as our Fall purchases are now forward.

as from the United States and eastern Canada. Not only would the best class of settlers be thus influenced,



Display of Woolens at the Winnipeg Exhibition made by The Rosamond Woolen Co.

but the exhibition would serve to knit more closely together the bonds that unite the east with the west.

The people of Manitoba and the Northwest are as patriotic in their business relations as are those in any portion of the Dominion. They would appreciate, as would the manufacturers of the east, any factor which would furnish opportunity for the manufacturers to demonstrate to them the excellence of their wares. It was deemed that if the manufacturers came into close touch with, and studied closely the needs of the western trade, that the result would be to extend the demand in the Canadian west for Canadian goods, and thus make the great expansion of the west of direct benefit to eastern Canada as well as to the west.

Many, however, have maintained that the time is not yet come for a Dominion Exhibition at Winnipeg. A year from now, they argued, would be soon enough. But it may be fairly said to be characteristic of western methods that if the time is not ripe for any development they force it, just as a gardener would force to fruition a backward plant.

Obstacles Surmounted.

Unquestionably the obstacles that have been surmounted have been so exceptional that only men of strong conviction would have attempted the task. In the first place the buildings were poorly placed and woefully inadequate; they were remodelled and greatly enlarged. The hotel accommodation for exhibition visitors was almost a negligible quantity; an accommodation bureau was established, and although tents and unfurnished houses had to be called into service, all visitors were placed.

True, when the exhibitors arrived the cartage and power facilities were far from satisfactory; the buildings were not completed; the details of management neither complete nor fully understood. Yet, despite the difficulties met at every turn by exhibitors and management, and de-

Montreal Millinery Openings

BROPHY, CAINS & CO.

23 St. Helen Street, MONTREAL

Our Local and Eastern representatives

Messrs. A. W. LAMB,
J. W. ROUSSEAU,
H. McBRIDE,
E. H. CODE,
A. SMITH,
L. LAFOND,
C. RICHARD,
J. BROSSARD,
H. LEDOUX,
W. TURNER,

will be "At Home" during Montreal Millinery Openings from Aug. 29th to Sept. 10th, and will be pleased to see you. Our stock in all departments is very complete.

We await the pleasure of having you with us.

spite the fact that the number of visitors at the industrial displays was not up to the expectation of many exhibitors, the Dominion Exhibition at Winnipeg in 1904 will be looked back to as one of the mile-stones which are marking the rapid progress of the west.

The exhibition was national in every respect. From British Columbia were exhibits of fruit and timber that would have been a credit at a world's fair. From Ontario, Quebec and the Maritime Provinces came a group of manufacturers—of practically every class of goods—who had learned of the great market opening up and wanting to win the attention and patronage of the western buyer.

ROMANCE OF FUR TRADE.

THE romance of the fur trade has evidently not yet exhausted itself. We had supposed that with the formal publication of the history of the fur trade in that ponderous volume by Bekkles Wilson—ponderous in form and in substance—the romance of this occupation had come to an end. But no. A few days ago in New York, it was discovered that the "United States Fur Company" was in reality an organized company of thieves, with headquarters in New York, but with "free traders" in the disguise of professional thieves in every important city of the country. The company maintained warehouses of large proportions where their ill-got furs were sold at sufficient prices to enable the company to thrive, and possibly to engage experts, but also enabled them to undersell their legitimate rivals. This was the mistake of the United States Fur Company. If it had been content to hold its prices at figures corresponding directly with those of the trade, the iniquity of the organization might not have been discovered. A thief unfortunately—for the thief—loses the sense of values. With him it is easy come, easy go, and he is content to undersell in order to sell at all, and get rid of the evidence of his crime. Such a company as this ought to have included in its corporation a man or two who were experienced managers—of course, entirely without conscience, on account of the association but that is not an impossible requisite in managers. And these should have engaged entirely in the placing of the furs brought in by the very capable experts in such fur "trade." It is pitiable to see how some slight omission or commission sends all these carefully-thought-out plans into danger.

The most astonishing thing about this revelation is the thing itself—the idea that it is possible in these modern days for a thievery of such large proportions, extending all over the country, to go on without detection, hardly with suspicion, for a long time. It is like a page torn out of Dickens, or rather of Dumas, for Dickens might have felt the immoral side too strongly, might have been impelled to rebuke, whereas Dumas would have rejoiced in the perfection of the performance. Yet, after all, what this "close corporation" did was no more tinged with guilt than what many another close corporation does under the protection of the technical law. This does not excuse the "United States Fur Company," but neither does it excuse our loosely drawn laws, nor our very loose consciences.

WITH THE TRAVELERS

COMMERCIAL TRAVELERS' TAX.

THE following information regarding the tax imposed upon travelers selling goods in the countries mentioned, has been issued by the Department of Trade and Commerce :

Argentine Republic.

Commercial travelers, whether selling goods in Argentina or merely showing samples and soliciting orders, must secure licenses. The cost of these in the Town of Buenos Ayres and the national territories, as distinct from the other provinces of the confederation, is $50 currency (about £4 7s 6d) per annum. In the principal provinces the following license fees are levied on commercial travelers :

Jujuy, $200 (about $85, Canadian currency) per annum.

Salta, $1,680 (about $715, Canadian currency) per annum. Licenses are also issued for the half year in Salta.

Tucuman, $100 to $800 (from $170 to $340, Canadian currency) per annum, according to class of firm.

Cordoba, $600 (about $255, Canadian currency) per annum.

Santa Fe, $600 (about $255, Canadian currency) per annum.

Entre Rios, $600 (about $255, Canadian currency) per annum.

Corrientes, $505 (about $215, Canadian currency) per annum.

San Juan, $960 (about $480, Canadian currency) per annum. Monthly licenses are also issued in San Juan.

Mendoza, $600 (about $255, Canadian currency) per annum.

Santiago del Estero, $500 (about $213, Canadian currency) per annum.

Rioja, $100 (about $42, Canadian currency) per annum.

Buenos Ayres, $400 (about $170, Canadian currency) per annum.

Samples without commercial value are passed by the Argentine customs without payment of import duty ; samples of value are charged with import duty, which is refunded if they are re-exported within six months.

Belgium.

Recriprocal treatment is accorded to commercial travelers in Belgium, and consequently no restrictions are imposed on them, nor is any license duty charged.

Samples imported by foreign commercial travelers are admitted "en franchise temporaire," provided that certain conditions are complied with for the protection of the revenue. Samples too small to be used for other purposes are duty free.

Colombia.

No licenses are required by commercial travelers.

Samples in small pieces are admitted free of duty, provided that their total weight does not exceed 25 kilos. The import duty paid on other samples is returned if the samples are re-exported within a period of twelve months.

Germany.

Commercial travelers must, in order to carry on operations in Germany, obtain a license from the German authorities. Commercial travelers soliciting orders may only carry samples or patterns and not the actual goods they offer.

Samples of goods which cannot be used for other purposes may be imported duty free into Germany. If doubt exists as to their utility for other purposes, the importer is allowed to render them unfit for use under official control. Samples of tobacco, foodstuffs and the like are excluded from free importation as samples.

Greece.

Commercial travelers are not required to go through any formalities in order to be able legally to exercise their calling in Greece, nor are they required to take out any license, provided they come and go merely as bearers of samples and receivers of orders. Agents of foreign firms resident in Greece are, however, required to take out trade licenses.

Samples without commercial value are exempt from import duty. But when they have a value, as capable of being utilized in commerce in whole or in part, their delivery from the custom house shall be permitted under conditions of transit, after the identity of each sample has been assured by an additional mark affixed by the customs authority, and satisfactory security has been given for the payment of the import duty in the event of their not having been exported from the kingdom within twelve months in the same condition whether from the same port, or from another port where importation is allowed.

Italy.

In practice no certificates of identity or licenses are required from commercial travelers, the Italian Government enforcing the production of certificates only in the case of countries which have adopted restrictive measures against Italian commercial travelers.

Samples of no commercial value intended to represent articles of which they form part, are exempt from duty. This exemption embraces also samples of paper and tapestry of sufficient size to show the whole pattern, as well as samples of porcelain, tissues, and other goods, comprising various patterns on one article, provided that the importer consents to render the same unfit for use.

Japan.

The business tax law of Japan imposes a tax on persons carrying on inter alia the business of agencies, middlemen and brokers. With regard to this tax it is found that merchants pay 5 yen* per 10,000 yen on wholesale transactions, and 15 yen per 10,000 yen on retail business done. They also pay 1 yen annually for each of their employes and 1 per cent on their office rent.

In the case, however, of commercial travelers who do not sell their goods to customers direct, no special tax (beyond the ordinary income tax) appears to be payable.

Under the Japanese customs' tariff law of March 26, 1897, articles temporarily imported as samples by commercial travelers are not subject to import duty, provided they are re-exported within six months of the date of importation; a sum of money equal to the amount of duty leviable, or security therefor, must, however, be deposited with the customs at the time of importation.

*1 yen equals 49 8c

LINEN DEPARTMENT

SPECIALS IN TOWELLINGS

Crash,	M5, at	7¾c.
" (Hygeian)	R12, "	8
" (Hygeian)	R14, "	9½
Dark Honeycomb,	D9, "	9
Dark Striped Herringbone,	D11, "	8
" **Checked** "	D12, "	8
Bleached Huck,	M24, "	10
" "	Y30, "	10
" "	Y35, "	12½
" **Crepé**	D16, "	11

Kilwinning Crash

K 18 in. 8c. KK 20 in. 9½c. KKK 22 in. 11c.

4 SPECIALS IN TABLE LINENS

H500	72-inch Loom Damask	at 37½c.
Y00	56-inch Bleached Damask	" 30
M20	70-inch " "	" 57½
M22	72-inch " "	" 67½

Knox, Morgan & Co.

Hamilton

Wholesale Dry Goods and Smallwares

These Numbers are in an exceptional sense "LEADERS," but our entire stock of Linen Towellings, Tablings, Table Napkins, Towels, etc., are A1 value.

LETTER ORDERS this month will secure a share of above.

We have stocked liberally, anticipating large demands.

Established 1832.

SPRING 1905.

Law, Russell & Co.,

BRADFORD and LONDON. LIMITED

SPECIALITY

"Lawrus" Fabrics.

These goods are exclusive in manufacture and design.

We are showing in these Fabrics a large assortment in Plain and Fancy Mohairs, Panamas and Silk Warp Fabrics.

SILK WARP **Lexoline** in all the latest colorings.

AN IDEAL FABRIC.

Mr. Haley will be at the Windsor Hotel, Montreal, and the Queen's Hotel, Toronto, during the months of September and October, with a complete line of our Fabrics.

THE LEADING HOUSE FOR

Rainproof Goods.

Law, Russell & Co.,

BRADFORD and LONDON. LIMITED

SYSTEM OF AN INSTALMENT BUSINESS



WITHIN the last decade there has sprung into prominence a style of business that has for its supporters a number of people who represent by far the greater part of the buyers of all classes of goods. It has developed such an importance as to be adopted by several of the largest retail houses in America, and from appearances is spreading into every branch of the retail business. The instalment system has found its strongest adherents in the housefurnishing trade, and until recently was confined almost entirely to that branch. There are at present, however, in Canada several clothiers and dry goods men who are confining themselves to this style of business, and claim that not only are they doing a large trade, but they are also filling a position that is a boon to the working classes.

The latter claim they base upon the fact that very many people are deterred from the purchase of articles of necessity or luxury because of their inability to provide the needed cash. They are perfectly honest and competent to pay if given time, and the man who allows them to buy in instalments is a benefactor. Whether the argument of the opponents of the system, that the instalment business is an encouragement to extravagance and a discouragement of thrift and economy, is a question which can be settled only in individual cases.

The principle of the entire business is that, by the instalment system, customers can build up an attractive home, without credit, without cash, and possessed of nothing but honesty and an income that is not large but steady. Lacking property and capital qualification, the merchant protects himself by retaining, in the contract, his title to the goods sold until they are entirely paid for. His protection is limited and somewhat unstable even in this, but as judgment is supposed to be used in the granting of the privileges of the system, he is reasonable and amply protected, his losses through dishonest customers being made up by his collections on goods reclaimed or by his extra charge on the goods sold.

In the first place the prime necessity of an instalment business is a perfect system, one which meets every requirement of the extended intercourse between customer and merchant, that fully protects the merchant, and that simplifies the bookkeeping which might be considered a requisite feature of such innumerable and lengthy transactions. Without a system that answers all these demands, an instalment business will be beyond the powers of any man, whereas with a careful study of the perfections of modern systems, and the possibilities afforded by a mind that is master of detail, there can be evolved methods and principles that make this style of business of astonishing simplicity.

In a necessarily abridged article like this hundreds of exceedingly useful details must be omitted. But with the larger principles before him any merchant can establish a system that will need only the improvements offered by the experience rapidly acquired in handling such a business.

At the very outset the instalment merchant is faced by the most difficult part of the system—the selection of risks. After a few years experience the worry of this will wear off, but at first the success of the business seems to depend upon each customer applying for business.

The system treated here is that of one of the largest housefurnishings houses in Canada, and in it will be noticed a strictness and an attention to detail that is not treated as a necessity in the smaller business.

Every applicant must, of course, supply information concerning himself. The upper half of the form given has to be filled in at the dictation of the applicant, while the lower is compiled from the record kept of previous transactions. Every source of information must be taken advantage of, and upon it all the merchant has to pass as to the safety of the account. The manager or proprietor should o k. all accounts.

APPLICATION FOR CREDIT.

Ledger No.....

Name.....

Address.....

Is this the first transaction?.....

Former address.....

Occupation.....

Where employed.....

Reference and other information.....

.....

.....

Record of Previous Transaction.

How many purchases.....

Total amount of same.....

Average of payments.....

Balance of present account.....

Estimated amount of this purchase.....

Terms proposed.....

Office recommendation.....

Manager's approval.....

Fig. 1 Form of credit application.

When an application is o. k.'d, or before this has been done, the periods of payment have to be decided, whether weekly, fortnightly or monthly, and the salesman is then ready to take the order. As a rule a certain sum is demanded down, varying according to the size of the account and the reliability of the customer. Thus a set sum can never be named off-hand by the salesman as a cash payment.

The amount of the instalments depends more closely upon the size of the account, and varies from 25c weekly to two or three dollars. Weekly is the favorite period of payments, and such payments are insisted upon by most

Ledger No.

Credit O.K.

J. G. CROSBY & CO.

ORDER.

Order No.....

Salesman .....

Name ..... *Toronto.....19...*

Address.....

First payment.....Terms .....

Size.	Ship'er's Check.	Quantity.	ARTICLE.	Pattern or No.	Color.	Quality.	Maker.	Price.	Amount	Price.	Amount
		1	Lounge	5	Olive ..	Cord ..	G. M...	.....	10 00	.....	6 00
		6	Chairs.....	180	Ant	Elm....	McG ..	90	5 40	.....	3 24
		1	Lamp	206	Ruby ..	.....	H. A...	.....	2 50	.....	1 50
									17 90		10 74

Fig. 2 Original of order form for instalment or lease sale.

J. G. CROSBY & CO.,

FURNITURE, CARPETS, ETC.,

18 Main Street, TORONTO.

This certifies that I have received this day of J. G. Crosby & Co. goods as per invoice or order on other side, for which I agree to pay.....dollars, as follows.....cash down, and balance in.....payments of.....each from the date thereof.

It is hereby agreed that the title to said goods and to all other goods which are included in contracts which may hereafter be made by me with the said firm shall not pass from them until the said amount of.. .....dollars is fully paid in cash.

And all the dues, terms and conditions of this and the said other contracts shall have been fully complied with. And in case of failure to make any of said payments, when they come due, I will surrender said goods to said firm, or its agents, or attorney without process of law. In case I fail to deliver said goods to said firm, or its agent or attorney at any time upon demand after any breach of this agreement, I hereby grant to said firm, or its agent or attorney, full authority to enter upon my premises for the purpose of removing said goods, without rendering them liable for any manner of trespass. If full payment of the purchase price is not made in the time specified, said firm shall be entitled to retain all sums paid by me as a reasonable compensation for injury to and use of said goods, and for its trouble and expense in connection with this transaction with me.

It is also agreed that if said firm takes possession of said goods for any breach of this agreement, I shall have the right to redeem the same within thirty days after such taking by paying to it the full amount of the price then unpaid, together with all lawful charges and expenses due to said company.

And I also agree not to remove said goods from the premises I now occupy without written notice to said firm, and having first obtained its written consent. And I hereby certify that there is no contract or understanding, verbal or otherwise, between myself and said firm, or any of its agents, or salesmen, other than is here expressed.

When said goods have been fully paid for, according to the terms of this agreement, they shall become my property, and not otherwise.

The first instalment after the delivery of this agreement shall be payable within..... after the date hereof, and each subsequent payment during each succeeding.....

In the event of seizure for rent, I hereby authorize the said company on my behalf to claim any of said goods as exempt by law from distress. Revised statutes of Ontario, chapter 19, and all amending acts, shall in no way apply to effect this contract.

Toronto..... day of..... 19....

Signed in the presence of

..... } (Name of Customer.)

..... } .....

Husband's occupation.....Reference.....

Where employed .....

Have you had goods here before? .....

Your address at that time .....

Fig. 3 Back of order form of lease sale.

SAMUEL KIRK & SONS, LTD

Woodhouse Dye Works



LEEDS ENGLAND.

IMPORTANT TO TAILORS & CLOTHIERS

Black Italians, Alpaca, Mohair and Lustre Linings in

PERMANENT FINISH

THE MERITS OF THIS FINISH ARE—

1. Proof against Damp Cloth and Hot-pressing Iron.
2. Finish and Handle unequalled by any other Process.
3. Goods kept in stock gain in appearance.

GOODS ARE STAMPED ON THE BACK AT REGULAR DISTANCES.

S. KIRK & SONS' PERMANENT FINISH

FACSIMILE OF STAMP

STRENGTH UNEQUALLED

BEWARE OF IMITATIONS

SUPPLIED BY ALL THE LEADING HOUSES IN

Bradford, London, Manchester, Glasgow.

merchants. Almost all wages or salaries are paid weekly, and the oftener the payments are made the more likely the customer is to be punctual.

A sample of the order form is given. The one shown is the office copy with the cost price of the various articles filled in in the last two columns. The customers copy ends before these.

On the back of the form used for these sales there is printed the lease or agreement under which the goods are sold. The customer signs this at the bottom. As will be seen from the wording the merchant is as fully protected as he can be. This agreement is absolutely necessary not only to protect from lapse of payments, but also from seizure of the goods by other creditors.

There are two methods of making the periodical payments open to the customer. He can either call at the office on the pay-day, or make the payment to the collector, who is a necessary part of all large instalment businesses. For evident reasons the majority of customers prefer to call and pay directly. In either case the customer must be provided with a pay card, which is filled out week by week at the office or by the collector. This card is too simple in construction to need a sample. It merely contains the name, address, amount of bill, ledger number, and columns for date, amount paid and collector's name. A convenient style is formed of a sheet of ledger paper, 7½ inches wide by 8½ inches long, folded in the centre lengthwise. The card thus folded is printed on all four pages, with proper debit and credit spaces. The first page is a debit page and the remaining three are devoted to credit payments. The collectors carry a similar card.

The ledger is a book specially prepared for this business and consists of a small page or section devoted to the transactions of each month. In the form shown one month's entries are made, occupying one page. Facing it are a number of half pages, each of which is marked for a month of each side.

The collector, whether he be an employe devoted only to this, or the proprietor or his clerks, must be controlled by a system that shows no carelessness to customers. Collections must be made regularly and on the appointed day. Too great care cannot be exercised in the selection of collectors, as upon them to a great extent depends the success of the business. Policy, firmness, honesty, gentlemanliness, judgment and persuasive powers are necessary characteristics.

There are, of course, other forms of more or less importance in the instalment business, such as those for "delivery," "returned goods," and "changes of address," but those given will convey a good idea of the outline of the system, and are prepared with a care of detail that must characterize all transactions in this business of trust. If a merchant should see fit to adopt this style of business he must first of all spare no amount of trouble, study and attention to every detail. Without a perfected system failure is sure to result.

JANUARY, 1904.

From Ledger	NAMES	Ledger No.	DEBITS Balance from last month.		DEBITS Merchandise and Interest.		Sales No.	CREDITS. Payments and their Dates.				Total Cash.	Sundry Credits.
								7	14	21	28		
	Amounts brought forward												
	Thomas Loney	18	33	50	12	70	A 120	1 00	1 00	1 00	1 00	4 00	1 00

Fig. 4 A page of the ledger.

CONTINENTAL SILK TRADE.

IN a recent issue of the Indian Textile Journal, of Bombay, the following item referring to the continental silk trade appears:

"The continental silk manufacturers are looking forward with great hope to better trade during the coming year. Their expectations are founded on the fact that silk dresses are coming into fashion again. This is particularly noticeable in Paris, where the tailor-made costume has seen its best days as far as the "upper ten" are concerned. Woolen fabrics are still worn by the lower and middle classes, but the wealthy people are going back to silk—at least so it is said. For this reason the Lyonnaise manufacturers in particular are jubilant, as they are confident that the bulk of the orders for dress materials will find their way into the Lyons district. The silk-ribbon and velvet manufacturers in the south of France have had a very trying time of late, and it is estimated that as many as 60 per cent of the looms engaged in these industries have been unemployed recently. But a change for the better is now reported."

The Textil Zeitung states that the silk trade of Crefeld, Germany, is in a state of stagnation, and that the only goods in demand are those used by necktie manufacturers, while reports from the Italian centres of the silk trade are also gloomy.

DIVERSIFY YOUR TRIMS.

WHEN you get hold of a good idea don't work it to death. For instance, there is one trimmer we know whose work could be recognized if you saw it in South Africa. He has a certain drape which he has utilized for the past three years or more. Another man we know can put in handsome backgrounds and beautiful designs, but he uses them for months, until they become as familiar as the store front, and cause all his work to look stale. It is an old time saying, trite and true, that variety is the spice of life, and to nothing is this more applicable than to window work.

It is permissible to use the same background say two or three times, but even then it should be with a distinctly different line of goods. For instance, to take out a wall paper show and put in something decidedly different, such as crockery, glassware, etc., is the proper way.

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR, CRESCENT and PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

North Star, Crescent and Pearl Batting.



The Draper of Australasia,

The Organ of the Drapery and Kindred Trades of the Antipodes.

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Specimen Copies free on application.

Get Wise to the Fact

that you can dispose of your dead stock, and at the same time be money in pocket. If

Dry Goods Merchants and Milliners

will get wise to this thought, they are going to get good results from their unsalable goods.

We do all this for you by dyeing and finishing your faded and soiled stock. We have been doing this for over a quarter of a century for the best houses in the trade all over Canada.



RETURNED
SEP 24 1904

R. PARKER & CO., Dyers and Finishers

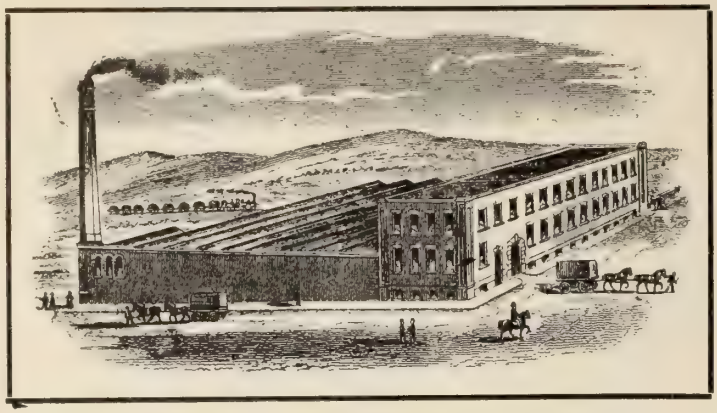
Head Office and Works: 787-791 Yonge Street,

TORONTO, CANADA.

Established over a Century.

Jonn Dearden & Co. Ltd

11 and 13 Bridgewater Place, MANCHESTER, Eng.



Cotton Spinners and Manufacturers of every description of

ALHAMBRA, TAPESTRY, HONEYCOMB, SATIN, TOILET AND MERCERISED

QUILTS

in all Qualities from the lowest to the best.

Every buyer knows that a Quilt of good quality is sold largely by its design. Our season's range, in the new Art styles, are the prettiest and most graceful designs in the Market.

Canadian Representative:

J. W. HOLDEN, 79 Piccadilly, Manchester,

and 2, 3 and 4 Carey Lane, London, Eng.

Branches—Paris, Milan, New York, etc. **WHOLESALE TRADE ONLY.**

COOP & CO., Ltd., Wigan, Eng.



Wholesale Clothiers, Men's Raincoats, Ladies' Tailor-Made Jackets, Costumes and Rainproofs

To the Wholesale Trade Only

UTILITAS BRAND

Canadian Agent, J. W. HOLDEN 79 Piccadilly, Manchester, Eng.

also 2, 3 and 4 Carey Lane, London, Eng.



SUCCESS in business depends more upon the merchant than upon the location of his store. There may be exceptions to this, but I am persuaded that this is the rule. Two instances in proof of this assertion come to my mind. In a certain city there was a dry goods store kept by three maiden ladies. The store was on the corner of a thickly populated part of the city. The windows were always crowded and the store was always dark and dingy, while the floor was several inches below the sidewalk. The business was what might be termed a two-penny ha'penny one, and only enabled the owners to eke out a bare existence. One after the other the proprietors died and the store finally fell into the hands of a young man who had business ideas. The windows were properly dressed after that and it was not long before other changes were made in order to give the store a more modern appearance. That is not so many years ago and to-day it is one of the most successful of the smaller class of department stores in that part of the country. The windows are modern in every respect and the store is well lighted by day as well as by night. Price cards are freely used and the columns of the local newspapers are liberally patronized, I have often thought that if the original owners were to come back to the old scene they would be prostrated with astonishment at the innovations which have taken place.

* * *

THE other instance which proves my assertion was in the same city and was also situated on a corner. For years no one ever seemed to remain in it more than a few months at a time. Every proprietor in turn failed and that, notwithstanding that the store was on one of the principal thoroughfares, but it was a dingy old place and had the old time verandah hanging over it, which excluded the sunshine and made the place as dismal as it could be. By and by two brothers came along and took possession of the store. The old verandah was removed, the windows were modernized and success in a large measure is now enjoyed by the members of the firm.

* * *

EVERYONE may not perhaps agree with me, but I am convinced that a progressive merchant can succeed almost anywhere. If a man understands his business and is able to adapt himself to surrounding conditions he is practically sure of success, for the goods he would carry in stock and the methods he would employ in getting customers would be in keeping with the requirments of his particular neighborhood. It would be folly to carry costly and fancy lines in a poor neighborhood and it would be equally unwise to keep a store stocked with poor quality and cheap goods in a locality where the residents are of the higher and wealthier class of citizens. Success in business comes from conforming to the conditions of the neighborhood and at the same time, through good window displays and bright advertisements, endeavoring to interest customers in the better and more profitable lines of goods.

* * *

IT is a mistake when merchants or their clerks concentrate their efforts in pushing low-priced and poorer quality goods. This thought was impressed upon me from a recent visit I made to a retail store for the purpose of buying some men's furnishings. On my asking for a certain garment I wanted, the clerk first showed me the very cheapest line that was in the store and I had to make no less than three efforts before I could get him to show what was of good enough quality to suit me. I was very much annoyed and thought that the clerk was little short of a fool. Possibly my appearance may have suggested to him that the poorer quality of goods would be sufficient for me, but whether this is so or not, clerks should not go on appearances. Appearances are often deceptive. It is better to begin at the better class article than at the lower one. A clerk with common sense and who knows his business could often persuade customers by a little judicious argument to purchase the better quality goods. Not only are the goods of better quality more satisfactory to the customer in the long run, but they are as a rule more profitable to the merchant. Push quality and you will earn profits.

In conversation the other day with a gentleman, representing a well-known English house, we fell to discussing the sale of British and United States goods on the Canadian market. My friend was quite ready to realize that in some instances British manufacturers were not prepared to make any new departures in order to secure a larger share of Canadian trade. "But," said he, "I believe there is a great deal of nonsense about the excuse to the effect that this and that line of goods of United States manufacture is taken in preference to British because it is liked better by the Canadian people. Mind you I do not mean that there are some styles made across the border which Canadians prefer, but what I want to get at is this: The consumer is not so particular as to whether certain textiles, etc., are of English or United States manufacture as a good many importers allege. Consequently if they are really as anxious for doing trade with Great Britain as they pretend, they would have no difficulty in disposing of British goods where they now sell American." Possibly my friend was not so far astray. If business men throughout Canada were to follow the suggestion he makes probably we would see an increase in the sale of British goods at the expense of America. MARKUS.

SEEN IN MONTREAL RETAIL STORES.

DURING August the sole idea permeating Montreal retail centres was the necessity for early and adequate preparation for Fall. With this end in view "Clearance Sales of Summer Lines" were the topic of the month. Sacrifices were made in many lines to stimulate trade to make room for Fall goods. Summer stocks had to be contracted; a department that once occupied a complete section had in a few weeks' time to be condensed into a very compact space, and perhaps moved to a different part of the store. Preparations were made for Fall goods in the "pushing" of Summer lines to make room for them. Alterations and repairs in preparation for the coming rush went on apace, while nothing was left undone to make August a fairly busy month, as some of the following seasonable displays attest.

* * *

The months of July and August have been characterized in the dry goods stores of Montreal with exceptionally well-directed displays and advertising of outing requisites. One departmental store showed three windows devoted to this class of goods, including such timely essentials as hammocks, picnic baskets, croquet sets, oil stoves, lawn mowers, etc. Another window contained a complete list of all camping and fishing supplies, uniquely disported on a miniature bank. The third window was used to depict a complete line of men's furnishings and Summer requisites, including bathing suits, outing shirts, etc.

* * *

Children's linen hats in various colors were seen in profusion. A line of a champagne hue with white streamers at 59c was eagerly sought.

* * *

Parasols have had an exceptional run this Summer, judging from the abundance of the displays. Some fancy checks are seen, but the run was undoubtedly upon dark brown and emerald green shades.

* * *

The vogue of fancy collars has caused a glut evidently in this market. Some beautiful lace and fancy designs were cleared at 25c.

* * *

Some very long but extremely narrow four-in-hand scarfs for both men and women, made of silk, in solid colors, orange, black and green, were the favorites.

* * *

A novelty attracting some attention was a purse top in silver and gold, displayed on a card illustrating the pattern to be knitted, the directions for which were found on the back of the card.

* * *

Shirt waist suits were exhibited in many stores. One in champagne shade of linen material, embroidered in white in a neat floral design, was especially noticeable.

* * *

A new store on St. Catherine street courted publicity through the manufacture of knitted goods in their show windows. Machinery was installed and the ingenious mechanical device was in full view, illustrating the knitting of the garments. All the raw fabrics from silk to cotton from which the garments are made, were in full view.

The housefurnishing section has been tremendously boomed in one big store by a very brilliant two window display illustrating a most perfect bedroom and a delightful dining-room. The idea was carefully planned and well executed. The smallest detail was attended to and the result was exceedingly happy. Needless to state, the windows attracted widespread attention. The idea might be carried out with less complication and using a more ordinary class of goods to advantage in many sections.

* * *

Men's pocketbooks, variously designed for different purposes, such as for bills, car tickets, stamps, and cards, in crushed morocco, American and English seal, elephant hide and polished calf, were seen in various places, indicating a revival in their popularity.

* * *

A window display devoted to couch covers showed some beautiful designs in cotton goods at 65c. Blue and red stripes afforded the most pleasing combination.

* * *

Baseball caps in plain colors, principally blue and red, at 19c, occupied one window display.

* * *

Leather goods were displayed in all classes of stores. Some pretty hand bags in the form of a riveted valise-like top, in smooth leathers, in light green, wine and gunmetal, deserve mention.

* * *

Montreal is deservedly prominent in Indian novelties, and nearly every store reaps a harvest from their sale. In one store four large silent salesmen were utilized in adequately displaying a most complete line of this class of goods. It is gratifying to note the sale of these goods keeps alive a very thriving industry at Lorette, P. Q. Some curiosities which are said to have been in actual use are a porcupine hat, and a collection of bead slippers. Among the various useful articles seen was the variety of slippers and moccassins shown. They come in various materials, such as deer skin, moose skin, buck skin, horsehide and seal. A range of sizes is carried to fit any foot from size 3 in children's to 12 in men's. All are profusely decorated with fur, beads and scroll designs. This attractiveness and usefulness gave them a prominent reception. Indian basket work was represented by beautifully colored work in such staple articles as fancy work baskets, as well as handkerchief, collar and glove baskets, with lunch baskets in plain designs in a class by themselves. Household requisites and women's necessary accessories, such as a case for scissors, a thimble holder, were seen in great variety, made in cunning weaves. A neat little box with real maple sugar inside was a decided novelty. Some rough back frames for pictures in prices ranging from 15 to 60c were also noticed. The price of these goods is moderate, considering their uniqueness and usefulness.

* * *

Unique cards were seen prominently displayed in one store. Such headings as "August Whitewear Sale" were attractive through a combination of colors being effected. Red, white and green made the most pleasing combination on a black background. The effect is gained by cutting out from the card the various letters to make the sign as "August Whitewear Sale." Behind the word August was pasted white tissue paper, and the desired colors were pasted back of the other words. It certainly was attractive, and gains strength when an artificial light was placed just behind. Isn't it an idea worth copying ?

ESTABLISHED 1791.

Horrockses'

Longcloths, Nainsooks,

Cambrics,

India Longcloths,

Sheetings,

Ready-made Sheets,

(plain and hemstitched).
HORROCKSES' name on each sheet.

Flannelettes of the highest quality.

N.B.—SEE "HORROCKSES" ON SELVEDGE.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.

BEST THINGS FROM THE MAGAZINES

MODERN BUSINESS VAMPIRES.

By Geo. W. Alger, in the Atlantic.

WHEN shall we begin to consider the real importance of dealing vigorously through the criminal courts with the modern business vampire? By what process of reasoning can we make a moral distinction between the larceny of the despised green-goods or gold-brick swindler and the equally real larceny accomplished, for example, by the rich and quasi-respectable promoters of the American Ship Building Company, that bubble of fraud concerning which the public press has had so much to say recently. The trustee who hazards the funds of his trust estate in Wall Street gambling, and loses, speedily learns to his sorrow that his offense is embezzlement, and his punishment severe. How do we distinguish between the conduct which places him behind the bars of a prison and that, for example, of the president and directors of the Trust Company so closely associated with the ship building swindle, upon which the financial report of the New York State Bank Examiner has recently been made public? The report shows that these directors made illegal and practically unsecured loans of enormous amounts and permitted their president to use his official position and the money of the stockholders and depositors to gamble in floating a so-called trust of the most flagrantly fraudulent character. Illegal loans to this president were made to ten times the amount which was authorized by the banking law, and the Trust Company preserved its solvency only by cutting its capital in half. "Its losses wiped out its entire surplus and necessitated the sacrifice by stockholders of over one half their holdings. Over a million dollars was charged to profit and loss."

JUDGE PARKER'S PERSONALITY.

By James Creelman, in Review of Reviews.

THE Chief Judge of the Court of Appeals of New York is a man of impressive stature and handsome appearance. He is six feet tall, weighs one hundred and ninety-six pounds, and has the proportions of an athlete. He was fifty-two years old on May 14. He has a large head and the face of a country-bred gentleman,—strong, fresh-colored, and unwrinkled. There is a singular suggestion of power, courage and good nature in his personality. The eyes are large, brown, and luminous—sincere and direct. The nose is aquiline, the jaws large and curved, and the chin round and massive. The teeth are big and white, the lower lip heavy and protruding, and the thick moustache coarse and tawny. The judge has a wide, high forehead. The top head indicates penetration, energy, benevolence, reverence and firmness. The hair is reddish brown. It is a head devoid of eccentricity in its lines—full, even, symmetrical. There is a simple, unpretending dignity about the man that fits his massive physique and easy, upright carriage. He is sober, sincere, unselfish, decent. Men in every walk of life turn to him instinctively with confidence. There is neither exaggeration nor self-consciousness in his speech or manner. He does not boast. He has a hearty scorn for heroics. Firm in spirit, even-tempered, charitable in his judgments of others, loyal in friendship, loving work for its own sake, seeing in law only the means of justice and order, he unites the virilities and the sobrieties in his strong, modest character. He has, too, a native sense of humor that will never permit him to become pompous.

Judge Parker may be said to be a man free from eccentricities, unless intellectual integrity and a sound moral imagination are to be considered abnormal in an age of weak demagoguery. He listens well, patiently searches for facts, makes up his mind slowly, and aims at general and permanent rather than particular or temporary results.

BECOMING COLORS FOR VARIOUS COMPLEXIONS.

By Kate Reiley, in Ladies' Home Magazine.

TO certain complexions certain colors—that is the hard and fast rule of good taste. Red hair, with the pale complexion that goes with it, puts a bar against many beautiful tints and shades; but when once the right hues are chosen, the read-haired woman, who has a decided beauty of her own, wears them with peculiar distinction. She should avoid vivid colors, although certain shades of green are remarkably becoming to her, and I should advise her to wear one of the lovely shot blue taffetas which are the mode of the moment.

Fair complexioned women with golden hair are easy to cater for. All shades of pink from salmon and coral to vieux rose, suit this type particularly well. Pink is an ideal color for a blonde.

As regards a sallow complexion, the kind that usually goes with dark hair, it is a difficult question. You cannot give a sallow woman pinks or yellows. Warm reds and browns would suit her, but she would look her best in certain shades of turquoise blue.

For most dark women yellow is peculiarly becoming. I lately made my "Pansey" model—a picture dress of 1834—in yellow for a Jewish lady, and her dark beauty was greatly enhanced by it. Brunettes can wear with special advantage the new color "radium." It has only been out about a month, and is a pale sulphur with dark shades in it, almost the color of a William Allan Richardson rose. In light materials it is made up over yellow to get the proper effect, and the evening bodice is supported by pale pink tulle shoulder straps. No one but a woman with a good clear skin could wear it; but it is quite ideal for a brunette with a clear complexion.

Medium-haired women can generally afford to dress in bright colors. It is for them to pick and choose. Red, green, blue, orange and all shades of mauve are becoming to most of them.

The High-Class Washing Material

"Viyella"

(Registered)



The famous "TWO GIRLS" TRADE MARK (Regd.)

DOES NOT SHRINK.

The Greatest Textile Success of the Age.

FOR

Nightdresses,
Dayshirts,
Blouses,
Pyjamas, etc.

DAY AND NIGHT WEAR.

Wm. Hollins & Co., Limited

Spinners and Manufacturers

Friday Street, LONDON, ENG. (SOLE PROPRIETORS).

Canadian Agent, Mr. William C. Meredith, 3 Wellington Street East, TORONTO.

ALDERMAN AMES OF MONTREAL.

By Albert R. Carman, in Canadian Magazine.

I HAD the good fortune to come into contact with Mr. Ames at the very outset of his volunteer public service, when he was still on the defensive for having adopted such an extraordinary attitude toward his opportunity to make more "shoes" than he wanted. And he did not lack for hostile criticism. Many of his best friends thought that he was permitting the foolhardy enthusiasm of youth to lure him into a by-path where he would waste much precious time. But he was not to be discouraged. He resolved to answer criticism with results.

At that time municipal politics in Montreal was more like a comic opera than the sane business management of the affairs of a great city. The people were in a state ranging from exasperated despair to amused despair in proportion as they were "bled" for their compulsory seats at "the play." The press protested in the boldest type; the people assembled and "viewed with alarm" the situation; but, when election day came around, respectable citizens long dead arose from their graves to vote for "the clique," and men journeyed all the way from California, Europe and Australia for the same noble purpose, and the "reformers" found themselves in the usual minority.

Just at this point young Mr. Ames decided to intervene. He drew about him a body of young men, who took the name of the Volunteer Electoral League, and who set out to see just what men had a right to vote in the city, and what they each looked like. Great was the merriment at the City Hall! "The Boys' Brigade," "the Kindergarten" was welcomed to the field of battle with a shout of Homeric laughter from the veterans. But the volunteers went quietly to work, undertaking a house-to-house canvass in one of the fighting wards, where they undertook to see each voter and to jot down on a card a short personal description of him while they held him in conversation. As might be expected their canvass was not without its humours. One of the members of the League was a public-spirited Japanese, who was no larger than his countrymen usually are, and who had a full share of their indominitable spirit. But unfortunately he mistook his instructions. He knew that the real purpose of his visit was to get the "personal description" card filled up, and he decided that the safest way to do this would be to ask each man what the color of his eyes was, whether he were bald, what his personal peculiarities were, etc. The sequel showed, however, that safety was not the chief virtue of his method; for more than one big Irishman refused to submit to this catechising by a "heathen Chinee," and refused with vigor.

However, the canvass of the voters was completed; and two results followed. The names of the dead were reverently struck from the voters' lists, and the "personators" found on polling day that they could not pass the scrutineers armed with these cards. After the first encounter, the laughter at the City Hall was not quite so Homeric. The work of the League was extended; other wards were captured for the reform element; and finally a reform majority sat in the City Council.

AFTER THE SHUTTERS ARE UP.

A country newspaper man, who is very fond of honey, visited a neighboring city recently, and at one of the hotels he was served with some delicious honey. He enjoyed it so much that he told his wife all about it when he returned home. On his next trip to the city she accompanied him. They visited the same hotel, and when the noon meal was being served he said to his wife that he hoped they had some more of that honey. It did not appear, however, and the newspaper man, therefore, beckoned to a waiter and said, "Say, Sambo, where is my honey?" He was almost paralyzed when that worthy grinned and replied: "She doan work here no more, boss. She done got a job at the silk mill." The wife received a handsome new dress before they returned home, after making a solemn promise not to tell the story.

* * *

Three women stood before him in the crowded Chestnut street car and glared indignantly at the newspaper which he kept spread before his face. This continued from Sixteenth street to Twelfth. Then he put down the paper and half arose.

"Take my seat, madam," he politely said.

The three exchanged uncertain glances.

"I mean the elderly lady," he still more politely exclaimed.

Immediately all three of the women turned their eyes abstractedly toward the advertising cards and became immensely interested in the legends written there.

Then the man slipped back into his seat and quietly resumed the reading of his newspaper.

During a review of his soldiers the commanding officer, observing that he could not see the shirt of one of the soldiers, approached him, unbuttoned his coat and discovered that he wore none.

"How is this, you dirty fellow," he exclaimed; "where's your shirt?"

"Ah, captain," replied the soldier, "I sold it to buy some soap with which to wash it, for it was sadly in need of it."

* * *

"Who lives in that magnificent house with the big white pillars?"

"Mr. Sniggsley, the manufacturer of the celebrated Sniggsley self-inserting and self-fastening collar button."

"And I wonder what poor excuse for a man it is who can give his family nothing better for a home than that mean little place down there at the corner of the alley?"

"That's the residence of the genius who invented the celebrated Sniggsley self-inserting and self-fastening collar button."

* * *

Helen and Maida were at play when Maida was overheard saying:

"My mamma does not allow me to use a bit of slang. She says it is coarse and vulgar."

"That's just what my mamma says," replied Helen. "My! but I'd get it right in the neck if she heard me using slang like some little girls!"

THE CELEBRATED



WOLF BRAND

UnshrinKable
PURE WOOL
Underwear,
The Very best in MaKe, Style and Wear,
For Men, Women and Children.

CAN BE HAD FROM THE LEADING WHOLESALE HOUSES

Robert Henderson & Co., Wholesale Agents, **Montreal**

Crescent Brand
Hosiery and Underwear

S. Lennard & Sons
DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.

60 Yonge St., TORONTO, ONT.

Established 1785.



BEE HIVE Knitting Wools

MADE BY

J. & J. BALDWIN, & PARTNERS, Limited, HALIFAX, ENG.

The Oldest Established and Largest Makers of

All Kinds of Knitting Wools

KNOWN ALL OVER THE CIVILIZED WORLD.

Scotch Fingering	Berlin Fingering	Vest & Silk Vest Wools	Cocoon and Elder Wools
Wheeling	Balmoral Fingering	Lady Betty	Pyrenees
Petticoat Fingering	Merino Fingering	Shetland	Fleecy
Soft Merino	Soft Knitting Wool	Andalusian	Dresden
			Mending

All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering

specially adapted for Hand and Machine Knitting.

We claim that they will knit further and wear longer than any other make.

New Qualities: BEEHIVE Cocoon and Elder Wools.

Wholesale Only. **Send for Samples.**

Agent . . .

Duncan Bell

MONTREAL and TORONTO

PEWNY'S KID GLOVES

For your Summer Trade put in an assortment of these gloves.

EVERY PAIR IS GUARANTEED.

Pewny's Gloves are GOOD GLOVES.

GREENSHIELDS LIMITED
MONTREAL
AGENTS FOR CANADA

THE
Irving Umbrella Company
LIMITED.

SORTING ORDERS
SHIPPED SAME DAY AS RECEIVED

We have Children's Parasols at all prices

108 Wellington St. W., **TORONTO**

BE SURE YOU GET THE BEST

Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

See Name on Every Box.
Better value Cannot be Got.
Send for Samples and Prices.

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide.

"Paton's Cotton Twine."

Paton's Wax Machine and Sole Sewing Threads.

Paton's Tailors' Linen Threads, Unexcelled in Quality.

Paton's Super Machine Twist. The best substitute for Silk. Retains Color and Lustre under Damp and Heat.

"Milward's Sewing Needles."

SOLE AGENTS FOR CANADA. **GEO. D. ROSS & CO.** 52 Wellington St. West, TORONTO. 648 Craig Street, - MONTREAL.

PROGRESSIVE RETAILING

"To do the right thing, at the right time, in the right way, to do some things better than they were ever done before, to eliminate errors, to know both sides of the question, to be courteous, to be an example, to work for love of the work, to anticipate requirements, to develop resources; to recognize no impediments; to master circumstances; to act from reason rather than rule, to be satisfied with nothing short of perfection."—Marshall, Field & Co.'s Motto.

MAIL ORDERS IN COUNTRY STORES.

THE evolution of the departmental idea has worked a great change in country storekeeping. In fact it has changed the whole method and manner of country retailing, and the end of the changes is not yet, for other forces are at work even now which, when their work is completed, will go far towards altering the conditions of life in the rural districts. That some of them will bear hard on the small village stores is more than probable, but they will greatly benefit the towns where a fair-sized store is located. The electric railways that are building, and are projected, are one of the most important of these changes, as they will make trips to the larger towns easy, and will be utilized in the near future to lower the cost of the distribution of goods from them.

Bring Country and City Closer.

The improvements that have been made, and that are sure to come, are bringing the farmer and his family into closer touch with city life by supplying a large amount of advertising matter, and as well giving him the city daily papers, etc., and the weekly and monthly magazines. Though much of this advertising matter comes from the metropolitan stores, which so keenly compete with the local retailer, and though it undoubtedly robs him of a great deal of the trade he claims as his own, it is in a certain way of benefit to him, as the closer the farmer and the resident of small towns can be brought in touch with the outside world, and the more interested he becomes in its customs and habits, the more thought he bestows on the appearance and surroundings of himself and his family. This increased pride calls for better clothes and more of them, and for better and richer furnishings for his home. Even though he does send away for some of these increased wants, the country merchant who lays himself out to gather in some of this trade finds that he has a permanent demand for not only a better and more profitable class of goods, but for more of them.

Educating the Trade.

Though it looks as if all these changes would favor the city mail order business, and it is certain that at present this business is hurting the country trade, particularly in the smaller stores, yet it is becoming more and more apparent that the country merchant is determined to have his proper share, and now that he is waking up he is going after the mail order man in a thorough and systematic manner, and he is doing it in the right way, too. He is educating his trade; he is perfecting his store system, and stopping the leaks, by improved and more scientific methods of running his business. He is copying his big competitors and learning their methods, and in many other ways he is working to gain the trade that rightfully belongs to him. Then, too, he is buying more carefully, and assorting his stock better.

Adopting Departmental Idea.

Wherever conditions make it possible, the retailer outside of the large cities is adopting the departmental idea to a greater or less extent, and so far have many of them progressed in this direction that the next move must be to fight the mail order department with its own weapons, by getting out a catalogue and establishing a mail order department of their own. This, indeed, is only part of a development that is bound to come, and is in the natural order of things the logical move of the big local store. There is no reason under the sun why a mail order department should not be conducted by the big local store, with perfect and complete success. The fact that these stores must draw the greater part of their trade from the farming community in the surrounding district, will lead them to use the means that the metropolitan stores have so successfully made use of.

The fact that they have already copied so many of their trading methods will make it all the easier to install this one; indeed, the country merchant made this departure possible when he put his business on a cash basis, and this is a method of trading that he was forced to adopt in defence, just as he will the mail order, since he found he could not compete with his large rivals on any other terms. Wherever the departmental idea has been introduced, the credit system has had to give way, and this has become so general that the cash or credit contention is not so interesting at the present time. It is an issue that is pretty well settled, as the majority of stores of any pretentions are run on a strictly cash basis, or in some centres where there are large corporate interests, who pay monthly, or what is reckoned as its equivalent—thirty days' accommodation accounts.

Value of Catalogues.

From an advertising point of view, a good catalogue forms a splendid means of placing, not for a second or two, but for six months, the name of the firm that sends it out, before the purchasing public. The list of departments, and the goods carried in them, can be placed before prospective customers in an unrivalled manner by the cuts, descriptions and price lists in a catalogue, and the best of it is, is that a catalogue is always kept for reference, and to order by for the time it covers. Then, too, merchants often claim that their goods are quite as cheap as those of the city stores, but are not able to drive their arguments home because there is no means of instituting a comparison. They will find this done by a catalogue. This is a comparison that the country retailer must and should be able to meet, as retailing expenses should not be so high in the smaller centres, and this ought to offset the fact that the metropolitan stores

can buy at more advantageous prices, because their outlet is so great that they can buy in great quantities. If the local merchant's catalogue price and the city merchant's price is the same for an article, local prejudices will operate in nine cases out of ten in favor of the local store, and it is to it that the order will go.

PERMANENT POSTERS.

EVERY merchant who uses posters knows the difficulty of keeping them up, especially where they are not protected from the rain. If the rain don't wash them off some boy is sure to tear them off the first time he gets a chance. There are, no doubt, many who read this that have had the above-mentioned trouble. It's very aggravating as well as expensive to pay from $10 to $25 for posters and have them washed off by the rain as soon as you get them up. The way to overcome this inevitable evil has been solved by H. H. Rosenthal, Unionville, Mo. "Last Spring I decided to do some poster advertising," says Mr. Rosenthal, "and got up some very attractive sheets. I had men out for several days putting them up. They had just about finished when a hard rain washed off every one that was exposed to the weather. Fortunately I had enough to replace those washed off, but before putting them up I ordered a keg of the very cheapest varnish obtainable. After hanging the posters I put a coat of varnish over them. By using a quick dryer in the varnish it soon hardens, after which it is almost impossible to even scrape the posters off. No wind or rain can damage them in the least."—The Hat Review.

WELL LIGHTED STORES

RETAIL merchants who wish to keep abreast of the times should bear in mind that this is the electric age, and the system of lighting that was counted good a comparatively few years ago, is not satisfactory today. People have become accustomed to well lighted stores in the downtown districts of the large cities, and have come to look upon an ill-lighted place as being behind the age.

The retail merchants who pay exorbitant rents in the central part of the city have found by experience that money spent for extra good lighting is a profitable investment. In fact it is found that it does not pay to spend a lot of money for rent and fixtures, and then get stingy on lights. The merchants who have tried to save lighting expenses have soon found that it was the poorest sort of economy, and have hastened to copy their neighbors who had already learned that it was a stroke of good business policy to light up their stores.

On the more important streets, where there is a great deal of travel after dark, the shrewdest merchants keep their stores well lighted after they have closed their places for the day. They find it pays to keep lit up. It is a good advertisement.

When one travels along the best retail streets and sees the stores of the most successful merchants ablaze with electric lights one is likely to wonder why it is that the merchants only a few blocks away from the centre of the city do not see the necessity for keeping their stores well lighted during business hours. Surely these successful business men who spend so much money for their lighting accounts are not in the habit of throwing their money away. That is not the road they traveled over to reach their present successful place in the business world. These men calculated the value of every dollar spent very closely and one may be certain that they know the value of lighting.

The people to whom these successful merchants cater are no different from the people who live on the outskirts of town, or in any residence district. In fact they are the same men. Everyone in these days likes plenty of light, and the retail merchant who will not give it to them will lose busness as a result of his short-sightedness.

Light is expresesion, whether it be electricity or gas that is used. No matter which the merchant has, let him keep all his burners turned on at a full blaze. A good light makes a store look cheerful and inviting. A dark, dingy store repels. A good light shows off to an advantage and gives a store a lively business look, whereas a dark store gives the impression that the merchant is tired and does not care for business. Besides, people get the idea that a man who "turns down the gas" to save a few pennies, is a fellow of narrow caliber.

Be certain of it, money spent for lighting is a splendid investment.

THE LEISURE HOUR.

NOT only on account of your home, but also on your own account, you should keep business in mind all the time. A bow that is always bent loses its elasticity, so that it will not send the arrow home with force when there is need. A man who is thinking day and night about his business weakens his faculties, and loses his buoyancy and "snap," by never allowing them a chance to become freshened, strengthened, and rejuvenated. He becomes narrow and selfish; his sympathies and affections become atrophied or petrified. Home recreation broadens a man, enlarges his sympathies, and exercises many faculties that necessarily lie dormant during the stress of business hours.

If you will make a practice, in your leisure hours, of giving yourself up completely to recreation, to having a grand, good romp with the children, or a social game with the whole family, making up your mind that you will have a good time during the evening, no matter what may happen on the morrow, you will find yourself in much better condition the next day to enter the business or professional arena. You will be much fresher and stronger, will have much more elasticity and spontaneity, and will do your work much easier, and with much less friction, than if you think, think, think of business all the time you are at home.

No matter if your business affairs are not going just as you would have them, you are only wasting the energy and mental power which would enable you to overcome these unfortunate conditions by dragging your business into your home, and worrying and fretting your family about things that they cannot help.

If you would form the habit of locking all your cross-grained, crabbed, ugly, critical, nagging and worrying in your store or office at night, and resolve that, whether your business or profession a success or a failure, your home shall be a success—the happiest, sweetest and cleanest place on earth to you and yours you would find it a greater investment than any you ever made in a business way.

ABSOLUTELY RELIABLE
AND UNSHRINKABLE
UNDERWEAR.

GENUINE SCOTCH HOSIERY

EILDON

SPECIALLY PREPARED FOR CANADA

REGISTERED TRADE MARK

THE
EILDON
UNDERWEAR
HAS ACHIEVED A
WORLD-WIDE REPUTATION.

WHY?

BECAUSE IT IS
UNSHRINKABLE.

WELL MADE

WELL-FITTING
and
WEAR-RESISTING

Write for our Book of Patterns and Price List.

LONDON, ENG.,
122 WOOD ST.

AUSTRALIA:
PATTERSON & RUHFUS,
MELBOURNE and SYDNEY.

SOUTH AFRICA:
G. T. DOWELL,
JOHANNESBURG, C.T.

STOCKED IN
WHITE GAUZE
MERINO,
INDIAN GAUZE
SILK AND MERINO,
SILVER GREY
AND ART SHADES
IN PURE WOOL AND
SILK AND WOOL.

INDIAN CASHMERE,
NOVI SPUN,
STRIPED EFFECTS
IN SILK AND WOOL.
WHITE WOOL
AND
NATURAL WOOL.

ALL
UNSHRINKABLE.

EGYPT:
MACDONALD & CO.,
CAIRO.

PARIS:
C. COHADE.

CONSTANTINOPLE:
G. STRATI.

OUR LEADING LINE

EILDON "Guaranteed Unshrinkable Pure Wool."

These compare favorably with any other make on the market, and we give an unqualified guarantee with every garment. These are labelled "GUARANTEED UNSHRINKABLE," in addition to Eildon tab.

If your wholesaler cannot supply you, drop us a card, and we will arrange to have samples and a price list submitted to you.

Montreal Representative:
J. L. WOODS,
214 CORISTINE BUILDING.

TRY THEM

Toronto Representative:
A. ROLAND WILLIAMS,
MANCHESTER BUILDING

Ladies' Wear

KNITTED GOODS

Men's Wear

THERE are some gratifying features to chronicle in the Summer underwear market during the past month. Not that sales have been of a remarkable and unprecendented extent but simply that they were of such a proportion as to satisfy the most exacting of retailers. The prolonged warm weather spells have given an impetus to trade, forcing the tardy ones into the purchasing column, serving to round out what might have been a slim season. Retailers generally agree that the season has been better than the past two or three. The jobbers too, have felt the increased demand though not to the extent one might anticipate. This is perhaps due to the fact that the retailers' sales were not all of this year's purchasing, if the truth must be told. The effect of these "reserve lots" has caused a little lamentation among the jobbing fraternity, although in some lines the market is well cleared at the present moment. Balbriggans are reported in some quarters as hard to procure. The general effect is extremely salutory, enabling at least this one division of retail trade to resume its former wholesome swing. The trade is certain to be in a fairly healthy condition for next season.

* * *

Wholesalers are now busy shipping Fall orders and prices and conditions remain about the same as last month. Many houses are kept working overtime to get goods in the retailers' hands as fast as demanded. The advance order business has been up to the standard, but it is surprising the number of retailers who are commencing to cover. This is especially noticeable in fleeced goods, many merchants ignoring the jobbers' claims to their continued popularity for Fall and Winter when these lines were shown in the Spring. The continued high price of Canadian wool lends strength to the belief that advances are inevitable. It is gratifying to note that deliveries from the mills in most lines of underwear are fairly prompt and generally satisfactory. It would seem that manufacturers have been inclined to suffer loss rather than turn out inferior and undersized goods. The retail trade in this respect are much better protected than their neighbors across the line, who are complaining of low grade goods being far from satisfactory. Pessimistic views regarding Fall and Winter trade can always safely be discounted owing to the steady demand underwear must have in a country subject to the rigors of a steady Canadian Winter.

* * *

Jobbers are now busy looking at Spring lines. Some mills have been showing samples since June, while others are just now entering the market. English houses were among the first to start canvassing, but a number of Canadian mills soon followed. Early soliciting met with little success as was natural and proper. There is no appreciable difference in prices from those which ruled for this Summer's business. It was expected that merinos and other wools would have advanced, and had competition been less keen a substantial increase would have been quoted since wool is about 100 per cent. dearer than a year ago. It is another season of prices like those of the Winter of two years ago when fleeced underwear was away below value on account of acute rivalry. It is probable that an advance will take place immediately after the placing orders and a month or two may see a change. French balbriggans, which include a great part of the colored goods, have gone up about 25 cents a dozen.

* * *

There has been an advance in Winter Wool goods quoted on repeat orders by a few firms. This took place in August and ranged from five to ten per cent. according to the size. One mill quoting the higher price applies it only to certain lines, and to deliveries to be made to wholesale houses in December. On these lines sufficient orders have been taken to occupy the looms until December. Orders are being fairly well filled, this month being the popular one in which to finish placing orders. Of course many will be later as usual, but there seems to be a more careful watching of the capacity of the mills with the volume or orders taken.

* * *

For Winter wear in hosiery the market is well supplied, although buyers who have delayed purchasing fully till their Fall trips to markets are likely to be disappointed if they anticipate picking up many real snaps. The market is generally firm, and Fall deliveries in some instances to jobbers are slow. It is safe to say the lines were never more attractive than now. Canadian weather always ensures heavy cashmere hosiery a sound place. For men's wear golf stockings deserve attention owing to the steady demand arising from participants in our numerous outdoor sports such as skating, snowshoeing, hockey, etc. Every store should show a sufficient variety to cultivate this trade. Orders are now being placed for Spring lines by the jobbers, and it is noticeable that samples shown exhibit the tendency of this last season to a marked degree. Fancy hosiery is to have a stronger representation than ever, in both ladies' and men's. The colored grounds are increasing in number; medium weights are shown in tan, navy, cadet blue and black; gauze weights in an etensive range of color effects are anticipated to strengthen for the coming Summer season. Embroidery is well spoken of for the finest grades. The range is too vast to enumerate at this early date. The same tendency as in underwear is noted to delay purchasing owing to the unsettled condition of the raw material market.

* * *

Golf coatees or knit blouse waists have had a profitable Summer trade, but the coming season promises to surpass it in the quantity sold. Each season adds new retailers to the number already handling these lines, and as

HENDAWICK UNDERWEAR



Every Garment bears a woven label *with this TRADE MARK.*

Pure Wool, and Perfect Fit.

These goods are specially adapted for Canadian trade and are sure to give satisfaction to both wearer and seller. Drop a line to our agent for samples and quotations. Compare with other makes and note the many superior points in "HENDAWICK."

SOLE MANUFACTURERS

JAMES HENDERSON & CO.

Canadian Agent, T. H. FORLONG, 388 St. Paul St., Montreal.

HAWICK, Scotland.

London Agent, C. L. HAZELL, London, England.

PREMIER FINISH



PURE WOOL.

Cartwright & Warner,

LIMITED.

Loughborough, England,

Manufacturers of

NATURAL WOOL UNDERWEAR

In addition to the well-merited reputation of this firm in all important markets in the world we take pleasure in subscribing to the fact that during ten years that we have represented them in Canada this reputation has been well sustained for their durability and unshrinkable qualities.

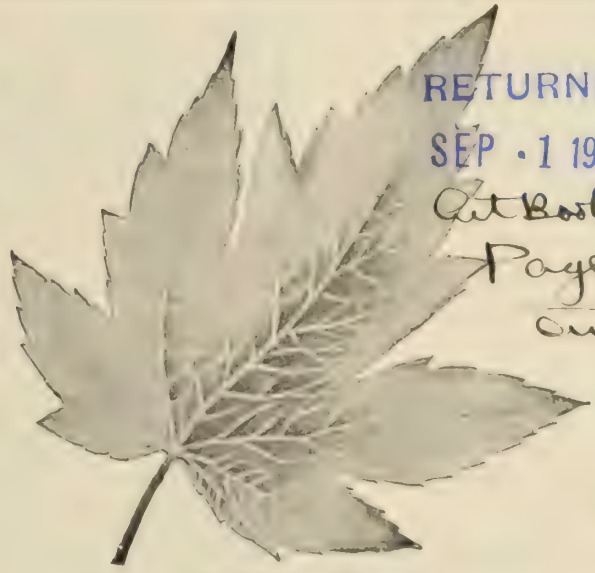
R. FLAWS & SON, Agents, : : Melinda St., Toronto.

You can depend upon our

"MAPLE LEAF" BRAND

of

Hose,
Half Hose,
Over Hose,



Fine Mitts,
Toques,
for
FINISH
DURABILITY
and
SATISFACTION

Maple Leaf Brand

Retail Trade Only.

PROMPT DELIVERIES. SATISFACTION GUARANTEED. EVERY PAIR WARRANTED.

The Goderich Knitting Co., LIMITED, ...Goderich, Ont.

J. E. LEWITT, Manager. Established 1895.

SELLING AGENTS:

McCLUNG & BURNS, 17 Jordan St., Toronto, Ont.

A. L. GILPIN, 22 Victoria Chambers, 232 McGill St. Montreal, Quebec

J. H. PAYNE, Box 643, Winnipeg, Man., N.W.T., B.C.

FRED. S. WHITE, St. Stephen, N.B., For Maritime Provinces.

RETURNED SEP - 1 1904 Ont Book 23 Page 22 Ours



W. THOMPSON & SONS

WORSTED AND LAMBS' WOOL YARN SPINNERS

ST. LEONARD'S WORKS
LEICESTER, ENG.

THE A. G. MOONEY CO.
Canadian Agents
MONTREAL - P.Q.

William Liddell & Co, - BELFAST, IRELAND,

TRADE MARK
UNUS ET IDEM

Beg to announce that their new collection of

The Celebrated Gold Medal Brand Linens

for the coming season is now complete, comprising many new and elegant designs especially produced to meet the demand of a critical clientele. All lovers of high, artistic designs, combined with excellence in quality, at POPULAR PRICES, should carefully examine THESE WORLD-RENOWNED LINENS before placing their orders elsewhere, a full range of which is now being shown by our representatives.

Represented in Canada by JAS. A. CANTLIE, 22 St. John Street, MONTREAL.

Wreyford & Co.

Romain Building, TORONTO

Wholesale Men's Furnishers.

UNDERWEAR SPECIALISTS.

Before ordering your **Winter Underwear** see our Unshrinkable Fine Natural Wool, No. 110, at $13 50, Double-breasted, Draughtproof.

GOOD LINE FOR PRESENT WEAR IN STOCK.

Unshrinkable Natural Wool S. B. Shirts and Drawers, **$8.75 doz.**

DOMINION AGENTS FOR

"Aertex" Cellular Underwear, Etc.

Good stock of GOLF BLOUSES for Ladies and latest in MEN'S and BOYS' SWEATERS.

Young & Rochester,

LONDON ENGLAND

SHIRT, COLLAR and NECKWEAR Manufacturers

Travelers are now on the road with full ranges for Spring, 1905. WASHING VESTS, NEW SHIRTS, PYJAMA SUITINGS, etc.

CHRISTMAS NECKWEAR

Dressing Gowns and Smoking Jackets.

Make your selection early while there is large choice of designs.

English Dress Shirts at $9 and $12 doz.,
IN STOCK

Tress & Co.

High-class Hat Manufacturers, LONDON

Every dealer who makes a specialty of the TRESS hat stamps his store as high-class.

Spring shapes will be here Sept. 15th, and we are prepared to open agencies in towns unrepresented.

WREYFORD & CO., Dominion Agents

TORONTO

JAEGER

Pure Wool

If you stock JAEGER Underwear you attract the best class of customers to your store.

You are sure of repeat orders.

No underselling — uniform prices throughout the Dominion.

LIBERAL TERMS TO THE TRADE.

The TRADE MARK is a genuine guarantee of purity and quality

NOTE IT

Price List and full particulars as to terms, etc., apply to the

HEAD OFFICE FOR CANADA.

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY. LIMITED

2206 St. Catherine St., MONTREAL.

long as novelties continue to appear, this line will prove attractive to all concerned. The increased production has resulted in closer prices, although this brand of knitted goods is on a much higher and more profitable level than other branches. Heavy, bulky patterns are being gradually tabooed and the smartest effects are lighter, neater and finer garments. Monotone effects are the most popular and come in all popular shades.

* * *

In this connection we omitted to mention in our August number that the excellent cut of a ladies' golf coatee and tam in this department is one of the novelties shown by Dr. Jaeger's Sanitary Woollen System Co., Limited, 2276 St. Catharine street, Montreal. For the benefit of our readers the cut is reproduced under their heading in "Hints to Buyers."

LADIES' KNITTED GOODS.

THE knitting manufacturers are now busy shipping the advance orders for Fall, but it will be some time yet before repeats begin to come to hand. Wool is steadily advancing in price, both here and in Europe, but it is not expected that these advances will be reflected in the repeats, at any rate there are no indications of any rise, either in Canadian-made or imported lines, though prices are very firmly held. This would indicate that manufacturers have stocks on hand of raw material that will see them to the end of the season.

The knitting industry in Canada is pretty well able to take care of itself, and Old Country authorities admit that it has little to fear from their competition. Canada possesses knitting plants that are models and are not out into the shade by any either in Europe or the States. The manufacturers know just the class of goods that meet the requirements of the Canadian trade, and produce them, while agents for imported underwear complain that their trade is hampered by the fact that their goods are not in many lines adapted to the wants of the Canadian markets—in this fact lies no doubt the cause of the annual shortage.

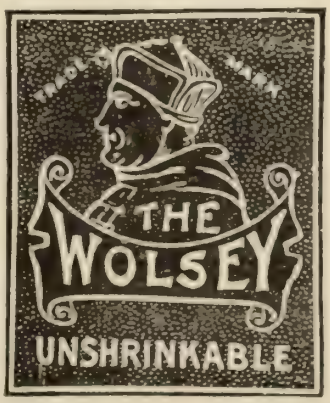
In buying knitted underwear a man wants to look carefully over all extra tempting offers, for in many cases things are not what they seem in such cases, as there is plenty of margin for juggling with values. Most of the customers the retailer sells to, buy by faith, and quite a few of the retailers themselves do the same—though a few of the "canny" ones buy by weight. If you have done well with a firm's goods, you should have considerable hesitation about turning its representative down. Remember you have proved their goods—and it will take a season's selling before you can be sure of the new ones. If representations are made that prices are lower than those of the firm you have been dealing with, don't be carried away, but sit down and write to the old firm stating your case and ask for quotations.

Tricks there are in all trades and the knitting industry is no exception. A good many will remember one that worked like a charm for a short while a few years ago. A new and enterprising drummer showed samples of 42, instead of the regulation 38, and weight told in that case, until deliveries came to hand, and then trouble began. If you have had dealings with a firm, or firms, that have served you well in the past, and whose goods have satisfied you, and satisfied your customers, be sure beyond a shadow of a doubt that it is not to your advantage to change.

The Wolsey

UNSHRINKABLE UNDERWEAR

THERE ARE INNUMERABLE SO-CALLED IMITATIONS OF "WOLSEY," BUT THERE IS NO SUBSTITUTE FOR IT AND NOTHING JUST AS GOOD



The Canadian Public knowing its unrivalled qualities, and that it is in every respect all that the manufacturers claim for it—

Being Absolutely Unshrinkable Pure Wool, Durable, Well-Fitting

—are insisting on being supplied with "Wolsey," which has stood the test of time, and is one of the greatest successes of modern times.

AVOID SUBSTITUTES.

UNDERWEAR



TIGER BRAND

THE TIGER BRAND

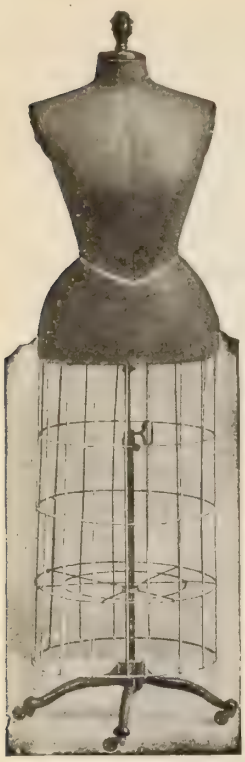
Samples of these well-known Goods are now being shown to the trade.

Elastic Rib, Unshrinkable,
Fine Worsted, Unshrinkable,
Plain Knit, Unshrinkable,
Fleece Lined, Unshrinkable.

Ontario	Quebec	Maritime Prov.	West
McCLUNG & BURNS.	P. de GRUCHY.	J. A. MURRAY.	BRYCE & CO.

THE GALT KNITTING CO., Limited

GALT.



Cloak and Suit Model.

YOU WILL PROMOTE YOUR OWN BUSINESS BY INSISTING UPON HAVING

THE

PALMENBERG FORM

(Patented September 15, 1903)

For Manufacturers and Retailers

It is made in latest shapes, absolutely correct in style and measurements and is constructed so that operators in fitting a garment over it can determine the exact position of the center lines by grooves in front and back which can be readily felt through the material of the garment which is being fitted.

Arm-hole caps are made exact size and shape of human arm so that the distance from waist line to armpit can be determined accurately.

Of course this form, being the best made, is also indispensable to RETAILERS for their store displays.

J. R. PALMENBERG'S SONS

710 BROADWAY, **NEW YORK, U.S.A.**

(ESTABLISHED OVER 50 YEARS.)

Factory: 89 and 91 West Third Street.

Manufacturers of Papier Mache Forms, Wax Figures, Finest Metal Display Fixtures, etc

Once Again

WE CALL YOUR ATTENTION TO OUR MAGNIFICENT DISPLAY OF

Store Fixtures

Don't keep putting it off. Get into line now; for now's the time.

Write us to-day for Free Catalogue.



No. 22
PARIS DISPLAYER

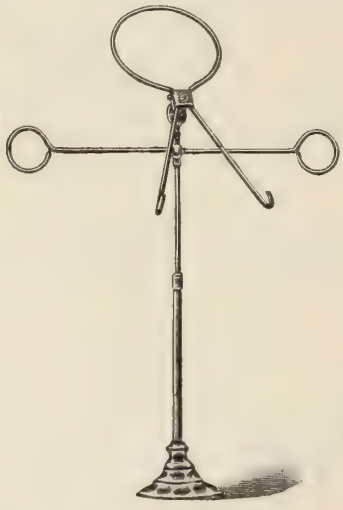
The Toronto Brass Mfg. Co.

98-100 Lombard Street
TORONTO, ONT.

FIXTURES FOR YOUR STORE



No. 520



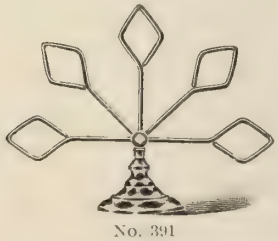
No. 396

The largest concern of its sort in the world—such is our Fixture Factory.

Largest because best and best because largest.

Largest because more orders for Fixtures are entrusted to us than to any other makers.

Our Fixtures are of the newest in all ways—the best and safest for you to have.



No. 391

Window and Interior Display Fixtures, Papier Mache Forms, Wax Figures, Triplicate Mirrors, Wall Mirrors, Stools, Show Cases—

SEND FOR OUR CATALOGUES—FREE

Hugh Lyons & Co.

CHICAGO SALESROOM, 238 MADISON ST.

LANSING, MICH.

NEW YORK SALESROOM, 679 BROADWAY



A BUSINESS REFLECTOR.

By W. R. McCoy.

THE store front is a mirror. It reveals the managerial policy of the establishment. It reflects the class, condition, and style of the merchandise handled. It reflects the progressiveness, alertness or backwardness of the buyer and reflects shamingly just whether the store is managed upon progressive lines or whether it is one of the standstill houses which exist in spite of themselves and their unenterprising proprietor.

Being such an important adjunct of progressive storekeeping the windows should come in for a goodly portion of the merchant's attention when each window is the mirror which reflects to the public a view of the entire store contents.

As the window is, so the store is, that's the conclusion, the logical conclusion at which a discriminating public arrives.

If the window dressing falls into a rut the casual observer is quite apt to conclude, and very justly, that the store in the rear is run along that line also, and is there anything more deplorable in connection with business than the rut evil?

It is like morphine or whiskey—a little difficult to shake off but mighty easy to drop into the habit.

One of the latter day planks in the managerial platform of the largest and best managed stores is, that every department must push its business steadily forward. Business must increase.

Things Must Improve.

Things generally must improve. If a department stands still its condition is anxiously and immediately inquired into because the far-sighted proprietor knows full well that any department which gets sluggish, in a rut, or comes to a sudden halt will not be long in descending the backward grade. Now, the decorating is a department in itself. It is just as much a department as the delivery or the mail orders. Unlike the latter it cannot produce results in dollars and cents so directly; yet indirectly like advertising, results accrue.

It is more to be likened to the delivery, inasmuch as it is a drain upon the expense account and can only illustrate its real worth in an indirect way. It is required of the delivery man that he perform the best possible service for the least possible cost.

If the cost of conducting that part of the business exceeds a stipulated or fair amount he is apt to get a "calling down"; so his commercial aim is to give the best service with least expenditure.

Decorators' Responsibilities.

Now, the decorator or window trimmer is just as responsible for the conduct of affairs in his branch of the business. He, too, should closely scrutinize his expense account. He should exercise a careful watchfulness to see that none of the goods which are temporarily entrusted to his care are in any way impaired in value while in his possession either by fading, creasing, soiling, pin holes or careless handling. He should do everything in his power to keep down the expenses of decorating the store and windows.

He should study carefulness in the handling of not only the merchandise but also the fixtures, stands, and appurtenances, which have been furnished him to work with. He in other words should strive for the best results at a minimum cost.

There are many frames and foundations of wood which might be re-employed time and time again that are discarded after their first service has been performed. But every trimmer is not to blame for that. Much of this material is consigned to the furnace simply because the trimmer has no available place to store it where it will be kept clean from dust or dampness, and when he asks for more storage room is greeted with the remark "You fellows want the earth."

So he goes off about his business thinking to himself, well, "the boss is the doctor" and if he doesn't care, or mind the expense, why should I?

There is a lot of good clean money wasted in this way by using discarded foundations for kindling and if the "boss" ever took the time to figure up what his kindling cost him he would doubtless use a cheaper brand.

If the trimmer would first prime himself and give a clear representation of the facts of the case to the proprietor much of the needless waste would be eliminated.

The trimmer owes it to himself to take such action because one of his chief considerations should be to keep down expenses.

September.

September is the buffer month between Summer and Autumn in the dry goods business; and because it is time to bring the Fall and Winter things into view is no reason why you should forget entirely the leftovers of Summer. You may live in a climate where there is still much prospect of warm weather, and if the spell has been

particularly long it may result in a general replenishment of peoples' needs. Save a little corner of your regular store news for the Summer left-overs, and let the prices be so emphatic as to attract attention.

Don't figure that it is best to hold them over for another season and get more money out of them.

That is a mistaken idea. There are very few articles where such a rule holds good. Depreciation works rapidly, while you are asleep and while you are awake. And you must be very much awake to keep outside its clutches.

It is time now to be up and doing for Fall. There has been little need of it before; there is such a thing as

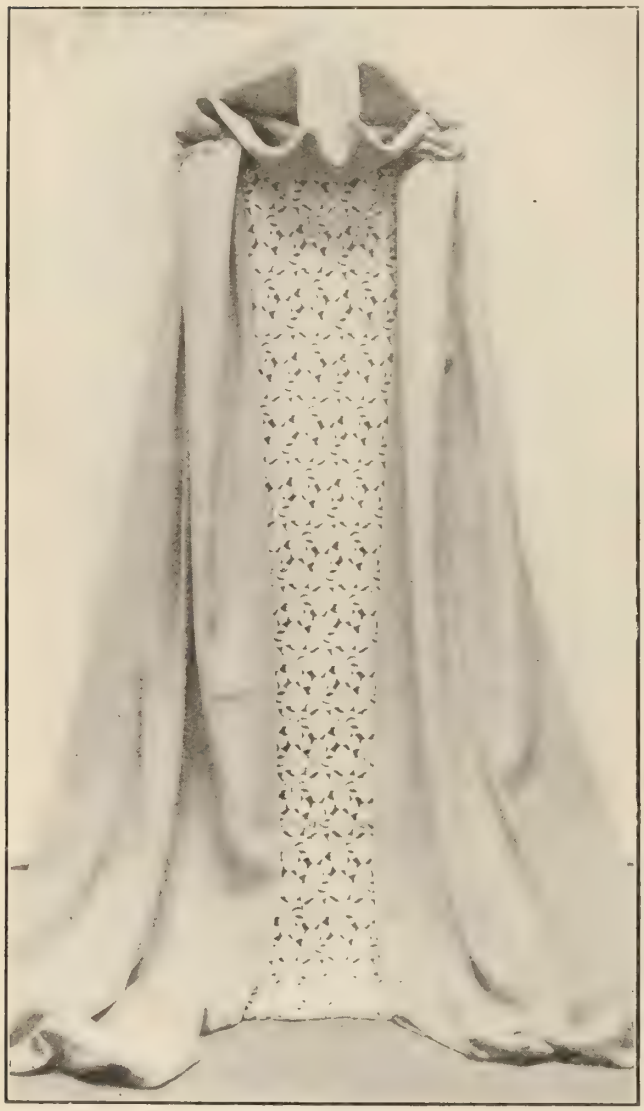


Illustration No. 1.

being in too big a rush. There is nothing particularly meritorious about extremely early openings; sometimes they do you more harm than good. The novelty wears off before the selling sets in and that is just what you want to avoid.

Sparkle With Originality.

Every minute of your store life from now through September ought to sparkle with originality. Conceve every plan you can to get folks coming your way. If your Fall goods are right, that will go a long way toward accomplishing your object. Get into the novelty business enough so that your townspeople will know that you are up and doing and not taking naps in the day time. Show a few of the things that are attracting comment in other cities—a few may serve your purpose. Get them into the window, and admiring glances will beam upon them from every side. Your neighbor down the street who doesn't watch things closely, has not secured any late novelties perhaps and you are one step ahead in the race for favor—another point gained. If the buying community find one novelty in your store, they will come to look for more, and there is no line of good but what furnishes something worthy and attractive. Busy minds and nimble fingers are thinking and working for such as you every minute of the day. Skill helps them to execute and it is all for you; did you ever stop to think of that? If you don't grasp the plums somebody else will, that's certain.

Employes Help.

Encourage those about you to exploit ideas to you. Every head is entitled to a think, and a good many of them may do your business good. We too often underestimate the importance of those around us. The $7.00 a week man may be a genius after all. You can never tell until you give him a chance, and remember, he is entitled to one, if you are paying him good money for his services.

To illustrate more clearly my meaning the following will suffice.

In the early days of railroading the section men had great difficulty in making the rail joints rigid and for that reason the continual pounding of the car wheels made every joint sink and resulting in an uneven road bed. Various plans were tried without success, when one day Pat said to the foreman "Phy don't they sthrap 'em?" The foreman heard the remark, caught the idea, patented it and for years enjoyed a royalty of 2c per paid on every pair used; and the strapped joint is now familiar to every one who looks at a railway track. Learn from those nearest you!

USE YOUR OWN WINDOW.

WITH their window space at their disposal to use as they please, the merchant is too apt to place too low an estimate on its value. Perhaps from a sense of its object, he uses some endeavor to fill the space with the goods he is selling, or it may be from the knowledge that his competitors are doing so. He may dress his window simply because it is there and must be filled, or he may have some faith in its selling powers. But whatever his reason, he too often treats it in a half-hearted way, as though it was a disagreeable necessity rather than a valuable opportunity.

But if a circus is coming to town, or the theatre is engaged for the week, or the church is giving a social, or a lacrosse match is coming off, those who have the advertising of the event to look after are not slow to show how great a value they attach to a couple of square feet of the window space. They know that there is scarcely any method of advertising that is so effective as these few feet they can secure from the local merchants. Almost

EMBOSSED STEEL CEILINGS AND WALLS

MAKE THE

Most Handsome and Economical Interior Finish.



Plate No. 417

A dingy store can easily be made attractive by applying the metal over the old cracked plaster.

Send us diagram of space to be covered and we will submit a Blue Print of suitable design.

WRITE FOR FREE CATALOGUE

THE **METALLIC ROOFING Co.** Limited

TORONTO MONTREAL WINNIPEG



NO. 30. 6 AND 8 FT.

DISPLAY CASE

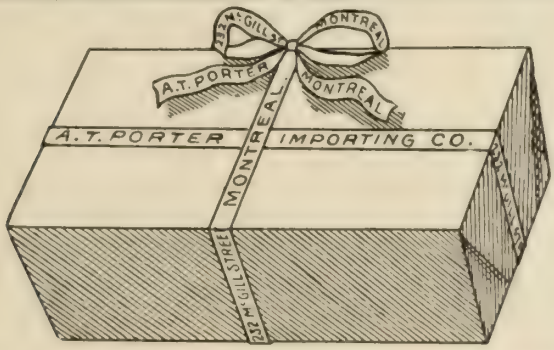
This handsome Silent Salesman Case, 42 inches high, 26 inches wide, receding base, sliding glass doors, two finished wood shelves in hand-polished golden oak and with Plate Top Beveled, $5.00 per ft.; with double-strength glass top, $4.00 per ft. Boxed F.O.B. Detroit.

THE REID MFG. CO.,

Detroit, Mich.

IMPERIAL JOBBING CO., Lock-Box 347, WINDSOR, ONT., Agents.

Write for Catalogue.



A Substitute for Twine.

Tape, containing your advertisement, is much neater and yet very reasonable in price.

A. T. Porter Importing Co., 232 McGill St., Montreal

100 CANDLE POWER

½¢ PER HOUR



AUER GASOLENE LAMP

Gives more light than

10 COAL OIL LAMPS, 6 ELECTRIC OR 5 ACETYLENE LIGHTS, AT A LOWER COST THAN COAL OIL.

Each lamp makes and burns its own gas. No wick, no dirt, no grease, no smoke, no odor.

Catalog and discounts on request.

AUER LIGHT CO., 1931 Notre Dame Street MONTREAL

Telephone: 4519 Holborn.

GOOD STANDS WIN ORDERS

WHEN IN LONDON

CALL AT

119 Charterhouse St.,

AND SEE

The STANDS of TO-DAY.

CHARMING. RATIONAL. FASHIONABLE.

LISTS FREE

GOODWINS

HATTON WALL, HATTON GARDEN.

LONDON, E.C.



the first thing they do is to solicit the stores for their permission to post up a few dodgers or bills that tell when and where the event occurs, and a few details in connection with it. They know that there is no spot in town more likely to attract the eyes of the citizens than the show window.

The inconsiderable value placed on the window by the merchant is taken advantage of by these advertising agents, and in most cases they find it of little difficulty to obtain the desired space, providing it is not too large, and the event of such a nature as to interest the merchant himself. The bribe offered is almost always a free ticket in the case of a circus or play, but in local entertainments



Illustration No. 2.

and games, there is nothing given at all, the agent counting upon the storekeeper's unwillingness to refuse the insertion of such a bill. In fact the poor merchant is in such cases usually held up for a few tickets at the same time.

If the merchant starts to allow this setting up of advertising bills and posters in his window, he will, in some towns, find that he is seldom without one or two defacing his store front. There are many who allow only the insertion of announcements of events of particular local interest, such as a church entertainment or a game, and this is much to be preferred to a promiscuous permission, where a choir concert and a melo-drama are advertised side by side. But the only safe method is to forbid the placing of a bill or dodger of any kind. The window belongs to the merchant and is his most useful advertisement,—accordingly it should not be sold at any price, nor given away for any cause. By establishing the precedent of refusing all advertising matter the annoyance of petitioners for a small space will soon be stopped.

If it were for no other reason than that very few of these bills are works of art, and none of them improve the window, it would be sufficient to warrant a refusal. But there is in addition to this the fact that the more space that is occupied by a poster the less space there is to show goods, and the less they are to be seen. Circus and theatre dodgers are invariably an eye sore and no store can afford to have its front defaced with unsightly bits of paper covered with vari-colored pictures that are offensive to the eyes of most of the townspeople.

And one of the most serious objections to this disposal of the window space is the losing of caste which results to any store that allows it. No first-class place of business in any town or city will hesitate to refuse any and every agent that calls, for they are well aware of the "cheap" impression given by a window filled with bills. A customer is going to deal where business is business, and where interest in business is displayed at every turn. He will trade where an effort to obtain his trade is apparent, and where events outside of the business circle of the store are kept outside. A store that retains its window space for the purpose for which it was built, will have far greater prestige among the residents of the town than the one that thinks so little of this space that it is willing to dispose of it to any advertising agent that asks for it.

THE ILLUSTRATIONS.

Illustration No. 1.—Dress goods drape. The stand is five feet high and eighteen inches wide on top. Over this is draped a piece of colored silk velvet, veiled with a fine all-over lace. A large puff for the top is papered in the centre of a dress length and the ends are allowed to drop to the floor on each side, forming a very effective design.

Illustration No. 2.—Dress goods or art muslin drape. The stand is five feet high with a brass curtain ring on top. Across the stand fifteen inches lower is an oak rod with a curtain ring on each end. Drape the stand first and finish the ripple on the floor, then carry the material up and push it through the rear of the ring to the left, then through the top ring and afterwards through the ring to the left. Drape out on the floor in nice folds, being careful to make the side drapes balance in width and length.

BURGLARS FOR COLD WEATHER.

A daring burglary was perpetrated on the night of August 9 at 415 St. Lawrence street, Montreal. The premises are occupied by Mr. R. Davis, who does business under the name of the Up-to-Date Fur Co. The garments stolen were fur coats, and collars and a number of pelts totalling close to $1,200. They were discovered loading their booty on a hand cart but made good their escape with the furs in tow.

COTTON COMPANY EXPANDS.

At a recent meeting in Quebec of the directors of the Montmorency Cotton Co., it was decided to erect a bleaching plant in connection with their mills at Montmorency Falls to manufacture white cotton for the home market. The building and plant is to cost $50,000.



YOUR CHOICE. The best is a power to be considered

FOUNDED 1892 RE-ESTABLISHED 1897 RE-ORGANIZED 1898
VOLUME OF BUSINESS FOR EXCEEDED NORMAL
BUSINESS OF THE [illegible]

G. E. STEVENS & CO.

SPECIAL SALESMEN.

New Idea Salesmen

TO

AUCTIONEERS

Who have Elevated Sale Proposition to High Standard Desired by Most Last

MAIN OFFICE 213 MICHIGAN AVE. 22ND ST. BUSINESS CENTER, CHICAGO

Phone 242 Brown Long Distance and Local

Western Office 38 Century Bld. Eastern Office 15 Leonard Street

SAN FRANCISCO NEW YORK

WORLD'S leading largest and most reliable firm of sale managers. If desired will upon request, furnish bonded references to merchants rate statements, which include thousands of satisfied patrons of bankers a few manufacturers, scores of prominent statesmen and men of high standing in all walks of life. Also the leading trade journals.

We have you with brains and clean cut, educated gentlemen who are salesmen of good habits. Experienced in all branches of the profession. Will conduct any kind of sale but earnestly advise one of our New Idea sales independent of auction to enter trade and boom business at a profit, or entire sense to get out of business at once. Write or call at main office.



CANADA'S

Largest Dyeing Establishment

NO EXAGGERATION Our statement, also Cut of Works, is absolutely true and unexaggerated

We can save you many a dollar by re-dyeing pressing and finishing old stocks, making them equal to new goods.

A specialty made of **Dress Goods, Cloth, Tweeds, Drills, Ducks, Cotton, Velveteen, Hosiery, Yarns, Gloves, Braids, also Feathers, Silks, Velvets, Ribbons Laces, etc.**

All work guaranteed unequalled.
Special rates to the trade.
Send for price list.

BRITISH AMERICAN DYEING CO.

Gold Medalist Dyers **Joseph Allen, Manager**

MONTREAL, TORONTO, OTTAWA, QUEBEC, Canada

Alterations to Store Fronts.
Now is the Time.
Do not leave until winter.

LUXFER PRISMS:

This shows the effect of LUXFER PRISMS on each ray of light.

Write us for DESIGNS and IDEAS



This shows THE FINISHED ARTICLE.

Luxfer Prism Co.
LIMITED
100 King St. West
TORONTO

Luxfer Prism Co.
LIMITED
100 King St. West
TORONTO

LINOLEUM

"Made in Canada"

Our new plant for the manufacture of this line of goods is now in full operation and we are turning out **Linoleum the equal of any imported.**

PROMPT DELIVERY is made a special feature, one worthy of the consideration of all dealers.

FIVE QUALITIES—A, B, C, D, and E, in both printed and plain.

Our reputation and experience in the manufacture of Oilcloth is a guarantee as to the quality of any goods we offer the trade.

Buyers are invited to inspect our new lines before placing their orders for import.



Samples of our Standard Lines for Fall, comprising **Floor, Table, Stair, Enamelled, Carriage and Linoleum,** are now in the hands of the Wholesale Dry Goods Trade.

We also manufacture **DECORATIVE BURLAPS, Oil-Coated and Double-Sized,** an economical and most attractive wall covering. Can be washed, and from a sanitary point should be used in every house.

THE DOMINION OILCLOTH COMPANY, LIMITED

Office and Works - - MONTREAL



CARPETS.

FALL BUSINESS.

DURING the month of September the Fall carpet season will open up and continue for about two months. The volume of business done at this time is of varying proportions, some merchants asserting that their trade in this line at this season is very satisfactory, while others do such a small amount as to discourage them in doing special buying for Fall.

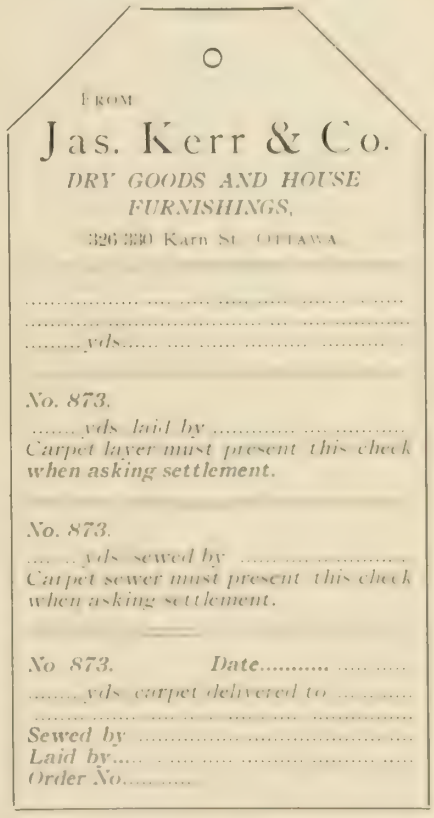
The number of carpet sales during this season depends a great deal upon the district it is true, but more of it is the result of the attitude of the merchant than he is willing to allow. The stock that is not replenished is sure to meet with poor sales, irrespective of the demand in the community; the less the merchant buys the less he sells. His heedlessness to possible demand and his lack of preparation for it, will discourage what little might come his way.

Certainly where the demand is very small he would be foolish to indulge in a large stock, but he should first try to see what can be done before he unqualifiedly turns down the traveler for Fall carpets. It is altogether likely that if a few new pieces were added to the stock remaining from Spring, sales would be larger.

The opinion that the Fall season should be used to dispose of Spring remnants is based on experience, but remnants will never sell as well as when mixed up with new goods, in carpets, dress goods or in any other line of dry goods. A strong effort should be made to get rid of old stock, and it is in this that lies the principle value of the Fall carpet season.

However small the demand may be, attention should be paid to the carpet room. Fixtures should be in place as for Spring and rolls should be neatly done up and set in position. The window display should not be neglected and the same can be said of the advertisement in the local papers. It will be found that the amount of business transacted will depend largely upon the merchant's enthusiasm and belief in his ability to sell. There are communities which have never been in the habit of buying during the Fall simply because they have not been encouraged nor their attention directed to it.

The slowness of this season in carpets is very difficult to understand, since every argument goes to prove it to



be the most suitable time of the year. Farmers have more money to spend in the Fall and are not as busy as in the Spring. The Winter season is just approaching, when the home should look as bright and fresh as possible. The Spring just precedes a season when carpets are not necessary and in fact are being more and more discarded. The only reason that Spring is so popular for carpet buy-

ing is that house cleaning is largely done at that time and the laying of carpets is little extra trouble.

Merchants whose trade in Fall is successful often ascribe it to their efforts to capture it. Special sales of remnants is a good way to attract customers to the advantages of buying at this time. A popular inducement is to sew and lay the carpet free. This costs only a few cents a yard and is appreciated much more than the same amount of reduction in the price. It is the trouble of laying the carpet that prevents many a sale in Fall and to have this off their minds means a great deal to buyers. A few carpetmen sew and lay the carpets for nothing during the entire Fall season. A good card for keeping track of this part of the work is shown, each section being detached and returned to the office by the employe interested.

CANADIAN LINOLEUMS.

THE Dominion Oilcloth Co., Limited, Montreal, has recently installed a complete plant for the manufacture of linoleum. This is a branch of manufacture which has hitherto not been attempted in Canada, owing to the large and expensive plant necessary to produce satisfactory goods.

One of the difficulties overcome by the manufacture of this commodity in Canada will be the delays and disappointments so often occasioned in obtaining imported goods. Foreseeing this the Dominion Co. are making a specialty of prompt shipment. Again, the fact of Canadian capital, labor, and material being employed is a feature which appeals to many loyal Canadians.

The reputation which the Dominion Oilcloth Co. have enjoyed in former years as manufacturers of oilcloth of high quality, is a guarantee that anything they offer the trade will be strictly first-class.

They are at present manufacturing five qualities—A, B, C, D and E,—both plain and printed, and a very choice line of samples are now in the hands of the wholesale trade.

The company have expended a very large sum in the establishment of this new plant, confident of the future of the industry in Canada. Besides purchasing expensive machinery, it has been necessary to increase their building accommodation considerably, the last addition, now in course of construction, being a warehouse 175x130 feet. Their present plant occupies an immense area of buildings, situated on both sides of Parthenais street, between St. Catherine and Notre Dame streets.

USES FOR TABLE OILCLOTH.

SOME time ago a table oilcloth company offered prizes to their customers who could offer the most useful suggestions on new uses for table oilcloth. The best of these the company afterwards issued in a calendar:

Wall covering—kitchens, pantries, bathrooms, halls, etc.

As a filling around rugs. Covering floors. (Proper design to be selected.)

Extra lining for fine carpets and rugs, dust and moth proof.

Covering screen doors in Winter for storm doors. (Wood pattern with brass tacks.)

A bag to protect furs and woolens during the Summer; for lining old trunks and boxes. Moth and dust proof.

Squares for under dining-room table.

For use under sheets and blankets in case of sickness, child's bed, operating cloth, etc.

Covering hotbeds, young plants, etc.

Drying fruit covering at night to prevent moisture and heavy dew from harming fruit.

Substitute for tarpaulin cloth—grain and haystack covers.

To wind around young shrubs and fruit trees to protect them from woodchucks and rabbits.

Wrapping silver—spoons, forks, dishes, etc. Prevents tarnish.

For covering books—school, library, cook books, etc.

Loose capes for home wear on rainy days.

Aprons for scrubbing, chemical factories, canning factories, laundry, etc.

Lap robes, lining buggy robes, rain covers for horses.

Shaped covers for coal range in Summer; gas range in Winter. Prevents rust, etc.

Covers for milliners' hat boxes, etc.

Covers for oil paintings, fine pictures, etc., in Summer.

For placing under window sashes when house is closed, to keep out dust and rain; weather strips, etc.

For covering rural route mail boxes.

For covering instrument cases, stringed instruments, sewing machines and typewriters, card tables, etc.

Covering for hunters' guns and ammunition.

For workingmen's pants and coats in tobacco districts.

Dressing sacques for ladies when washing hair.

Ping pong covering for dining-room table.

Mattress covering (buttons or hooks). Keeps out dust.

Bed covering between quilts or blankets. Keeps out cold.

Covering for bed springs. Keeps out dust.

For covering bread while rising.

For covering backs of mirrors to prevent quicksilver peeling off.

For covering showcases, farmers' wagons, etc.—rainy weather.

For covering stalls of poultry dealers.

Ladies' working gloves; gloves and mittens for workingmen, teamsters, farmers, etc.

Iron holder, to protect the hands; scissors case.

Sponge pockets for bathroom; sponge bags for traveling.

Wall pockets for comb and brush, soap, etc.

Picture matting. Chair bottoms. Bench cushions, porch seats, etc.

Chair covers—barber, dental and reclining chairs.

For decorating boxes for plants on porches and indoors.

Use under splashes and washstand covers; water protection.

Inclosure for back porch in Winter, storm vestibule, etc.

Cover for piano in halls and churches.

Substitute for tar paper on roofs of verandahs, etc., with a rough coat of paint.

Use under paper for gravel roofs, etc.

Geo. H. Hees, Son & Co.

LIMITED

HAVE IN STOCK NEW ARRIVALS OF

Cushion Tops. ***Lace Panels for Doors.***

Bobbinet and ***Muslin Curtains,*** OUR OWN MAKE, New Designs

Lace Curtain Materials, all kinds.

New Patterns of Tapestry Curtains and ***Table Covers.***

New Patterns of Chenille Curtains and ***Table Covers,***
OUR OWN MAKE, at Special Prices.

Silk and ***Cotton Velours,*** plain and new fancy designs.

Couch and ***Furniture Covers,*** new designs from ***our own looms,*** and also latest attractions in Imported Lines of these goods

LACE CURTAINS.

We make a specialty of Lace Curtains, and carry in ***stock ready to deliver*** an immense quantity of these goods, from ***20 cents*** to ***$30.00*** a pair. Having bought many of these saleable goods before the advance in price, we are giving the benefit to our customers. Please compare our Lace Curtains and prices and you will find it to your advantage to buy fromus.

Window Shades, Curtain Poles and Fixtures, Brass and Metal Goods, and a full stock of Upholsterers' Supplies.

N.B.—We sell these goods at a price that affords the RETAILER LARGE PROFITS

GEO. H. HEES, SON & CO.,

LIMITED

TORONTO, ONT.

MONTREAL WAREHOUSE, No. 20 St. Helen St.

For use under stoves.

A cheap bathing suit case. Bathing caps. School bags.

To cover a wash when carrying it home. Clothespin sacks, nail sacks, etc. To line clothes baskets.

Skirt facing for ladies' dresses, etc.

Window shades—kitchens, factories, etc. Colored Lack). Porch shades.

Farmers' bags for carrying merchandise in rainy weather.

Developing trays for photographers.

Portable light frame dark room for photographers' use.

Doilies for potted plants, etc.

Lining show windows, jewelers' cases, etc.

For lining icehouses, vegetable and fruit cellars, damp walls, etc.

Lining between floors, bathrooms, etc.

Waterproof lining for partition next to water pipes.

Chest protectors.

For covering cheap tables in clothing factories, etc.

Shower bath curtains.

Wrapping for campers' bedding, etc.

Waterproof and warm interlining for a cheap frame building.

Interlining in sleeping bags used by campers; canopy for outdoor swing.

Pillow tops—prevents feathers from working through. Porch pillows, outdoor pillows, etc.

Awnings for kitchens, back porches, launches, etc. Covering tents.

Temporary covering from sun and rain for picnic parties.

Collapsible water buckets. Feed bags for horses.

Lining chicken houses. Oilcloth chicken coops for shipping purposes.

For wrapping water pipes—cloth side next to pipe—as a protection against freezing.

Braid for floor oilcloth edges when tacking to the floor.

Substitute for tar paper around the lower portion of house in Winter.

For covering floor of show windows. For covering porch floors.

Partition when tearing down walls—water and dust proof.

WALL PAPER.

PRESENT DAY MURAL DECORATIONS.

By Arthur Seymour Jennings.

THE public taste in mural decoration fluctuates almost as much, if not as rapidly, as that in ladies' dresses. The requirements of to-day are very different from those of ten years ago, and, no doubt, in another decade other and dissimilar styles will be in vogue. Indeed, the demand for novelty, while not so pronounced in England as it is in some countries abroad—the United States, for example—is very real, so that art students and designers may always be reasonably sure of finding a market for their work, provided, of course, that it is novel and really decorative.

We may leave aside from present consideration those features of modern decoration which have proved to be but short-lived, and direct our attention to the styles which have remained in favor for a long time, or appear to be likely to do so.

Taking wall papers in their various grades first, the question has often been asked whether the fashion is set by the manufacturers, or whether it is distinct demand on the part of the public. Probably each contributes to the result. The wall paper manufacturer who produces a new style, or a series of hangings quite out of the ordinary run, usually "makes haste slowly." The production of a single new design means the risk of not a little money, as the cutting of the blocks or cylinders from which the design is printed is somewhat expensive. For this reason only a few patterns that are distinctly novel are brought out in one season. If they meet with favor—if the sales justify it—the "line" is largely increased the following year.

It is worthy of note that a custom of the wall paper trade, widely followed, is to reprint a selection of certain designs every thirty years or so. At present there is a demand for pearl, white moire, and striped papers that were popular in the "sixties."

We may now consider the new styles which are most sold to-day, and first among these must be placed "ingrain" papers, or those which are colored in the pulp from which the paper is made. This class of paper is usually either quite plain, or printed with a stripe, or with a small dotted pattern technically known as "powdering." This pattern is almost always printed in the same color as the ground, but a little darker. Often the difference in tint between ground and pattern is so small that the design can hardly be discerned. The wide use of these plain or nearly plain papers is generally admitted to be one of the best evidences of the process of applied art in mural decoration in recent years.

It may, at first sight, be thought that the use of plain papers does not give much encouragement for the artist. As a matter of fact, however, they are but rarely used, excepting in conjunction with a comparatively bright and often elaborate frieze. The reader who has studied design will be quick to understand why this combination gives such satisfactory results. We will take a well-furnished dining-room as an example. Here we probably have a good many pictures upon the walls, and the plain background, if the proper hue is chosen, forms a setting or foundation for them, which adds to their beauty instead of detracting from it, as is almost invariably the case when a conspicuous pattern is employed. The "powdering" design, so unobtrusive, yet serves to nicely break up those portions of the surface where there are no pictures, while the broad, boldly-drawn frieze, probably full of coloring, gives a fitting cap to the wall surface, and forms a combination effective and decorative. And, be it observed, it hardly matters how strong the colors are in the frieze, because it is above the line of pictures, while the expanse of plain surface will probably require a firm color-

THE WATSON FOSTER Co LTD
MONTREAL.

COMPETITION
THIS SEASON
SEEMS ONLY TO EMPHASISE
THE PRE-EMINENCE OF
"WATSON-FOSTER"
REPUTATION
WHICH IS EMBODIED IN
THE LINE FOR 1904-5
TO APPRECIATE IT, SEE IT

WALL PAPERS

SEPTEMBER, 1904

ing in order to produce a proper balance of parts and a satisfactory whole.

It is in the design of the frieze that the artist will find his greatest opportunities. We do not now refer to the ordinary patterned frieze or border, designed on what Mr. Lewis F. Day calls the "turn-over" principles—that is, of a pattern having its left and right identical—but rather to that class of design which is most sought at the present time. There are two divisions to this class, or perhaps they might be more properly considered quite separately. The first is the "landscape frieze," the second the "hand-stencilled frieze."

COLOR EFFECTS.

THE study of color effects is the basic study of the decorator's art. There is no need to be afraid of color. In fact, the decorator who will use color freely, firmly and liberally, and will induce his customers to have colors used according to his tastes, will find the homes he decorates improved 100 per cent.

Formerly the subdued wall papers gave no character to the walls, and did not help out the other home decorations. Now the whole room is enriched, the furniture is given a positive setting, and there is a reflection from the wall paper that gives the one essential of all the decorations of a room positive character.

It is sometimes a little difficult to convince a customer that bold colors are the proper ones to use. Many women think that washed-out comparatively insipid designs are more refined. However, it has been demonstrated by even green and blue, which, it is often that, will hardly go together, can be made to harmonize beautifully. Colors seemingly in glaring contrast are brought together, and we find harmony. Put together properly, they are rich and in nowise obtrusive. In such cases we will generally find that somehow or other a little yellow is worked in. Yellow seems to be the color that links all others.

Of course we are not in favor of any glaring, incongruous effects in colors. Bold colors, to be artistic, must be used with particular care to be in harmony. The tendency toward such forms of richer harmony is growing stronger and the demand for bold designs and strong, striking colors will be even greater in the future than now.—Painter and Decorator.

CHINA AND GLASSWARE.

OPEN STOCK PATTERNS.

"MY experience with open-stock patterns," commented the uptown buyer, as he called the writer's attention to a table heavily laden with these goods, "has taught me that careful judgment in selecting must be exercised. Too many buyers, carried away by the increasing popularity of open-stock lines, choose patterns with little or no consideration of the present or future requirements of their patrons. They seem to think that any thing in open stock will move, and if disappointed they sweepingly denounce the selling proclivities of the patterns in general.

"In ordering an open-stock line the buyer should remember that he is virtually inaugurating an endless chain of china. The moment he or his assistants make a sale, that pattern becomes a permanent adjunct of his display. He must be ever afterwards prepared to replace a missing or damaged piece of that particular set, no matter if it has been dignified by but one order. It can be readily seen, therefore, how easily a buyer might burden himself with a lot of 'dead stock' merely to preserve an open stock pledge with some patrons who had taken kindly to slow-selling lines.

"Do you see that green border pattern over there?" the buyer inquired, pointing out a neat, tasteful design. "Yes, that's it. Well, I thought I had a bad one in that pattern for a long time. Why, it actually lay around this department for several months before any one ordered it. About that time I had begun to feel rather fearful of its future, and was seriously entertaining the idea of taking it away from my open stock assortment. When I at last heard of the woman visitor who had honored it with the initial order I felt rather regretful, for I had been convinced that I would be forced to maintain possession of it for the sole reason of fulfilling our contract with that lone buyer. But after a time some one else condescended to order it, and later others came along, until now it is the best seller among all my open-stock lines.

"That one instance," he explained, "merely illustrates the uncertainty of shoppers' likes and dislikes, and indicates how innocently, too, a buyer might permanently burden himself with an open-stock pattern for the sake of one or a few purchases.

"But the buyer who selects open-stock patterns judiciously," he added, "could do nothing more beneficial to the interests of his house than to establish several patterns in his department. The margin of profit on them is considerably larger than on the ordinary dinner service, which is quite deserved by reason of the much greater risk assumed. I have found, too, that the ordinary run of shoppers, when they become fully acquainted with the significance of an open-stock pattern, waste little time in deciding upon one of them. To my mind the popularity of the open-stock pattern is really in its infancy. All that is necessary to nurture its growth is the exercise of discretion on the part of the buyers, who, by ordering patterns that will prove popular, will insure the permanency of their stay upon the display tables."

NON-CRAZING WARE.

IT goes without saying that the wide-awake crockery dealer has discontinued filling up his stock principally with a large variety of dinner sets, but instead selects one or more open stock patterns. This enables him at once to supply his patrons with just as few pieces as may be wanted at the time or an entire dinner set.

While some discretion is generally exercised in the selection of a stock pattern, it is, however, frequently based only on price, color and design without regard to quality. This is a fatal mistake. The first recommendation must be the quality of the ware, and not until that is assured should other considerations come into play. The necessity of having the best obtainable ware is quite apparent when one reflects but a moment upon the object of carrying a stock pattern; it is to supply patrons with their immediate wants whether large or small, and at the same time afford them an opportunity of providing them with their future requirements in the same pattern, shape and color, as previously supplied. Now, if the ware or-

WALL PAPER

We are getting the most gratifying reports from the "firing line"—the trade is enthusiastic over the **Staunton Samples for 1904-5**—and is showing practical appreciation by greatly increased orders.

"THE BEST LINE OF SAMPLES YOU HAVE PUT ON THE ROAD" IS THE UNIVERSAL VERDICT

If you have not already placed your order with us, you are taking **no risk** in waiting for a **Staunton Salesman**—for with the best line of samples yet to inspect, you have **the best yet to select from.**

STAUNTONS LIMITED

MANUFACTURERS TORONTO CANADA

A.R. BURROWS & CO.

—Manufacturers of—

Rug Fringes,
Carriage Fringes and
Carriage Dusters

GUELPH, ONT.

Write us for Samples and Prices.

FALL GOODS ARRIVED.

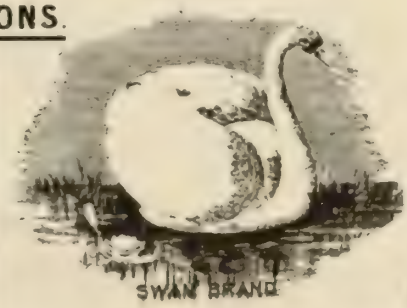
BRUSSELS, VELVETS, TAPESTRIES, INGRAINS and ALL FLOOR COVERINGS.

Imperial Carpet Co.,

11 Front St. East, TORONTO, ONT.

DOWN COMFORTERS
WOOL COMFORTERS
COTTON COMFORTERS
BED PILLOWS
WHITE CUSHIONS
COSIES, MUFF BEDS, Etc

FANCY CUSHIONS.



FANCY COSIES

PRICE LIST ON APPLICATION. FEATHERS BOUGHT

The TORONTO FEATHER & DOWN CO., Limited

74 KING ST. WEST, TORONTO.

iginally supplied was not of good quality, no matter how tasty the pattern may have been, the customer will either not come back at all, or come only to make complaints—that ware breaks or chips too easily or, worse than all, is badly crazed. Handling such goods there is but one result, loss of business to the dealer and disappointment to the customer.

NEW CHINA FIRM.

The Fleming-Hutton Co., Toronto, have been granted a charter to sell and deal in, as manufacturers' agents and otherwise, earthenware, china, lamps and glassware. The share capital of the company is $25,000 and the provisional directors are T. C. Fleming, Toronto; F. W. Hutton, A. E. Hutton, M. A. Rumsey and S. C. Bartlett, all of St. Mary's, Ont.

BEDDING.

SELLING GOOD QUALITIES.

EVERYONE is familiar with the cotton situation, and it is generally regarded as inevitable that prices must soar in connection with the past advances when manufacturers had to buy raw material. Quotations in most lines had to be advanced, but none reached an advance comparable to the jumps of the raw material. Bedding, in which cotton plays an important part, has naturally been affected, but it is learned no serious advances were made, manufacturers accepting a loss in some instances rather than advance prices. Cotton batting has necessitated some advances in cotton comforters, which are supplied by the home market, but no serious advance is recorded, and present deliveries are offered at old prices. With the gradual drop in cotton retailers have shown a disposition to hang off, but no drop in price is anticipated, as jobbers and manufacturers made no marked advance.

In conversation with the manager of a large bedding company, the question of the supply of feathers was brought up. The Review learned that the vast majority were imported, China, Japan and other Asiatic countries supplying it. The importation of such enormous quantities could certainly be materially lessened if the poultry farmers of the country would get together and market their feather product. The prices paid warrant careful attention to this line by progressive farmers.

In reply to a question on the class of bedding in demand, this manufacturer replied: "It is gratifying to note the gradual evolution of the consumer's ideas, although the retailer is in a position to do extensive educational work along this line. In fact the elimination of cheap, unsatisfactory bedding lies completely in his hands. We are constantly urging better goods."

In this connection a little foresight and some slight ingenuity on the part of the retailer should suffice to put the trade on a higher plane. Even now, after a most expensive brass bed is procured, the average retailer is content to let the question of bedding, such as mattresses, go without careful attention, and fostering of the consumer's inherent wish for the best of mattresses, etc. If the retailer is wise enough to point out the amount of one's lifetime that is spent in bed, as well as the increased sanitary effects procured from good bedding, no serious difficulty should be met in selling the best class of goods. Cheap goods are unsatisfactory, and once the better class is introduced the increased satisfaction is bound to bring permanent connections

"Just as good as Alaska"

is what our competitors say of their

Eiderdown Quilts and Cotton Comforters

Good!

Glad to hear it; surprised, too; guess they mean our last year's line, but are too busy making them to find out. It's up to you to decide. In the meantime, we have already made one thousand dozen more than last year's total—and repeats are coming merrily.

Thanks for both compliments.

THE ALASKA FEATHER & DOWN CO., Limited

Factories at Winnipeg and Montreal

To Our Friends:

The reception already accorded our line for 1904-1905 has surpassed in every way our expectations, and we wish to thank our many friends for their support. . . .

Dealers from Coast to Coast are emphasizing their appreciation by substantial orders, and, as we are fully alive to the merits of our products, we feel confident of their continued support. . . .

September is Exposition month, and should you be in the city, don't fail to pay us a visit. We will be glad to see you, and show you through our Works.

The

Menzie Wall Paper Co.

Limited

Head Office: 98 King St. West, TORONTO.
Factory: New Toronto.

FANCY GOODS

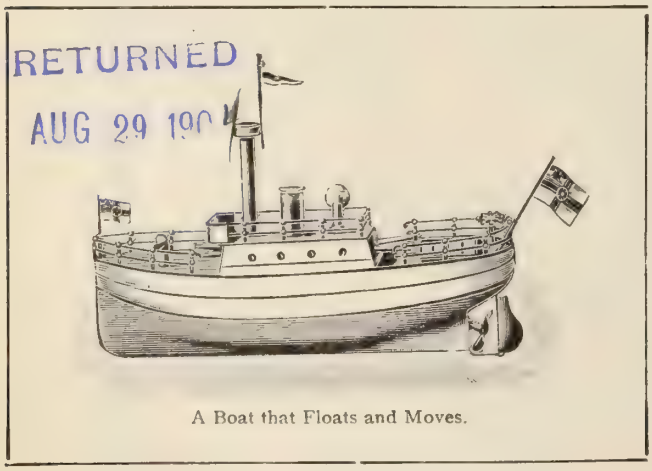
JAPANESE AND CHINESE GOODS.

A LINE of goods which the retail dry goods trade has, to a great extent ignored (in fact it can be safely asserted that in some respects the trade is only in its infancy) is Japanese and Chinese novelties. The fault lies almost entirely with the retailer as the fancy goods men have been pushing them season after season. For the coming Fall and Winter trade as well as for Spring import, the lines this year exceed in variety, intricacy and beauty of design anything hitherto attempted. The success attained by a few novelties this past season will act as a stimulus to those who have postponed handling this class of goods till their definite reception was assured.

Those who are familiar with the process of manufacture, involving the wonderful cheapness of labor, thus enabling production at a marvelously low figure, readily see a good chance for profit alike to retailer and jobber. The trade has gradually arisen through souvenirs brought home by pursers on the Asiatic steamship lines finding a ready sale. The outcome is that direct importers are now arising while the fancy goods houses show a varied assortment.

To fully appreciate the cleverness of the manifold designs, one needs to be familiar with the Japanese people. Their marvelous power of imitation, supplemented by inventive genius leads to almost everything being made in the materials familiar to them.

A story is told of an English buyer which well illustrates the genius of the Japanese as well as the cheapness of production. The buyer was carelessly sharpening his pencil with the ordinary pencil sharpener, when the attendant Japanese, to whom the article was entirely foreign, quickly asked to inspect it. After an examination, the Japanese asked a loan. The buyer readily gave him the sharpener and dismissed the incident entirely. However, shortly afterwards while sitting in his office he was confronted by the Jap who showed him, after the usual circumlocution, and undoing the precious handkerchief, the pocket book of a Japanese, an exact reproduction in lead of the original sharpener. He further offered to supply them at, in our money 75 cents per gross. This serves to show the opportunity awaiting importers. The outlook for Fall business in these lines seems favorable and the dry goods trade should see it secures a proper share.


RETURNED
AUG 29 190

A Boat that Floats and Moves.


RETURNED
AUG 29 1904

A Mechanical Musical Toy.

The Fall and Christmas trade in this class of goods should receive stimulus owing to the prosperity of the country lending strength to the already well established demand for fancy goods in the Japanese and Chinese lines. Trays, toilet utensils, screens and fans are shown in a profusion too vast to attempt to enumerate. They are shown in all prices, and a shrewd buyer should be able to pick up many good, saleable articles. A range of Japanese and Chinese character sketches in wooden figures is sure to attract attention. They depict in a highly ludicrous manner many familiar caricatures of all peoples, principally China and Japan. The interest in Japan at the present time should make them saleable. The screens come in elaborate patterns and when the intricacy of workmanship is considered, at moderate prices. They are always in steady demand. Artistic lines of paper napkins many a hostess may require. They have met with good demand for Summer trade. Paperweights, inkstands, etc., deserve attention also. A novelty is seen in wood wall paper which when varnished gives the appearance of the actual material. It is similar in appearance and struc-

SMALLWARES

SKIRT BELTINGS,
DUPLEX BELTINGS,
WOOL MENDINGS,
GARTER WEBS,
LOOM WEBS,
ELASTIC BRAIDS,
ELASTIC CORDS.

A Few Points

We have been established 50 years.
Our business is the largest of its kind in Great Britain.
Our plant is complete and up-to-date.
We desire to serve you.

PRUSSIAN BINDINGS,
WEBBINGS,
TAPES,
CORSET LACES,
SHOE LACES,
BLIND CORDS,
CORK SOCKS.

Faire Bro's. & Co., Lt'd.

Manufacturers Leicester Eng.

Canadian Representative: STAPLETON CALDECOTT, TORONTO

WRIST BAGS, PURSES, &c.

If our Travelers fail to call upon you, write us for samples of anything in Fine Fancy Leather Goods for the Fall or Holiday trades.
See our Ladies' Hand Bags, emulating the most practical innovations of the Austrian and French styles.

ALL MADE IN CANADA

SPORTING GOODS, &c.

The Western Leather Goods Co., Limited
MANUFACTURERS
Royal Arcade, 101 and 101½ King St W., TORONTO

"Wearwell" Brand of HOSE.

If you want Worsted Hose, 2 ply, with 3 ply foot and knee, let us hear from you.

Made also in a heavier 2-ply and 3-ply. All English yarns. Full size. Packed in boxes. Write for samples and prices

CLINTON KNITTING CO., Clinton, Ontario.
SELLING AGENTS:
The Richard L. Baker Co., 60 Yonge St, Toronto.

FEATHERBONE

Made by an entirely new process, combining the most up-to-date methods of American and Canadian factories. Sample orders solicited.



THE
Reid Featherbone Manufacturing Co'y.
Limited
Manufacturers of
Featherbone and Featherboned Novelties
94 Carling St., - London, Ont.

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Cut Both 23
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THE Richard L. Baker Co'y.

THE HOSIERY AND UNDERWEAR AGENCY OF CANADA.

60 Yonge St., Toronto.

Representing the following Manufacturers :

S. Lennard & Sons, DUNDAS, ONT.

Manufacturers of **Crescent Brand** *HOSIERY and UNDERWEAR.*

Stratford Knitting Company, LIMITED. STRATFORD, ONT.

Manufacturers of MEN'S, WOMEN'S, BOYS' and GIRLS' KNITTED GLOVES and MITTS.

Clinton Knitting Company, LIMITED. CLINTON, ONT.

Manufacturers of RIBBED WORSTED HOSIERY.

J. M. Eisenstuck, CHEMNITZ, SAXONY.

Manufacturers of WOMEN'S, CHILDREN'S and MEN'S COTTON, LISLE and SILK HOSIERY of all descriptions.

Bean & Stewart Skirt Co., LIMITED. ST. STEPHEN, N. B.



Manufacturers of

LADIES' BLACK SATEEN SKIRTS

Latest New York Designs.

The Best Cut Skirts in the Market.



Soliciting a continuance of your esteemed orders, we are, yours truly,

THE Richard L. Baker Co'y.

THE HOSIERY AND UNDERWEAR AGENCY OF CANADA.

ture to the familiar birch bark. How good a reception it will receive it is hard to state.

The variety of ornaments and toys in the form of various animals is beyond comprehension. Useful work boxes, etc., is another specialty among the multitude of goods shown. Careful discrimination as a safe knowledge of local conditions should make an investment in these lines profitable.

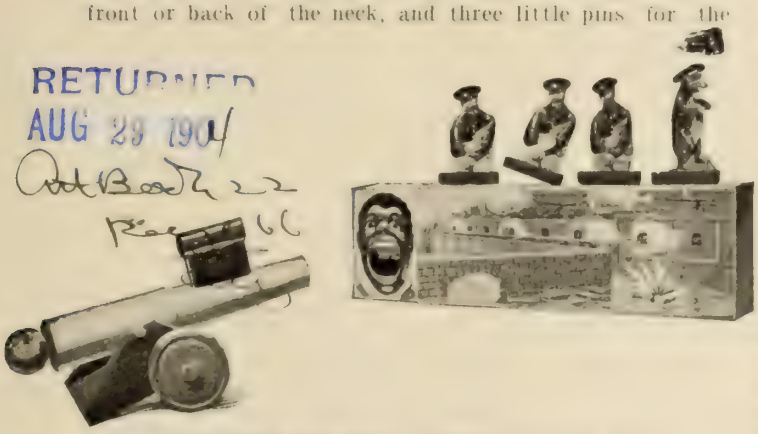
In the lines for Spring the Japanese bast slippers deserve attention by the trade. They are shown in all sizes and their favorable reception this Summer makes them a certainty next season. Mattings which are becoming more popular each season are seen in closer weaves and more artistic designs. A novelty which is sure to be popular is the straw cushion. It readily recommends itself for outdoor purposes and comes in various sizes at prices enabling its common use. A 19-inch square can be retailed at about 30 cents. The usual Summer requisites such as napkins, Chinese lanterns and fans are rendered novel by some entirely new and beautiful designs.

JEWELRY NOVELTIES.

THE jewelry business this season has been larger and embraced more complete lines than ever before. Most beautiful designs in the art nouveau patterns are in vogue. Many accessories can readily be handled in the ordinary dry goods stores, in fact they form a natural place in the line.

The extensive use of shirtwaists and shirtwaist suits has created a natural demand for shirtwaist sets. Attractive new designs in mother-of-pearl and sterling silver are shown. The sets are of four pieces,—a pin for the front or back of the neck, and three little pins for the front of the waist. A novelty in hand-painted porcelain sets has been seen, but is doubtful of reception.

RETURNED AUG 29 1904



"Bombarding Port Arthur."—Shown by Nerlich & Co.

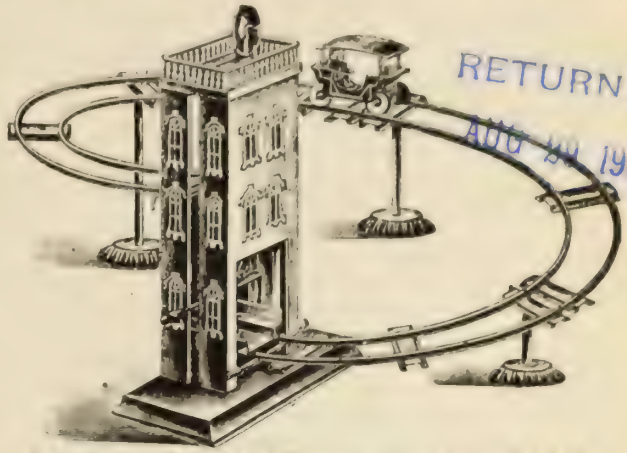
Although the majority of shirtwaists certainly carry their own buttons, which is perhaps the most attractive, some low-priced buttons in large pearl for soft-finished waists are seen. Metal buttons in the form of pins at popular prices can also be had. Animal heads play an important part in the shirtwaist sets to-day. Some of them are really works of art.

Hat pins are rendered interesting through the introduction of the automobile pin in oxidized silver and gilt, retailing at popular prices. They are patterned after the safety pin. Some odd hat pins show animals' heads; an owl's head seemed attractive. Hat pins and broaches of the same design, such as violets and pansies, enamelled in natural colors, are seen. Another new one has a screw top and safety attachment. When shoved through the hat the top is screwed on and the ball at the end does the rest after the fashion of the familiar stick pin attachment. Pearl, gunmetal, oxidized sterling silver and Roman gold are the chief materials.

SOME NEW GAMES.

AMONG the new games to be offered for the Christmas season are Sherlock Holmes and Kan I Katch. The former is much like the popular game of last year—Pit. It partakes of its noisiness and jollity, and is quite well spoken of.

Kan I Katch is played with a wire cage affair on the end of a handle. Each player holds one of these and by pulling back a spring shoots out a light ball like a ping pong ball, and the player to whom it is shot is expected to catch it in the cage. The ball will carry sixteen feet.



A Mechanical Railway and Elevator.—Shown by Nerlich & Co

RETURNED AUG 29 1904

Flinch and Pit are still bound to have a run, the former being of a nature that will keep it popular for many seasons, and the latter being particularly adapted to holiday season gatherings.

THE LATEST EMBROIDERY.

WITH the revival of 1830 styles in dress, has come back to us the old kinds of fancy work. Bead work has come, but as it was too tedious for modern fingers and tastes, it has passed. Now the old "eyelet" embroidery, or, as the French call it, "a jour," work is to have its turn. As it is easily done, and is effective and washes and wears well, there is every reason why it should be popular. There are very many uses to which this class of embroidery may be put, and those who are adepts at fancy work will find new difficulties in executing the patterns.

All outlines are run with a darning stitch, and should be run continuously. It is best to make the round holes with a stiletto, which pushes the threads apart without cutting them. The long or oval openings must be cut in the centre, and the stitch is a simple over and over, laid as close and as even as possible. The heavy edges are padded by three and even four rows of darning, one row over the other entirely filling the space between the lines.



A group of five cent toys.

THE YOUNG MAN IN BUSINESS

IMPROVING SALESMANSHIP.

APPRECIATING the high ideal of salesmanship which obtains with Marshall Field & Co, Salesmanship propounded the following questions: 1. What do you consider the leading characteristics of a good salesperson, and in what order of importance do they stand?

Answer—The first quality to be desired is judgment, because that includes courtesy, tact, perception and personal appearance, and in fact many other qualities. But a man may have good judgment without having the amount of energy that could be desired, and so with a few other qualities. He should therefore have energy, patience, perseverance, accuracy, temperance, and a knowledge of the merchandise. Many other desirable qualities might be named, but taking them in their broadest sense those cited will cover the others. The order in which they rank in importance is largely a matter of opinion, and largely dependent on the nature of the position. A man may be selling some lines where great tact would be required, while in other lines energy would be more called for. In general we believe the order named is about the right one, although the absence of any quality named would do much to annul the value of the others.

2. In your store what instruction methods, what general form of procedure do you adopt with a newly engaged salesperson who has not had previous experience?

Answer.—Except at holiday time few people without experience are employed as salespersons by us. When new employes are engaged they are first given a book of rules with instructions to read it thoroughly. The head of the section in which they are to work has an individual conversation with each new employe, and gives him the general spirit of the work. The assistant head or one appointed to coach new employes makes it his business to watch the progress and give information about the details of the business as may be required. A good talk with the section manager at the beginning is regarded as important and helpful. It is also regarded as important not to discourage the new employe, and it is often wise to refrain from finding fault until he has gained a measure of assurance. On the other hand, nothing is more detrimental to his progress than to allow him to go on making the same mistakes under the impression that he is doing the right thing.

3. In what way do you believe a salesman may improve himself in the art of selling?

Answer—In the first place a salesman should watch the ways of older and more experienced salesmen, not that he may imitate them, but that he may learn their reasons for their various acts and deeds, and act upon those reasons. To imitate other persons may mean to imitate their faults as well as their virtues. It is a man's duty to himself to be an individual. The best way to learn about merchandise or salesmanship is to analyze the subject and master it in sections. A third requisite for successful salesmanship is to be in earnest all the time.

4. What general line of reading would you advise from among standard authors, which would be calculated to improve and strengthen the salesman's power?

Answer—Any good wholesome reading which expands the mind and fills it with purpose, thoughtfulness and sincerity is helpful to a salesman, as it is to any person in any line of business.

5. Supposing that two employes were to remain with the house for a period of five or ten years, which would be of most advantage to the house, one of these being a brilliant conversationalist with plenty of enthusiasm, but without a rigid regard for truth and generally lacking in sincerity, while the other lacks the power of initiative, but is exceedingly scrupulous as to statements and actions in transactions with the customers?

Answer—There is no room for a dishonest person in this organization in any line of work. In giving the essential qualities of salesmanship above stated we took it for granted that the salesman was honest and sincere. Any defect in a salesman's integrity wholly unfits him for service in this store, regardless of whatever other qualifications he may have. Even if such a salesman could sell several times the amount of goods an honest salesman would, his detrimental influence on his associates would so greatly offset this that we could not afford to keep him. On the other hand, the scrupulous salesman, even if less energetic, would have a good influence which would go a long way to make up for his short-comings in initiative, although that may be regarded as a desirable quality.

6. Is it better for a salesman to put in all his time in learning his special line, or is it well to use part of it in studying other lines?

Answer—After the salesman has thoroughly mastered his own line of work will be time enough to study other lines, although if special opportunity offers to get a few ideas on other lines of salesmanship they should not be lightly esteemed, as they may illustrate principles which are applicable to salesmanship in general. For instance, a knowledge of human nature is especially advantageous to a salesman, but some lines may afford better opportunities than others for its study, but in the information, however gained, will be an advantage no matter what the line it is used in.

The book of rules is a complete mentor for the employe and begins with courtesy, which is especially enjoined "whether the goods are being paid for or charged; whether the customers are acquaintances or strangers; whether richly or poorly dressed—absolutely no difference must be shown." Neglect in this respect is a subject for reprimand or dismissal.

The progress of the employe is carefully observed and a record is kept of each one, and good service is recognized by advancement. Thus the stock of boys and girls often becomes salespeople, and it is a pleasure to the house to see a bright boy or girl develop into a high-class employe. Many of the best employes are "brought up" so to speak, in the store.

The advantage of dull days is recognized and they are made among the busiest, on the principle that time of peace is the proper season for war preparation. The stock is then gone over and everything put into the "up and dressed" condition which is characteristic of the store.



John M. Garland, Son & Co.

Wholesale Dry Goods.

45 TO 51 O'CONNOR STREET
146 TO 152 QUEEN STREET

Ottawa, Aug 16/04.

To Dry Goods Merchants

Everywhere.

Dear Sirs:

We trust that you will decide to attend The Central Canada Exhibition which takes place here from September 16th to 24th. This is the second largest Exhibition in Canada, we understand, and is more successful each year. You will also see a most beautifully situated city, which is rapidly becoming the "Show Place" of this country.

Our Warehouse is centrally located in the vicinity of the leading hotels. Call and see us. We promise not to bore you, merely wishing to impress upon you our facilities for doing business; doing it well and quickly. Our Warehouse, stock and assistants will be at your service, and if you are a stranger to the City, we may be of considerable help to you.

Have your mail addressed to our office.

Trusting to have the pleasure of seeing you, we are,

Yours truly,

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Ret'd 30th 23
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John M. Garland Son & Co.

BOOKS FOR BUSINESS MEN

Successful Advertising and How to Accomplish it.—By J. Angus MacDonald. Philadelphia: The Lincoln Publishing Co. Toronto: The MacLean Publishing Co. 400 pages. $2.00.

Here is a book which might be studied with advantage not only by the advertiser just beginning to court publicity but by the old hand at the advertising game as well. There is plenty of food for both classes, and not only the advertiser, but the buyer, floor-walker and clerk can derive benefit from its pages.

The book is divided advantageously into five divisions. First there is the question of "Ad. Building"; then follows a section devoted to "Retail Advertising all the Year Around"; next are discussed "Special Features in Retail Advertising"; after which come "Mail Order Advertising" and lastly, "Miscellaneous Advertising."

Ad. Building.

In a short review of the book, such as this necessarily is, it will only be possible to outline its general contents. Therefrom the readers can obtain some idea of its scope and it is to be hoped, will be lead to make a purchase of the volume.

"Ideas mean the basis of ad writing, of advertising, for without ideas nothing can be stated—the better the ideas the better the statements and the stronger the advertising." Therefore the student of advertising is urged to study, absorb and think out ideas. The question naturally arises, what are ideas, and several pages are devoted to a discussion of their nature and scope.

The next step in the art of advertising is the expression of the ideas in words, and here the doctrine of simplicity is preached. "The shortest words are best. The briefest sentences are best. The ad-writer finds that a clean-cut distinct impression is best conveyed by short words and short sentences." A lesson on words and their uses forms the subject of the next section.

Prices, just as much as words, are of the utmost importance. "In retail advertising," asserts Mr. MacDonald, "I consider prices absolutely necessary. They are specific and vital. Every reader of a retail ad. whether man, woman or child, wants at the first blush to learn the price of the goods in which he or she may be interested."

"Displaying Items and Prices" and "Preparing Copy for the Printer" are reckoned as essentials and though they are apparently small points in a big subject, yet they are points that assume enormous proportions when you come to figure up results in a year.

"Types" and "Illustrations" form the embellishments. The former are the vehicles of words and consequently wield a psychological influence to a certain extent. As for the latter they have been part and parcel of advertising for a long time and they will always remain an important factor for the advertiser to consider. Both types and illustrations occupy the attention of the author for several pages.

Advertising the Year Round.

And now, having afforded the reader some idea of the technicalities of advertising, Mr. MacDonald proceeds to give detailed information regarding a year's advertising campaign. He accordingly starts out to describe just how to conduct and advertise "The Great January Mark-Down Sale." So clearly and ably is this handled that even the most ignorant retailer can readily understand it. Various other January sales are taken up and illustrated before the "Mid-winter Sale" in February is reached. Hints are given as to how to keep business moving during the Winter months.

"Advertising Spring Stocks," "Introducing Spring Millinery," "April Advertising," "Movements in May Merchandising" comprise the sections devoted to Spring trade. "Early Summer Advertising," "Warm Weather Sales," "Mid-summer Clearance Sales," with general hints for the hot weather, follow. "Autumn" and "Holiday" advertising complete this section, which is well worth the price of the whole book.

Special Features.

The third section of the book sets out with the problem of advertising a department store. Passing this by, the reader comes to an important chapter devoted to "Clothing Advertising." "Advertising a New Store" gives pointers to the man about to set up in business, which should not be missed. "Furniture Advertising" covers a large number of articles.

Advertising Schemes.

The next section, occupying some forty pages, comprises a species of catalogue or directory. All manner of wares are listed and under each heading are given a number of schemes which have actually been carried out by dealers, whose names are all given. The value of this section cannot be minimized. Here are hundreds of bright schemes, any one of which may be duplicated or imitated to advantage.

"Sayings to Swing Trade" is the name given to a long series of shore, sharp phrases and sentences, alphabetically arranged and extremely useful in ad-building.

Mail Order Advertising.

Beginning with the requisites for a mail order department, Mr. MacDonald inserts a number of Specific Talks on mail order advertising, which he originally wrote for Printers' Ink. They include "Best Mediums," "Bookkeeping and System of Handling Letters and Orders," "Securing Names," "Best Articles to Advertise," "Catalogue Making," "Concerning Correspondence," "Promptness and Thoroughness," "Good Mail Order Help," "Have a Mail Order Plan," "Mail Order Territories," "Compiling Mail Order Literature," and "The Value of Persistence."

Two-thirds of the contents of this admirable book have now been outlined. It would be impossible even to attempt to supply a list of the remaining contents of this page. The reader, who has had his interest awakened, would do well to communicate with the publishers, the MacLean Publishing Co., Limited, Toronto.

PILCHER'S

"AMERICAN"
DRAWERS SUPPORTERS



HOLD'S 'EM UP

FOR FAT MEN, LEAN MEN, AND ALL KINDS OF MEN.

WE WANT TO TELL YOU ABOUT OUR "AMERICAN" DRAWERS SUPPORTER. IT IS A NEAT, INEXPENSIVE, INDISPENSABLE AND QUICK SELLING ARTICLE. SUPPORTS DRAWERS PERFECTLY. HOLDS BELT IN PLACE WHEN SUSPENDERS ARE NOT WORN, AND

"IT HAS A CHAIN HOLD."

TO WHICH WATCH CHAIN OR KEY CHAIN CAN BE ATTACHED——THIS IS A BIG THING, ESPECIALLY IN SUMMER, WHEN VEST IS NOT WORN.

COSTS YOU	$1.00 PER DOZ. PAIRS.
SELLS FOR	15 CENTS PER PAIR.

—ORDER FROM YOUR JOBBER, OR—

J. V. PILCHER MFG. CO. LOUISVILLE, KY.



K. Ishikawa & Co.

Manufacturers and Importers of

Japanese Silks,
Silk Handkerchiefs,
Rugs and Mattings.

24 Wellington St. West, . . TORONTO, ONT.

UNDERWEAR

THAT WILL WEAR

FOR SUMMER 1905



Samples are now being shown of the choicest RIBBED KNIT SUMMER UNDERWEAR for Ladies and Children, ever shown in CANADA, both in STYLE and QUALITY.

MANUFACTURED BY

The Watson Mfg. Co. Limited

PARIS, - ONTARIO

MADE IN CANADA

PREMIER Brand WATERPROOFS and SHOWERPROOFS are MADE IN CANADA from the best British Cloths imported direct, from head works, MANCHESTER, ENG.



They are *the only absolutely guaranteed garment in the Dominion.*

Thoroughly waterproof and will not harden.

GUARANTEED

"PREMIER" WATERPROOFS AND SHOWERPROOFS

ESTABLISHED 1873

GUARANTEED

Head Works:

Manchester, Eng.



Head Office, Warehouse and Factory for CANADA:

92 McGill St., Montreal

Western Stock Rooms:

216 Portage Ave., Winnipeg, Man.

STANDARD OF THE WORLD

DRESS GOODS

FEATURES OF THE TRADE

DRESS goods buyers are now returning from the European markets, and a general idea may now be gleaned of the character of dress fabrics put forth for the Spring of 1905. Buying for next Spring has been no easy task, owing to the firm tone of the wool market. This is not attributable to any tendency to speculation, but is due to the increasing demand for woolen fabrics, and to the fact that Australia has not yet fully recovered from the effects of the late protracted drouth. The Bradford market gives the key to woolen situation of the world and a correspondent from there thus outlines the situation. "Notwithstanding the endeavors of users of wool to curtail their requirements as much as possible for some time past, and the complete absence of speculative buying, the value of all kinds of home and colonial wool is gradually hardening.

State of Woolen Market.

"At the next series of colonial wool sales which open on July 8, some 120,000 bales of wool will be offered for sale, and there is every indication that this comparatively small amount will be readily absorbed at prices which will show a distinct advance on the closing rates of the last sales.

"Pure merinos are not plentiful, and as the consumption of these fine grades of wool is largely on the increase they are likely to be dearer both at and after the pending sales. The better grades of cross-bred wools are also slightly advanced over last year's prices, but it is in the cheaper grades that the advance has been phenomenal, as they have more than doubled their price in a little over two years."

In Canada the stocks of foreign wools are reported to be light, and the manufacturers are buying largely of the native wools. It is said that a Canadian mill has sent a large shipment of our wool over to England which, when converted into yarn, is to be reshipped here—this is the first instance in which it has been done.

The retailer must, therefore, be prepared for advanced prices when he comes into the market for his Spring goods—indeed on Canadian-made fabrics advances have already been made. On imported goods also the duty will have to be figured on shortly.

* * *

THE fact that the light bright fabrics that the retailer is now carrying will cost him more to replace next Spring makes the advance indications of special importance to him as he can better judge as to what materials he has in stock that can be with advantage kept over until another Spring. There is a strong undercurrent, particularly in the better trades, towards the adoption of silk warp fancies, such as eoliennes, silk warp crepes, etc., in fact, there is a feeling for bright fabrics, and the fact that they will sell well for next Spring may be accepted with confidence. Though their position will be good, it has not even toughed that of voiles. In fact a voile craze is predicted next year, and there is absolutely no necessity for sacrificing one yard of voile. The wise ones, says an authority, will hang on to their voile stock and buy for present requirement from the jobbing houses.

Silk Warps and Voiles.

Though the fancy voiles—the embroidered, the small checked effects, etc., shown this Summer—have only met with a limited amount of encouragement from the general trade, yet as they are finishing up the season in great vogue with the smartly dressed woman it is to be expected that they will be looked upon with a much greater degree of approval in the popular end next year. Checks of a quiet and unobtrusive character are strong favorites now in both Paris and New York, particularly in such combinations as brown and white, with a dash of orange, or in the plain shepherds' checks. Newer still are the checks in the weave of the material, and many of them are alternately in plain and lacy or leno weave. Crepe and crepe effects are all favored, and the opinion is strong that in the coming Spring we shall again see another great season for sheer fabrics, though there is gradually creeping in a feeling for weaves with a little more body in them.

* * *

IT is decidedly too early yet to arbitrarily fix on just the right Spring colorings, but it looks as though soft neutral shades and tones were to predominate. Silver grey is certainly the color most seen, and greys with a leaning towards mauves, blues, browns, reds, etc., are very prominent. First on the Spring color card come greys with a decidedly lavender tinge, then two or three shades on the taupe or mole order, and after that a range of cold blues. Stone drabs are next, followed by seven browns in golden tones, from a medium shade to a very dark one. In greens, reseda leads, and some lovely shades of this color are shown, but there is a second range of greens following in yellowish shades. Perhaps the two brightest colors shown are two bright pinkish helios. Lavender blues come next, then two shades of wine or old rose. There is quite a range of reds running from bright scarlet to a deep claret or burgundy. Then there is a series of deep, rather dull tones in navy for the last series on the card.

Broadcloths for Spring.

* * *

THERE is a very large range of fancy mixtures in the Spring cloths, and, though an illuminating thread of white or twist of color is seen, the prominent white fleck and raised nub idea have to all present appearance run their course, and their day is over for the time being. Minute dashes of color are largely used, and among these orange and yellow are beginning to be represented. There is a decided tendency to very light colorings, and some of the new tweeds, in mixtures of black and white, are wholly, or nearly three-parts, white. Silver greys are also strong in tweeds, and there are indistinct checks in black and white. A few tweeds

Tweeds. Homespuns. Debeige Etc.

are shown with a quiet flecking, but it is more in the weave, and is not far removed from a plain cloth.

Soft silver greys, silvery shades of fawns, greens and blues, etc., point naturally to homespuns, as these are the tones in which they show up to best advantage, and it is not surprising that this sterling fabric will be a very strong factor in the Spring trade. There is to be also a revival of another fabric known for its wearing qualities that also looks its best in the class of colorings featured for Spring, and that is debeige. The leno weave figures and spots have been introduced into this fabric also.

Whipcords and coverts promise well for early Spring selling, as they will not only be used for coats, but for the whole suit as well.

Delaines, but in the plain cloth with an embroidered figure or spot in color on white or cream, is to be largely used for shirtwaist suits, kimonas, house gowns, etc.

Cravenettes, besides the well-known form of the cloth, are shown in tweeds, and in mannish effects, for coats, wraps, raincoats, and rainy day suits.

For some years past now the Fall lines have shown the same style idea, as those put out for Spring; due allowance being made for difference in weights and colors, but for the coming Spring the idea is reversed, and Spring fabrics are on the order of Fall styles. Take the mannish cloths as an instance.

* * *

Canadian Made Fabrics.

THE Canadian mills have just put on the market lines for next Spring of exceptional selling strength, and the remark is often heard that the new samples show a not inconsiderable advance over those of any previous season. The popularity of homespuns should distinctly favor those mills that make a specialty of this fabric. In tweeds, and in tweed effects, in twine cloths, basket weaves, and pebble cloths, etc., the Canadian manufacturers are showing lines that ought to find a representation in every dry goods store in the Dominion.

* * *

Fall Notes.

DURING the past months travelers have been taking holidays, and many of them have been off their routes. Until Fall dress fabrics have been put on show and stocks somewhat broken into, large repeats cannot be looked for. Buyers when in town for the millinery openings will be able to round off their stocks for the Fall, as the dress departments in the jobbing houses will then make a special display of the later novelties. Present indications point to broadcloths as the leading fabric this season, and the demand for them in all qualities is very great. The range of colors is very large, and this in itself is a proof of the growing demand. The fashionable cloth is soft, supple and of light weight.

The new French model suits which have been sent to New York, are made with the long basqued coat, quite smooth over the hips, and hanging in graceful folds below. The skirts to go with them are full, and yet on account of the soft, supple nature of the cloth clinging in effect. In fact they are modern modifications of the hunting suits of the time of Louis XV.

Basket weaves, pebble chevoits, fancy worsteds, etc., in plain colors, are also lines that will be extensively shown this Fall. After these plain cloths, the mannish suitings are next favorites. They are shown in immense variety, and in cloths that in pattern are close copies of those designed for men's wear, but of course they are of lighter weight.

In the veilings, which are now an indispensible part of the Winter dress stock, silk and wool crepes are taking the lead, and all silk and wool fabrics such as eolionnes are very prominent.

* * *

Lustres and Mohairs.

ONE notable feature of the display of sample lines for Spring is the conspicuous place given to mohairs and lustres. Strange as it may seem, it is owing to the American women that these fabrics are coming to the front. She declared in their favor a couple of seasons ago, and Paris and London are now following suit. All merchants have done well with lustres and mohairs this Summer, and expect them to sell well again this Fall. Considering the character of the material, mohairs have been remarkably well sold for the Fall trade, and in the States, where the climate is not quite so severe as in Canada, they will form a strong feature in the season's selling. Here they will be used for outdoor wear early in the season, and for a house gown later on.

They have formed one of the best selling materials of the Spring and Summer that is passing, and duplicate orders have been very large, so large that in some of the more popular lines there has been considerable difficulty experienced in obtaining repeats from the manufacturers

Mohairs in some form or other have been bought by all classes of shoppers. The vast majority of bathing suits, both those bought ready-made and those made to order, have been of some kind of mohair.

In the face of this, the assertions of some fashion writers that mohairs are damaged by getting wet is absurd. This was undoubtedly true of these fabrics when they were first introduced many years ago, but better finishing processes have eliminated this fault. Some fabrics with little or no mohair in their make up, but finished to deceive, may very possible cockle if they receive a wetting, but a mohair or lustre made by a reliable firm will not do so.

The chief Spring novelty in mohairs is the mannish effects made in close imitation of the mannish suitings so favored for this Fall. The patterns are in every respect correct, but the fabric is crisp and pliant, and has in addition a sharp lustrous appearance, and yet the finish is so soft that it makes up beautifully into tailored suits.

Silver grey and soft silvery neutral tones in blue, grey, fawn, brown, mauve, etc., are the class of colors shown for next Spring, and mohair is a fabric that brings out the full beauty of these colorings to perfection.

Next to the mannish effects in popularity are those that are patterned in the weave. Ribbed stripes and checks are shown in this class. The spot idea has little novelty about it, but the diamond has at least some element of freshness, and the mohair manufacturers have produced some decidedly attractive patterns, with diamonds used in different sizes and combinations, as the motif,—small diamonds used as the shower spot, etc. The ground is the mannish cloth in grey, or blue, but in so unobtrusive a manner is the pattern managed that it is only in some positions that it is clearly seen. There is reason to believe that this diamond idea is one that we shall see more of later.

The list of mohairs is by no means finished when these mannish effects are shown. Shepherds'checks in mohairs, similar to those in taffeta that have been so extensively worn for shirt-waist suits this Summer, are very much in evidence. These come in the four small sizes, in black and white, green and white, brown and white, etc. Besides the shepherds' check there are a lot of small fancy

NEW AND EXCLUSIVE
LINES IN . . . . .

NECKWEAR

"Standard" Neckwear is being recognized as a leading seller in many stores. Our

NEAT SHAPES,
LATEST PATTERNS,
EXCLUSIVE DESIGNS AND
VERY REASONABLE PRICE

has made it extremely popular with the general public. A good profit for you too !

THE NEWEST THING OUT. Our Dainty String Tie in RED, BROWN, GREEN and BLUE, sells at sight. A leader at **$2.25**.

We will be pleased to have you call on us, or to hear from you through our representatives, or by mail.

The
Standard Neckwear Co.
1853 NOTRE DAME STREET, MONTREAL.

We are still Hustling

Making the
Best Values in
Black Underskirts
in Canada

Not the cheap, narrow, sloppy stuff, but good, wide' generous garments, "Perfect in Make, Fit and Finish." Underskirts that make a customer a permanent one.

Prices $6.90 doz. to $45.00 doz.

Our $6.90 line with two frills is a daisy.

All garments at $9.00 a doz. and up we brand "The Pugh Brand" and stand back of every garment.

Our travellers cover Canada. See their samples.

Terms: 2 per cent. 10 days, or net 30. Discounts small, likewise prices.

The Pugh Mfg. Co.
33 Church Street, - Toronto
Montreal Office
J. R. McKERNAN & CO., Agents, 68 Beaver Hall Hill

The Newest in
Showerproof Garments

RETURNED
AUG 29 1904
Cut Book 23
Page 7



The above represents one of our many new styles in ladies' Waterproof and Showerproof garments.

Made in all shades, Grey, Fawn, Green, Drab, Olive, Etc., also plain cravenette. **Buttons to match,** Brass, Gun Metal, Etc.

Our travellers are now out with full line of **samples for Spring 1905,** and Fall immediate delivery.

Large new illustrated catalogue free for the asking.

THE NATIONAL RUBBER CO.
524 Craig Street, Montreal

plaids shown in black and white. Shepherds' checks in pastel, and other fancy colors, and many of them with the added embellishment of an embroidered silk spot form another large line. Black and white checks also show these embroidered spots in colors, such as blue, green, helio, red, etc. For the extreme trade tartans in mohair are brought out, but these are too pronounced for general selling. A pretty idea is to embroider the alternate dark checks in a shepherds' plaid with a white silk spot, and the result is very attractive. A stripe made up of small embroidered dots on a checked ground is also new. Designs made up of alternate plain and leno weave checks are another large class, and there is quite a range in diamonds, cubes, cherrons, etc., in leno weave, on a plain ground.

A great many of these fabrics are designed with a view to their being made into shirtwaist suits, as this style is expected to be more popular than ever next Summer. Buyers should note this, as its presence will materially affect the counter sale of blouse materials, and as a protection they should select such patterns and materials as are suitable for the shirtwaist suit,—if the blouse is wanted a blouse can be sold, but materials that only will sell for blouses should very sparingly be represented.

As this class of fabric appeals to all classes, the prices and qualities are as varied as the ranges and patterns in which they come. A useful and pretty cloth can be retailed profitably at the popular price of 25c, and of which an attractive shirtwaist suit can be made, while the other end of the scale is reached by the handsome gown of chiffon mohair which the smart society woman orders for reception wear, and has trimmed with the richest of embroidery and laces.

What Bradford Decrees

A BRADFORD correspondent writes that according to advices from manufacturers there, wearers of dress goods and costume cloths do not seem to be at all tiring of fabrics of the tweed character for Winter wear, and already some good repeat orders in both greys and black and white effects have been placed. In plain-colored fabrics for Winter, both dark and light shades of navy blue continue to be popular, and milled cloths of a good weight and with a soft warm handle appear likely to be in good demand.

For the next Spring season it is still early to ascertain on what lines fashionable taste in dress goods will run, but, with walking dresses worn shorter, costumiers will be able to use rather more weighty fabrics, and voiles may to some extent be replaced by fabrics of a closer texture.

As the Summer season always opens a wider field to Bradford manufacturers than does the Autumn, our earliest makers have already prepared much fuller ranges of new styles, amongst which will be found some distinct novelties, although these are quiet in character.

ARTIFICIAL FLOWERS OF HOME AND FOREIGN MAKE.

THE use of flowers in millinery and dress trimmings has grown steadily of late years into such large proportions that it is one of the most important items nearly every season, and in many seasons it is the most important of all. There are a few manufacturers of artificial flowers in Canada, and their products are in high favor with wholesale and retail milliners. There are factories in both Montreal and Toronto which are working up quite a nice business. But of course France is the great manufacturing and exporting centre of these flowers, and with a nation with so fine a sense of the artistic it is not to be wondered at if she leads in the production of the most beautiful sorts. England, however, is also a great producer, though she is also a large importer from France, and from Belgium and Holland as well.

Process of Manufacture.

In France thousands of shops where these flowers are sold may be seen, and, of course, the industry gives employment to a good many thousand people, principally women and girls. But there is also no lack of men. They generally do the most important part of the work, cutting out the patterns of the flowers with machines which stamp out some couple of dozen folds at once. Each of these is colored in the shade of the flowers and petals to be represented.

Then each piece is turned by a hand tool with lightning speed into something resembling the shape of the flower which is being imitated—very roughly at first. Other hands, however, follow, and each petal soon takes on the exact shape and size of those of the real flower. From here it goes to another operator, who fastens the petals to the wire stem. The petals are then goffered and take on the appearance of the real flower, and in the final stages the glossing over and sometimes fine powdering with glass give the desired resemblance to the flower.

Fine Hand Work.

Most of the finer specimens of artificial flowers owe their beauty to the hand work on them, and though many manufacturers have special methods and subtleties known only to themselves, the general method of manufacturing is the same. While there have been many improvements in the manufacture of flowers in recent years, and in the facilities at the operator's disposal, the beautiful productions of skilled hands remain at the front, and as in other lines of manufacture, are valued higher than machine made goods; not always because the latter are inferior in quality, but only that the art of the brain is desired before that of the machine.

In spite of the fact that there is so much manipulation of each flower by the hands, and that each must be a perfect imitation, they are turned out with wonderful rapidity, and thousands can be made in a factory in one day.

Importations.

The importations into Canada come principally from France and England, and they range in quality from flowers to suit the medium Canadian trade up to the finest that are produced in Europe. Such excellent facilities have some Canadian millinery houses for importing them that it is doubtful if there can be seen anywhere in the United States an array of the finest flowers at such low prices. And the assortment is also not to be excelled on this continent.

IN OUR NEW QUARTERS

We are now comfortably settled in our new and larger premises.

165 Nazareth St.

Here we have installed new and modern machinery, and have increased our staff, so that we will hereafter be in a still better position to supply your wants

Montreal Fringe and Tassel Works

165 NAZARETH STREET,

MOULTON & CO.

MANUFACTURERS OF DRESS AND MANTLE TRIMMINGS, FURRIERS' TRIMMINGS, CORDS, BRAIDS, BARREL BUTTONS, GIMPS, FRINGES, TASSELS, CHENILLE, ETC.

Five minutes' walk from G. T. R. Bonaventure Station. MONTREAL.

We are looking for a man!

Who can say, after handling Imperial raincoats, that they do not give the wearer the highest standard of satisfaction.
They are unexcelled in Style, Fit and Finish and are Absolutely Guaranteed.

Imperial

—Raincoats—

Requests for samples will receive prompt attention.

The Imperial Rubber Clothing Co'y

London, Canada.

Debenham, Caldecott & Co.

COMPLETE NEW STOCK

SILKS

TAFFETAS
PAILLETTES
LOUISINES
PEAU DE SOIE
TAFFETA CHIFFON
MISSALINES
TAMOLINES
DUCHESSE SATINS
JAPANESE

IN ALL WIDTHS
LARGE RANGE SHADES
ALSO BLACKS

RIBBONS

TAFFETA RIBBONS
VELVET RIBBONS
DUCHESSE RIBBONS

IN ALL WIDTHS.
SPECIAL LINES TO RETAIL AT POPULAR PRICES.
ALL THE NEW SHADES.
ALSO BLACK RIBBONS

VELVETS

MILLINERY VELVETS
LYONS VELVETS
BLACK VELVETS

LARGE RANGE. ALL PRICES.

COLORED VELVETS

LARGE RANGE SHADES INCLUDING ALL THE NEW COLORS FOR FALL 1904, IN OUR NOTED

"PREMER" VELVET

NEW DRESS FABRICS. TAFFETINE LININGS
NOVELTIES IN LACES.

BAY AND WELLINGTON PLEASE NOTE OUR NEW ADDRESS.

Debenham, Caldecott & Co.

TORONTO.



* This department is conducted and prepared by Mr. J. C Kirkwood, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. He will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

THE HAND OF THE EXPERT.

THERE is no lack in the number of men able to write good "copy." One has but to pick up the magazine, or the newspaper, and read over the advertisements of the larger advertisers to discover how smooth the style is, how aptly everything is expressed, how interesting is the story. One is pretty safe in concluding that every bit of such advertising has been prepared by the trained writer, —a man whose daily task is a traffic in words. It follows with all certainty that the man skilled in the choice of words, who has learned the economies of speech, whose mind is concerned with the problem of influencing other minds, to persuade them to buy the things whereof they write,—it follows that such a man can write advertisements infinitely better than can he who takes up his pen reluctantly and who labors long and hard in an effort to write a good advertisement. Every man to his trade. It is strictly business for the merchant who feels that he cannot prepare good copy to entrust this work to a trained writer. It will cost money to give out this work —$5 a month, $10 a month, $25 a month,—but it will be money well spent. The good that will result from the work of the trained writer may not be perceived immediately, but the effect and the returns are as certain as the sunrise.

Proofs of the rightness of such a declaration are readily forthcoming. The writer has in his mind the case of a dry goods merchant in a Canadian city whose advertisements are being prepared by a professional writer who resides many hundreds of miles away. The advertisement appears daily, and is of small size, but it stands out sharp and clear on a page that is given up entirely to advertising. This merchant pays $5 a month for the service given. He supplies an outline suggestion of what he wishes advertised, and leaves the rest to the man whom he employs to prepare his advertisements. The results have been satisfactory in the highest degree, and the $5 charge is paid with genuine pleasure. This man's advertising has a freshness, a directness, a charm not found in his competitors' announcements of larger size. This store has acquired a reputation for goodness that stands it in good stead every day of the year. The proprietor who before was not more aggressive than his fellow merchants has caught the enthusiasm of his own advertising, and has responded to its spirit of superiority. His windows are better dressed, his counters have been made more inviting. His salesmen have smartened up. The good done him and his business has evidence in the daily sales, and the prospects of this store are of the brightest. It is upwards of a year since the new influence began to be exerted. It has cost the merchant so far $50 for the service of an expert. He has made several times that amount in extra profits, and has given a spurt to his business that is worth in prospect no small sum.

This history can be repeated in hundreds of instances, and one of the gratifying signs of the times is that merchants in all parts of the country are inquiring for the names of specialists for the preparation of their advertisements.

GREAT SOUVENIR SALE

Commencing Monday, August 1st, and continue for balance of Month.

Here is What We Intend Doing:

Souvenirs FREE

MONDAY, August 1st, we inaugurate a unique event that will add another link to our great chain of merchandising movements. This time it is a "Souvenir Sale," which besides offering many bargains at reduced prices will enable customers to obtain acceptable and useful Souvenirs free—as follows:

Every purchaser of from one to two dollars' worth of goods may have the choice of any article Free of Charge on TABLE No. 1.

Every purchaser of from two to three dollars' worth of goods may have the choice of any article Free of Charge on TABLE No. 2.

Every purchaser of from three to four dollars' worth of goods may have the choice of any article Free of Charge on TABLE No. 3.

Every purchaser of from four to five dollars' worth of goods may have the choice of any article Free of Charge on TABLE No. 4.

Every purchaser of five dollars' worth and upwards may have the choice of any article Free of Charge on TABLE No. 5.

These Souvenirs are for Cash Purchases Only

You will find the Souvenir Tables in the centre of the store and ticketed Nos. 1, 2, 3, 4 and 5.

It would take columns to tell you all about the good values we have here for you. From week to week we ll let you know what to expect. That will show you in part what we are doing, although nothing like a personal visit will give you an idea of our values. So visit the store as often as you can. Come alone or with friends. The oftener you come the more you'll want to come.

On Monday Morning, August 1st, we commence our Great Souvenir Sale

A SOUVENIR SALE.

C. W. Hendershot, of Kingsville, Ont., writes: "I am sending you my advertisement. The souvenir sale advertised is not original with me. I had the same kind of a sale last year and found it a very good idea. It does

No. 9.

INCREASE YOUR BUSINESS

We can do it. Here's evidence

"In comparing results with 1903, we find that we have added to our months business $432.63 over and above the corresponding month of June last year. This increase is due, no doubt, to our ads." Apart from the increase in our trade we are very much pleased with our ads. as

is what a customer in Montreal writes us. We'll do the same kind of work for you

And do not think that preparing your advertising is all we will do for you, though it's all we charge for. Some of the ideas, suggestions and advice we give you on business problems—for business betterment—may prove invaluable to you.

A merchant recently wrote us that he didn't see how we could make suggestions of value in increasing trade unless we were familiar with the conditions surrounding the business. Maybe you have felt the same way, so we'll say we cannot, with surety of their being apt, any more than your physician can give you aid unless you describe the symptoms of your ailment.

It is only AFTER the physician knows the symptoms, that, from his knowledge of principles he prescribes the cure. We have a knowledge of certain basic principles which have been learned by experience, which knowledge tells us, AFTER we study the conditions surrounding your business, as you lay them before us, the best course to pursue, enables us to give you suggestions to better those conditions, and suggest and carry out ideas in your advertising that will increase your trade.

We have a customer, for example, in a city in Nova Scotia, who wrote us he was just making ends meet, didn't know what to do, was about ready to give up, etc., and asked our advice. We wrote him a letter containing four closely typewritten pages. He saw the way out in it. It dispelled his doubts. He engaged us, and we have since written him three more equally long letters of advice and instructions, some ads, locals, a circular of a special plan, etc., and all we are charging him is for preparing his advertising.

We help just such cases, cases where conditions are more favorable, and cases where conditions are most favorable—all of them. Even if your business is very prosperous, an infusion of new ideas cannot help being beneficial.

YOU WOULD LIKE MORE TRADE? Why not put us to the test? Write us a full, frank letter, and see if we do not offer suggestions and ideas which you will regard as commonsense and practical, and which you'll want carried out in your advertising for YOUR PROFIT.

This won't cost you anything.

We have an advertising plan especially adapted to General Stores

CHILD & FALL
Advertising - Business Building.
WAKEFIELD, MASS.

"QUICK SALES" ASSURED



QUICK SALES AND MORE SALES ASSURED BY OUR

"Quick Sales"

Illuminated Show Cases

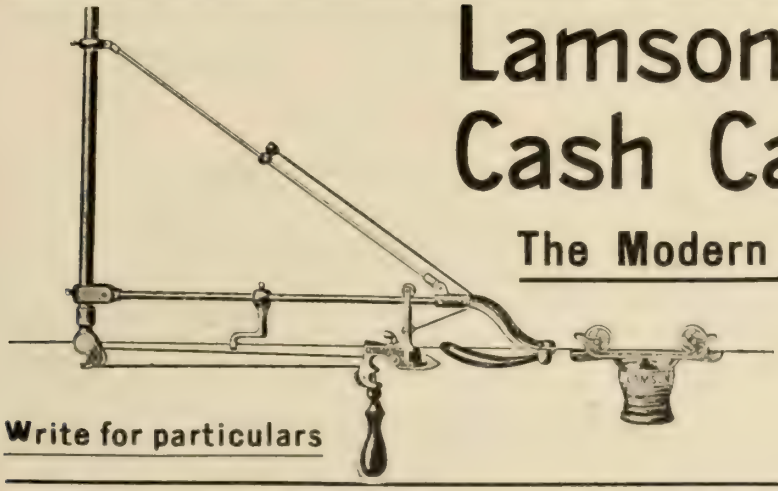
(JOHN PETZ, Patentee)

The attractive individuality of our Show Cases and their great advantages in displaying goods, pull buyers.

Our Show Cases are of better material, are made better and possess many exclusive features of excellence than any other show case on earth. Sold at the right price.

Interior and exterior—wall, pillar, vestibule—Show Cases made to satisfactorily adorn and sell goods.

DETROIT SHOW CASE COMPANY,
Show Case Builders to Progressive Merchants
482 to 490 Fort Street West, Detroit, U.S.A.
Canadian Branch Windsor, Ontario
JOHN PETZ, Pres. and Supt. HERBERT MALOTT, Sec. and Treas.



Lamson Rapid Spring Cash Carrier

The Modern Labor and Money Saver.

Write for particulars

LAMSON CONSOLIDATED STORE SERVICE CO.
73 Adelaide Street West, TORONTO.



THE CORONATION (Patented)
BEST ON EARTH HAS NO EQUAL
All glass top. No wood frame above or around the glass to become scratched, dirty or unsightly

Double Your Sales

It is possible. It has been done. The outlay necessary is inconsiderable when the increased business is taken into account

A CORONATION SHOW CASE

is the best show case made. This assertion is made deliberately. Investigation invited. Proofs supplied.

Send for catalogue and price list

DOMINION SHOW CASE CO.
N. R. LINDSAY, Manager
Office and Factory:
53 Richmond St. E., Toronto
Phone Main 3611

RETURNED
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Page 7
Aug.

away with premium giving or the trading stamp idea."

There is reproduced elsewhere that part of Mr. Hendershot's advertisement that relates to the souvenir sale. The idea will doubtless be new to many, and is likely to be used. It approves itself as being an excellent means of stimulating interest and cash sales, and the fact that there is offered a large choice is sure to commend itself to the customer. Supposing that the cost of the souvenir represents 10 per cent. of the sale made, it will be perceived what a satisfactory article can be provided. Such a sale excites talk, and talk is advertising.

Mr. Hendershot is also the author of the hair ribbon idea given in this issue of the Review.

THREE MEN ON A TRIP

Sent by G. B. Ryan & Co.

To Search the Old Country for New Goods.

At daybreak on the morning of June 17th the Allan Line Steamship, "Bavarian," sailed from Montreal to Liverpool. On board were three European buyers sent by G. B. Ryan & Co.—Mr. J. C. Ryan, of Owen Sound; Mr. C. H. Milla, of Berlin, and Mr. H. G. A. Ryan, of Guelph. They will have a busy time of it for the next two months, buying extensively of the new merchandise and new fabrics for our Fall and Winter Trade.

The great manufacturing and commercial centres of the world are in the "Old Country." It is there that the buyers from South Africa and Australia go at this time of the year for their supplies of Spring and Summer Goods. And it is there that the enterprising American and Canadian business houses send their buyers now for the new merchandise for Fall and Winter.

Ireland and Scotland supply the beautiful and serviceable linens, damasks, etc. England is the place for carpets, curtains, collars, and certain classes of dress goods. France for millinery, dress goods and silks,—the French are the great originators of new styles.

Germany for mantles, dress goods and trimmings.

Austria for laces and fancy dress trimmings.

Switzerland for embroideries, curtains and laces.

This sending our buyers direct to the fountain of supply enables us to offer our customers many advantages, a large choice of the newest materials, and the best of the new styles and patterns. And, through buying in large quantities for our three big stores, we are able to get prices lower than would otherwise be possible for merchandise of high quality.

We promise you a rare treat for Fall. Keep your eye on G. B. Ryan & Co.'s store.

G. B. RYAN & CO.

Guelph, June 18, 1904. We Do What We Say

The Fall Preparation.

WHITE SPACE AND MARGINS.

THE following excellent article dealing with a phase of advertising preparation is by Frederick Flagler Helmer, and appears in August number of the Inland Printer. The article is entitled "White Space and Margins:"

Generally speaking, white is the groundwork of all display. The black impression which the type leaves upon the paper builds upon it a certain structure, more or less complete, which we too often consider to be the whole thing, forgetting that the white, though plain and negative in itself, is what makes the black distinguishable. It is the white that holds the letters apart so they can be recognized, that separates the words so they can be readily found, that breaks the matter into paragraphs to rest the reader, that emphasizes the various parts so no one can miss what is important, and binds the whole by a margin so as to preserve unity and distinctness of subject.

White space is the building ground for which the advertiser so eagerly bargains, at a certain amount per

WASHABLE DRESSES AND COSTUMES FOR THE CHILDREN.

Bright, new and attractive styles just added to our stock, and with them a very nice range of Girls' Cashmere and Serge Frocks and Pretty Sailor Suits. These "Ready-to-wears" are a regular boon to the busy mothers who must sew early and late to get the girls fitted out. See our stock. Guess we can suit you. Special prices for this week.

ALEX. SCOTT,

18 New Gower St.

Good example of small ad.

inch or agate line; and when he has bought it he generally desires to cover the property as completely and heavily as the building laws allow. The building laws for typographical construction are even ruthlessly transgressed in

End of Season Bargain Prices.

We are bound to have something left over, even after an exceptionally good season. Our policy is to clear out quick and early any odd lines of surplus summer stock, while yet there is a good while for using the goods. True to this policy we are this week giving

Genuine Bargains in Children's Costumes and Pelisles, Boys' and Girls' Blouses,

and other washable goods. See Prices. Buy early. The chance is yours—now.

ALEX. SCOTT,

18 New Gower St.

Good example of small ad.

order to overload the spaces and crowd in typographical tenants. But nothing is really gained by these transgressions. The advertiser does not get ahead at some other man's loss. He has to assume the loss himself. He

must take all risks on his own shoulders. And it is merely through ignorance or preoccupation that he does not recognize his losses.

Overcrowding in typography, while it alarms no health board, turns readers away from copy that might be of interest. It means the missing of attention, the repelling of the reader's interest, a failure through overreaching. Overloading in typography does not bring about an actual demolition of the construction, but it causes its settling to a lower level at which the matter may be overlooked. The only loss of life is in the life of the printed matter. Overcrowding and overloading deaden display—and the loss is to the purchaser of the space, because he failed to make the best use of his ground.

Some of the typographical building laws (section on white space and margins) are these:

Do not build too close to your neighbor's property.

If possible always surround your structure with a good open space; it shows off the structure better and lets light into it.

Provide plenty of windows, air-shafts and skylights.

Do not fill your structure so full of partitions that no light can get through it.

Do not use heavy black material throughout; on the other hand, light stuff alone is not sufficiently substantial.

Any word is clearer for a setting of white about it.

If advertisers are to get the credit of owning what they pay for, care should be taken to preserve unity in their matter and to see there is a distinct separation from the space belonging to others. Unity and isolation may be obtained in various ways, but the simplest is by letting the background of white, or whatever may be the color of the paper upon which the type is impressed, show between or around the type forms. To revert to "the typographical building laws," surround your structure with a good open space; this shows it off better and lets light into it.

Such is the reasonableness of margins, and they are needed not even so much in books as in the congested districts of newspaper and magazine pages.

If, then, surrounding white space adds emphasis to a word, and the focal distance at which the matter is to be read is that of the ordinary "arm's length," why not use the emphasis of white in place of the emphasis of black, gain a little force, save a little space perhaps, and incidentally give the type freer play to increase the possibility of artistic effect.

HERE IS SOMETHING FOR THE CHILDREN

We were pleased to see so many children in the store last Saturday in response to our invitation. We are going to show the children our appreciation by giving free of charge to every little girl under the age of 12 years a hair ribbon of her own selection, providing that she presents this advertisement at the ribbon counter.

A good idea

ODDS AND ENDS.

THE response to the inquiry made in the August number of The Review, namely, "Is a course of lessons on the preparation of advertising desired by Review readers?" has been gratifying, and the first lesson will appear in the October issue.

The response to the other inquiry, namely, "To what extent are you influenced in your buying by the advertisements appearing the The Review?" has not been so good.

There should be no hesitation in making a reply to the inquiry made, and the editor will be glad to receive replies even yet.

There are reproduced in this number two small advertisements which illustrate very nicely what can be done with small space. Alex. Scott, of St. John's, Nfld., has been providing capital examples of good advertising, and he says that since he began a few months ago to use newspaper space he has been able to see the results of his advertising. "One thing at a time" is his idea, and a fresh statement each day makes his space readable and valuable.

A good friend of The Review called on us the other day and asked that we provide in this department more sample advertisements. He said that he found it very helpful when in a hurry or when at a loss for a good beginning to be able to turn to the pages of The Dry Goods Review and find there something suited to his need. This suggestion to the editor is timely, and more attention will be paid to this aspect of the reader's need in the future.

The editor would be glad to receive from readers of this department examples of their work or advertisements which have commended themselves to the reader as being especially good.

THE MAIL ORDER BUSINESS AGAIN

THE mail-order business seems to prosper more and more. The great department stores and individual merchants are pushing their mail-order departments vigorously. But the combination that is proposed among several of the large non-competing Toronto stores is perhaps the latest evidence of this prosperity. The aim of this combination is primarily to save expense, and to make a campaign much more extensive and much more effective than would be possible were each store acting individually.

This, so far as is known, is a new plan. At least its working out will be new. It promises great profit to the originators, and if these promises are realized, where will it lead to? What is to prevent other such dangerous combinations?

The mail-order business now is cutting into the local merchants seriously. Merchants in the small cities and towns are most affected by it. And the worst of it is that only spasmodically and in isolated cases, here and there, are the local merchants doing anything to protect themselves.

Advertising has made the mail-order business. Advertising is your cure for it. Advertising, however, is a force which, to hit the mark—to bring about desired results—has to be aimed exactly right.

The mail-order men have organized advertising departments, with men to prepare the advertising and generally direct the advertising campaign. Why shouldn't you have an advertising man to prepare your advertising and direct your campaign? It may cost you less than a dollar a week to have such a man work for you, whose work will bring you many dollars.

Child & Fall, the Wakefield, Mass., ad-men, have full knowledge of the situation, and more important, an understanding of how to remedy it. In the battle between you and the mail-order men, they are offering their knowledge, training and experience to aid you in the fight.

RETURNED to Globe
AUG 29 1904
Cut Booth 23
Page 4

The W. R. Brock Company, (Limited)

MONTREAL

Imported **Scotch** and **Fancy Suitings** for men —our Woollen Dept. can do your sorting trade, as all the **goods** in this dept. are **perfectly new** and the **very latest.**

Our travellers can now show you **new samples** of **"Ready-to-wear" Goods** for **Spring, 1905.** We are **"first in the field."**

You **cannot afford** to place an order for **Carpets without** seeing **our range for Spring, 1905.**

DRY GOODS REVIEW

SUBSCRIPTION PRICE:

Canada, Great Britain and United States, - $2 a year.
Other Countries, - $3 a year.
Single Copies, - 20 cents.

Invariably in advance.

DIRECTORS:

J. B. MACLEAN, Montreal, - PRESIDENT
W. L. EDMONDS, Toronto, - VICE-PRESIDENT
A. B. CASWELL, Montreal, - MANAGING DIRECTOR

CHIEF OFFICES:

MONTREAL, 232 McGill Street. Tel. Main 1255.
TORONTO, 10 Front Street East. Tel. Main 2701.

BRANCH OFFICES AND REPRESENTATIVES:

LONDON, ENG., J. M. McKim, European Manager, 88 Fleet St., E.C. Telephone, Central 12960.
MANCHESTER, H. S. Ashburner, - 92 Market Street
NEW YORK, W. T. Robson, - 1241 New York Life Building
WINNIPEG, L. P. Luxton - Room 308 McIntyre Block Telephone 1846
VANCOUVER, - Geo. S. B. Perry
ST. JOHN, N.B., J. Hunter White - No. 3 Market Wharf

EUROPEAN STAFF CORRESPONDENTS:

MISS A. MEEHAN, London. MR. A. E. DACAM, Paris.

ADVERTISING RATES

Are based on $35 a page and will be furnished on application to Mr. A. B. Caswell or to the manager of the nearest office. The value of THE DRY GOODS REVIEW as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade newspaper to advertise in. Advertisements, to insure insertion in the issue of any month, should reach this office not later than the eighteenth of the month preceding.

MONTREAL AND TORONTO, SEPTEMBER, 1904.

IN RESTRAINT OF TRADE.

JUST when Toronto's fire district was being covered with sightly buildings, just when the unfortunate business men were in strongest hopes of being safely housed for Winter, and of seeing a resumption of business that has been delayed for almost five months, all their hopes and those of the city for the building up of an unsightly block in the centre of the wholesale district are dashed to the ground by the strike of the builders' laborers. And although they represent unskilled labor, the Masons' Union, contrary to the established practice of unionism, and in direct contravention of their contract with the master builders, have inaugurated a sympathetic strike.

In the burnt district to-day, over one week after the commencement of the strike, scarcely a hammer is heard, and not a brick is being laid save in the cases where the imminent completion of the work induced contractors to grant the extra three cents an hour demanded. And it is all because a union of unskilled laborers are unsatisfied with two dollars a day of eight hours.

Last year the same union, after a thirteen weeks' fight, during which they were offered 2½c an hour extra—within a half cent of what they asked—were forced to resume work at the old wages. Taking the working year of the length stated by the union—150 days—each week of idleness means the increased pay demanded of a third of a year, so that the fifteen weeks they have been idle already in the past two years will equal (supposing they win) the additional earnings of five years at the higher wage. The strike wage must not be considered since this should in justice be returned, during busy years, for the benefit of striking laborers who have helped to contribute the amount in question.

And in this strike, as in every other, there are a great number of married men with families who are forced to quit work, much against their will. In this case over a quarter of those at the meeting voted against the strike and it is natural to suppose that a greater majority of the disaffected attended than those who desired to continue work.

However, justice or injustice has very little to do with the solution of a Toronto strike. Might is right, and a stand once taken will be adhered to to the last moment by both parties. In the meantime such large buildings as those of the W. R. Brock Co. and Gordon Mackay & Co. are lying half finished, although the wage demanded without recognition of the union, has been offered.

* * *

The way to make trade brighten up is to advertise

* * *

A LOSS THAT MIGHT HAVE BEEN MINIMIZED.

A RECENT fire in the top flat of the six-storey wholesale warehouse of the Eby-Blain Co., Limited, Toronto, did $60,000 worth of damage. The greater part of this damage was caused by water. Probably not a gallon more water than was necessary was poured into the building, but it does not require an expert in fire-fighting to realize that if the fire department had been provided with a properly equipped salvage corps the loss would have been a great deal smaller than it was. And what has happened is quite likely to happen again.

When Toronto was much smaller than it is to-day it had a fairly well equipped salvage corps in connection with the fire department, its support being jointly borne by the fire insurance companies and the civic authorities. This department was equipped with tarpaulins and did good service, but the insurance companies withdrew their support, and the corps became practically non-existent.

The fire in the Eby Blain Co.'s warehouse was confined to the flat in which it started, but the water damaged—and in many instances destroyed—the merchandise on every flat beneath. It is true the firemen spread a few tarpaulins over some of the goods, but they were next to no good, simply because only an infinitesimal part of the stock was protected.

The equipment of Toronto's fire brigade in this particular was evidently designed for small private dwellings. Wholesale warehouses must have been altogether out of mind of the civic worthies.

The subject of an efficient salvage corps in connection with the fire brigade is of sufficient importance to attract the attention of business men in Toronto, and not only in

that city, but in others as well. Such organizations as boards of trade and the Canadian Manufacturers' Association should certainly interest themselves in the matter. And it ought not to be impossible to secure the co-operation of the fire insurance companies. Until the business men do interest themselves, and that actively, they are not likely to see any improvement. City councils are, as a rule, recruited from the ranks of the ward heelers, not from the ranks of business men.

* * *

When a business is not pushed dry-rot attacks its foundation.

* * *

BUSINESS MEN AND ELECTIONS.

A GENERAL election is evidently not very far away. The political organs are already beginning to play afresh the tunes that did service in the past, and the politicians are busy getting into condition for the fray.

As far as the business interests of the country are concerned it matters little which of the two parties are in power. The only difference between them is in name; and that is not vital.

But while it does not matter to the commercial interests of the country which party is in power, it does matter a great deal what manner of men compose the respective parties.

Worth, unfortunately, is not always the determining factor in the selection of representatives, either at the party nominations or at the polling booth. Those who have ever had a glance at the inside working of the party machine scarcely need to be reminded of this. But business men need to be put on their guard against it. And if they want good government they must be on their guard against it.

A well-known politician told the truth when he declared that elections are not won by prayer. They are, however, often won by preying upon the susceptibilities of the passive electorate. Obviously the results which are obtained from such election methods are not conducive to the commercial welfare of the country. It is within the power of business men to minimize this evil. And the first step is to refuse to support the incapable men that the political heeler has set up. Get business men into line and support them.

* * *

Indiscreet business methods produce unhealthy business results.

* * *

WILL IT PAY?

IT was with great enthusiasm that Canadians first heard of the proposed establishment of a linen industry in four towns of Canada. Almost simultaneously came the news that Bracebridge, Orillia, St. Joseph and Edmonton were to have factories erected for the manufacture of linen goods, and no time has been lost in pushing the enterprises to the point of operation. At present the Bracebridge mill is about to commence work, and the one at St. Joseph is under way. Edmonton's factory is waiting only for the building, but the Orillia mill is at a standstill on account of water power developments and lack of local interest.

It is not with a view to discourage the new industry that The Review has made a study of the possibilities, but for the purpose of arriving at some conclusion based, not on a prospectus, but on facts and events that have a bearing on the future of the industry. While heartily in sympathy with any introduction into the manufacturing world, and anxious to promote the interests of Canadian enterprises, it must be admitted that from present prospects the establishment of the linen factories was promoted with too optimistic views of their probable success.

For many years flax has been grown in Canada only for the seed, but the utilization of the fibre is not by any means a novelty in this country. Forty years ago the fibre was successfully used in Canada, and during the Civil War in the United States several factories were successfully operated; but when, at the conclusion of the war, cotton dropped to its normal level, there was no profit in sight, and all the mills, with a single exception, ceased operations. Lord Mount Stephen was one of those who at that time lost money in the closing of the mills.

The principal obstacles to the success of the present mills are the necessity of co-operation between the farmers and the mills, the doubt as to the suitability of Canadian-grown flax, the lack of the necessary help in the pulling, and the competition of such countries as Ireland and France, who have for a great number of years been acquiring an accurate knowledge of the manipulation of fibre and the manufacture of linen.

The farmer has been found always an unstable quantity and not to be depended upon for stated crops. Witness the failure of a couple of beet sugar factories due to their inability to obtain supplies of beets. In the linen industry the mills that hope to draw their supplies from Canada must depend upon their ability to convince the farmer that he should drop several acres of his present crops and introduce flax instead. The growing of flax, which was at one time a large part of the farming of central western Ontario, has diminished until there are not a half of the flax mills of some years ago, and the acreage is less than half.

Even when sufficient supplies are assured there is the one all-important point as to the quality of Canadian fibre yet to be decided. Heretofore what use has been made of it has been for the roughest fabrics, such as twine, bags and stout upholstering purposes, and of the flax grown this was the very best that could be done with it. Where is the proof that linen yarns such as will be necessary for the manufacture of the proposed goods can be produced from the home-grown flax? There have been rumors of the fitness of that grown near Edmonton, but rumors will not run a mill.

The number of working people required in the flax-fields will have to be seriously considered, as well as the wages demanded in this country, compared with those in

Belgium and Russia, the two great flax growing countries. Flax must be pulled by hand as yet, and the work is both wearisome and slow.

The experience of the linen industry in the United States, where all kinds of climatic conditions can be secured, where capital is more plentiful, and where the tariff affords a substantial protection to home industries, should be thoroughly digested by Canadians. Although flax spinning was carried on a hundred and twenty years ago, there are to-day only twelve mills even partially engaged in linen manufacturing, and their productions include only union-huck towels and towelings, and crashes. Dozens of mills have failed, three within the year. The growing of flax is not at all enthusiastically carried on, and experiments pointing towards the utilization of domestic flax have been dropped with disgust.

Two of our mills, those at Orillia and Bracebridge, are not even situated in a flax growing locality, although the latter is in a surer position than any of the others, as it at present intends to import the yarn and weave only. Edmonton provides the possibilities of a new, rich country, but is at a disadvantage on account of its remoteness from the largest centres, and the St. Joseph mill is going to confine itself for a time to twines alone. Experience, too, appears to be lacking in the management although the Bracebridge company has secured an Irishman of experience, and he intends to import Irish workmen.

On the whole, despite the unknown virtues contained in Canadian soil and the enthusiasm that greets a new enterprise, it appears that the linen mills that have obtained charters in Canada have not made a sufficiently careful study of conditions and requirements, and have been influenced too strongly by the fact that we grow quantities of flax, that linen is in active demand without a local supply, and that we are favored with a protection of from twenty to thirty-five per cent.

It would be exceedingly gratifying to Canadians to possess a prosperous linen industry, but one cannot shut one's eyes to the obstacles that will first have to be surmounted.

* * *

If advertising was not profitable it would have been discarded long ago by progressive business men

* * *

DON'T BE PREMATURE.

THE month of September always witnesses the arrival of a goodly supply of holiday goods in many retail stores, especially at far away points. Early deliveries are made by wholesalers for various reasons, partly to avoid the congestion of their packing rooms at a later date, and also to give ample time to rectify any unavoidable errors made by the railroads.

The arrival of new goods is always a temptation to the merchant to give display and prominence to them. The feeling is perfectly natural, as all merchants are anxious to put them on the market before their novelty has worn off or before their competitor has had a chance to show similar articles.

Furthermore, it is the inherent policy of many firms to take advantage of the dating furnished by the wholesaler and utilize to the fullest extent the capital which the wholesaler has extended. In general this policy is commendable, but in the case of holiday goods it is well to avoid being premature.

Any merchant who gives the matter his careful attention will see that more is lost than gained by their premature display. In the first place, no surer or quicker method could be experimented with to dispel all the charm of novelty. It is apparent that people do not later on feel disposed to buy holiday presents familiarity with which has already satiated them. The inevitable craze for goods that bears the stamp of newness must be catered to at the proper moment.

Further than this, and in many ways the most important aspect of the case, the attention of the public should not be diverted or distracted from the important matter of buying seasonable garments and accessories. Four or five weeks before Santa Claus hitches his reindeer is ample time to do the holiday trade; before that date buying is sure to be desultory and to divert attention from regular lines. The following of this method should ensure an even distribution of business, and prevent undue neglect of any departments whose business should be at high ebb for the Fall trade.

* * *

Push for business and you will draw customers.

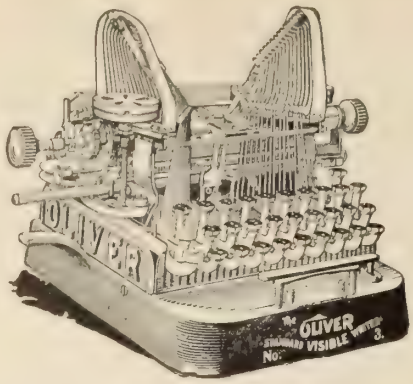
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A CASE OF INADEQUATE PROTECTION.

A GENTLEMAN who until recently was carrying on business in Western Ontario is looking for a situation. A short time ago he was burned out, and as he had not taken proper precautions in regard to insurance he is now in his present predicament.

This is not a new experience. Those who watch the fire losses closely will have, no doubt, noticed the frequency with which little or no insurance is carried by business men who are unfortunate enough to be burned out.

Insurance against fire is as much a part of a man's business as window dressing, bookkeeping, advertising, etc. When merchants are negligent in this respect, and either do not carry sufficient insurance, or as in some instances, none at all, they are following a practice which is as unbusinesslike as it is unwise.



Only high grade machine made in Canada.
Long or short carriage interchangeable
In use by both great Canadian railways.
Visible writing wins.
Every machine guaranteed perfect.
Regarding the price, we save you $25
which you DON'T have to pay in DUTY.

WRITE FOR CATALOGUE

Canadian Oliver Typewriter Co.

183a St. James Street, MONTREAL

NEW TELEPHONE LINE

A new copper metallic line has just been completed from Simcoe to Port Rowan. The towns listed below can now be reached from Toronto at the following rates :

PORT ROWAN -	50c.
ST. WILLIAMS - -	50c.
VITTORIA - -	40c.

The Bell Telephone Co. of Canada

YOU ARE INTERESTED IN SOMETHING.

Why not get the best items that are printed on the subject?

We read and clip thousands of newspapers every week—therefore we can equip you **speedily** and **economically** for a debate, speech, lecture essay or anything else requiring up-to-date information and more of it than your competitors are likely to get.

Terms - 100	Clippings,	$ 5.00
250	"	12.00
500	"	22.00
1,000	"	40.00

Send for our Booklet which fully explains the scope of the clipping industry.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street, MONTREAL. 10 Front St. East, TORONTO.

3 in One



A good line for your notion counter. Easy to sell and makes friends wherever it goes. Splendid for furniture and the best lubricant in the world. Sold by all leading jobbers. Write for samples and advertising.

G. W. COLE CO.

143 Broadway, - - New York.

TRADE MARK

This design a guarantee of quality.

RED-BROWN WRAPPING

FOR FURNITURE PACKING.

All Weights. All Sizes.

Strong, Tough and Stiff. A Sure Protection to Destination

SAMPLES AND PRICES WITH PLEASURE.

CANADA PAPER CO.

TORONTO LIMITED MONTREAL

Save Time Save Money

—USE—

THE BRIGGS LEDGER SYSTEM



Write for Catalogue.

The Briggs Ledger System Co.,

Limited

75 York St., - Toronto, Can.

THE OFFICE END

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

A SUGGESTION FOR THE COLLECTION DEPARTMENT.

By Henry Wheeler

A GREAT deal of unnecessary trouble and detail is gone into in making collections on the accounts of the average retail house. A study of the ledger cards is usually made, and efforts made to collect once a month or oftener. The writer has found that a good way to handle these matters is to have a statement made of every account which is due. Of course this statement should be made in duplicate, using carbon paper for the duplicate copy. Thus one statement can be sent to the customer and the other retained for a collection record.

A suitable file (provided with guide cards, showing days of the month) is used and as a statement is sent out to a customer, its duplicate is placed in an appropriate division of the file.

We will say that the cashier makes up his mind that this account should be paid in ten days or something further done about it. He will thus put the duplicate statement into his file ten days ahead of the date the statement is sent. Each day he takes out of its compartment the papers applying to that day's work, and he is then in a position to take whatever action he deems necessary.

The duplicate statement shows just how old the account is and a reference to the ledger will show whether any payment has been made. As the ledge folio or the card number will appear on the statement, reference to the ledger will be very easy.

If, after investigating this particular case, he comes to the conclusion it will be wise to wait a little longer, he can file the statement over again under the date he determines on for the next action on the subject.

If he thinks it would be expedient to write a letter to the debtor just at that time, the letter can be written and the whole thing filed ahead to come up when he expects to take further steps to collect.

In writing collection letters, it is always well to set a certain definite date on which you expect a response. If the response is not forthcoming at that time you have something definite on which to base your demand upon the debtor.

Thus the account, when it becomes delinquent, is always kept before the party who has charge of the collections and it is never in danger of being overlooked or "sidetracked."

It is sometimes deemed expedient to mark the ledger page or ledger card, showing that the account has been placed in the hands of the collection department for action, and thus the cashier or bookkeeper is relieved of the necessity of making a new statement each time a set of statements is drawn off.

It is usually the case in most establishments that delinquent accounts cease to be active; that is to say, while they are delinquent no further goods are purchased, and so long as this is the case there would be no necessity of a new statement until the account was settled and the delinquent debtor could again become a customer and his account again becomes active.—The Book-keeper.

HIS ROYAL HIGHNESS—THE BOOKKEEPER.*

By Harry W. Mann, St. Paul, Minn.

THE term "bookkeeper" is fast falling into disfavor; it is getting too common for the average young man and gives the impression of a second-hand amateur. This calls to mind a little incident which occurred in one of our wholesale dry goods establishments on Third street, 'way back in the seventies. The firm had just completed an anniversary after a year of very good results, and of which they were not ashamed, as they seem to be now. It was the good old times of small sales and large profits. Their employes were all called together one afternoon and "refreshments" liberally passed around and considerable self-laudation indulged in. In the midst of the general jollification a voice was heard from somewhere in the piles of dry goods: "Hi! and I'm the bookkeeper!" Johnny was bound to have his share of the glory.

For one, I do not believe in the passing of the bookkeeper, the name fits him all right if he upholds the standard of his duties to his employer. An accountant is his own master, he is never graduated, he is evolved out of the school of varied experiences. The duties of an accountant are as responsible as those of an attorney, and his thoroughness and skill can do much to make or mar the business.

Our subject then will consider the bookkeeper as he is, or, if preferable, he can be viewed as the accountant bookkeeper, a man selected by the concern for his integrity, accuracy and ability to execute the duties of the position, and necessarily worthy of the confidence which must be placed in him. We are not speaking of the posting and adding machine, the mechanical doer of things, whose thinking and habits are in the rut, but of the hard-working, old-time confidential clerk of a large mercantile establishment. Let us consider our friend under three different phases: His relation to the credit department, his relation to members of the firm, his relation to himself.

The credit man is the extra special express of the whole business system, and the track must be kept clear for his run. It makes no difference what other trains are to be sidetracked or what inconvenience it makes, a clear track signal must meet his eye at every station. It would be the bookkeeper's chief duty to find out from experience what information the credit department usually use in their work, he should so keep his books that this information is instantly obtainable without the annoyance

* An address delivered before the Minnesota Society of Accountants and Bookkeepers.

of hunting up original entries, or wasting time looking for letters, the postings must be always kept up as close as possible, and never behind; charges posted as soon as billed, cash posted as soon as received, allowances can show what made for, and notes can be entered to tell when due and if paid; the account should show at a glance if discounts, how much owing, due or past due, when last statement sent, whether draft made, and much other information which if not at hand would require considerable time to ferret out. Every facility must be afforded the credit man, whether it comes in the daily routine or under some special or extraordinary information. He should be advised daily of amount of collections, amounts of due notes on hand or discounted, amount of outstanding accounts, as well as of payments. The credit department may often seem unreasonable in their demands on the bookkeeper, and their methods may seem open to improvement, but the annoyance should not be considered. Every nerve must be strained to facilitate the safe placing of orders and quick collection of accounts. This means a great deal of unnoticed work on the books, with considerable nervous energy expended and unappreciated zeal, but it's the necessary duties of the position; it's the place of the bookkeeper to furnish the steam for the motive power and let the engineer and the powers that be do the rest.

Our friend's relation to his employers is one requiring very delicate adjustment and must necessarily be of a confidential nature. The trouble seems to be with the majority of bookkeepers that when they acquire certain information, the microbe of a swelled head and self-conceit go with it, and they are liable to imagine that the whole business, profit and—no, not losses—depend on themselves. Employers evidently have occasional mirthful soliloquys over the theme, "Who owns the business?"

The employers should advise the bookkeeper what certain information they desire for the running of their business, and then it is up to him to keep them advised of this information in a compact form with all details ready for inspection. He must first satisfy them in regard to his methods, which must be open in every particular and so well safeguarded that one section dovetails into another, and the whole scheme may be intelligently inspected by any of the firm at any time. A system of daily and weekly reports and monthly comparisons may prove of great value. A monthly balance sheet can demand interesting and profitable consideration and is more than a mere grouping of figures; and yet too much detail would be tiresome and make the correct conclusion hard to arrive at. In a mercantile house a correct monthly asset and liability statement of affairs is almost an impossibility because the actual amount of merchandise on hand is not obtainable (though it may be closely estimated), as well as many other accounts which cannot be equitably adjusted every month. The balance sheet can only serve as a regulator of the business by comparison and percentage estimates; it is not so much a question of how large the sales are as it is how do the expenses compare with the percentage of profits; can the expenses be made elastic in proportion to the sales; it's an easy matter to increase the sales and probably increase the gross profits, but does the capital invested reap the benefit? Here is where the accountant makes himself valuable by showing information along this line. Probably the best form of balance sheet is one based on the published bank statements, grouping the accounts together in eight or a dozen items, thus enabling the eye to see the state of affairs without wading through a wilderness of figures; of course, the detailed statement is ready when required.

The yearly balance sheet should prove a source of great pride to the bookkeeper, as does the finished structure to the architect. This is what makes the drudgery throughout the year bearable. The gathering together of all the numerous items and grouping them intelligently into facts, proving the soundness of past and future bearings by percentages, showing where the weak spots may be and making a basis for future operations. There's a sea of innumerable figures between the two inventories, but it's a great satisfaction to let the employers know just where they stand, and—"virtue is its own reward."

The bookkeeper's relation to himself is something of an understudy which requires the pen of an artist to do it full justice. He has to do a great deal of work which does not show for the amount of time spent upon it, and he has to do his work as the opportunity offers—it frequently seems like crossing a swift stream by jumping from one stone to another and being continually on the alert. The daily work must be kept up to enable the credit man to have a clear track—this might be easy enough except that usually ninety-nine days out of a hundred a snag of some kind interferes and occupies a good many minutes of time; then there may be a long statement to average or a complicated account to adjust, and meanwhile the regular work is grinding out—or it is very much like digging into a pile of sand; as fast as one shovelful is taken away, more sand is falling down. No wonder the poor fellow has nerves. Even all these interruptions might prove of value to the discipline of his character, but when it comes to trial balances, the patience of Job has a strong rival. It matters not what system is used, nor how correct one may be, it's the nature of figures to elude your vigilance. It has been said that on the large passenger boats on the eastern waterways they are required to keep two pilots constantly on duty, as it is claimed that the human mind is likely to make a blunder unconsciously. Such a thing may happen very seldom, but where human lives are concerned there must be no chances. A bookkeeper may surround his work with all possible proofs and safeguards, but sometimes the eye gets tired and the mind becomes mechanical and the brain is indulging in some happy reverie; then it may be that a little error creeps in while the work goes on under the calm assurance that a mistake would be detected at once. When the trial balance is taken off there is something wrong. Then comes the weary hours of proving up and hunting for the trouble. It might be a pleasant piece of detective work to ferret out a mistake and run it to cover, but think of the time it takes! and time that don't count, and meanwhile the sand pile is growing larger. Here is where the employer is unappreciative; he is paying for results and cannot understand why so much time is required on a small balance sheet, never thinking of the trial balance. A bookkeeper must do all his hunting after hours, and between bites, as it will not do to allow any of the machinery to run slow or interrupt the routine of others. A large percentage of a bookkeeper's time is burned up looking for mistakes of his own or of others. It is the nature of the business! If he were infallible and trial balances were not necessary, his position would be of a decidedly pleasant nature. The trial balance is a great trial of patience, energy and nerves; it is not the work itself, but the time it takes to go over the ground. Great progress has been made within the past decade to facilitate this branch of work, and properly handled, it may be robbed of many of its terrors.

The hard-working, conscientious bookkeeper frequently develops into a machine capable only of thinking and talking shop, and has lost all power of exercising his other nature. There is no easy time for him; there is always something awaiting his talents, and no telling what a day may bring forth. The accountant bookkeeper is frequently held responsible for certain states of affairs over which he has had no control; many entries have been made in the dark, no details being given to enable him to intelligently describe the transaction. He has grave responsibilities in his trial balances, for errors of principle or of omission can easily cause serious trouble. behind them that give the stamp of accuracy and the proper grouping of them which speaks their value.

This list is for the purpose of placing retailers, manufacturers, jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,

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LEGAL CARDS.

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This Space $45 per Year.

FURS

LIGHT ON SOME FUR BARGAINS.

ALL the trade is conversant with some of the wonderful fur bargains offered to a confiding public from time to time, by some well-known stores. There are few retail furriers who have not at one time or another had these prices quoted to them.

A report made by a vigilance committee, appointed by the Furriers' Association of Great Britain, to take in hand certain misrepresentations in the marking of furs and skins, and a list they have prepared of imitations of the real thing, may possibly shed some light on the bargain question here.

Neutria, pulled and dyed, is sold as seal, and neutria natural is sold as bear.

Rabbit, pulled and dyed, is sold as seal, or electric seal.

Otter, pulled and dyed, is sold as seal.

Marmot, dyed, is sold as mink or sable.

Fitch, dyed, is sold as sable.

Rabbit is dyed and sold as sable.

Hare is dyed and sold as sable.

Musquash is dyed and sold as mink.

White rabbit is dyed and sold as ermine.

White hare is dyed and sold as fox.

Goat is dyed and sold as bear.

Dyed skins of all kinds are sold as "natural."

White hairs are inserted in foxes and sables, and also sold as real or natural skins.

To these should be added the numerous imitations that their popularity of mole skin has called out.

No exception is made to the fact that skins are dyed and manipulated, in truth much of the popularity that furs are now enjoying is due to the dyer's art, notably in the case of foxes. The sable and the Isabella and other colors are all obtained by dying, but it is the labelling of a substitute with the name of the real fur that is complained about.

When a merchant comes across a customer who tells him about "how cheap so and so is selling," he should quietly explain the probable reason, and show, if possible, the real and the imitation fur side by side, and give, as he easily can, the reasons for the difference in price.

If customers are unconvinced, and decide to try the tempting offer, ask them to bring the garment when obtained and to sample it against what you have in stock, and point out to them that they must also add postage and express charges to the cost of the garment.

———

THE CANADIAN MARKET.

THERE are two elements that make for the success of the fur trade in Canada, and both are favorable this season. One is the climate, which is always on the side of furs, and the other is Dame Fashion, who sometimes turns her face the other way, but who this season is giving furs her most marked approval. Then the pockets of the people in all parts of the Dominion are pretty well lined at present, and this is another condition that makes for the prosperity of the fur trade, because furs are a luxury with most people and money must be circulating freely for quantities of them to be sold.

With everything so much in their favor it is not surprising to find that initial orders placed with the manufacturing furriers were unusually large, double in fact, and even more than that in some cases. Travelers who have gone east have sent in particularly large orders. This shows that the retail trade share to the full measure the confidence felt by the manufacturing end as to the position of furs.

A great deal has been said in many quarters about the decline in the price of furs, but those in close touch with the trade can best appreciate how misleading such statements can be made. Undoubtedly, taking the market all round, furs are easier, but the difference will not be very apparent in the prices of furs at retail, it is too small, though it no doubt will have its influence on the volume of the trade.

Already it is said there are signs that prices on some desirable furs are stiffening, indeed it would seem that the turn has been reached.

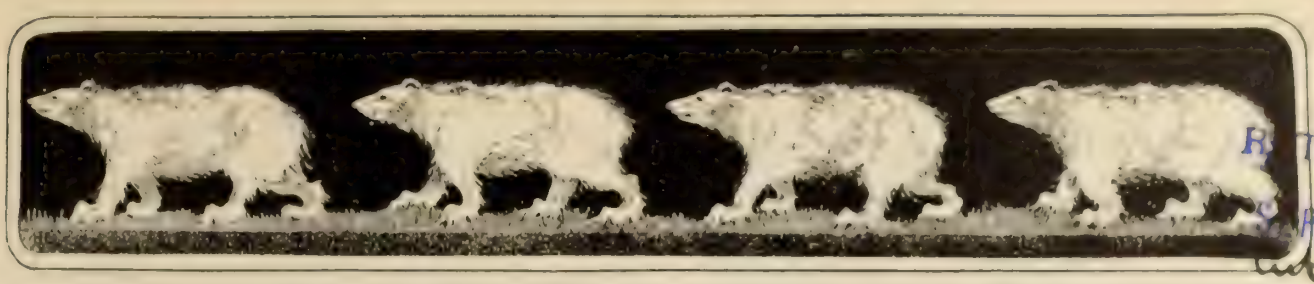
Heavy declines are practically confined to articles which have been largely used by high-class Russian furriers, the Russo-Japanese war causing the withholding of their orders on the usual large scale. Russian sable is one of these furs which has declined 20 per cent. Silver fox is another and has gone down 40 per cent. Blue and cross fox have declined respectively 40 and 27½ per cent. Copper and Lobos Island seals are down 30 per cent., and Cape Horns 25 per cent. In the face of these declines, ermine advanced 30 per cent., and the price is now so high that only those furriers catering to the fashionable trade can use it, as the cost is practically prohibitive for the general run of trade. Chinchilla is another fur that has seen a moderate advance, solely because of the demand, which is very good, particularly from the furriers in the United States. Chinchilla is a favorite trimming fur with high-class furriers. Persian lamb, which is perhaps the most popular fur on the Canadian market, shows every sign of a decided stiffening in price. It is in very great demand, and there is a fear expressed that, owing to the war, the breeders of this lamb will not be able to give it the close attention needed to produce the proper skins.

For several seasons back there has developed a craze for some one fur; two seasons ago it was squirrel, last year it was mole, this year it is likely to be mink. Brown is the leading Fall color, and mink tones in beautifully with the rich golden shades that are shown both in dress fabrics and millinery materials. Then, too, it looks lovely on the greens, wines, blues and violets that come next in favor. We may therefore expect that those who make a point of keeping up to the latest vogue will wear this fur. Evidently Canadian furriers were fully alive to the situation when purchases of raw furs were made, as they have stocked mink largely.

Should these indications be borne out, and the fact that the orders for mink have been very large, lends color to them, it is not unlikely that we shall hear of advanced prices in this fur before long.

In neck pieces, the long, flat effect leads, and the fashionable neck piece is very large. Mink is "Queen" in this class, and great use is made of the stripes. A few heads are noticed, but tails are in evidence. If a mink had two tails the furriers would not object.

Pelerines, or capes, reaching to near the elbow, are well shown, finished in front with long stole ends; and, by the way, the novelty in these stole ends is the torpedo point, with an inverted box pleat of the fur. Though



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Long Fur Pelerines

	Price Each, Net
No. 7501X. Black French Coney, total length 2 yards; finished with 2 large brushtails and chain	$1.50
No. 7516. Black French Coney, total length 2¼ yards, finished with 4 tails and tail-trimmed silk girdle	1.62½
No. 7501. Choice quality Black French Coney, total length 2⅜ yards, finished with 2 large brushtails and tassel-trimmed silk girdle	1.87½
No. 7515. Black French Coney, total length 2½ yards, finished with 6 tails, 2 silk braid ornaments and tail-trimmed silk girdle	2.50
No. 7517. Black French Coney, total length 2½ yards, 6 imitation black fox tails; 2 silk braid ornaments and tail-trimmed silk girdle	3.00
No. 7504. Choice quality Black French Coney, total length 2¾ yards, finished with 6 tails and fur-trimmed silk girdle (Broad Stole effect)	3.25
No. 7524. Choice quality Black French Coney, total length 2¾ yards; finished with 6 tails; 2 silk braid ornaments and tail-trimmed girdle. (Broad Stole effect)	3.50
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No. 7568. Same as No. 7575, in Isabella Opossum	6.00
No. 7537. Hudson Bay Sable Opossum, XXXX quality, total length 2 yards; finished with 6 fox tails and 2 silk braid ornaments	6.75
No. 7538. Same as No. 7537, in Isabella Opossum	6.75
No. 7519. Hudson Bay Sable Opossum, XXXX quality (lined with Russian Grey Squirrel), total length 2¼ yards; finished with 6 black marten tails	7.25
No. 7518. Same as No. 7519, in Isabella Opossum	7.25
No. 7539. Hudson Bay Sable Opossum, choice quality, total length 2¾ yards; finished with 6 fox tails and 2 silk braid ornaments	7.25
No. 7540. Same as No. 7539, in Isabella Opossum	7.25
No. 7508X. Hudson Bay Sable Opossum, choicest quality, total length 2¾ yards, finished with 6 fine tails and 2 fine silk braid ornaments	8.50
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THE FUR HOUSE!

MAX NEUBURGER & CO.

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many of them do not protect the neck, there is a tendency to a collar effect drawn into the V in front; but one neck-piece that was evidently of new design had a high flaring collar of the fur. This is a style that will be welcomed in Canada, as furs are for use, as well as ornament, here.

Skunk is always in good demand, and this year has sold exceptionally well, both here and abroad. The Canadian furriers are showing skunk made up in long flat boas, and in much better and more likely selling styles than those of last year.

Opossum is another popular fur, and long boas made up in similar style to the foxes are likely to sell well.

Fox is again looked upon as one of the best selling furs in the market, now that the tendency towards prices getting beyond what the majority of people could pay has received a check. This is a dyed fur, and one that is none too durable, but the perfection with which shades and colors are produced in this fur keeps it in favor. Isabella, sable, smoke and baum-marten are the popular colors.

The motor car has been the means of introducing many modes and materials to general use, and another example is in Russian pony skin. This has been found to be a most useful fur, and is now being introduced into general use. In Europe many garments are being made of pony skin that are obviously not designed for auto wear. The fact is that the skin was such a success as a specialty that manufacturers saw possibilities in it for general wear. Monkey is another of the untried novelties.

Fur jackets are likely to be very fashionable this Winter, and Persian is the popular seller. Seal is in high demand for the better trade. Mole will continue in favor, but at present it seems to have declined from the popular point it reached last season. Squirrel is likely to meet with a fair reception, and one handsome coat seen was made of perfectly matched squirrel skins. For the popular trade electric seal is always in demand, and this year is no exception.

The ultra trade are showing the collarless coat, both in the loose three-quarter and shorter lengths, and also in the semi-fitting box front coat. These coats are all hip length. For the more staple trade this style of coat is made with wide revers and high rolling collar. This is the best selling style of garment, but a close second is the bloused-fronted coat with collar in the same style as the first named coat and basque pointed in front.

Victorenes in flat shapes that either knot or tie are noted, and on these and neck pieces quite a marked amount of fringes and passementerie trimmings are to be seen. Mole and squirrel are made into handsome neck pieces and an attractive set for misses' wear was shown by one firm made from squirrel lock. Ermine tails are used also as a trimming, chiefly on mole. Muffs are of the flat, granny order, and most neck-pieces have muff to match. Thibet sets in both black and white are shown for misses' and for evening wear. Some very handsome flat stoles are of fox, dyed either sable or isabella.

MONTREAL STYLES.

THE retail trade is already making advance showing of furs. In conversation with a prominent Montreal retailer who caters to high-class trade, he remarked: "Prospects for the coming Winter season are good, due, perhaps, to the novelty in fur shapes, ensuring a desire upon the part of rich women for possession of the new garments." In this connection the retailer must take cognizance of the fact that fashion takes as prominent a place in the eyes of the average trade as even quality or workmanship. Along the line of fashion as depicted in early showing, a variety of lengths is shown, but all contain an abundance of fancy effects. The materials in vogue are hard to determine, but a round of the manufacturers revealed many interesting facts.

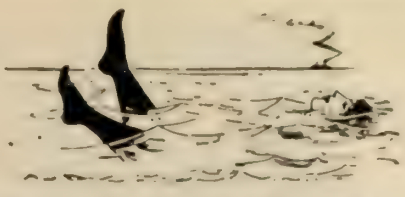
Jobbers and manufacturers are busy shipping Fall and Winter orders, and the opinion is general that trade has been satisfactory. The staples, such as Persian Lamb, Astrachan jackets, have held their usual prominence. One manufacturer reports increased demand for fancy electric seal jackets, trimmed with mink and fancy steel buttons. This short and frivolous bolero style is sure to be popular, the reason of its prominence in cheaper grades is the diffidence manufacturers have shown to its ready reception by the trade, rendering them careful not to make them up in expensive furs. The abundance of attractive styles is really remarkable. Each manufacturer is found to specialize some particular fur and style in order to create and sustain interest in his line, thus the diversity of styles shown is bewildering. All however, show the effect of the Parisian styles, and partake of fancy embroidered effects, showing the Louis XV and XVI styles in embroidered vests and cuffs. Mink and sable coats, with the coronation muff to match, are predicted as sure sellers.

In men's lines the prominent topic among manufacturers is the increasing popularity of fur lined garments. These now come in a complete range of prices, but the trade should be careful not to select too cheap a line, as dissatisfaction is sure to occur. Along this line coon coats are at present a good purchase, being almost 10 per cent. cheaper than last season. Retailers who remember the abnormally high price last year are perhaps unaware that it was due to a combination of the skin merchants. The same manoeuvre was tried this year, but the jobbers and manufacturers held off their buying from January till as late as May, forcing down the price. The result is seen in the cheaper level to-day. Fur caps are undoubtedly on the decrease in large centres, but small centres will still find them profitable lines to handle.

The trade is advised to purchase their wants as far as possible on the present market, as prices always tend to go higher later in the season. Further, there is extreme difficulty in securing good skins at a later date. In fact, at any time it is impossible to secure exact duplicates.

Spring lines will be shown the trade this month, comprising the usual range of attractive novelties. Ruffs, stoles and muffs show enough change to ensure attractiveness. The flat muff is here to stay, and is particularly commendable on account of its easy adaptability to the round styles in case of a sudden change in style, which would not work the other way around. Ruffs in Alaska and Korean sable, as well as American stone martin, show a tendency to lower in price. One firm makes a specialty of a mink marmot, as well as Japanese mink, which from their cheapness and durability should prove popular. In stoles white, blue and black thibet are to the fore. In this connection blue is more prominent than ever, with a good showing of white, and a decided decrease in black. The bulk of the business is predicted to be done on blue thibet.

It looks somewhat like a season in which good Canadian furs, mink, skunk and other skins, might be brought to the front by furriers alert to the interests of Canadian consumers. Canadian furs have more than held their own in public sales, and are always to be relied upon in giving satisfaction. This, of course, need not be done to the exclusion of fine foreign furs, but simply to afford goods of home production their proper share among the leaders of quality.



About up to the Neck

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Don't believe in "blowing"—never did; and aren't doing so now; but what other buyers (and clever buyers, too) approve of and buy, must have merit.

Our line of FURS is well worth your inspection.

Stoles in all the staple furs, such as American oppossum, beaver, sable, Alaska sable, mink, stone marten, etc., are going to be fashionable this season. **Also the flat Coronation Muff** is the leader in muffs.

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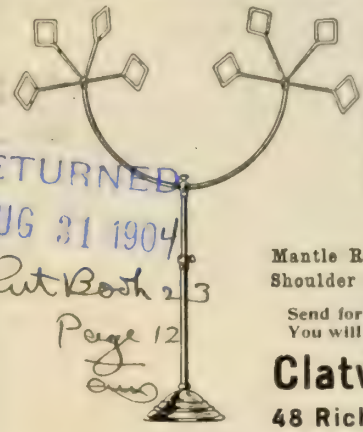
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Page 12

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Beautiful new designs.

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4.—They are finished ***without a grain of starch*** *by* ***OUR SPECIAL "OLD BLEACH" PROCESS*** *—the only one which can produce the* ***everlasting silky lustre*** *and delightful soft feel characteristic of "OLD BLEACH."*

Trade "OLD BLEACH" Mark.

TOWELS, HUCKABACKS, DIAPERS, LINENS, Holland-Colored LINENS, SHEETS, SHEETINGS, PILLOW-SLIPS, BABY TOWELS, APRONS, &c., &c.

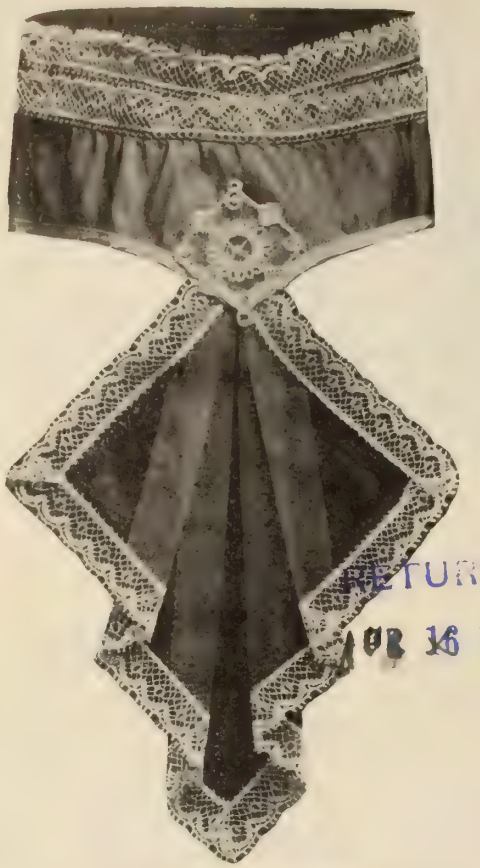
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Put Back 23 to Page 13



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FLETT, LOWNDES & CO., Limited

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THERE is no doubt about either the popularity or the profitableness of ladies' neckwear to the dry goods merchant. Both in the cities and in the smaller towns alike, and not in Canada alone, but in the States also, the most prominent position in the store is given to it.

One sometimes wonders how long it will last, but this is best answered by endeavoring to find something to take its place, for it would require an extremely radical change to banish ladies' neckwear. Just so long as manufacturers turn out pretty novelties, just so long will ladies' neckwear flourish.

The retail trade is busy yet selling job lines, and clearing out odds and ends of Summer stuff, and it looks as though it would be into September before Fall neckwear would be shown. While the weather keeps warm Summer goods will sell.

Why, I wonder, will some stores who are big enough to know better, when they have anything that hangs fire persist in tacking on to the article the name of a popular seller? Do they think the public do not know? In a handsome show window lately, among a lot of washing neckwear, was displayed a pile of limp and dejected looking sailors,—the if-you-won't-take-me-at-this-price,-you-can-have-me-at-a-lower kind, and they were ticketed as Buster Brown's. This is a piece of poor policy, for the natural inference the customer must draw is either you do not know "Buster Browns" when you see them, or if you can fool the public with a name you do not mind doing it. Then what about the effect on the real "Busters" when they come along, as they are bound to do in Fall lines?

Though in most cases this is done through want of thought, it creates a distinctly bad impression, and one that reflects on the management of the store where it is allowed. Another little trick noted serves to show the standing of sets. The cuffs from embroidered sets were very neatly joined together, and sold 2 for 15c. Perhaps this may furnish a useful hint for others with superfluous cuffs to dispose of.

Orders for Fall neckwear are beginning to come in to the manufacturers pretty freely now, as its selling at retail cannot be much longer delayed. Neckwear is never ordered much ahead of the selling time, as new styles are being constantly brought out.

There is a great deal of hand work on the new Fall samples, and jabots and long tab effects are most favored, though if a style is pretty and embodies some novel idea it is sure to be a winner. Though the fluffy, frilly jabots are selling well, the flatter styles are newer.

A great deal of chiffon is used on the new neckwear, but besides these soft and pretty, but somewhat perishable, affairs, there is a call for plainly tailored lines in taffeta. Taffeta stocks with chiffon ends, and trimmings of lace, are also seen, and in this class something new is shown. The tab or jabot is formed of a square of silk or chiffon, variously trimmed, and box-pleated lengthwise and attached with motif, etc., by one point to the stock.

There seems to be some uncertainty on the part of retailers about accepting neckwear with a little gold mixed in the trimmings. Gold, and nothing but gold, as a trimming is dead, in fact it never amounted to much, but trimmings brightened by a touch of gold, particularly by the introduction of gold thread, are just as much the vogue as ever, in fact they are a leading feature of the latest trimmings used in Paris to-day, and stocks with the touch of gold are right in line with the latest vogue. In the long four-in-hand ties, brown and Paddy green are now in the lead, though red and blue are also well called for. These colors are safe to be introduced into general neckwear lines before long, and tangerine or burnt orange also, though this last will only be as a trimming color it is thought.



Shown by Flett, Lowndes & Co.

In the embroidered "Buster Browns" and paley collars, all the new shades are in evidence, embroidered in solid colors on white. These collars have port-holes,

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through which a tie or ribbon to match can be threaded and tied with a bow or knot in front. These collars are in great favor on the other side, and are likely to win popular favor on this market. Embroidered stocks, in oriental colorings, are included in Fall lines, and are reported on as selling well to the general trade. There is an immense demand for plauen lace stocks, and there are some particularly cheap lines on the market now that would serve splendidly as leaders to open Fall trade with. These are not quite of the latest patterns and shapes, but come at such a price that they sell on sight. The new stocks have very large tabs, in fact in some cases they reach nearly to the waist line. They are intended to fill in the fronts of the new Directoire coats.

The large cape collars in plauen lace are still selling to the popular trade, but the newer forms are those that are taken by the up-to-date shopper. They are short in the back, and have epaulettes over the shoulder and stole



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Shown by Flett, Lowndes & Co.

ends in great variety in front. If they are of Venise they have introductions of net laces. Some shorter collars in the shorter round shapes and in the net laces, are selling well for the Fall trade. Dressmakers use these collars as trimmings for dressy blouses, and embellish them by rims, ribbons, or velvet, through spaces made or left for this purpose. A new trimming is to put a ladder of little bows up the front.

Mr. I. Frankenberg, of I. Frankenberg & Sons, manufacturers of "Distingue" brand of waterproofs, Manchester, England, spent some weeks in Canada recently on a visit to the Canadian branch of their firm in Montreal. Whilst here he made some changes in the management of the firm, Mr. S. S. Lagovitz being appointed general sales agent for Canada, and Mr. E. L. Rosenthal, the former manager, retiring.

VEILINGS

ONE of the best patronized counters in the retail stores is that devoted to veilings, and this counter has been a money maker for those who have carried the right stock all through the holiday months. This is not wonderful, seeing the manner in which women have taken to wearing veils. Out of every four women you meet on the street, three of them will be wearing a veil of some kind—indeed some of them wear the net bang veil, and also a drape veil around their hat. In New York and at the Summer resorts on the other side, some of these drape veils worn are of extreme length, reaching down to below the waist.

The vogue of the chiffon veil is not to wane with the Autumn, but will continue right through the Winter, and it is predicted that just as a decade ago, all women wore a barage veil for comfort's sake, so will the chiffon veil satisfied with comfort alone—she must have becomingness as well, and the novelties in veils are picturesque to a degree.

They are shown in all the new Fall colorings, and can be worn either over the face, when facing the icy winds, or can be raised in an instant when their protection is no longer needed.

The colored veil is decidedly in the ascendant, as women are finding out that it is so much more becoming than a black one.

The latest novelty is the umbrella veil. It might easily be taken for a chiffon cover for an umbrella. It is very easy to drape, as it is simply thrown over the hat and raised in graceful folds a little to the left side of the back of the hat.

The "Alice Roosevelt" is a veil that, as one authority puts it, "New York is just crazy over." This is something like the umbrella in shape, but dips lower over the face in front. One of the novelty chiffon veils is accordian pleated over the front. The old automobile veil has got a new name—the Newport.

Parrot green and myrtle lead—but all colors are shown, including burnt orange, or tangerine, as the veiling people call it. Shaded effects are seen in all the new Fall colors, in the parrot green, in myrtle, in tangerine, in taupe, castor, brown, grey, etc. An inch wide duchess satin ribbon, briar-stitched on, is the finish to many of these veils, and there are others that have double rows of the new bright, soft taffeta ribbons as an edge. Waterproof chiffon crepe is a new veiling which, as its name implies, will stand a wetting, only it must be shaken out and hung straight to dry.

Net veils with a festoon lace border are good, but not quite so new, as the net veils with borders of fanciful patterns of narrow satin baby ribbons and pressed velvet dots.

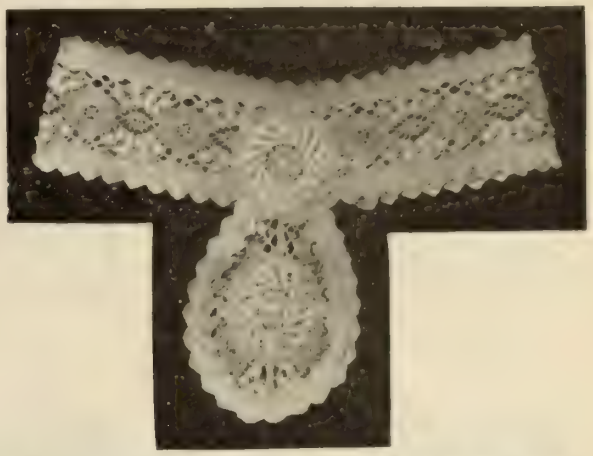
Lace veils in brown, blue, green, champagne and every tint that is just off white, are sure to find favor with women who dress elegantly.

In mourning veils there are some neat borders in graduated folds that are new, as well as those with the regulation embroidered edge. A shaped mourning veil in net is also shown that requires no draping, and has a small pattern worked in for a border.

The showings of tuxedos and other nets is unusually large, and though the patterns are pretty there is not a great deal of real novelty about them. The hair nets in both single and double mesh are about the best sellers.



TWO
Stylish Ladies' Collars
FROM THE LINE OF
FRENCH & CO.
583 Broadway, New York, U. S. A.



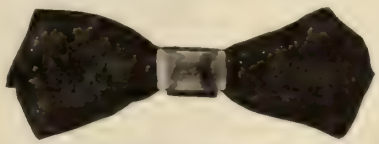
We make remarkably swell goods at remarkably low prices, specially figured for the Canadian market.

FRENCH & CO., 583 Broadway, New York, U.S.A.

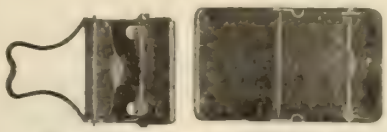
The "DIANA" Belt Buckle

sells itself wherever shown, and each one sold creates a demand for more **because it is so practical** that the wearers do the advertising.

Get started with a few sample dozens and you will be surprised at the number of repeat orders you will soon be sending in. We sold the first dozen in Canada less than three weeks ago and are more surprised each day with the results.



Showing front effect of buckle.



Back view of buckle detached and open.

The feature of this Buckle is its ATTACHABILITY to any Ribbon, Belting or Fabric without sewing or pinning. A few seconds only required to change the Buckle from one Belt or Ribbon to another.

A	Polished Gold, plain	$3.50	per doz.
B	Satin Gold, "	3.50	"
D	" Shield with Enamelled Maple Leaf "Canada"	4.50	"
E	" " Fleur-de Lis	4.50	"
F	" " Dominion Coat of Arms	4.50	"

Controlled for Canada by

LADIES' WEAR LIMITED, - TORONTO

Merchants——We carry the most complete stock of Notions in Canada.

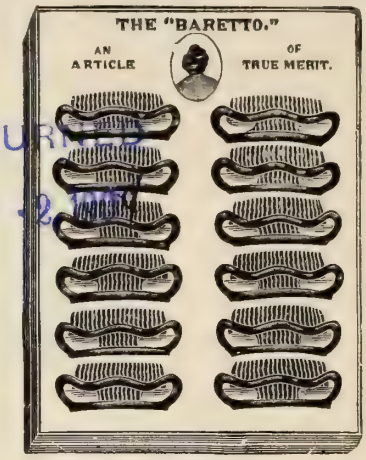
Call at 60 Yonge St. when in town, or write us

A FEW GOOD THINGS FROM OUR STOCK OF HAIR COMBS

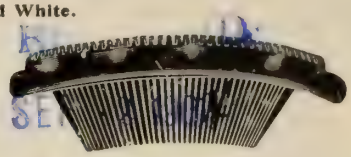
When we specify All Colors we mean Shell, Amber, Black and White.



Verticle Back Comb.
No. 427, at $1.50 per dozen, all colors.



Hair Baretto.
No. 3471, at $1.25 per dozen, all colors.



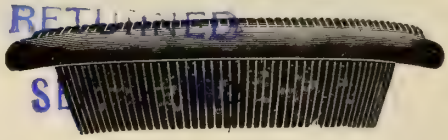
Evertidy Back Comb.
No. 8427, at $2.00 per dozen



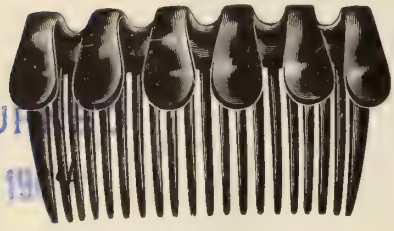
Vassar Back Comb.
No. 426, at $2.00 per dozen, good quality.



Evertidy Back Baretto.
No. 433, at $2.00 per dozen.



Evertidy Back Comb.
No. 8428, at $2.25 per dozen.



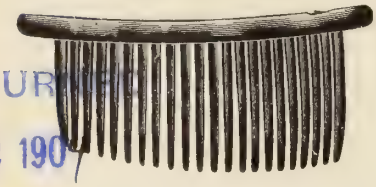
Olivette Back Comb.
No. 421, at $1.50 per dozen, all colors



Verticle Back Comb.
No. 436, at $2.25 per dozen, all colors



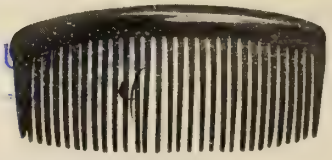
Side Combs.
No. 5 3, at $2.25 per dozen pairs, all colors.



Verticle Back Comb.
No. 4111, at $2.00 per dozen.



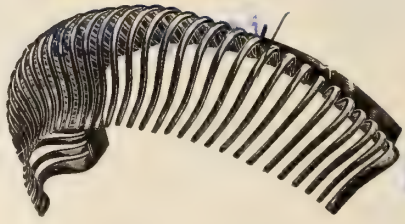
Olivette Back Comb.
No. 412, at $3.60 per dozen, extra heavy and well finished.



Side Combs.
No. 2012, at $2.25 per dozen pairs, all colors.



"3-in-1" Pompadour Comb.
No. 26, at $2.25 per dozen.



Pompadour Comb.
No. 386, at $2.25 per dozen.



Side Combs.
No. 469, at $2.00 per dozen pairs.

Sole Selling Agents for Canada: { Abel Morrall's Celebrated Needles and Smallwares,
C. M. C. Hose Supporters (the clasp that won't come off nor tear.)

C. H. WESTWOOD & CO.

TEMPORARY PREMISES 60 YONGE ST. TORONTO LIMITED

DRESS ACCESSORIES

TRIMMINGS.

THE "pull braid" is heralded as the very newest by many of the jobbers and will be shown in every color and pattern. The solid and staple shades such as navy, brown, black, grey and some of the greens easily lead in favor.

Braids are to be the accompanying trimming to the plain cloth suits this Fall. For some time past it has been the custom to trim all colors with black, but this year the braids will be the same color as the cloth, though possibly not of the same shade. It is early yet to be sure about this point.

The medium widths are those likely to be called for, but both the soutache and very wide braids are shown. Such weaves as diamond and Hercules as well as those of a more fancy character will be used, but the trade will not get very far from a plain braid.

The simpler effects, however, will hardly be ousted by the pull braid, which so readily lends itself to the concoction of an innumerable array of designs. The diamond pattern is well spoken of. This braid fever may to some extent cut into the vogue of soutache medallions, made in button effects, as the "pull braid" can be made into all sorts of designs for the ornamentation of costumes and coats, etc.

A further word about colors would be a consideration of the favor burnt orange is having abroad, for when judiciously used a splendid effect is gained. A slight touch of gold is often seen in braid brands.

Patterns are heralded by many to run on the diamond shape, but perhaps the simple basket weave will be the best sellers. Frogs and gimps used for military effect are certain of reception.

Braids made of plaited cords are new, and are very likely to take, as they have great possibilities in the hands of an expert.

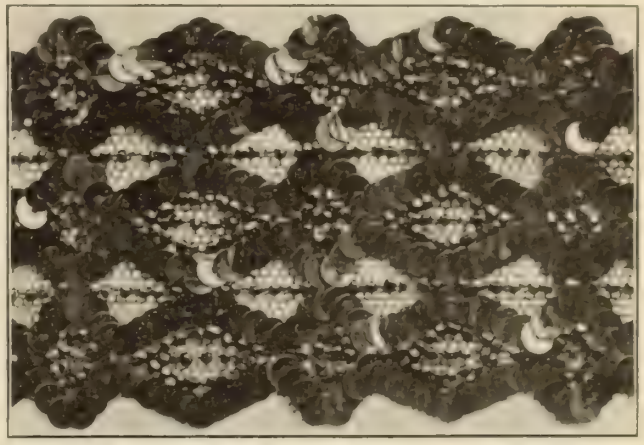
Soft buttons like the ones illustrated in the July number are favorably considered. They are formed of soutache braid or bias folds of silk wound round and round and are either plain or embroidered. The French call them pastilles. In a recent Parisian play an actress wore a black cloth gown designed by Doucet, trimmed with these pastilles. The skirt was mounted in box-pleats held down for a quarter of a yard or so from the waist with these pastilles, after which it was allowed to flow free. The bottom of the skirt showed three nun's tucks, each set in with a silk braid, and at spaced intervals on them were placed the pastilles, all round the skirt.

Cloth tailored suits will be often elaborately trimmed with braid in both vandykes and festoons and often stitchings will follow the lines of the braid.

Jet is one trimming that there seems to be no doubt about, and jetted galoons, bands, nets, and jet trimmings in combination with chenille are universally shown. Even stock collars are made in jet, deep cape collars come in it, and stole and epaulette affairs are shown in it also. Metallic trimmings in grey, and in silver are showing, but they cannot be as freely used as jet. Jet allovers are sure, and also the bands. The straight edged bands are the Parisian style, but the Canadian trade has a liking for the irregular galoons.

Epaulette effects are pretty sure to take whether they are in braid, jets, embroideries or lace, as dressmakers will not be long in taking them up. They make it easy to give the fashionable shoulder effect.

Embroidered silk trimmings in festoons, bands, galoons or separable motifs, will also be popular as there will be a use for this class of trimming whether 1830 or the Louis and Directoire models are followed. Should Directoire styles come to the front, as is now expected, it would



Jetted Net Galoon Trimmings

give quite a new impetus to dress trimmings, as handsome braids, embroideries, and other trimmings would be called for for ornamenting vests, cuffs, revers, etc., while handsome buttons would attain a high place.

Silk ruffles and silk or ribbon ruches are among possibilities and should demand come the manufacturer will not be slow in meeting it. A few Persian bands will be shown, but they are being replaced by the Japanese or so-called Japanese effects. Trimmings with stamped-out motifs of kid applied are new and are likely to have some vogue, as kid is being taken up in millinery and neckwear to some extent.

The able and shrewd buyer who never neglects to hold in mind the conditions of the season just waning and to calculate how permanent may be the popular whim of the present is an interesting personage to whom to talk. The Review in conversation with such a buyer of trimmings, etc., in Montreal learned that the future generally is looked at with hopeful eyes. Continuing, he said:

"Perhaps the most notable feature of dress accoutrement is the practically unanimous belief in the vogue for braids. Even those who do not relish this must admit that braids are to have their 'fling.' The introduction of the 'pull' braid will be seen here and the striking effects in the 'Persian' patterns also influence this tendency. Black silk gimps and chiffon appliques will still continue in favor."

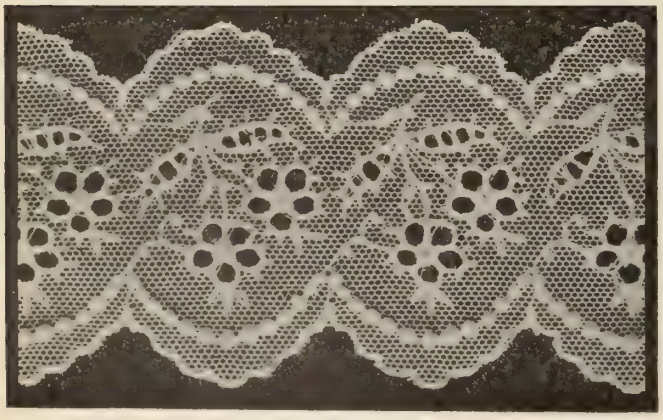
LACE.

THOUGH there is somewhat of a reaction against the extensively trimmed street gowns and in cloth costumes, the season will begin, at any rate, with plainly tailored suits, as soon as we get into the realm of more dressy gowns, laces and trimmings are again to the fore.

The net laces certainly lead and such laces as Orientals, D'Alencons, Chantillys and others with a fine net ground are most in evidence. Brussels applique is another net lace that is holding for favor. Lovely sprigged allovers are shown in it and there are different widths of bandings and flouncings to match, with which to make up the costume.

Point de gaze is another lace Paris is using at present. An imported French gown was lavishly trimmed with wide bandings of this delicate lace. It was used to outline the narrow yoke and the tablier, and to give fullness to the skirt one banding was slightly gathered to the other. A good deal of lace was used on the draped waist, and on the elbow sleeves of the gown, which was of printed chiffon in black and white. This, by the way, had the French unexpectedness of design, for the ground was of dotted pattern while the pattern was of rounds of plain white.

For millinery also, net laces are first choice, though the heavier makes are used for special purposes. Mimosia lace in great width seems to be the favorite draping lace on the large dress hats. This is the lace in which



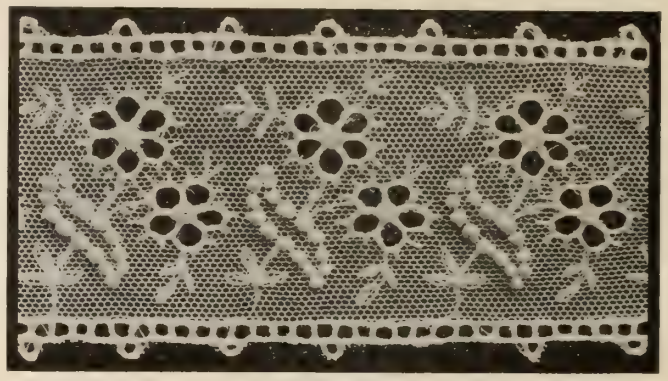
Oriental Galloon.

the pattern is composed of a succession of tiny balls. Some handsome jetted laces are also used, but these should rather be classed as a trimming than a lace, though it has all the effect of the latter.

While light laces are the height of style the heavier makes are still fashionable. Guipure is spoken of as indispensible, particularly in black. Silk Battenburg and Battenburg motifs are much used for millinery purposes, while planeus, venetian and crochets still hold their place.

BUTTONS.

IF the truth were told many a store has had serious trouble in the button department. A good percentage of merchants regard their button department as an eye sore. Overbuying is the secret of it all. Practical knowledge of their voge isn't alone sufficient to ensure



Oriental Banding.

success, as the past has proved to many a merchant's sorrow. Undoubtedly buttons are strengthening, necessitating a good range being shown. Perhaps the best criterion to live up to is: Stock many styles sparingly, and have dressmakers or practical girls select the styles, while the proprietor, with shrewd business instincts, should limit the quantity. A careful procedure after this manner should eliminate any serious over-stocking.

A glance at the lines of cloaks, costumes, skirts, waists, etc., reveals to a remarkable degree the use of various sizes, materials and designs in buttons. Cloaks and costumes show buttons both in back and front, and on the sleeves,—in fact everywhere where the ingenuity of clever designers can display them. The skirts show self-cloth buttons in numerous designs, but perhaps the gold and black embroidered buttons predominate. At the bottom of the vogue of buttons lies the art shown by the designer in their proper designing and placing. Many handsome gowns may be spoiled by inartistic placing. The French, who profusely use buttons, always manage to obtain the proper effects.

Any discussion of buttons is limited by, and necessarily hinged with, the various versions of jobbers and manufacturers. Perhaps the most interesting feature is the steady fight between gilt and gunmetal buttons. As each has its merits, it would seem wise to stock both, avoiding the eccentricities of freak designs shown. In this connection metal buttons in the dull-finished gold, as well as the brightly finished ones, are reported by leading retailers as selling well, and likely to continue. In the gunmetal buttons the duller ones are the more popular, new designs constantly appearing. Fine filigree buttons, naturally high in price, are taken, but the cheap imitations will probably go better. It must be remembered that the quality of workmanship is not carefully attended to, many people insisting upon a showy article at a little price. Large coarse buttons look well on almost any kind of fabric, and should repay stocking. Enamel buttons are in striking and effective designs. Deep,

FANCY SHELL HAIR PINS IN CABINETS

No. C—½-gross Pins in Cabinet, assorted shapes, shell color, $2.25 per cabinet

A good 5 cent line. **No. D**—½ gross Pins in Cabinet, assorted shapes, 4 doz. shell, 1 doz. black, 1 doz. Amber ..... $2.25 per cabinet.

A good 10 cent line. **No. E**—½ gross Pins in Cabinet, assorted shapes, shell color. ..... $4.80 per cabinet.

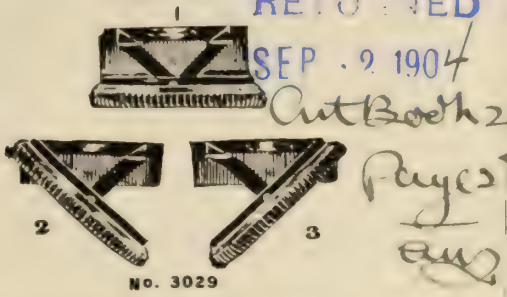
Shell Hair Pins in Stock, packed 1 Doz. on Card. Six Cards in Box.

No. 1220 8—Straight plain pattern, shell		$1.75 gross
" 4013—Loop pattern, shell		1.80 "
" 8013—Loop pattern, larger shell		2.40 "
" 8013—Holdfast pattern, shell		2.40 "
" 1221 9—Straight plain, shell		2.40 "
" 6913—Horseshoe pattern, shell		3.00 "
" 8023—Horseshoe pattern, heavier shell		4.80 "
" 5813—Horseshoe pattern, shell, black color		4.80 "
" 1906—Fancy twist, shell color		7.20 "
" 1912— " " " "		7.20 "
" 1861— " loop, " "		9.60 "
" 1591— " curved, " " very stylish		14.40 "
" 1600— " loop pattern, heavy		14.40 "
" 1601— " curved, " "		15.00 "
" 1870— " " " "		15.00 "

Fine Smooth-Finished Horn Hair Pins, Shell Color.

No. 12— 85c. gross.	No. 19—$1.80 gross.	No. 11½—$3.60 gross.
" 20—$1.75 "	" 11— 2.25 "	" 10— 4.20 "
		" 434 4.80 "

"3-IN-ONE" Pompadour Puff Comb."
$2.00 doz.



No. 3029

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Payest

OLIVE COMB, No. 2271—A good seller..... $1.75 doz.

SIDE COMBS, POMPADOUR COMBS, VASSAR COMBS, OLIVETTE COMBS, &c.—New goods just passed into stock. Illustrations cannot be made in time for this advt., but the up-to-date man cannot go astray in ordering a sample lot, now, when stock is new and fresh. No risk attached to it. If you do not like the goods, return them to us.

A Shipment of Steel Belt Buckles, Paris Goods.

No. 12829—Steel belt buckle	$1.75 doz.	
" 13046— " " "	1.75 "	
" 12280— " " "	2.00 "	
" 13081— " " " set, with back piece to match	1.00 "	sets.
" 13032, 13033—Steel belt buckle set, with back piece to match, two patterns, assorted	6.00 "	"
" 15093 94—Steel belt buckle set, with back piece to match	7.20 "	"
" 15091 92— " " " " " "	9.00 "	"
" 12419 20— " " " " " "		
two patterns, assorted	9.00 "	"
" 15099 100—Steel belt buckle set, with back piece to match	12.00 "	"

Factory only sent us one half of our order, so we canonly fill first orders, no repeats.

"THE EVERTIDY LITTLE BEAUTY," No. 3069. [illegible] inches long, Job. 75c. doz.



"THE EVERTIDY." No. 2 $1.75 doz.

Good line of other styles Belt Buckles and Sets in Oxidized, Gun Metal, Black, Silver, Gilt, Polished Gun Metal, from $1.75 to $4.00 per doz.

BLOUSE SETS, 75c. to $4.00 doz. sets. Nothing very new. Fair values.

SPECIAL PURSES.

No. 103, 103¾—Assorted Colors Leather, Pink, Blue, Red, Tan, Brown, Fancy Gilt and Silver Frames	$4.80 gross.	
" 268—Ox frame, tan, black, brown leather	1.25 doz.	
" 261— " " black leather	2.00 "	

"PEGGY FROM PARIS BAGS."

No. 179—Black	$2.00 doz.	No. 96—Black	$4.00 doz.
" 50— " "a cracker-jack"	2.25 "	70— "	6.00 "
		72— "	9.00 "

Lots more higher-priced regular lines in stock, but above are "specials."

SNAP IN BRUSHES.

No. 255R—187-doz. Hair Brushes	$2.00 doz.	
" 5—28-doz. Hat "	1.00 "	
" 209 3—120-doz. Cloth "	.80 "	
" 209 2—130-doz. " "	1.20 "	
" 410—280-doz. " "	2.00 "	

New lines invoiced, will be here September 1st. Can deliver after September 1st.

No. 77191—Coiffure Casque Combs	$1.75 doz.
" 77192— " " " "	2.00 "
" 63840—New Style Pompadour Combs	1.60 "
" 69684— " " " "	2.00 "

We have arranged to carry a stock of the **"ARCHER BRAND"** Needles in Canada—new needles to us, but have been sold in London, Paris, Berlin, New York, &c., since the year 1750, with increasing sales. We think Canadian people want as good a needle as can be made, and have a stock of these needles coming; price $1.20 per M., no more, no less—large or small lots, no other price. The go-a-head man is always ready to try a "new line" which has established a reputation in older countries.

WM. CROFT & SONS, 126, 128, 130, 132 QUEEN ST. EAST, TORONTO

ESTABLISHED 1855

rich red is very fetching. Fancy pearl buttons are also to be good this Fall, while crochet buttons are heralded by the manufacturers. Speaking generally of shapes, round ones probably predominate, while the dome and pyramid shapes lend themselves to various materials. A summary of conditions shows a vast field to choose from with novelties such as leather-covered ones, and colored cloth embroidered with various designs constantly appearing. In buying both the wear and artistic qualities should be considered.

UMBRELLAS.

THE brisk business in parasoldom has encouraged retailers to look for renewed activity in ladies' umbrellas this Fall. The outlook generally summarized shows some interesting details, among which might be mentioned the cheapening process and an abundance of plain styles.

Recently a large Montreal departmental store showed a window of serviceable umbrellas at 45c. This idea might be copied and extended by showing some lines of cheap goods early in September for school opening purposes. Good, serviceable goods can be procured if care is taken in avoiding expensive handles. Stress should be laid upon securing good frames and covers, as the handle will generally take care of itself. The sale can be made of permanent advertising benefit if reliable goods at a cheap price are shown. Try it this September.

The cheapening process alluded to is causing some little comment. Perhaps the splendid metal effects in gilt and silver, in imitation of the real thing in handles is the chief cause. Women are not going to expend large sums in securing umbrellas of unique gold and silver handles of which her servant may have the exact duplicate in imitation metal effects. Avoidance of this state can only be secured by retailers refusing to handle cheap imitation handles. However, cheap goods have such a hold on the public is seems an impossibility to advance any arguments to curtail their sale. The best class of goods will be sold in good silk with plain handles consequently.

Stocks generally are low and buying is of fair order. As intimated, plain styles with a little ornamentation at certain points are to prevail. Utility is the keynote of the various lines, consequently serviceable handles and materials are prominent. The handles show a tendency to straight effects, although the crooks occupy a fair place. Novelty styles are conspicuous by their absence, except in a few odd lines which are doubtful of popularity. Partridge wood, ash, olive wood and congo are the best sellers. The tops show gold, silver, ivory and gunmetal, with caps and bands of gold and silver. This would seem to indicate that pearl and ivory are somewhat on the wane, although early selling finds them in demand at retail.

These conditions are certainly healthy and generally encouraging, except perhaps as regards the lessening sale of high-price goods. The absence of extreme novelties is always a welcome note to retailers, as novelties involve extra stock with no appreciable results in sales. Unsaleable and impractable styles always form a drawback to a successful season in umbrellas.

SILKS.

MANUFACTURERS and jobbers speak confidently of the future, and are acting accordingly. The movement of silks during the past month has been beyond expectation, confirming in most respects the lines shown in the Spring. The vogue of the silk gown is being quickly accepted, and will tend to increase the sale of silks from a yardage standpoint. So far as present demand is concerned the materials and colors which retailers have run out of serve as a safe criterion for the sure sellers for Fall and Winter trade. The principal call in plain materials has been for taffetas in blues and browns. Browns running to the light onion shade are particularly strong, and form a prominent part in the lines ordered out for Fall. These taffetas come in soft finish; manufacturers realizing that they must conform to the present demand for soft, floating effects in dress, which naturally call for soft materials. This further calls for the best quality of silk, and affords the retailer a chance to popularize a better class of silks. The demand for fancies is strengthening, and it is extremely likely they will retain their popularity throughout the Fall. The Spring season is likely to see a larger variety of weaves and designs in fancy neat effects than ever before. Japs, peau de soie, louisiene, in light weights, are holding their place, closely followed by lightweight satins. Jobbers now buying Spring lines are confining their attention to the staples in vogue this year; the noted exception is the prominence of small fancy checks.

HANDKERCHIEFS.

THE trade is beginning to think of the Fall and holiday handkerchief season. Perhaps the holiday season witnesses the heaviest selling of the year, and adequate preparation must be made. There is nothing startling to record. Novelties and innovations are rather less numerous than heretofore, indicating a healthful tendency. There are a lot of new patterns, of course, in embroidered, lace-trimmed drawnwork and printed goods, but no new classes have been introduced.

Perhaps the most interesting and profitable knowledge for the retailer is in regard to the relative stylishness of embroidered and lace goods. It can be safely said that hemstitched embroidered goods will remain favorites for Fall and even holiday trade. Scollop embroidered are perhaps next in favor, while the lace-trimmed ones will be seen in come very cheap and some high-priced lines. The hemstitched embroidered goods have been brought to a wonderful pitch of perfection, and are beautiful specimens of work. Machine embroidered lines at popular prices compare very favorably with the elaborate needlework designs. Drawnwork and blind stitches are combined to form medallions and perfect elaborations. This perfect work tends to prove the majority of the trade will be done on medium-priced numbers. Cheap laces, however, will of course be in demand because of their sightliness, while high-priced grades are a necessity for those who value their intrinsic worth. Nothing, however, will displace in fancy handkerchiefs the hemstitched and scolloped embroidered goods, because of the fineness and beauty of the stitches and the artistic patterns at moderate prices.

In printed goods the most noticeable feature is the presence of mercerized, silk and cotton, silk and linen, and all silk ones of a high character in the lines. These are perhaps safe to handle, as a growing demand is expected for ordinary use. Small, neat effects predominate. The fad for these goods has probably been somewhat restricted by the sale of goods in the piece suitable for pillow tops, etc., and such uses as these printed handkerchiefs were put to.

For informal use colored border handkerchiefs are spoken of, and are seen at large retailers. It conforms with the general color trend of fashion, and is copied after this fashion in men's goods. Devotees of outdoor

To the Cloak and Fur Manufacturer:

Skinner's Guaranteed Satins

36 INCHES WIDE: BLACK AND ALL COLORS

A satin lining guaranteed to wear two seasons; pure dye and absolutely the best made.



Genuine Goods have Name Woven in Selvage



The Satin Lining
in this garment is
GUARANTEED TO WEAR TWO SEASONS
MANUFACTURED BY
William Skinner Mfg. Co.

PUT THIS LABEL IN YOUR GARMENTS

To the Retail Dry Goods Trade:

SKINNER'S  SATINS.

27 INCHES WIDE: BLACK AND ALL COLORS

A satin manufactured for retail trade, and guaranteed for two seasons' wear.

William Skinner Mnfg. Co.,

107-109 Bleecker St., New York, N.Y.

CHICAGO PHILADELPHIA BOSTON

Mills: HOLYOKE, MASS.

games will probably accept the fad, but it is doubtful if they will meet even a fair demand till the Spring, and even then the most optimistic don't regard them as in a manner certain to attain their old-time popularity.

A glance at the lines of children's goods would indicate that the retailer might increase his sales by a judicious selection. Novelties are more evident here than elsewhere, and are worth attention, as it is a line which the ordinary retailer has never pushed. Children's colored initialed goods in good qualities are worth stocking. Various designs in the corners help to render them attractive. In boxed goods more attractive novelties in many pictures have never been seen before. The children's picture prints are more elaborate than ever.

The opinion was expressed by the head of one handkerchief department that the hesitancy shown by a few in placing orders for cotton goods was utterly useless, as priced had not been advanced in sympathy with raw material, and no reduction could be expected at a later date. This was generally confirmed by all jobbers, and prices show no signs of weakness as yet.

BELTS.

THE coming selling season ought to be a particularly good one in the belt department. Paris gowns have for some time decidedly favored the deep girdle, or crush effect, and this tendency is becoming more marked as the Fall styles are shown. The easiest way in which this waist finish is obtained is by means of one of the new belts properly adjusted; in fact, when a blouse is worn it is the only means by which the fashionable waist can be come at.

The manufacturers have grasped the possibilities of the situation, and have put on the market a very large line of novelties embodying the new ideas, and it is now up to the retail trade to put these ideas in a proper form before the buying public, a thing that should not be hard to do, as every fashion paper has been for some time past, and is now, advocating this particular fashion.

In introducing these new belts a blouse on a stand with the belt adjusted as worn, and showing how the fashionable outline is gained, by pushing up the fullness, and defining the waist, should be used, either as a counter or fixture trim. In adjusting the belt make a study of a good fashion plate, and follow it as closely as possible, and show the plate along with the blouse and belt. Two of these figures might be used with advantage —the one with a crush belt, and the other with a girdle.

Though the crush idea has been so well exploited this Summer, it is still one of the leading ones for Fall —in fact the new belts divide naturally into two classes, the crush and the girdle. The narrow belt is down and out, or nearly so. The fashionable tendency, particularly in crushes, is to very wide effects, and some of the imported belts are extreme in this respect, almost ridiculously so.

There has been some talk of velvet belts on the other side, but manufacturers here have little faith in them — the material is too bulky for the present styles, they say. With the exception of satin, there is no novelty in the fabrics employed.

The tendency towards brighter makes of silk should be noted. Instead of the sober black or white belt, with black or gunmetal trimmings, belt lines have blossomed out into all the fashionable colors, with buckles and trimmings of gilt, silver and steel, etc. It is certain that colored belts will be strong, as fashion will no longer tolerate the black belt at all times and seasons. Colors not only make a much more attractive showing, but also add to the difficulties of buying. They will call for more salesmanship to sell belts also, and in advising customers one fact should be kept in mind—a belt that will tone in with the waist will give a long waisted appearance to the figure, and one matching the skirt the reverse. Thus, if a belt is wanted to go with a champagne waist and a brown skirt, the belt chosen should be light in color for a short waisted woman, as it will give the appearance of length to the waist, but if for a long waisted woman the belt should be brown, or some dark color, and it will make the waist appear shorter.

Browns, Paddy greens—the real Irish—and red are perhaps the most prominent. Burnt orange, or coq-de-roche is also expected to appear, but this is rather a brilliant color for the whole belt, and it is much more likely to be shown in the edges, as a brown belt with border of burnt orange, also as the binding color—not piping—that appears on quite a few lines.

A belt that has had a remarkable success from the instant that it was put on the market, is a wide crush, with the centre in bright taneta, and edged with satin in contrasting colors. This line is shown in a very large number of colors and combinations, and is confidently backed by its makers as a sure winner in belt lines.

A good deal of shirring is used on the new belts, and many have shirrings as well as pleats—the pleats, by the way, are all facing up, and this is one of the special features whose presence stamps the design as new this season. Crochet rings, crochet buttons, and silk rosettes centred with a button, are very much used, and particularly at the back, and are taking the place of metal ornaments. For the crush belts, some very high buckles are coming into favor. The harness buckle is still very much in evidence.

There is a wide range of novelties in both buckles and back ornaments, and the metals and materials are as varied as the styles. There are gilt ones in bright, dull polished and antique finished; silver in bright, dull polished and bronze finished, etc., and steel both cut and pressed, together with many combinations. For very smart lines dull polished gilt buckles and ornaments are shown set with rhinestones that are warranted to be fast set. Some particularly swell belts for the Christmas trade in pastel shades are finished with these buckles and ornaments.

Among novelties noticed was a new shape of buckle that follows the outline of the girdle, being a wide V at the bottom, about 4 inches across, curving at the top and about 2 inches high. Another novelty was the back ornament on a handsome belt of Paddy green. This was a pointed oval, and had as a design a horse and lady rider leaping through it beautifully executed in bronzed silver. Another novelty is the Diana buckle described elsewhere.

WHITE COMBS.

WHITE hair combs are quite in evidence among the ladies from the United States who are visiting Canada this season. These combs appear to find special favor with the Southern ladies, who are staying at our Summer resorts. While not so much in evidence among the Canadian ladies, we may certainly expect them to gradually become quite fashionable here.

RETURNED NOV 23 1904

FASHION SAYS!

DIAMOND WEAVE

HEED FASHION!

BRILLIANT SILK

PULL BRAIDS

IN FANCY PLAIDS, AND SOLID COLORS.

PREPARE FOR THE DEMAND!

DO BUSINESS!

ORDER THIS BRAND

THE CASTLE BRAID CO.

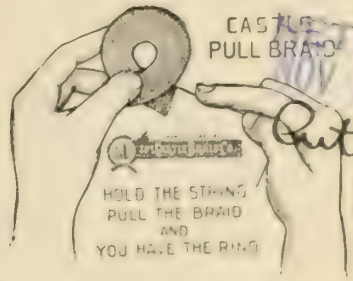
NEW YORK

GET THERE!

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These braids are being widely advertised in leading fashion magazines and journals.



RETURNED NOV 23 1904 Cut Book 27 Page 4 Cuts.

We furnish cuts like this free to the trade.

ALL OF OUR DIAMOND WEAVE BRAIDS ARE PULL-BRAIDS

EVERY WOMAN CAN

readily adjust these braids without the least trouble because they are almost self-conforming, if you hold the string and pull the braid.

WRITE FOR OUR NEW COLOR CARD OF DIAMOND WEAVE BRAIDS.

THE CASTLE BRAID CO., 542 BROADWAY NEW YORK

MAKERS OF THE CELEBRATED NEW MANHATTAN SKIRT BRAID—100 COLORS TO SELECT FROM

OUR LARGE INCREASE MEANS SUCCESS

The increase in our wholesale business over last year since the fire is over **35 per cent.**

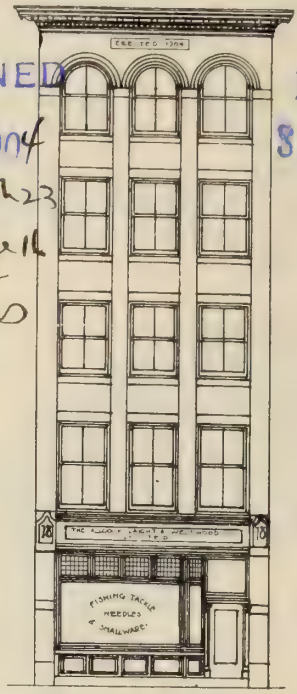
THE REASONS OF OUR SUCCESS.

We have the best assorted stock of Smallwares, Needles and Notions in Canada. Carrying saleable goods at popular prices. We carry over one hundred lines of Ladies' Hair Goods. Our Notions and Novelties are always up-to-date and ready sellers. Our Staple Smallwares are second to none.

RETURNED SEP - 2 1904
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The Public Schools of Toronto, Hamilton and Guelph use our needles.



Our New Warehouse, 78 Bay St., which we will occupy about November.



Our needles stand the test of years.

A LITTLE NEEDLE TALK.

Needles are small things, but small things bring trade. CHAS. LAIGHT & SONS' Celebrated Needles have a world-wide reputation. For 100 years they have given satisfaction. Do you use them? If not, why not? They cost no more than ordinary needles.

OUR GUARANTEE

We guarantee Laight's Needles to give entire satisfaction and to be second to none.

$1.00 per M. **$1.20 per M.** **$1.30 per M., Cloth Stuck.**

We carry over fifty different styles of Needles.

In fact, **WE ARE THE NEEDLE HOUSE**

Sole Selling Agents for Canada { **Chas. Laight Celebrated Oval-eyed Needles**
The Celebrated Patent Soft Rubber Curler

Will not injure the hair, and will last a life time. This is the greatest invention of the day.

The Allcock, Laight & Westwood Co., Limited

TEMPORARY WAREHOUSE, 9 JORDAN STREET.

THE MARITIME BOARD OF TRADE

Tenth Annual Convention, held at Moncton, N.B., August 17, 18 and 19, 1904

A Report of Proceedings—Yarmouth, N.S., the Next Place of Meeting

THE tenth annual meeting of the Maritime Board of Trade at Moncton, N.B., on August 17, 18, and 19, 1904, was a remarkable one in many ways. This meeting marked the close of the first decade in the board's history and must have been peculiarly gratifying to those who during these years have worked so diligently to bring the business men of the Lower Provinces to a better understanding and a closer unity for the furtherance of common interests.

The meeting at Moncton this year was one of the most numerously attended in the history of the board and the matters considered and passed upon were both many and important. As might be expected the transportation problem in its many phases was the chief consideration of the board, and the practical business insight, the thorough familiarity with detail and the splendid breadth of outlook brought to bear in the discussion of such matters as the "Fast Atlantic Service," and "Steel Ship-building" at once raised the deliberations of the Board to a high plane.

The board is well called "The Maritime." The flavor of the sea permeates its very atmosphere. It is the source of their wealth of the Maritime Provinces, the foundation of their industries and they know it like a book; a slip in nautical information calls down upon the perpetrator the reprimand of some veteran of the seas, stern for the truth.

Senator Josiah Wood, of Sackville, presided at the meetings, which were held in the hall of the Y.M.C.A. building.

The Convention Opens.

Shortly after 10 o'clock the president, the Hon. Senator Wood, of Sackville, took the chair and called the meeting to order. Before proceeding with the regular routine of business the president had the pleasure of introducing to the members Mayor James T. Ryan, of Moncton.

Welcomed to Moncton.

Mayor Ryan, on behalf of the City Council welcomed the Board to the city of Moncton. He referred to his city's interest in transportation, and expressed the conviction that nothing but good could come from the discussion by such a body as the Maritime Board of Trade of the problems relating to inter-provincial trade, railway and water transportation, and other kindred subjects to come under consideration. The visit of any members of the board to Moncton was always welcomed. The hope was further expressed that at no distant date the city might again have the pleasure of welcoming the board. Mayor Ryan's address was received with applause.

WHERE THEY MET.

Moncton, the scene of this years Maritime Board of Trade meeting, is a thriving city of 12,000 inhabitants, situated on a bend of the Petitcodiac River 20 miles up from the Bay of Fundy, and formerly known as Moncton on the Bend. The city is the headquarters of the Intercolonial Railway, the road dividing here, one branch running to St. John, and the other to Halifax. It is distinctly a railway city, a large percentage of the population finding employment either on the Intercolonial itself or in the shops in connection therewith. In these shops repairs are attended to, and most of the rolling stock used on the road constructed. The other industries of the city include a foundry and machine shop, an engraving company, a woolen mill and a cotton factory.

The city is also a wholesale centre of some importance, boasting in the possession of two wholesale groceries, one wholesale hardware and one dry goods establishment. Eight or nine handsome churches attest the piety of the inhabitants, while the private residences appear comfortable and home like. What Moncton chiefly prides itself on, however, is the "Bore." Other cities have bores, but Moncton's never stays long enough to tire one. It hurls itself up the Petitcodiac River twice every day five feet high and at the rate of 10 miles an hour. It is truly a wonderful sight and draws many tourists and sightseers during the Summer season.

Already a railroad centre, Moncton expects great things from the Grand Trunk Pacific which will probably have its terminal here, as well as from the Mackenzie and Mann line, which that enterprising firm are constructing down here. Owing to its favorable situation Moncton is bound to figure largely in the transportation question, as it concerns the Maritime Provinces and may not inaptly be termed the "Railroad City of the East."

The Roll Call.

The roll was called by the secretary, Charles M. Creed, and a very fair representation found to be present, some delegates from distant points arriving during the day. The list of representatives from the local boards was as follows:

Sackville, N.B.—Senator Josiah Wood, Chas. D. Stewart, J. M. Baird, Prof. W. W. Andrews, Geo. A. Fawcett, A. B. Copp, Thos. R. Anderson, H. C. Read, J. Smith.

Halifax, N.S.—G. S. Campbell, A. M. Bell, J. E. DeWolfe, O. E. Smith, Ed. Starr, A. M. Payne, Alex. Stephen, W. Ross, H. S. Colwell, H. B. Colwell, H. R. Silver, B. F. Pearson, M.P.P.

St. John, N.B.—W. M. Jarvis, J. Hunter White, H. D. Mott, W. S. Fisher, F. H. Bullock.

King's Co., N.S.—Jas. A. Kinsman, C. O. Allen.

Kentville, N.S.—C. W. Webster, M. G. DeWolfe, Wm. Yould, E. J. Ward, B. J. Dodge.

S. Kings, P.E.I.—Fred G. Boyer.

Summerside, P.E.I.—Capt. Jos. Read, J. E. Lefurgey.

Charlottetown, P.E.I.—W. F. Tidmarsh, D. Nicholson, S. N. Rattenbury, Geo. E. Hughes.

Wolfville, N.S.—R. W. Starr, J. B. Oakes.

Chatham, N.B.—D. G. Smith, W. S. Loggie.

Amherst, N.S.—B. D. Bent, W. A. Fillmore, W. I. Logan, M.P., J. A. Laws.

Digby, N.S.—C. Jameson.

Newcastle, N.B.—J. D. Creaghan, F. B. Anslow.

Annapolis, N.S.—A. E. Atlee.

Yarmouth, N.S.—E. H. Armstrong.

Sydney, C.B.—L. Shaver, A. W. Cruise.

Canso, N.S.—H. A. Rice, Dr. W. A. Morgan.

Alberton and West Prince, P.E.I.—J. D. Birch, H. W. Turner.

Pictou, N.S.—J. D. MacDonald, A. D. Craig.

Souris, N.S.—H. H. Acorn.

Louisburg, C.B.—Wm. Louis.

Moncton, N. B.—F. W. Sumner, D. I. Welch, H. H. Ayer, J. Doyle, A. H. Jones, J. H. Harris, J. T. Hawke, P. McSweeney, J. E. Masters, E. N. Carthy.

Committee on Orders.

On motion of M. G. DeWolfe the minutes of the last meeting being in the hands of the members in pamphlet form were taken as read and the board proceeded to the appointment of a committee to determine the order in which the various subjects proposed by the local boards might be discussed. The committee was selected as follows: W.

S. Loggie, F. W. Sumner, Chas. Stewart, W. M. Jarvis, Capt. Jos. Read, F G. Peyser, H. W. Turner, A. E. Atlee, J. A. Laws, H. A. Rice, C. Jameson, J. E. DeWolfe, Wm. Yould, Capt. C. O. Allen, A. J. Craig, R. W. Starr, C. H. Armstrong, A. W. Cruise.

The committee retired immediately, and the veteran secretary of the board, C. M. Creed, of Halifax, submitted his report, which was as follows:

Secretary-Treasurer's Report.

To the President and Members of the Maritime Board of Trade:

Gentlemen, — Your secretary-treasurer begs to herewith hand you his report for the current year. All the various resolutions and recommendations passed at the last annual meeting were forwarded as directed, and copies of important resolutions which required the attention of the Federal and Local Governments were forwarded to the Ministers of the various departments. Copies of the proceedings of the annual meeting as contained in The Dry Goods Review, of Montreal and Toronto, were forwarded to every board of trade in the Maritime Provinces, as also to the delegates who attended the meeting. At the opening of the Federal Parliament copies of the resolutions were again forwarded to the Minister and the members of Parliament from the Maritime Provinces interested.

The correspondence connected with the same, as also the correspondence with the various boards, being too voluminous to read, are now on the table for the inspection of members.

CORRESPONDENCE WITH BOARDS.

This has been steadily kept up, and I have much pleasure in being able to report that the majority of the secretaries have promptly responded to my notices, and the subjects for discussion at the annual meeting have this year been forwarded to the various boards in advance. This is most desirable, as it gives the delegates something to think about, and enables them to come to the meeting prepared to join in the debates on the subjects suggested.

ANNUAL REPORT.

As instructed at the annual meeting, I prepared and published a report with the date on which the board was organized, the officers and council for the year, a list of the past presidents, and the places at which the annual meeting had been held each year, and a list of the affiliated and the unaffiliated boards and the by-laws, copies of which were forwarded to all boards of trades in the Maritime Provinces, and circulated generally as occasion presented.

NEW BOARDS.

During the year three boards have been formed in Nova Scotia, viz.: Antigonishe, Chester and Mahone Bay. Antigonishe and Chester have affiliated, and so soon as Mahone Bay gets in working order, I hope to have it affiliated also. The affiliated boards now number 35, the unaffiliated boards now number 12; total, 47.

UNAFFILIATED BOARDS.

The unaffiliated boards have had every attention paid them. I have written them frequently and sent them notices of the date of the annual meeting, and asked them if they were not ready to affiliate to send delegates. They seem to be taking more interest in their own boards, and many boards that have been inactive I feel during the coming year will be working with renewed vigor.

I have used my best energies during the past year for the advancement of the board, at the same time doing all in my power to assist your worthy president, in which effort I had the advice and able assistance of Mr. M. G. DeWolfe, of Kentville, and the corresponding secretary, Mr. Chas. D. Stewart, and am pleased to report the result of the year's work has been most encouraging.

ACCOUNTS FOR THE YEAR.

The accounts for the year are all prepared, but as several boards will pay their per capita before the close of this



E. K. Spinney, Yarmouth, N. S., President Maritime Board of Trade 1904-05.

day's meeting, they will be presented tomorrow for your approval. All of which is respectfully submitted.

(Sgd.) CHARLES M. CREED,
Permanent Secretary-Treasurer.

M. G. DeWolfe, in moving the adoption of the report of the secretary, together with the thanks of the board, said he had been in touch with the secretary throughout the year and it was difficult to appreciate the amount of work that had been carried through by Mr. Creed. He had been particularly energetic in stirring up the local boards, and keeping up the interest in the larger body. It was a difficult matter at times to get the local secretaries to answer communications from the larger board, but he had much pleasure in knowing that much improvement was to be noted in this direction.

W. M. Jarvis had much pleasure in seconding the motion proposed by Mr. DeWolfe. He quite coincided in what the latter had said in regard to the secretary and he was glad to find that Mr. DeWolfe had lost none of his old-time eloquence.

The president, in putting the motion, which was carried unanimously, remarked on the energetic and faithful manner in which the secretary had discharged his duties.

Mr. Creed expressed his appreciation of the kindly feelings of the board and protested he had done nothing more than his duty. He had been secretary of the Halifax board for 43 years and was now superannuated, but not laid on the shelf. He again thanked them for kindness shown and expressed the hope of living to meet them another year.

Communications.

A letter was read from the secretary of the Moncton Y.M.C.A. in whose hall the board met, extending to the members the privileges of the association during their stay in the city. The secretary was instructed to convey the appreciation of the board to the Y.M.C.A. for their courtesy.

Letters of regret at not being able to be present were also read from H. W. Kittson, president of the Hamilton Board of Trade; Geo. A. Drummond, president of the Canadian Manufacturers' Association; the president of Ottawa Board of Trade; W. L. Edmonds, Managing Editor the MacLean Trade Newspapers; P. Gifkins, general manager Dominion Atlantic Railway; C. W. Y. Coding, president Portland Board of Trade; and the president of the Montreal Board of Trade.

The president's address was the next order of business, but in the absence of the gentlemen on the committee on orders it was decided to await their return before receiving the address. Discussion naturally turned on the inconvenience of having this committee meet at so late a time and in their absence from the deliberations of the board. Various plans were proposed to obviate the difficulty and on motion of G. D. Smith and A. M. Bell a committee of two was appointed to draft an amendment to the constitution providing that the council of the board should meet an hour or so before

the opening of the session and decide on the order of business. This was considered to be in accord with a notice of motion made at Sidney by Geo. F. Falkner. The president appointed the mover and seconder to constitute the committee.



The Bore, Moncton, N. B.

The committee on orders having now returned, President Wood proceeded with his address.

The President's Address.

Gentlemen of the Maritime Board of Trade:

I was not present at the meeting in Charlottetown last year, and embrace this, the first opportunity I have had of thanking you for the honor conferred upon me in electing me to the presidency of this association.

I feel that I should, at the opening of our proceedings, express our appreciation of the courtesy and kindness of the Moncton Board of Trade, and on behalf of the association thank them for the invitation extended us to hold our annual meeting in this city. It is especially gratifying to myself that I was chosen to preside over this meeting. I have watched the growth and progress of Moncton, from a country village to a city, with a great deal of interest and satisfaction. I have been to some extent identified with its interests; some of my most intimate business associates and friends have been among the active and progressive business men of this city, and it affords me pleasure to testify to their energy, enterprise and business capacity, evidences of which are to be seen everywhere around us.

Moncton ranks today among the most progressive cities in the Maritime Provinces. It owes much to its geographical position. Its situation on the bend of the Petitcodiac River fixes it as a railway centre and an excellent point for the distribution of merchandise. These advantages have attracted to it a large share of the trade of an extensive district. It is surrounded on almost every side by extensive areas of fertile farming country, and is the natural market for the products of the farmers. It has advantages for manufacturing in some respects exceptional. Its proximity to the coal mines, and facilities for transportation by water as well as by rail ensure cheap fuel. A large portion of the people have a fondness and a special aptitude for industrial pursuits, and a plentiful supply of skilled mechanics and cheap labor is never lacking. Its manufacturing interests are among the most healthy and prosperous in the Dominion.

I am glad there are so large a number of delegates present from so many different parts of these provinces, and that they will have the opportunity of seeing for themselves the advantage it offers for business, by visiting its different industries and meeting the business men of the city, and I am confident they will be favorably impressed.

I am glad to note that the programme prepared by the Moncton Board of Trade includes a visit to the oil wells of the New Brunswick Petroleum Co. This is a new enterprise in which several of the enterprising men of this town and neighborhood have embarked, and in which the representative of this county in the Dominion Parliament has taken a special interest. It is very gratifying to be able to state that their operations so far have been attended with success, and that there is prospect of this becoming a large and lucrative industry.



Hopewell Rocks, Moncton, N. B.

TRADE OF THE DOMINION.

Before entering upon the discussion of the various questions submitted for the consideration of this meeting, it will not be deemed inappropriate for me to offer some general observations upon the trade of the Dominion.

The official returns show that the total imports for the Dominion of Canada continue to increase, and will for the year ending June 30, 1904, amount to upwards of $350,000,000, the highest figure reached in the history of the country. The imports will be $35,500,000 in excess of the preceding year, and more than double the imports of ten years ago. The exports for the year ending June 30, 1904, do not make so favorable a showing. For the first time in many years, except 1899, they show a material decrease. The domestic exports for the past year will be $16,000,000 less than for 1903. They will be about the same as for 1902, and larger than for any of the years preceding. The decrease is largest in the exports of animals and agricultural products, in this item alone amounting to nearly $12,000,000. There is also a decrease in the forest exports of about $2,000,000, and a small decrease of about $1,000,000 in the products of the fisheries.

Taking the trade of the Maritime Provinces apart from the rest of the Dominion, the imports for the year ending June 30, 1904, amounted to $22,785,000, an increase over 1903 of $1,850,000. This increase is proportionate with the general increase throughout the Dominion, the increase in both cases being about 3½ per cent. Our domestic exports for the last year amount to $15,100,000. This is a decrease of about $1,000,000 compared with the exports of the preceding year. The decrease is relatively not so large as for the rest of the Dominion. For the whole Dominion the decrease in our export trade was 11 per cent., while the decrease for the Maritime Provinces was only 3½ per cent.

It will be seen from these figures that the Maritime Provinces have shared in the remarkable increase of trade which has developed throughout the Dominion

within the last few years. Our imports, which for several years fluctuated between $13,000,000 and $15,000,000, have within the last five years rapidly risen until they reach this year the total already mentioned of $22,785,000, the largest in our history and an increase over the imports of five years ago of about 50 per cent. Our domestic exports, which were a little over $18,000,000 in 1894, have gradually increased to upwards of $35,000,000 in 1904, an increase in the ten years of nearly 100 per cent., viz.: 94 per cent.

It is not prudent for me to attempt a forecast for the coming year. I note, however, that the shipments of wheat from Montreal, since navigation opened this season, are less than half the shipments for the same period last year. The decline in lumber, the low prices now prevailing and the difficulty of finding buyers even at the low prices, will no doubt curtail lumber shipments during the present season. It does not seem probable under present circumstances that our general trade will show better results than it has during the year just closed.

In some respects the trade of the last year has been highly satisfactory, especially so far as Maritime Province interests are concerned. The Winter export trade shows a decided increase. There were 92 steamers loaded at St. John last Winter, and the cargoes they carried away amounted to $15,745,501, the largest figure reached since this business began. It was an increase over the previous year's business of $1,907,590, and almost double that of two years ago.

There has also been a very satisfactory growth in our trade with the British West India Islands and British Guiana. The volume of export trade has been maintained. For the year ending June 30, 1904, it is about equal to that of the year ending June 30, 1903, both years showing an export trade of little upward of $2,630,000. In the import trade there has been a very gratifying increase. The total imports for the year ending June 30, 1903, were $2,415,608, and for the year ending June 30, 1904, $4,491,566, an increase of upwards of $2,000,000. This increase is largely accounted for by the increased importations of sugar from the British West India Islands and British Guiana, a large quantity of sugar having been purchased in these markets which we had hitherto imported from Germany. The official returns show that for the year ending June 30, 1903, we imported from Germany 189,000,000 lbs. of sugar. For the eleven months ending May 31 last, our imports from Germany only amounted to 30,000,000 lbs. From the West Indies our imports for the year ending June 30, 1903, amounted to 94,000,000 lbs., and for eleven months ending May 31, 1904, they amounted to 242,000,000 lbs. This decrease last year in the imports of sugar from Germany of upwards of 150,000,000 lbs. is made up by the increase in the imports from the West Indies and British Guiana, which fully equal that quantity.

It will be remembered that the provisions of our preferential tariff of 33 1-3 per cent. extend to imports from the British West Indies, and also that since April 16, 1903, imports from Germany have been subject to a surtax or duty of 33 1-3 per cent. in addition to the duty imposed upon imports from other countries. The effect of this tariff legislation has enabled us to purchase this year upwards of 150,000,000 lbs. of sugar in the British West Indies, which we formerly bought in Germany, and furnishes a practical illustration of the influence which preferential duties can exert in directing the course of trade.

PREFERENTIAL TRADE WITHIN THE BRITISH EMPIRE.

The question of preferential trade within the British Empire is of great interest and importance at the present time, and it is well to note the trend of public opinion in regard to it. It has received more attention from our press and our public men than any other question during the past year. In Canada there is practically a consensus of opinion on this question. The public press and the leaders of both political parties admit its advantages. Resolutions favoring it have been passed by



Capt. Joseph Read, Sumerside, P. E. I., 1st Vice-President Maritime Board of Trade 1904-05.

the principal boards of trade throughout the Dominion. It was the subject which occupied the most time and was most warmly debated at the Congress of Chambers of Commerce which met in Montreal in August last. At that meeting where upwards of 350 delegates were present from every portion of the British Empire representing all its important interests, after a discussion of the subject, a resolution was unanimously adopted: "That in the opinion of this congress the bonds of the British Empire would be materially strengthened and a union of the various parts of His Majesty's Dominion greatly consolidated, by the adoption of a commercial policy based upon the principal of mutual benefit, whereby each component part of the Empire would receive a substantial advantage in trade as a result of its national relationship, due consideration being given to the fiscal and industrial needs of the component parts of the Empire."

In New Zealand legislation has already been enacted giving Great Britain considerable preference and in the Australian Commonwealth. The leaders of both political parties have expressed their readiness to adopt this policy in common with other sections of the British Empire.

The campaign inaugurated by the Hon. Joseph Chamberlain in September, 1903, in Great Britain, in favor of preferential trade within the British Empire, has been prosecuted since with great vigor and with a fair measure of success. Public meetings have been held which have been largely attended by all classes, indicating the intense interest which the general public feel in the question. In the British Parliament the resignation of Mr. Chamberlain and other members of the Government rendered a reconstruction of the cabinet necessary, but the reconstructed Government declare themselves that they are in sympathy with this general policy, although they are not committed to its details, and do not consider the time has yet arrived for its adoption. Several important resolutions have been moved in the British House of Commons during the present session which have presented the question in different phases, and which have fairly tested the opinion of the House. A resolution which raised the issue directly between the advocates of free trade and free food, and the advocates of preferential duties protective in their character, was introduced by Mr. Morley, and was the most important resolution bearing upon this question brought before Parliament. It was an amendment to the address in reply to the speech from the throne, and read as follows: "That the removal of protective duties has for more than half a century actively conduced to the vast extension of the trade and commerce of the realm, and to the welfare of its population; and the House believes that while the needs of social improvement are still manifold and urgent any return to protective duties, more particularly when imposed on the food of the people, would be deeply injurious to our national strength, contentment and wellbeing."

No person who believed in adhering to the present free trade policy of Great Britain, or who was opposed to placing any duty upon food, could consistently vote against that motion. Yet when the vote was taken the resolution was rejected by a majority of 51, 327 voting against and 276 in favor of the motion. It is worthy of note in this connection that 69 Irish members voted with the minority and against the Government, and Mr. Redmond, the leader of the Irish party affirmed that they did so in pursuance of their general policy of endeavoring to break down the Government in the interest of Home Rule, and that they were not voting upon the merits of the fiscal policy involved.

On the first of August last a resolution was moved by Sir Henry Campbell Bannerman, leader of the Opposition, condemning certain members of the Government for joining an association which was in sympathy with and organized for the purpose of advancing tariff reform. This motion was rejected by a vote of 288 to 210, giving the Government a majority of 78.

The action of the House on these resolutions furnishes a fair test of the attitude of the British House of Commons upon this question, and it is not unfair

to assume that the British House of Commons fairly reflects the public opinion of the people of Great Britain whom they represent.

In the discussion upon the resolution moved by Sir Henry Campbell Bannerman, Mr Balfour expressed his adherence to the views he had formerly expressed. He expressed his sympathy with the general policy, even though it involved duties on food, but he thought the country was not yet ready for its adoption. The Hon. Joseph Chamberlain, on the other hand, in the course of the debate, expressed his belief that the time had come for the submission of the question to the people at the polls, that he would welcome an immediate test of public opinion, and felt confident the verdict would be favorable to his policy.

I feel that the action of Canada and New Zealand in granting Great Britain a preference in their markets, the declaration of the political leaders in Australia, the tone of the press throughout the Empire, and the discussions and votes in the British Parliament show that the sentiment in favor of this policy is gaining strength and justifies the conclusion that the time is not far distant when closer trade relations will be established between Great Britain and the other portions of the Empire, and we do not doubt that as the result the trade of Canada with Great Britain will be largely developed and increased to our mutual advantage.

TRANSPORTATION.

Another subject which is of the greatest importance to Canada is transportation. Since our last meeting, legislation has been passed to secure the construction of a second transcontinental railway. The object of the Government in passing this legislation is to promote interprovincial trade and give the west and central portions of the Dominion more rapid and cheaper communication with Atlantic and Pacific seaports. The City of Moncton, in which we are now meeting, has been selected as the eastern terminus of this railway. The hope is entertained by many in the Maritime Provinces that when this railway is constructed, it will be the means of bringing a larger share of the western trade to our seaports. Whatever benefit may ultimately come to us in this way, it is apparent that many years must elapse before the railway can be finished and open for traffic and the benefits hoped for realized. In the immediate future we must base our hopes for the growth and development of this trade upon such facilities as the present systems of transportation may afford us.

The experience of the last few years has proved the value of our canals and inland waterways as means of economic transportation. There have been great improvements in the vessels used upon the Great Lakes in recent years, and great reductions have been made in the rates charged for heavy freight. During the last season, grain was carried from Lake Superior ports to Quebec for 3c per bushel, and the latest quotation I have seen for the present season is lower still, 2¾c per bushel from Chicago to Montreal. It is impossible to believe that any railway, even under the most favorable conditions, can compete against these rates for this traffic. The best authorities now place the cost of carrying heavy freight by rail at from six to ten times the cost of carrying it by water. This large difference in the freight rates in favor of the water routes has in the past, and is at the present time, giving them the principal share of the heavy freight traffic between the east and west, and while the cost of transportation remains so largely in their favor they must continue to practically monopolize the business. It is true that the water routes are only open during half the year, but experience proves that shippers prefer to hold the principal portion of their goods until navigation opens in the Spring rather than pay the high freight rates charged during the Winter season.

EXPORT TRADE OF CANADA.

These facts have an important bearing upon the export trade of the St. Lawrence and upon the Winter export trade of the Maritime Provinces as well. Wheat, which is the principal export of the west, will find its way to the seaboard during the Summer months, and



W. S. Fisher, St John, N. B. 2nd Vice President Maritime Board of Trade 1904-05.

must either go forward by the St. Lawrence route to its destination in Europe or be stored at convenient points for shipment as the market prices warrant during the Winter season. Grain from our Northwest Territories and from the States around and west of Lake Michigan, can to-day be carried from Chicago or Fort William by water to Montreal and Quebec, at a less cost that it can be carried to any other ocean port, and it can under present conditions be stored at Montreal, shipped thence to St. John or Halifax during the Winter season and delivered free on board there at less cost than in any other way, and at approximately the same cost as it can be delivered free on board by any route at New York, Portland, or any other Atlantic seaport. With greater storage accommodation at Montreal and other convenient points, it is to be hoped that our Winter export trade from the Maritime Provinces will continue in the immediate future to show as gratifying an increase as it has in the last few years.

The construction of the Georgian Bay Canal would give this route a still greater advantage. It is estimated that by this direct all-water route freights from Lake Superior ports to Montreal or Quebec could be reduced to 13c per bushel, about the same rate now paid to Buffalo. The State of New York has voted $100,000,000 for the enlargement of the Erie Canal. If that scheme is carried through, the construction of the Georgian Bay Canal will be a necessity in order to enable us to retain the western trade by the St. Lawrence route. I was glad to note that in response to a deputation which waited upon Sir Wilfrid Laurier a few weeks ago, he expressed the opinion that although the time was not opportune for entering upon the work at present, the Georgian Bay Canal must eventually be built.

FAST ATLANTIC STEAMSHIP SERVICE.

Closely connected with the question of transportation is the question of a fast Atlantic steamship service. This has been often discussed, and its main features are well known. It is on the list of subjects for discussion at this meeting, and it is not necessary for me to discuss it now. I may, however, remark that under the present contract for this service some improvement may be looked for, but it still is far short of what we have hoped for, and what must be required before we can compete with rival routes and attract to our Canadian route any considerable portion of the travel which now goes to New York. The present contract is with the Allans. It provides for two new steamers on the turbine principle. They are about 10,000 tons register tonnage, have a speed of 17 knots, are expected to make the trip in Summer from Moville to Rimouski in six days, and in Winter to Halifax in six and a half to seven days. These steamers, with the Tunisian and the Bavarian, are to perform the service. The latter are about 10,000 register, have a speed of 14 to 15 knots, and make the trip in Summer from Moville to Rimouski in six and a half to seven days, and in Winter in seven to eight days. The subsidies paid under the present contract are £2,000 sterling per round trip for the new steamers, and £1,000 sterling per round trip for the Bavarian and Tunisian. This is an increase of about $85,000 on the subsidy formerly paid, which last year amounted to $170,000. The prospect for a 20 knot service in the near future is not very bright. Sir Richard Cartwright stated in Parliament in July last that the efforts of the Government to obtain a 20 knot service had not been successful. Two tenders only were received. One asking for a subsidy of $1,000,000, the other for $1,250,000 and conditions were attached with which it was not in the power of the Government to comply.

UNION OF MARITIME PROVINCES.

There are a number of other questions to which reference might be made if time permitted. Some of these will come up for discussion later on. The question of the union of the Maritime Provinces was brought up at our meeting last year towards the close of the session

Its discussion was deferred until this meeting. It is not a new question. It will be generally admitted that a legislative union of the Maritime Provinces is desirable both in the interest of economical Government and in order to enable those provinces to retain in the future their legitimate influence in the councils of the country. It is in the adjustment of details that differences of opinion naturally arise.

THE ADMISSION OF NEWFOUNDLAND INTO THE CANADIAN CONFEDERRATION,

is an equally important question. The desirability of consolidating under one government British interests in the northern portion of the American continent will not be questioned. During the past year the French shore question has been settled. In return for some concessions by Great Britain in connection with disputed territory in Africa, the French have relinquished their treaty rights on the Newfoundland coast. This terminates a condition of things which was a hardship and constant source of irritation to the people and detrimental to the progress of the colony, and one of the barriers to its union with our Dominion. Experience shows, however, that the ultimate accomplishment of such desirable objects as the legislative union of the Maritime Provinces and the union of Newfoundland with our Dominion is attended with difficulties which will require patience and statesmanship to overcome. If any action of this board can hasten their consummation, it will do Canada a useful service.

RUSSO-JAPANESE WAR.

I will bring my remarks to a close by a very brief reference to the most notable event of the year, the war between Russia and Japan. This has proved to be one of the greatest conflicts of modern times. It has already been the cause of an enormous sacrifice of life and destruction of property. It has not yet affected Canadian interests to any appreciable extent, nor has it had any very marked effect upon the commerce of Great Britain or other nations of the world. Its result must, however, have an important influence upon the future development of trade and commerce in the distant east, and its progress is being closely watched by the statesmen and leading men in commercial life in Europe and America. Fortunately, nothing has up to the present time occurred to involve any other nation in the strife, and it is to be hoped that it may be terminated, and that peace may be established on a satisfactory and permanent basis at an early date.

JOSIAH WOOD, President.

W. M. Jarvis was sure there was but one feeling in the meeting, namely that they were deeply indebted to the president for his address and for the able way in which he had dealt with the subjects to be brought before the board. He thought the address should be referred to a committee to deal with and he therefore moved "that the thanks of the board be given the president for his valuable address, and that it be referred to a committee to report as the first matter for consideration at the evening session.

The motion was seconded by J. E. DeWolfe and the committee was made to consist of the mover, seconder and M. G. DeWolfe, of Kentville.

For the benefit of the reporters M. G. DeWolfe requested that each speaker on rising should give his name and board. Mr. DeWolfe also drew the attention of the board to the fact that Dry Goods Review had again sent one of their editors to report in full the proceedings of the board. This, he said, showed in what respect the board was held and the interest taken by Dry Goods Review in the affairs of the Maritime Provinces.

The report of the committee on orders was now received, the order of subjects



Chas. M. Creed, Halifax, N.S., Permanent Secretary Maritime Board of Trade, 1904-05.

to be discussed as laid down therein being as follows:

Subjects for Discussion.

1. Dumping clause in recent tariff changes—Halifax Board.

2. The Acts of Nova Scotia with reference to the protection of forests against fires—Annapolis Board.

3. Better export facilities on Intercolonial Railway—Antigonishe Board.

4. Improved Express Service accommodation over the Intercolonial Railway—Canso Board.

5. Daily Steamer between St. John, N.B., and Digby—Digby Board.

6. What is the most advantageous way to advertise the resources of the Maritime Provinces, whereby a desirable class of British emigrants may be secured and retained as permanent citizens—Kentville Board.

7. Minas Basin Steamboat service—Wolfville Board.

8. Marine Insurance rates—Louisburg, C.B. Board.

9. Prince Edward Island communication for Winter via Cape Tormentine—Sackville Board.

10. Whereas municipal corporations in the Province of New Brunswick have been applying for and obtaining authority to impose a license fee upon mechanics and laborers working within and residing outside the municipality.

Therefore resolved that in the opinion of this Board of Trade, such legislation is not in the best interest of the Province, and that such power should not be granted to municipal corporations—Moncton, N.B., Board.

11. Circularizing merchants through the Maritime Provinces as to the amount of fire insurance carried by them on their stock—St. John, N.B., Board.

12. Subsidy for Steamer to ply between ports on North Side P.E.I., the Magdalen Islands and North Sydney—West Prince, Alberton, P.E.I., Board.

13. Whereas Lobster hatcheries have proven to be of great value in conserving our fisheries; Resolved that in the opinion of this Board it is advisable in order to preserve the Lobster fisheries, that hatcheries be established along the coasts of the Maritime Provinces at such places as will enable the spawn of lobsters caught for canning purposes all to be collected and hatched—Southern Kings, Montague, P.E.I., Board.

14. The adjustment of freight rates between points on the P. E. Island Railway and points on I.C.R., making through rates instead of what is practically three short haul rates as at present, Winter and Summer, both ways—Charlottetown, P.E.I., Board.

15. Necessity of an open port at Sydney for the shipment of coal and steel at all seasons and means of obtaining same—Sydney Board.

16. The Dog Fish pest—Digby Board.

17. Steel Shipbuilding—Halifax Board.

18. Should the Intercolonial Railway be double tracked and improved—Wolfville Board.

19. Extension of the Intercolonial Railway from Sydney to Louisburg—Louisburg, C.B., Board.

20. Most practical way to spend Government appropriation for the encouragement of agriculture—Sackville, N.B., Board.

21. Making it compulsory for packers

to have weight of contents stamped on package—St. John, N.B., Board.

22. Requesting the Quebec Steamship Company, the Dobel Line, and other steamship lines running to Summerside, to land their freight at the railway wharf thus saving truckage and wharfage—West Prince, Alberton, P.E.I., Board.

23. Protection of Wool Industry—Southern Kings, Montague, P.E.I., Board.

23 1-2. Publication of advertisements in reference to undesirable investments—Digby Board.

24. Fast Atlantic Service—Halifax Board.

25. Purchase of historical places in Maritime Provinces—Wolfville Board.

26. Better Mail service—Louisburg, C.B., Board.

27. 33 1-3 per cent. preferential rebate only applying when goods are imported through British ports—St. John, N.B., Board.

28. Exchange on cheques between banks and their agencies in the Maritime Provinces—Halifax Board.

29. Government ownership of cables and telegraph lines—Halifax Board.

The Dumping Clause.

V. M. Bell, on behalf of the Halifax board began the discussion on the dumping clause of the new tariff by moving the following resolution, which was seconded by J. E. DeWolfe.

"That in the opinion of this meeting the recent tariff legislation known as the 'dumping clause' is in its present form detrimental to the interests of trade and should not be put in operation till fuller information is secured and details for carrying it into effect perfected."

Speaking to his motion Mr. Bell briefly outlined the provisions of the "dumping" clause, instancing cases to show its working. He complained that the details had not been worked out before the clause was put in operation, as a result of which business men were not in a position to know what to expect, each custom officer placing a different interpretation on the clause. Things were thus in a chaotic state and the matter of trade discounts was instanced as a case in point. It was essential that the word dumping be defined, and where men were engaged in legitimate trade they should be protected from annoyance, imposition and uncertainty. He had addressed Mr. Fielding on the matter and the reply was that we must rely on the intelligent administration of the law by the officials. This, said Mr. Bell, was the last thing in the world to expect from the gentlemen of the customs, who, appointed for political reasons, were not familiar with the ways of trade.

Senator McSweeney thought the little difficulties would soon work themselves out.

J. E. DeWolfe, in seconding Mr. Bell's motion, urged that there were radical differences of interpretation among customs officials. Distinct instructions should be given so that such diversity would be impossible.

W. S. Loggie thought there was no more friction than is usual in such cases. He did not think there was any change in the way of treating trade discounts.



C. H. Armstrong, Yarmouth, N.S., Corresponding Secretary Maritime Board of Trade, 1904-05.

If they were genuine and not special they would be allowed.

J. A. Laws favored the dumping clause and showed in the case of carriages how it operated to protect Canadian manufacturers from unfair competition.

John D. MacDonald, of Pictou, remarked that the manufacturer viewed the clause one way and the importer another. It was designed to protect the manufacturer and seemed to be doing it. To say it should not be put in force because of a flaw here and there was not the thing. They should impress upon the Government rather the importance of making their instructions more clear and definite.

J. E. DeWolfe explained that he was strongly in favor of the clause but that the system of enforcing it was erroneous.

Capt. Jos. Read was of the opinion that the way to perfect the clause was to put it in operation. Set a piece of machinery in motion and you would soon find the hot places.

Jas. E. Birch declared he was in favor of the clause, if intelligently enforced; but this was not the case now.

A. Jameson disagreed with the last speaker. New laws always brought differences of opinion. Lawyers differed. These matters could only be settled by rulings made by the department as cases came up.

J. B. Oakes recognized that the importer labored under a hardship but thought the motion should take the form of a request for adequate information and instruction as soon as possible on the dumping clause.

F. S. Campbell moved in amendment, seconded by John D. MacDonald:

"That in the opinion of this meeting the recent tariff legislation known as the dumping clause, as at present administered, is in some respects detrimental to the interests of trade and the customs department is hereby requested to immediately make such necessary changes in the administration of the law as will remove all unnecessary restrictions to trade."

Mr. Bell complained that the amendment did not cover the point at issue. The department were making what haste they could now, but in the meantime the importer might be mulcted owing to a difference of opinion among customs officers.

The discussion was continued by J. Hunter White, E. N. Carthy, J. E. Lefurgey, J. T. Hawke, C. D. Stewart, C. H. Armstrong, T. R. Anderson, Capt. Jos. Read and Wm. Yould.

On being put to a vote the amendment carried and was made unanimous on motion of the mover and seconder of the original motion, Mr. Bell remarking that he favored the amendment except that it was not strong enough. They had put too much water in the whisky.

The board now rose for noon.

The Afternoon Session.

Between half past two and three o'clock the board re-assembled, and additional members having arrived the business of the day was taken up with

renewed zest. The first subject on the list ready for discussion was

St. John, Digby, Daily Line.

The matter was brought before the board by C. Jameson, of Digby, who on introducing the subject, referred to the number of times it had previously been presented to the board. He urged the members to remember their motto "Unite and Work." They now had a service of 224 trips during the year and for a pro rata increase could have it increased to 313 trips, giving a daily service with the exception of Sundays. The increase in traffic made the service very necessary. He therefore moved that: "Whereas, the increased requirements of commerce in the southwestern section of Nova Scotia coupled with those of the Annapolis Valley demand greater transportation facilities and in particular a daily mail passenger and freight service between St. John and Digby, N.S., which it is understood the D. A. R. Co. will operate for a pro rata increase in the subsidy now paid.

"Resolved: that the Maritime Board of Trade urge the Federal Government to provide daily steamboat communication between St. John and Digby by granting such pro rata increase in such subsidy; further resolved, that as the four previous requests of this board for an improved bay service have been overlooked by the Government, the present be submitted with the respectful request that it be dealt with immediately."

J. E. DeWolfe declared that to the best of his recollection this project had never been endorsed on account of the excessive subsidy demanded by the railway.

C. H. Armstrong, of Digby, in seconding the resolution, stated that the business men of Yarmouth were entirely in accord with the resolution. Accommodation was required for the increased traffic. The amount of the subsidy was a matter of detail.

M. G. DeWolfe outlined the history of the movement for a daily line. It had been started in Middleton, and Digby and Yarmouth were to blame in not having this improved service before. Improved facilities were required by the increase of freight, passengers and mail.

W. M. Jarvis for St. John was most anxious to develop their relations with all parts of the provinces. There was no opposition to the project from Halifax. St. John and Halifax always treated each other fairly. There were difficulties in the way. It had not been found easy to deal with the D.A.R. Co. If you gave them an inch they wanted a mile. But the present state of affairs was awkward in Winter. They should do all they could but not press the matter so that the Government would be at the mercy of the D.A.R. Co.

J. E. DeWolfe concurred in that there was no opposition from Halifax. The D.A.R. had been demanding an excessive amount. He thought pro rata reasonable and would support the resolution.

W. S. Fisher of St. John, though pro rata hardly sufficient.

The resolution was adopted.

Forest Fires.

"Whereas, at the last session of the Nova Scotia Legislature, in the Act for the protection of woods against fires, provision was made whereby the Gov-



M. G. DeWolfe, Kentville, N.S., Auditor Maritime Board of Trade. 1904-05.

ernor-in-Council might appoint chief forest rangers whose duty it was to enforce the provisions of said Legislature, and

"Whereas, the Act has been made ineffective in many counties owing to the fact that the municipality having to make provisions for the salary of said official has declined to make any recommendation to the Government for the appointment of such an official or has openly opposed such an appointment, and

"Whereas, in the opinion of this board the subject is of sufficient importance to justify the Government in making said appointment in every municipality, and whereas, in the opinion of this board it would be advisable to replant the burnt districts for the beneficial effect such replanting would have in increasing the welfare of the people.

"Therefore, resolved: That the Government of Nova Scotia be asked to forthwith make said appointments in the municipalities where none have already been appointed, and

"Further resolved, that the Government of Nova Scotia be asked to take into consideration the advisability of replanting such portions of the burned districts as may be found practicable."

The above resolution was introduced by A. E. Atlee, of Annapolis. His section, he said, was much interested in the manufacture of lumber and had suffered much from fires. The question affected not only the lumber districts but all parts, even the fruit and fish men depending for their packages on the lumber industry. The increase in fires would be a disaster to all. They had a good law but no machinery to enforce it. He asked the support of the board in favor of this resolution.

J. B. Oakes, of Wolfville, seconding the motion, emphasized the need not only of protection against fires but of re-foresting. No subject brought before the board was of greater importance, and he instanced the evil effects that had come to some parts of Europe through poor treatment of their forests similar to what was going on here. New Brunswick was even more vitally interested than Nova Scotia. Already he had seen great tracts reduced to barrenness on account of forest fires. The climatic effect of forests was most important. Streams, temperature, floods, droughts and late Springs were all related to the depletion of the forests.

The most effective way of preserving the forests was the diffusion of knowledge. Re-planting would pay and pay handsomely, as it was doing in Germany.

W. M. Jarvis, of St. John, seconded by W. S. Loggie, of Chatham, moved a rider that "The Government of New Brunswick be also requested to take into immediate consideration the extension of the Nova Scotia forestry system as well as the provision recently enacted for the County of Westmoreland, over the whole of the Province of New Brunswick.

G. D. Smith, of Chatham, informed the Board that New Brunswick already had a stringent law against fires, and had special guardians of the forests in their

fishery guardians, who filled this double office.

Prof. Andrews, of Sackville, expressed his pleasure at finding this subject brought before so many business men. In Ontario they had a law so effective that even the Indians would put out their fires before breaking camp, and the result had been eminently satisfactory. He explained the Westmoreland fire law and said that already a new realization of responsibility was prevalent. In his university they had a course of lectures so that their students might go out imbued with an appreciation of the value of the forests. The City of Baden in Germany paid part of their taxes with the profit from their timber lot.

B. H. Dodge, of Kentville, N.S., objected that in his county the owners of the forests had got them very cheap, and it was not right that the people should pay to protect these private rights. The owners should at least pay the greater part of the expense.

The resolution with rider was adopted.

Minas Basin Steamboat Service.

J. B. Oakes, of Wolfville, moved, seconded by J. E. DeWolfe, of Halifax, that,

"Whereas subsidies have been provided for carrying into effect a more effective steamer service between Parrsboro, Kingsport and Wolfville, and whereas Wolfville has not yet been included in this service in consequence of the damage last Spring to the new wharf near the mouth of Mud Creek,

"Therefor resolved that this Board express its appreciation of the building of the wharf and the granting of subsidies to render the service possible, as also of the recent vote of $6,000 for the reconstruction of said wharf.

"Further resolved that this Board urge upon the Department of Public Works the necessity of an early reconstruction of this pier, and recommend, if found practicable that Mud Creek be deepened by a Government dredge, in order to render transportation to and through the port of Wolfville less difficult, thereby increasing the volume of trade between the several cities and towns interested in this service."

Mr. Oakes urged that this was not a mere local matter but would redound to the good of trade in all the central part of the provinces.

Mr. DeWolfe believed that as the pier was there it should be made as serviceable as possible without delay.

The board concurred.

Coasting Laws.

Mr. Louis, of Louisville, complained of the ill condition of our shipping due to the coasting laws under which we live and asked for a committee to draft a resolution on the matter.

The request was granted and a committee appointed as follows: Capt. Louis, Capt. Allen, Capt. Read.

The Tormentine Route.

A lively discussion developed from the motion brought in by Capt. Anderson, of Sackville, declaring that in the opinion of the convention the most feasible route for Winter communication between



Hon. Senator Wood, Sackville, N.B., Retiring President Maritime Board of Trade.

Prince Edward Island and the mainland would be between a point on the southern coast of said island at or near Carleton Head and Cape Tormentine at the extreme easterly point of New Brunswick, and asking that the Dominion Government be memorialized to provide a pier and safe terminal facilities at said Carleton Head on Prince Edward Island, and as soon as possible have a steamer put on the said proposed Cape Tormentine and Carleton Head route.

Capt. Jos. Read seconded the resolution and explained how the action of the tides kept the ice open at this point part of nearly every day throughout the Winter. He made a strong plea for this resolution, showing the disadvantage the people labored under without this service.

Fred D. Boyer, of Georgetown, spoke strongly against the resolution.

John E. Birch, Alberton, asked for a fair trial of the Tormentine route. Till late Fall and up till February there would be very little difficulty.

Geo. E. Hughes, Charlottetown, did not think the board were in a position to dictate to the Dominion Government how they were to carry out their contract with the island. He contended the scheme proposed had been tried and tailed. It was not suitable for freight. He disputed Capt. Read's assertion that the people of the island thought the Tormentine route the best.

N. Rattenbury had no prejudice against the Tormentine route, but the freight rates were against the route.

Wm. Yould, Kentville, asked if the delegates from the island were not agreed on the route how could the board be expected to instruct the Government?

The Hon. Wm. Ross, Halifax, believed the matter could safely be left to the representatives of the island in the Dominion parliament. No part of Canada was better looked after than Prince Edward Island, and last year the mail and freight service had been a wonderful success.

The Hon. Senator McSweeney urged the necessity of uniting before results could be expected.

M. G. DeWolfe advised that the resolution be withdrawn.

A. B. Copp claimed great advantages for the Tormentine route.

Mr. Hughes protested that there was no jealousy of Summerside on the part of Charlottetown, but the facilities and rates by this route were not inviting.

Capt. Read retorted that there was no more jealousy between Charlottetown than there was between St. John and Halifax. (Laughter.)

Geo. A. Fawcett gave his experience in shipment of cattle to and from the island. From this he favored the Tormentine route.

John D. MacDonald, of Pictou, moved in amendment that from the information before them at present the board should not make any further recommendation to the Government.

The amendment was carried.

The Preferential Tariff.

St. John's preferential tariff resolution was moved by W. S. Fisher, who was very brief, as he wished the board

to hear H. J. Logan, M.P., of Amherst, who had given the matter his especial attention.

The resolution, seconded by G. S. Campbell, of Halifax, read as follows:

"Whereas, under our present tariff the preference of 33 1-3 per cent. on British goods applies to merchandise imported via foreign ports as well as to goods coming direct through Canadian ports, and in consequence of this a very large proportion of goods destined for Canada under this law is received through foreign ports to the detriment and loss of Canadian commerce.

"Resolved, that the Government of Canada be asked to apply the rebate only to goods coming direct to Canadian ports so that our ports and transportation companies may be built up by the business of our country."

Mr. Logan believed the resolution should commend itself to the men of the Maritime Provinces, confining as it did the effect of the preferential tariff to goods coming through Canadian ports. Last year we imported $15,000,000 in British goods through Boston that should have come through St. John or Halifax. Shipping companies complain of the difficulty in getting return cargoes. Such a provision would meet the situation. The United States could not object as we would be but following their example in their coasting laws, which were shutting out Costa Rica and the Philippines from the commerce of the world. We should be Canadians first, last and all the time and be loyal to the interests of our country.

J. E. DeWolfe expressed the feeling that the board lay under an obligation to Mr. Logan for his fine address. He hoped the resolution would have the unanimous support of the board.

The Hon. Senator McSweeney contended that imports came through the United States because of cheaper freights. The proposal would hamper trade.

Capt. Read, speaking as an old sailor, former ship-broker and now a shipper, believed the freight question would be solved by this proposal. Freights were high because loads could be got only one way. He believed we could divert this trade to our ports just as New York had diverted trade from Baltimore.

The resolution carried.

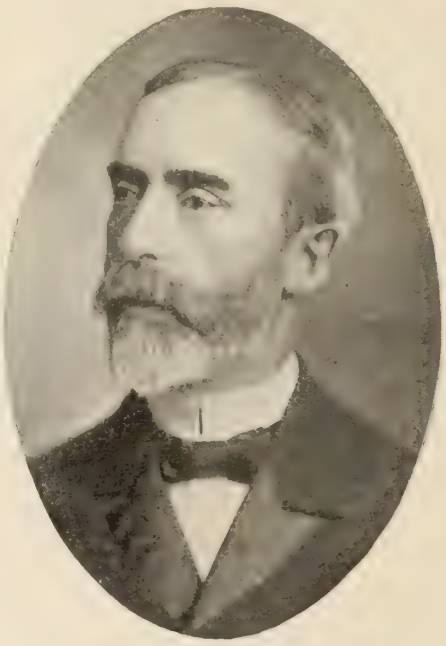
The Evening Session.

On resuming in the evening D. G. Smith, on behalf of the committee appointed at the morning session to draft an amendment to the constitution covering the fixing of the order of business, moved the following resolution:

"That by-law three be amended as follows: Subjects for consideration at the annual meetings and resolutions dealing therewith shall be forwarded to the secretary at least twenty days prior to the date of the annual meeting and the secretary shall have them printed and distributed to the local boards at least ten days before the date of such meeting; and the council of the board shall arrange the order in which the subjects may be discussed, so that they may be dealt with at the opening of the annual meeting.

The amendment was lost.

W. M. Jarvis, Halifax, as convenor, reported that the committee appointed



Horace Haszard, M.P., ex-President Maritime Board of Trade.

for the consideration of the president's address had much pleasure in recommending that the warm thanks of the board be given the president for his valuable address and the important information contained therein, and further,

That the president be requested to furnish the board with a copy of his address and that the same be published under direction of the council with the annual report of the board.

Seconded by J. E. DeWolfe the report was adopted.

The president thanked the board for this compliment and said he was happy to have done anything that had contributed to the object for which they had met.

A. M. Bell moved and G. S. Campbell seconded that hereafter time devoted to any subject except with the permission of the board be one-half hour and speeches be limited to five minutes.

It was moved in amendment that the rules allowing 10 minute speeches be adhered to.

The amendment carried.

I. C. R. Express Service.

The discussion over the express service on the I.C.R. was decidedly interesting. It was participated in generally, and at times narrowly escaped being heated. The question was brought up by H. A. Rice of Canso, moving as follows:

"Whereas, under the Railway Act all express companies may have same privileges over all railways in Canada except over the Intercolonial railway, and

"Whereas, under the contract between the Government and the Canadian Express Co. paragraph 15 stipulates that this agreement is subject to the condition that equal facilities and equal terms shall and may be granted to any or all express companies which may contract with His Majesty for the conduct of an express business over said railway, or any part thereof, and

"Whereas, over the I.C.R. railway between Montreal and Moncton, and from Truro eastward in Cape Breton and in P.E.I., there is only one express company permitted to do business, and

"Whereas, the shippers of fish and other merchandise from Eastern Nova Scotia and P.E.I., and shippers of fruit from Western Canada to points on I. C.R. east of Truro are handicapped by being shut out from a competing express service and compelled to pay extra rates of carriage and

"Whereas, numerous resolutions have from time to time been addressed to the Government asking that Dominion Express Company be granted same privileges over Government railways as are granted to Canadian Express Company,

"Therefore, resolved that this Maritime Board of Trade endorses said resolutions and urges upon the Government the early granting of said express privileges to other companies than that one now having the monopoly of the express business.

"Further resolved, that copies of this resolution be forwarded to Minister of Railways and Canals, Minister of Finance and Maritime members at Ottawa."

The resolution was seconded by J. E.

DeWolfe, of Halifax. Thirty similar resolutions had been forwarded to the Government. The agreement with the company provided for granting equal privileges to others and he had correspondence from fruit and fish men all over the province supporting the resolution.

E. D. Smith, M.P., Winona, Ont., a fruit grower of that province, said that last Winter a resolution was passed asking the Government to put the system upon the road as is now on a portion of it. These resolutions were taken before the Minister of Railways. They were cordially received and the Minister promised to take the matter into consideration. He suggested that objections might be raised and these objections have been raised by the company having the monopoly over the Maritime Provinces. The first argument is that the I.C.R. will lose some portion of its revenue through employing extra cars. But the Dominion Express Company has guaranteed the Government that there shall be no loss of revenue. The other argument is that it will derange the system, through the increased traffic. This is exactly what the I.C.R. wants and its able management will be able to distribute it without any loss of revenue. This is a Government road and ought to be available to all who wish to take advantage of it. The fruit growers, Mr. Smith said, felt very earnest about this.

John T. Hawke said that we were told that this question means merely competition for the Maritime Provinces. It was a well known fact that there was a cast iron agreement between these two express companies in regard to rates, and that allowing them to compete on the I.C.R. would not cause the lowering of the rates one dollar.

If, he said these gentlemen really wish competition, they would have no objection to the following rider which he moved:

"That this only be granted on condition that the C.P.R. give other express companies equal running right over their line with the Dominion Express Co., in the Maritime Provinces and Quebec."

Senator McSweeney seconded the amendment.

J. E. DeWolfe spoke at some length on this question and could not see why the two express companies could not be granted equal rights on the I.C.R. He produced letters from many fruit importers of the East, and fish shippers, agreeing with the motion and giving their assent and suport to the proposal. Mr. DeWolfe said that it was not the Dominion Express Co. who were asking for these privileges, but the fish shippers of Nova Scotia, and the fruit growers of Ontario.

A. Shaffer, of Sydney, said he could not see why any business man should oppose this proposal. It was a privilege which every man should vote for, as it would bring revenue into the lower provinces.

Mr. DeWolfe, Kentville, wished to know what was behind this, to keep any man from voting for this resolution.

A. W. Cruise thought there was something behind this, but it was on the other



W. A. Black, ex-President Maritime Board of Trade.

side of the fence. He said that there was no complaint of the express service at Sydney. This board was no doubt canvassed by the C.P.R.

Mr. Jarvis, St. John, had a resolution adopted by the St. John Board of Trade, urging the Government to grant to all express companies equal rights and privileges on all Government railways. Competition, he said, wakens everybody up and was a good thing for the public.

J. E. DeWolfe took exception to Mr. Cruise's remarks and said the Halifax board was not canvassed by any express company.

J. T. Hawke said that articles had been published in the Halifax newspapers, purporting to be public opinion in favor of this question. These, it is understood, were really accepted and published as advertisements, and not as an unsolicited expression of opinion. Continuing, the speaker said that his amendment did not oppose the spirit of the resolution, but aimed to give the so-called benefit of competition to the oppressed people of the St. John Valley.

W. S. Loggie, Chatham, could not see what benefit could be obtained by two express companies.

Capt. Read, Summerside, said there were only two express agents on the whole island and they were shamefully careless. He thought the P.E. Island Railway should be put on the same basis as the I.C.R.

H. H. Acorn, Souris, P.E.I., said that more express privileges were needed on the P. E. Island Railway, as well as an increase in the number of express offices.

The amendment was lost and the original motion carried.

F. W. Sumner, president of the Moncton Board of Trade, announced that it was the intention of the local board to entertain the delegates to a trip to the Memramcook and St. Joseph oil fields, leaving the station at 8.30. All were cordially invited.

The invitation was accepted.

To Secure Emigrants.

The Kentville Board of Trade raised the question of "What is the most advantageous way to advertise the resources of the Maritime Provinces; whereby a desirable class of British emigrants may be secured and retained as permanent citizens."

The question was put forward by Capt. Allen and seconded by M. G. DeWolfe.

The latter said that in the Annapolis and Cornwallis Valleys they were much handicapped through lack of help. They needed a good class of emigrants. The trend was westward; streams passed through Halifax and never stopped in the lower provinces. In his district they had got out some illustrated pamphlets portraying the advantages of the Valley but if they were to keep up their industries in the Maritime Provinces they must unite in this work. He hoped some practical suggestions would be brought out.

W. S. Fisher, of St. John, agreed that there was a need for more people. The conundrum was how to get them. He believed something might be done by

preparing literature for circulation in Britain through the immigration officers.

G. S. Campbell concurred in what Mr. Fisher had said. A book should be prepared telling the advantages of the Maritime Provinces. These should be distributed to prospective immigrants.

C. Jameson moved the matter be referred to a committee of five to devise a scheme and report before the board adjourned.

D. G. Smith seconded the amendment.

J. E. Birch said the root of the difficulty lay in the fact that the young men went to the United States.

Capt. Read inquired what was the use of bringing people from outside when they could produce better at home. He said the C.P.R. were taking young men to the Northwest for $10 and charging them $20 to come back. He thought that should be prohibited.

The amendment was carried and the president named the mover, seconder, Capt. Allen, Mr. Dodge and Mr. Fisher as the committee to report on the matter.

Steamer to Magdallens.

J. E. Birch, Alberton, introduced the subject of a subsidy for a steamer to ply between ports on the north side of Prince Edward Island, the Magdallen Islands and North Sydney. The distance of the whole route is about 625 miles. Mr. Birch moved that a subsidy of $200 per trip be given for this steamer to ply a weekly service between Prince Edward Island, Miramichi, Sydney and the Magdallen Islands.

The motion was seconded by H. H. Turner, West Prince, and carried.

Lobster Fishing.

"Whereas lobster hatcheries have proven to be of great value in conserving our fisheries; Resolved, that in the opinion of this board it is advisable in order to preserve the lobster fisheries, that hatcheries be established along the coasts of the Maritime Provinces at such places as will enable the spawn of lobsters caught for canning purposes all to be collected and hatched."

The above resolution was introduced by F. G. Boyer and C. Jameson, both speaking strongly on the matter and pointing out how the lobster fisheries have been depleted.

A. W. Bell inquired whether it were not illegal to can seed lobsters.

Mr. Boyer said it was, but it was done nevertheless.

W. S. Loggie, Chatham, moved as a rider that the Government be asked to prohibit the fishing of lobsters by "curleys" as these "curleys" are fished close to the shore and only small lobsters are taken.

Hon. Wm. Ross thought we should make every effort to improve our lobster fisheries.

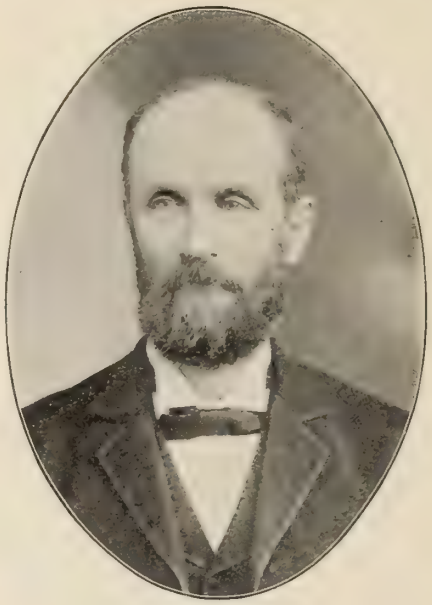
The motion was carried.

On motion of A. M. Bell it was decided to appoint a committee to report on the names of officers for the coming year.

The committee as constituted by the president's nomination were the mover, the seconder and Messrs. DeWolfe, Jameson and Loggie.

To Meet at Yarmouth.

A letter was read by the secretary



W. S. Loggie, M.P.P., ex-President Maritime Board of Trade.

from the Yarmouth Board of Trade inviting the board to make Yarmouth its next place of meeting.

On motion of W. S. Loggie, seconded by J. E. DeWolfe the invitation of the Yarmouth Board of Trade to meet in their town next year was accepted.

A Field Day.

The board took Thursday off and as the guests of the local Board of Trade enjoyed a delightful trip to the Dover and St. Joseph oil fields now being developed.

It threatened rain in the morning, but despite this most of the delegates, together with a large number of Moncton business men, in all a party of about 200, boarded the special train at 8.30 in the morning and were soon landed at the quaint little village of Memramcook in the centre of the beautiful Memramcook Valley.

The party were met at the station by the farmers of the vicinity and driven through the valley around to the Dover wells, where the pumping station and boring rigs as well as the wells themselves were inspected, the party coming away impressed with the bright prospects of this field.

From here the party were driven around to St. Joseph College, where they were given a most hearty welcome by the Rev. Father Cormier and the young ladies of the village who had volunteered to assist in extending the hospitality of the college to the visitors. Dinner, which was served immediately, reflected the highest credit on the menage of the college and gave the greatest satisfaction to the hungry visitors. The afternoon was spent inspecting the college buildings and grounds and the oil wells situated thereon. A special attraction was the shooting of one of these wells with nitro-glycerine, a sight seldom witnessed by any present. A further demonstration of the power of this explosive was given by setting off a can that had been nearly emptied. The detonation was tremendous and signally impressive.

The train met the party at college bridge, but before returning a hearty vote of thanks was passed to Rev. Father Cormier who had proved himself the "Prince of Hospitality" and to the young ladies who had volunteered their assistance for the occasion.

Next Year's Officers.

On resuming in the evening after returning from the oil fields the board immediately received the report of the nominating committee appointed the previous evening. The report was presented by C. Jameson and recommended the following gentlemen for the respective offices:

President—E. K. Spinney, Yarmouth.

1st Vice-President—Capt. Jos Read, Summerside.

2nd Vice-President—W. S. Fisher, St. John.

Permanent Secretary-Treasurer—C. M. Creed, Halifax.

Corresponding Secretary—C. H. Armstrong, Yarmouth.

Auditor—M. G. DeWolfe, Kentville.

On motion of Messrs. Bell and Smith nominations were closed and the secretary instructed to cast a formal ballot for each gentleman on the list proposed

by the nominating committee confirming their election.

J. E. DeWolfe, as chairman of the committee on orders, asked that a question proposed by the Charlottetown Board of Trade as to the best means of developing the fisheries of the Maritime Provinces and inadvertently omitted, be added to the list. The request was granted.

Immigration.

Capt. Allen, chairman of the committee appointed to consider the question of securing immigration to the Maritime Provinces, moved:

"That in the opinion of this board the Governments of Nova Scotia, New Brunswick and Prince Edward Island should co-operate in the publication and distribution in Great Britain and Ireland, among a desirable class of prospective emigrants, of literature, showing the advantages offering to settlers in the Maritime Provinces of Canada: and that committees consisting of three members of this board from each of such provinces be now appointed to bring the subject before the respective Governments."

Speaking to the resolution Capt, Allen emphasized the need of immigrants, especially in Nova Scotia, which had been behind New Brunswick in this matter.

The resolution was seconded by C. Jameson, who added the suggestion that the local boards supply the committee with pictures illustrating the attractions of their several districts.

The resolution was carried unanimously and the appointment of the committees left to the president, who named the committees as follows:

New Brunswick—W. M. Jarvis, St. John; Hon. Senator McSweeney, Moncton; D. G. Smith, Chatham.

Nova Scotia—G. S. Campbell, Halifax; C. Jameson, Digby; Dr. W. B. Moore, Kentville.

Prince Edward Island—N. Rattenbury, Charlottetown; J. E. Lefurgey, Summerside; H. H. Acorn, Souris.

Capt. Wm. Louis, of Louisburg, felt that the shipping interests of the provinces needed protection and moved:

"That whereas the shipping interests of the Maritime Provinces are every year decreasing, and whereas the chief cause of such decrease is a treaty or treaties existing between the Imperial Government of Great Britain and several European nations, said treaty or treaties allowing the shipping of such European nations to become common carriers in the Canadian coasting trade, much to the injury of our merchant marine, be it therefore resolved that this Maritime Board of Trade respectfully ask the Canadian Government at Ottawa to use its good influence with the Imperial Government of Great Britain to have such treaty or treaties as far as concerns the Canadian coasting trade amended."

Proceeding, the mover argued that all knew our coasting trade was falling off. The reason was that foreigners were taking our coasting trade away from our Canadian sailors and ships. Their ships were built abroad, their sailors hired abroad, and their supplies purchased share in our coasting trade to the injury abroad, and yet they were allowed to of Canadian shipping.

Capt. Allen, in seconding the resolution, said the foreigners who were taking away our carrying trade would live on half what our own sailors required. If we were to preserve our mercantile marine we must take some such action as proposed by the resolution.



D. G. Smith, Chatham, N.B., Secretary Maritime Board of Trade, 1900 1.

Capt. Read explained the working of coasting laws. Canadian ships could not coast in United States, or United States ships in Canada, but owing to treaties between Great Britain and Norway and Sweden, ships of these countries could coast on Canada while Canadian ships did not have reciprocal rights in these countries. They wanted the Government to ask Britain to denounce the treaties with these countries so far as they concerned Canada, and thus put us on a fair basis to build up our shipping interests.

J. E. DeWolfe suggested a change in the wording of the resolution which was concurred in as appearing above.

Senator Ross was of the opinion that no harm would result from passing the resolution. Great Britain, however, was very conservative in regard to her treaties, and he did not think she would be likely to alter them. But supposing the resolution was given effect where, he asked, were the ships to carry on existing trade?

Mr. Campbell rose to remark that there existed very grave dissatisfaction in Great Britain itself among ship owners over the coasting laws along the lines just indicated. He thought the passing of the resolution would have an effect.

The resolution carried.

The Lobster Fisheries.

Wm. T. Tidmarsh, of Charlottetown, on behalf of the South King's board, introduced the following resolution:

"Whereas the rapid decline of the lobster fishery, as shown by the reports of the fishing affairs in the Maritime Provinces, is viewed with alarm by this board and as the decline appears to be greatest in those sections where illegal fishing is carried on,

"Resolved, that it is desirable that the Government take active measures to enforce the regulations for the protection of the lobster fishery by instructing the officials of the Marine and Fisheries Department to suppress illegal fishing after the season in their respective districts.

"Further resolved that fishing stations for educating our fishermen be established by the Government at suitable places along the Atlantic coast and the Gulf of St. Lawrence; and further, that it is desirable that the Government take into consideration the re-organization of the fishing service with the view of bringing it up to a higher state of efficiency.

"That a copy of this resolution be sent to the Minister of Marine and Fisheries and to the Maritime members of parliament.

In support of his resolution Mr. Tidmarsh read a very able and exhaustive paper on the fisheries of the Maritime Provinces in general.

Capt. Jos. Read seconded the resolution "without remarks."

H. A. Rice, of Canso, explained what was being done at Canso by the Scotch fishermen brought over by the Government to experiment with the herring

fisheries. Their meshes were too small, but despite this they had shown reason to expect our herring would yet command the same price as Scotch herring.

The resolution carried.

Sydney's Harbor.

Sydney's claim for the use of a steamer part of the Winter to keep her port open was presented by S. Shaver of that town, and seconded by Mr. Fraser, of Summerside.

On advice of Messrs. Rattenbury, Ross, Read and Allen the mover and seconder changed their resolution to a request for a steamer for themselves and secured the endorsation of the board for the following resolution:

"Whereas, Sydney being a steel and coal centre of great importance to the commercial interests of the Dominion of Canada by and through her splendid geographical position on one of the most useful and beautiful natural harbors in the world, enjoying as she does the distinction of being the second largest shipper in the Dominion, and aspiring to the claim in the near future of being the largest shipping port in Canada,

"Resolved, that this Board of Trade representing the bone and sinew of the commercial and other interests of the Maritime Provinces, do petition and request the Government of Canada to supply an ice breaking boat to be located permanently at Sydney, thereby making Sydney harbor an open port to the world in Winter as well as Summer, facilitating as it will the easy and safe shipment of steel and coal from our port at all seasons."

The Dog Fish Question.

C. Jameson, on behalf of the Digby board, animadverted on the ravages of the dog fish which now made fishing in some months unprofitable. He had learned from the papers that the Government proposed to establish three plants for the destruction of dog fish. He moved that:

"Whereas the Federal Government contemplate the establishment at certain points in the Maritime Provinces of fish reduction plants for the extermination of the dog fish, and the utilization of the products of such plants for fertilizing purposes,

"And whereas it is feared that the proposed plants may not be of sufficient capacity nor so situated as to render them capable of treating all the material available,

"Therefore, resolved, that the Government be respectfully requested further to grant a bounty of reasonable amount to any person or company proposing to establish similar works as a private enterprise at such places in the Maritime Provinces as may be approved by the Department of Marine and Fisheries.

The motion was seconded by W. M. Jarvis and adopted.

Amherst Wanted Board.

J. A. Laws, of Amherst, wished to re-open the question of the next meeting place. Amherst was very anxious to have the board next year and were surprised the matter had been decided so early in the meeting. The board appreciated very much the invitation from Amherst but were unable to re-open the question. The invitation, however, was ordered placed on the minutes to give Amherst a claim the next time the board meets in Nova Scotia.



Chas. D. Stewart, former Corresponding-Secretary Maritime Board of Trade.

Steel Ship Building.

This very important subject was brought before the board by J. E. DeWolfe, of Halifax, who moved as follows:

"Whereas the substitution of steel for wood in the construction of ships has reduced Canada from her position as one of the four ship-building and ship-owning countries of the world to a place amongst the most unimportant;

"And whereas her coast line on two oceans of over two thousand (2,000) miles, with enormous lake and river navigation leading to the interior of the continent, has produced not only a great coastwise and foreign trade, but a large population skilled in maritime affairs;

"And whereas Canada possesses all the natural facilities and materials for the production of steel vessels, but is prevented from utilizing them by reason of the skill and capital employed in British yards, which have established England's supremacy in this industry, the products of which are admitted free to our coastwise as well as foreign trade;

"And whereas the above conditions prove that Canada can never regain her position as a maritime country unless the Government offers inducements by bonus or otherwise to shipbuilding companies to establish that industry;

"Whereas several municipalities and Boards of Trade in the Maritime Provinces have memorialized the Dominion Government to grant aid to the industry by means of bonus or otherwise, and;

"Whereas a similar memorial from parties interested in this industry in Western Canada has also been presented to the Government;

"Resolved, that the Maritime Board of Trade hereby endorses and approves the principle of a bonus to steel shipbuilding, as offering a new and profitable field for the utilization of our steel products, the employment of skilled labor, and more than all, in the creation of a new mercantile marine, which was formerly a great source of wealth to our country."

Weights of Packages.

The last item to be discussed at the evening session was the one from St. John in regard to the weights of packages.

J. Hunter White moved, seconded by W. M. Jarvis:

"That whereas the interests of consumers are materially affected by a growing custom of short weight in putting up of various kinds of goods sold either canned or in packages, and whereas the reputation of wholesale dealers in such goods is also prejudiced thereby,

Therefore resolved, that this Maritime Board of Trade submit to the Government the importance of providing by law that in the case of such goods each can or package shall be marked with the net weight of the article contained therein and that suitable penalties be imposed for infraction of the law where it shall appear that there was short

weight at the time of putting up such goods."

Messrs. Jarvis, Bell, Smith, Anderson, Read, Moore and Birch expressed their approval of the resolution, and it passed as read.

The Final Session.

The board resumed business Friday morning at 9.30, imbued with a determination to dispose of matters with dispatch, and a large amount of work was concluded before rising at one o'clock.

Labor Legislation.

The first matter considered was Moncton's resolution on the labor question, J. T. Hawke and Capt. Jos. Read standing sponsors for it. The resolution read :

"Whereas municipal corporations in the Province of New Brunswick have been applying for and obtaining authority to impose a license fee upon mechanics and laborers working within and residing outside the municipality.

"Therefore, resolved that in the opinion of this board of trade, such legislation is not in the best interest of the province, and that such power should not be granted to municipal corporations."

The mover of the resolution protested against the aggression of the labor unions, especially as in Moncton it was almost impossible to secure labor. The resolution met with the favor of the board.

Fast Atlantic Service.

The father of the movement for the fast Atlantic service, A. M. Payne, of Halifax, again brought the subject briefly to the attention of the board, and proposed this resolution :

"Whereas the construction of a second Canadian Transcontinental Railway, and the growing expansion of Canadian exports and imports indicate the imperative necessity of utilizing Canadian shipping ports to the fullest possible extent, in order to keep pace with constantly increasing internal development;

"And, whereas, the maintenance of a separate Summer and Winter Atlantic mail service between Britain and Canada has proved inadequate to the requirements of Canadian commerce ;

"And, whereas, it has been admitted in the Dominion Parliament that nine-tenths of the Canadian mails to and from Great Britain are dispatched and received via New York ,

"And, whereas, the Home Government has recently granted the largest ocean mail subsidies on record to assist in the construction of the two fastest steamers in the world for service at foreign ports ;

"And, whereas, the establishment of a Canadian fast Atlantic service affords a material all round decrease in mileage and consequently a more rapid conveyance of the Imperial mails to and from the Orient ;

"And, whereas, the Atlantic ports of Canada are several hundred miles closer to the Motherland than other ports, and better adapted for rapid ocean mail transit on modern lines ;

"Therefore, resolved : That the Maritime Board of Trade strenuously protests against the present divided system of Atlantic mail transit, which, at a cost of over a thousand dollars per day, only provides an ocean mail service very slightly, if at all, in advance of the average time of delivery for the Atlantic mails at the inception of ocean steamer navigation, three-quarters of a century ago :

"And further resolved : That in view of the fact that over twenty steamers with a speed of from twenty to twenty three knots are now plying on the North Atlantic, the time has arrived for the people of this Dominion of Canada, with the aid of its Government, to inaugurate the long-promised fast Atlantic service on the basis recently suggested by an acknowledged authority on the subject as 'The fastest ocean steamers on the shortest ocean passage.' "

Capt. Read, in seconding the resolution, urged that the board keep agitating for as fast lines for Canada as are to be had at New York. Halifax harbor, he said, was excelled by no harbor in the world.

Capt. Allen supported the resolution, and referred to the immense quantities of produce Canada would soon have to export. Trade would become congested, and he thought the Government should subsidize a fast Atlantic service which, contrary to prevalent opinion, would carry large quantities of freight.

Alex. Stephen of Halifax believed the time had arrived for a fast Atlantic service. A seventeen knot service was not good enough. He did not think it creditable that Canadians should cross the Atlantic via New York. He gave the board a motto he had seen on the tent of a party of campers, "Whilst we live, let there be no doubt about it." They should adopt this motto in their efforts to get a fast service.

Hon. Wm. Ross thought it unfortunate to have to pay heavy subsidies to a line which, after all, would give only a 17 knot service. "Let us have the fastest and best possible," continued Mr. Ross, warming up. The people in Ontario were narrow minded on this matter. They should eat more fish, and forget their prejudices.

The resolution was carried enthusiastically.

Improvement of Intercolonial.

R. L. Starr, of Wolfville, introducing this subject, stated that the Intercolonial had been built when speed was not so important as at present. He mentioned many places where the road could be improved. This was necessary, especially if we were to have a fast Atlantic service, and were to compete with American lines. It would take some years and should be begun at once. He therefore moved that :

"Whereas, it is considered advisable by this board that the Intercolonial Railway shall be so improved by double tracking where needed, by improving terminal facilities at Halifax, and by shortening and improving the grades where possible so as to provide for fast and increased traffic which will result from the establishment of a fast line of steamers from Halifax to Great Britain ;

"Therefore, resolved That the Dominion Government be respectfully requested to take this matter into careful consideration and inquiry, to appoint a competent person or commission to survey and report upon the possible improvements, the estimated cost of such changes, as far as possible the benefits likely to accrue from such changes, and the extra speed to be attained by fast trains over the improved line."

J. B. Oakes remarked that the improvement of the Intercolonial was vitally related to the other reforms desired by the board.

Hon. Wm. Ross had a good word to say for the present Minister of Railways. The road could, he said, be shortened 12 miles between Moncton and Amherst.

The resolution was carried without opposition.

P. E. I. Freight Rates.

Prince Edward Island had another grievance in the excessive freight rates to and from inland points on the mainland. In this connection G. H. Hughes, of Charlottetown, moved, seconded by Capt. Read, that :

"Whereas, shipments from points on the P. E. I. Railway to points on the I. C. R., and shipments from stations on the I. C. R. to stations on the P. E. I. are subject practically to three short haul rail rates, Winter and Summer, the ferry service on the Straits charging a short haul rate, and

"Whereas, shippers on the I. C. R. from points on the mainland to stations in Cape Breton, notwithstanding the ferry service at the Straits of Canso, are only charged a continuous railway haul, the resulting overcharge

on shipments to and from the Island on fifteen ton carloads of 8th class produce on an 80-mile haul is equal to the difference between $45 and $28, as compared with an equal haul on the Intercolonial. Rates on first-class goods show a much greater injustice against Island shippers to the mainland than mainland shippers to the Island ;

"Therefore, resolved : That in the opinion of this board the rates of freight from all points on these Government roads to and from the Island should be adjusted on the basis of a continuous rail haul ;

"Resolved, that the same principle apply to shipments originating at Island points and transferred to the Intercolonial ;

"Resolved, that copies of this resolution be sent to the Minister of Railways and our Maritime representative at Ottawa."

The resolution was adopted.

The Wool Industry.

F. G. Bovyer, South Kings, P. E. I., seconded by Capt. Read, moved that :

"Whereas, the Maritime Provinces are eminently adapted to the wool raising industry, and woolen cloths at times manufactured contained inferior substances ;

"Therefore, resolved : That it is desirable that the Government be requested to place such restrictions on manufacturers that will compel all woolen fabrics to be plainly markes as to proportion of pure wool or adulterations therein contained, in a manner similar to the legal restrictions placed by Government on manufactured imitations of dairy products, such as oleomargarine filled cheese, etc."

The resolution was adopted with little discussion.

Undesirable Advertisements.

C. Jameson of Digby found a grievance in undesirable advertisements that sometimes crept into newspapers, tending to deceive the public, such as wildcat stock promotions, and proposed a resolution as follows :

"Resolved, that this board, having in mind the patriotism and sense of fairplay of our Canadian newspapers as a whole, cannot but regret the occasional publication therein of prospectuses and advertisements inviting and encouraging investment in ventures the commercial standing of which is entirely doubtful as unknown, and the object of which is to enrich the promoters at the expense of the public, thereby prejudicing the flotation of legitimate enterprises calculated to aid in the development and stimulate the production of the country ;

"Further resolved, that this board entertains the hope that by the increased care and discretion of publishers the prospectuses and advertisements of unscrupulous promoters may in future be denied space in the Canadian press."

M. G. DeWolfe seconded the resolution, although rather at a loss to know how it could be made effective.

The motion was adopted.

To Preserve Historic Spots.

A resolution of unique but most commendable nature was brought forward on behalf of the Wolfville board by J. B. Oakes, who moved that:

"Whereas places of historic interest in the Maritime Provinces constitute one of the leading attractions, inducing tourist travel and the circulation of considerable money, and whereas most of these places are now owned by private persons and are unsightly and unmarked by any monuments and in consequence of which they are disappointing to strangers visiting among us, and whereas our historical societies could probably secure the erection of suitable monuments thereon by private subscription and thus foster in a higher patriotism and more firmly cementing the ties binding our English and French people togetther, therefore resolved that the Dominion and Provincial Governments be respectively memorialized and requested to take such steps as may result in the public ownership of the more important of these places commemorative of and binding us to our past."

Hon. Wm. Ross agreed it was very desirable that our children should be made familiar with our glorious history. He supported the resolution, which was carried enthusiastically.

Bank Cheques.

O. B. Smith drew the attention to the prevalence of paying accounts by cheques and the loss resulting from the excessive exchange on cashing such cheques, and moved:

"Whereas chartered banks have established agencies at different points in the Maritime Provinces, and cheques drawn on these agencies have come into general use as a circulating medium,

"And whereas such cheques do not represent their face value outside the town or city in which they are drawn, and through custom the receiver is obliged to lose the exchange, an item which in the aggregate represents many thousands of dollars annually to the jobbing and distributing trade in the Maritime Provinces,

"And whereas the present charges made by the banks for cashing such cheques are considered excessive particularly for small amounts up to thirty dollars,

"Therefore resolved, that this board confer with the Clearing House Association at Halifax and St. John with a view to adjusting present exchange rates on a basis at least equal to that charged by express companies for transmitting similar amounts."

The motion was seconded by A. M. Bell and passed without opposition.

Cables and Telegraphs.

J. E. DeWolfe complained of injustice in the rates charged for sending messages by wire to and from the island and supported by Capt. Jos. Read, moved as follows:

"Resolved, that this board puts itself on record as in favor of the Government ownership and operation of telegraphs as in the United Kingdom, and that pending the general acquirement of the various systems the Government be memorialized to expropriate and operate the lines and cable of the Anglo-American Telegraph Co. from Sackville, New Brunswick to Prince Edward Island, including the land lines in the latter province.

The resolution was adopted.

Financial Report.

As the ordinary business of the board was now concluded (item 22 and one or two others having been withdrawn owing to lack of time) the secretary presented his financial report.

THE MARITIME BOARD OF TRADE.

In account with Chas. M. Creed, Permanent Secretary.

To general expenses for 1904	$121.49	
To Secretary's salary.....	125 00	
		$246.49
CREDIT.		
By balance from 1903.....	$183.15	
By subscriptions for 1904.....	238 18	421.33
Balance.....		$174.84

Examined and found correct.
M. G. DEWOLFE,
Auditor.

Notes.

F. W. Sumner, president of the local board, directed the trip to the oil fields.

Senator Wood made an admirable presiding officer and never the least friction was noticed in the proceedings.

Secretary Creed, despite his three score and ten and four years, retains all his old-time vigor and good fellowship.

Seventy-three delegates registered, representing twenty-two boards, making one of the most representative Maritime Boards for some years..

RHYS D. FAIRBAIRN (LIMITED)

Manufacturers of

Ladies' Neckwear and Dry Goods Novelties

8-10 Wellington Street East, Toronto

Our new factory is equipped with the latest and best machinery made. We manufacture a complete range of Ladies' Neckwear, Ruchings, Frillings, and Plaited Goods.

"BOSTON" FOUNDATION COLLAR

Rhys D. Fairbairn (Limited), Toronto



A FEW OF THE LATEST VEILS:

THE ALICE ROOSEVELT
THE NEWPORT
THE UMBRELLA
THE TOURIST

THE LEADING COLORS:

TANGERINE
MYRTLE
BROWN
CHAMPAGNE

The place to get High-Class Novelties and Sure Sellers in Veilings, Laces, Dress-Trimmings, Allovers and Embroideries.

CANADA VEILING CO., 93 York St., Toronto



THE CELEBRATED

P.D.

CORSETS

ARE THE RECOGNIZED STANDARD OF ALL

High-Class Corsets

They have undoubtedly the largest sale in all countries. This has been reached solely through the merit and high qualities of the goods.

KONIG & STUFFMANN

11 Victoria Square, MONTREAL

SOLE AGENTS FOR CANADA.

RETURNED
SEP 21 1904

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office Toronto, Ont.

Capital - $2,000,000.00
Assets, over - - 3,546,000.00
Annual Income - 3,678,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $1,000,000.00.
TOTAL ASSETS, $2,024,096.02
LOSSES PAID SINCE ORGANIZATION, $23,886 005.32.

HEAD OFFICE, - BRITISH AMERICA BUILDING,
Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J. KENNY, Vice-President
P. H. SIMS, Secretary. and Managing Director

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life ASSOCIATION.

W. H. BEATTY, PRESIDENT.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

THE CANADIAN BANK OF COMMERCE.

Paid-up Capital, - - $8,700,000
Rest, - - - - $3,000,000

HON. GEO. A. COX, President. B. E. WALKER, General Manager.

HEAD OFFICE: TORONTO, CANADA.

This Bank, with 110 branches, covering all the principal cities of Canada and the Pacific coast of the United States, and its own offices in London, Eng., and New York, is able to offer to those engaged in mercantile business of any kind unexcelled facilities for any legitimate banking business.

LIST OF BRANCHES:

BRITISH COLUMBIA:

Atlin	Greenwood	Nanaimo	Vancouver
Cranbrook	Kamloops	Nelson	" East End
Fernie	Ladysmith	New Westminster	Victoria

MANITOBA AND NORTHWEST TERRITORIES:

Calgary	Elgin	Moose Jaw	Regina
Carman	Elkhorn	Moosomin	Swan River
Dauphin	Gilbert Plains	Neepawa	Treherne
Dawson	Grandview	Ponoka	White Horse
Edmonton	Innisfail	Portage la Prairie	Winnipeg
Lloydminster	Medicine Hat	Red Deer	" North

ONTARIO AND QUEBEC:

Ayr	Dundas	Ottawa	Stratford
Barrie	Dunnville	Paris	Strathroy
Belleville	Fort Frances	Parkhill	Toronto, 8 offices
Berlin	Galt	Peterboro'	Toronto Junction
Blenheim	Goderich	Port Perry	Walkerton
Brantford	Guelph	St Catharines	Walkerville
Cayuga	Hamilton	Sarnia	Waterloo
Chatham	London	Sault Ste Marie	Wiarton
Collingwood	Montreal	Seaforth	Windsor
Dresden	Orangeville	Simcoe	Woodstock

MARITIME PROVINCES:

Amherst	Canning	New Glasgow	Springhill
Antigonish	Halifax	Parrsboro'	Sydney
Barrington	Lockeport	Sackville	Truro
Bridgewater	Lunenburg	St John	Windsor
	Middleton	Shelburne	

IN THE UNITED STATES:

New York Portland, Ore San Francisco.
Seattle, Wash. Skagway, Alaska

LONDON, ENGLAND, OFFICE: 60 LOMBARD ST., E.C.

A general banking business transacted. Foreign exchange bought and sold

MANUFACTURERS AND MERCHANTS.

It may be necessary for your staff to have fidelity bonds. We act as surety on such. We are known the world over.

Write to us for terms and particulars.

The London Guarantee & Accident Co., Limited,

D. W. ALEXANDER, General Manager for Canada,

Canada Life Building, - - - TORONTO.

CAPITAL PAID UP, - - $1,000.000.
RESERVE FUND, - - 1,000,000.

THE METROPOLITAN BANK.

DIRECTORS

R. H. WARDEN, D.D., President S. J. MOORE, Esq., Vice-President
D. E. THOMPSON, Esq., K.C. His Honor W. MORTIMER CLARK, K.C
THOS. BRADSHAW, Esq.

HEAD OFFICE, - TORONTO.

W. D. ROSS, GENERAL MANAGER.

GENERAL BANKING BUSINESS TRANSACTED

SAVINGS DEPARTMENT at all Branches.

ACCOUNTS SOLICITED

Drafts Bought and Sold.
Letters of Credit Issued.

FINANCE AND INSURANCE

CHARTERED BANK STATEMENT.

THE statement furnished by the thirty four chartered banks for the month of July shows evidence of steady but continuous expansion, even when compared with the most expansive of Canada's recent prosperous periods. As compared with June, the note circulation of the banks shows slight contraction—a natural development during July. As compared with July last year, the note circulation has expanded more than two million dollars, and the expansion is about eleven million when compared with July, 1901.

The deposits of the public with Canadian chartered banks also continue to increase in the most encouraging way. The total deposits amounted to $431,015,762 for July, as compared with $423,874,030 for June, and $382,140,101 for July, 1903. Deposits after notice continue to show the greatest relative expansion, but the expansion in deposits on demand has been quite appreciable, being nearly two and a half million dollars as compared with June.

Deposits of the public on withdrawal after notice have more than doubled since July, 1896. They were then $122,100,074, whereas for July, 1904, they were $312,713,823. When the July deposits withdrawable after notice are compared with those of June, an expansion of nearly five million dollars is shown.

Current loans and discounts amounted to $208,759,940 for July, 1896, and to $414,096,802 last month, a gain of $205,336,862, or nearly a hundred per cent. There is a slight gain in discounts comparing July with June, and a gain exceeding fifty millions as compared with July a year ago. It is also significant to note that call loans which went up to $45,876,667 in July, 1902, are now down to $31,924,405.

Foreign business has contracted appreciably since last year, which goes to show that the Canadian banks have now pretty nearly enough Canadian business to keep them busy. The total assets of the banks now amount to $696,409,519, or $140,000,000 more than the liabilities, as compared with $641,985,699 a year ago and $319,582,621 for July, 1896. At that time, July, 1896, there were thirty-eight chartered banks, so that the average assets amounted to $8,410,000, whereas now there are only thirty-four chartered banks, and the average assets amount to $20,482,632.

AUSTRALIAN OPPORTUNITIES.

IN his latest report on trade conditions in Australia, D. H. Ross, Canadian Commercial Agent at Melbourne, remarks that up to the present no Canadian or United States banks have opened branch banks in Australia or New Zealand. There appears to be a splendid opening for an extension of the Canadian banking system to Australia, which would be appreciated by all Canadian houses doing business there, as well as by exporters to Australia. At present all exchanges are made through London, which is inconvenient, expensive and pregnant with delay. Gold can be shipped from Australia to Vancouver or San Francisco at less rates than to London. The United States Government exchanges gold at par between its sub treasury in San Francisco and the treasury at Washington or other sub treasuries in the different United States cities. This would enable a Canadian bank, having offices in Australia, San Francisco and New York, to secure the greater portion of the profitable exchanges on Canadian and United States business which is now all settled through London. In this connection, it may be of interest to bankers to note the Australian shipments of gold to San Francisco in recent years, the values of which are as follows :—

1900	£3,710,156
1901	2,150,363
1902	1,601,000
1903	1,500,000

INSURANCE IN MONTREAL.

OWING to unsatisfactory conditions prevailing at the Montreal Water Works, the Executive of the Canadian Fire Underwriters' Association decided on Aug. 11 to charge in the congested districts of Montreal 50 cents more than the existing tariff on fire insurance. Since then the underwriters have taken the ground that the congested city districts were getting insurance too cheaply, from which the inference may be drawn that the old level is not to be restored even after the requisite repairs to the water works shall have been completed. Considerable dissatisfaction has been expressed by the mercantile interests of Montreal over this alleged unjustifiable action of the fire underwriters, and some drastic measures may be taken as a result.

FINANCE NOTES.

A. Guilbault & Cie., bankers, Montreal, have registered.

The Imperial Securities Co., Toronto, has obtained a charter.

Mr. J. M. Robinson, banker and investment broker, St. John, N.B., has been succeeded by J. M. Robinson & Sons.

The thirtieth annual convention of the American Bankers' Association will be held in New York on September 14, 15 and 16.

The shareholders of the Consumers' Gas Co., Toronto, have passed a resolution authorizing an increase in capital of $1,500,000.

The National Agency Co., of Toronto, have taken over the assets and affairs of the Century Life Assurance Co., of Vancouver, B.C.

Harsthorne, Bogert & Battelle, bankers and brokers, Montreal, have registered.

The British America Trust Co., Grand Forks, B.C., has increased its capital stock to $100,000.

Mr. S. B. Fuller, of Woodstock, Ont., formerly manager of the Imperial Bank, has been appointed manager of the branch of the Crown Bank, to be opened in Woodstock about September 1. The Crown Bank has also opened branches at Comber, Ont., Bracebridge, Ont., and Aylmer East, P.Q.

According to a recent ruling of the British Treasury Department the exemption from income tax on premiums paid in the United Kingdom on life insurance or on contracts for deferred annuities, which has heretofore applied only to premiums paid to companies holding charters under the laws of Great Britain, will in the future apply to any or all insurance companies legally established in any British possession. This matter is of great significance to the large colonial offices doing business in Great Britain.



Expecting a Heavy Fall

Trade, we are prepared to give early deliveries on

FLANNELS	JAPS	CASHMERES
MESSALINES		CREPE DE CHINE
BEDFORD CORDS		LUSTRES

and other novelties in Waists.

The New York Silk Waist Mnfg. Co.
40 St. Antoine St., Montreal.

OPEN LETTER TO ALL DRY GOODS MERCHANTS.

DO NOT IMPORT

We make American Waists on this side and sell them minus the duty of 40%.

If our travellers have not called on you kindly advise us by first mail.

THE AMERICAN SILK WAIST CO.

30
St. George
Street,
MONTREAL.

THE WELL-KNOWN

I. MISHKIN

PIONEER OF

SILK WAIST

Making in Canada

IS NOW AT

1853 Notre Dame St., MONTREAL

His Taste is Good . .
Fit and Finish Perfect
Values Right . . .
None Better Made .

Order a few Sample Waists by Mail and be convinced. I am sure you will repeat.

Ladies' Costume Cloths,
Homespuns, Suitings,
Overcoatings, Friezes, Yarns



MANUFACTURED BY
HARRIS & COMPANY, Limited
ROCKWOOD, ONT.

SELLING AGENTS:
DIGNUM & MONYPENNY,
8 Colborne Street, - - - TORONTO.

WAISTS

FEATURES OF THE FALL WAIST TRADE.

AMONG silk waist manufacturers and jobbers early Fall shipments are the engrossing subject. Travelers have finished their rounds and with the exception of some laggards and a few novelties for Christmas trade, supplemented by repeats which never materialize, business for Fall on their part is well over. The outlook in the retail trade is good, the waist has reached such a staple position that retailers have thrown strong enough interest in them to ensure a good representation which naturally creates a favorable impression. The volume of orders is estimated as one of the largest ever booked by the manufacturers.

For the benefit of those who have neglected placing advance orders, as well as a guide in the general lines which seem prone from every standpoint to prove good sellers for Fall and Winter, a summary of conditions is given.

Retailers are constantly fearful of running amuck in the way of loading up with a number of "off" styles. The subject of style, "that indefinable something" is really the happy field that has no limitations, and it may be safely said that the use of good common sense will eliminate any serious difficulties. To use the words of a prominent manufacturer, "Make a nice waist and it's a go." The idea expressed signifies that the general appearance, if pleasing, is bound to attract both retailer and consumer. However, there are certain broad general rules which are observed. Large sizes with full waists are in vogue, and these must be plain and neat. In fact tailor made and military effects confine the attention of the better trade. In regard to sleeves this season has seen two varieties exploited extensively, the bishop sleeve with the fulness at the wrist, and the one with the fulness at the elbow. In conversation with a prominent retailer he said: "I ordered my waists in about equal quantities of each variety of sleeve, although I am inclined to believe the one with the elbow puff will prove most popular with the trade."

The matter might well be summarized by noting that the whole tendency is towards fullness of sleeves, particularly in the dressy waists. Each manufacturer is constantly evolving some new feature to add distinctiveness to his line, the result being that new styles are on the market continually, but as yet nothing has been brought out which will displace the neat tailor-made effects in the dressy waists.

The important changes which predominate in all lines are rung on the stitched tucks and plaits for the silk tailored garment, some of the higher priced ones being embroidered. It is reasonable to suppose that the early demands at retail will accord with these general styles.

The general sentiment as expressed by the trade is the growing strength of soft finish taffetas. The late placing indicates a strong revival in this respect. The new chiffon taffeta is safe to stock for exclusive trade. It would be certain to attain extensive popularity but for its expensiveness. Retailers are serving their best interests by supplying goods to retail at $5 and under, of course with a sprinkling of novelties in exclusive designs of hand work to retail as high as $25. This latter trade is certainly limited and caution should be used, subject to local conditions. The bulk of the business, certainly nine-tenths is always done on lines around $5. Taffeta of good body and of a fair grade can be bought to retail at these prices, and early Fall trade is likely to demand silk waists of that character. High priced ones occupy quite a prominent place but the opening of the retail trade will decide their fate.

Jap silks are still strong and are being ordered out in good qualities. Messalines are still in demand and should occupy a sound position owing to the triple advantages afforded by this silk. It has the appearance of a Louisine, with the wearing qualities of satin merve while retaining the high finish of a taffeta.

There is no change to record in the run on colors unless it be the introduction of peculiar shades in some staples. Cardinal, navy, white and black occupy their usual position. Lace waists as well as hand-made designs are moving out quite freely. These elaborate trimmed goods satisfy a certain high-class trade which is on the increase and it would not be wise to neglect this trade although using due caution.

An unlooked for feature in Fall waists is the acceptance by the trade of wool waists. The materials shown comprise nun's veiling, mohair, alpaca, etc. Lustres, which is our popular Canadian name for alpacas or seillians, are bound to assume a strong position in the retail trade due to their practical wearing qualities and the averseness to quick soiling. They are shown in tailored designs in cream, black and navy. Tobacco brown, which has had a phenomenal run in the States, is also prominent. Considering that this color has been ordered more than ever before in the dress goods and among the cloak and suit trade it would seem a safe purchase for the waist buyer.

Sleeves are of the simple style, generally of the bishop type, with a 2 1-2-inch cuff. Plain effects in flannel waists still continue good. The tendency is observed for higher priced goods, especially in a few plaids and checks for exclusive trade.

Cardinal is the popular color, followed closely by navy, white and black. Sky green is the newest introduction and is likely to prove popular owing to its vogue in the United States. The new onion shade, an offshoot of the tendency in all lines for browns, is sure of a reception. The oyster shade is another color spoken of by manufacturers which the retail trade has not taken strong hold of. It is likely to prove a seller as the season advances. Neat stripes and spots are gaining in strength and the operators of the retail trade is prone to find them early and safe sellers.

Heavy cotton waists, which have been slighted, due to the popularity of the shirt-waist suit, are being ordered out in fair quantities. Nothing can satisfy some women like a neat white cotton waist, and they are holding their place fairly well. The demand is for a higher class of

goods and one manufacturer reports a good demand for them to retail as high as $6. Plain effects in neat tucks and pleats in white, grey and champagne confine the attention of the trade. These waists were introduced into Fall lines some two years ago, attended with considerable excitement. Manufacturers now predict the wool waist will entirely eclipse them, but retailers catering to a fine trade are likely to still find them in demand.

A RETROSPECT.

ANY moralizing on the past season in silk waists might be induced by a general retrospect of the trade, as well as a summary of conditions for Fall, reveals a decided tendency for one or two unhealthy conditions. Not that separate waists are to be displaced by suits, but more in respect to the demoralizing tendency of the cheapening process which invariably follows in the tail of popular goods. This season has seen a good run on Jap silks with the same result. Strenuous competition to catch the demand of the retailer has knocked prices to a point where quality is out of the question. Thin, gauzy, unwearable goods may sell, but ultimately spell ruin to the retailer. Quality is always remembered longer than price by the average woman, and once cheap Jap silks have entered her catagory as unsatisfactory, she is inclined to in future taboo all Japs. The trade is familiar some two years ago with a similar occurrence in taffeta silk waists. The cheapening process forced the price to below $2.50 and had the effect of killing the material for a season, in fact it is only now, with the introduction of the soft finished goods, necessitating high-priced goods in taffetas, that their popularity has returned, ensuring them a sound position. Unless retailers realize it is to their own interests to sell high-class goods in Japs, the same condition as in taffetas is likely to occur. Manufacturers are bound to supply these cheap goods if retailers insist, and while a certain small clientele demand such goods, the vast majority of the retailer's trade is willing to buy good goods. When Japs are sold as low as $1.50 it eliminates profit and is derogatory to the best interests of the trade. In Spring materials manufacturers are attending to high-class goods and it is trusted their endeavor to put the business on a high level will meet the support and approval of the trade.

NEW YORK TRADE.

A prominent manufacturer who keeps in close touch with New York markets had the following to say in regard to trade conditions there: "The manufacture of waists in New York is in the hands practically of three or four large concerns, with innumerable small firms constantly encroaching upon the field. The result of these small firms in the field has been an overproduction which has demoralized the trade, forcing large dealers to slaughter desirable materials and designs. Fall outlook is none too good as most retailers must be loaded with Summer lines and an indisposition to place assorting orders must be felt."

GOSSIP OF THE TRADE.

HENRY J. SIMS & CO., Montreal, dealers in hats and furs, have dissolved partnership; business continued by H. J. Sims, style unchanged.

Charles Lunn, jobber in dry goods, Winnipeg, has assigned to John W. Lord.

P. H. Lechtzier, dry goods merchant, Winnipeg, has sold out to Morris Halter.

Eugene Viau, dry goods merchant, Montreal, is adding boots and shoes to his stock.

H. Gilmore, Carberry, Man., dealer in dry goods, clothing, etc., has suffered loss by fire.

The Geo. H. Rodgers Co., dry goods merchants, Winnipeg, have sold out to Chisholm & Mackenzie.

The estate of Robt. Barrett, dry goods merchant, Port Hope, Ont., is advertising the business for sale.

The Canadian House Furnishing Co., Ottawa, dealers in dry goods, clothing and furniture, are adding stoves.

The Eureka Woolen Mfg. Co., Eureka Mills, N.S., has reopened for the manufacture of blankets and cloths.

George Younger, dry goods merchant, Moncton, has moved his store. The new premises are very attractive.

Stanley Mills & Co., dry goods merchants, Hamilton, have celebrated their first anniversary in their new store.

R. D. Fairbairn, Limited, Toronto, have bought the ladies' neckwear department of the Ontario Neckwear Co.

The Helena Costume Co., London, Ont., held their annual picnic at Port Stanley. The day was very pleasantly spent.

The Excelsior Shoe Co., Iroquois, has gone into liquidation. Assets are said to be $28,000 and the liabilities much larger.

Summers & Orrell, Vancouver, B.C., have closed out their entire business save the manufacturing branch, on account of ill-health.

The annual picnic of the Imperial Dry Goods Co., Winnipeg, was held to Winnipeg Beach. A special train carried the 300 employes, where a very enjoyable afternoon was spent.

The Oriental Silk Co., Montreal, are entering upon the manufacture of colored sewing silk, which they will be offering shortly to the trade. They have for some time been manufacturing black sewing silk very successfully.

Messrs. J. E. Hales & Co., Wolfville, N.S., have, owing to the demand for space, due to increasing business, erected an addition of two storeys to their large building, giving them a floor space of 20x60 on each storey. They speak favorably of prospects for Fall business in the Annapolis Valley.

The Winnipeg branch of the Kyle, Cheesebrough & Co., wholesale laces, silks, ribbons, velvets, velveteens, blousings and neckwear, have found that their present accommodation is inadequate to their requirements for the handling of their extensive western trade, and will now move to the second floor of the same building (Bullman's Bros. block) October 1st.

RICHARD A. STAPELLS
President

C. C. VANNORMAN
Vice-Pres.

SPECIALISTS
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SHIRT WAIST
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Always reliable—You might as well have the BEST.

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Toronto MONTREAL Quebec

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We show for Fall the kind of goods that bring business to you, as well as to us. Styles, prices and all the essentials of quick sellers, profit bearers, and pleased customers. What more is necessary?

See our samples if you have not already bought from us.

We want your trade, that's why we advertise.

THE Merchants' Mantle Manufacturing Co. Limited

LADIES' READY-TO-WEAR

Coats, Costumes and Skirts.

36 WELLINGTON ST. E. and
1, 3, 5 LEADER LANE.

TORONTO, Canada.

SKIRTS for THE LADIES

SHIRTS for THE MEN

The change of one letter represents our two great selling lines.

Our ***SKIRTS*** *and* ***SHIRTS*** *for Spring 1905 and Fall sorting will be found new and up-to-date in every respect.* ***A POPULAR SELLER*** *at a* ***POPULAR PRICE****, with a* ***POPULAR PROFIT*** *for the dealer*

If our representatives do not see you shortly, let us know.

THE EMPIRE MANUFACTURING COMPANY

646 Craig Street

Montreal

CLOAKS, COSTUMES AND SKIRTS

THE OUTLOOK.

SEPTEMBER sees the opening up of the retail trade for Fall in the cloak and suit department, and buyers who are in town for the millinery openings are also looking up the later novelties of the season — novelties that always make their appearance just about this time of the year. The advent of the buyers to the market is not of such moment to the cloak manufacturers as it is in some branches of the dry goods trade, as the great bulk of the buying is done on the road, yet a visit to their showrooms is not without interest, as their whole line is now on show, as well as a few choice specials that represent the ultra novelties of the season.

The advance trade, on the whole, has been very promising, and large orders have come in from the west. There is complaint in some quarters, however, of a hesitation in placing orders in Ontario, due, it is felt, to no lack of faith in the styles put on the market for Fall, but owing to accumulations of stock left over from last Winter and Spring, which did not move on account of weather conditions. Merchants in this predicament are purchasing limited quantities of new goods, to help them to work off these accumulations, and their stocks will have to be considerably lightened before they can come into the market with any freedom.

It will need extra effort and extra push on the part of the retailer to get out these goods, and for this reason early retail showings are sure to be the rule. The merchant will strive to create an interest as early as possible and to waken up the buying instinct, so that each purchase may create room for a new instalment for the regular season's business.

SLEEVES.

WHEN there are changes, or hints of a change, the sleeve is the first place where Dame Fashion gets busy. It is a far cry from the ample sleeves of our Summer frocks to the straight plain affairs with a flaring cuff, that are shown in the Directoire modes that Paquin and the other Paris fashion makers are advocating now.

Paquin was the promoter, it is said, of the drooping shouldered 1830 modes, and he is now held to be responsible for the launching of the threatened Directoire revival. These Directoire sleeves fit snugly though not too closely, and end with a broad, flaring cuff and frills of lace.

As yet few of these sleeves have been seen, but already the tendency is felt in the plainer sleeves shown on the late coat and suit models, and in the return to the broad-shouldered effect. Sleeves Nos. 14 and 15, though not in true style, show its influence, while No. 17 is taken from the Louis styles. No. 16 is seen on some of the plainer blouses, while Nos. 11, 12, 13 and 18 are all popular styles for reception and dressy gowns. The puff on these sleeves is now pushed above the elbow, and ends with a deep cuff or frills below.

SEPARATE SKIRTS.

SEPARATE skirts have sold exceptionally well for this Fall. No doubt the fact that blouses are strong sellers has something to do with it, and also that shirtwaist suits in heavy materials do not take. The skirts are much in the same style as those for suits, in various pleated effects. They define the waist and hips and from there they widen down. There is no flare to the skirts as now made, and as much width is introduced as is consistent with the price of the skirt.

No. 8 and 9 are fairly typical of the new styles. No. 10 is a separate skirt in voile, or in etamine, or other



Artistic Gown of crepe de chene, showing the fashionable mode of gaugeing in Paris.

similar material. The front panel and short yoke is edged with a fancy braid, and the material is shirred onto the yoke.

THE COAT FIELD FOR FALL.

AT this time of the year there is always a great deal of interest displayed in the separate coat question. "Have we gotten hold of the right idea?" is what troubles buyer and manufacturer alike until the retail season gets into full swing.

In the January number of The Review what would be the coat for Fall was outlined—that is, the coat that would be the popular seller—the one on which the season's profit would be made; and in spite of talk of other novelties and shapes The Review sees no reason to go back on the style chosen last January. The Canadian manufacturers have all put this coat on the market, of course embodying in their several lines special and individual conceptions of the central idea. Evidently buyers have been well satisfied as to the possibilities of this

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Tourist Coat—Shown by John Northway & Son.

coat, for advance sales have been very large, and this coat has been taken up by the retail trade in a manner that shows a perfect reliance on the exactness of judgment and the sound basis on which the forecast was made. Coats in the same style are now being shown and designated as "sure winners" by the Yankee manufacturers.

There are other styles that will sell well, particularly in the more extended market to the south of us, yet the demi-fitted, box-fronted coat, in lengths from 26 to 28, or perhaps a little shorter, is looked upon as the leading coat for the Fall and Winter of 1904-5.

This coat will gain added popularity from the fact that in general shape it has much in common with the Louis and Directoire shapes, that are the highest expression of the changing styles, and it would seem as though the whole trend of Fashion is in this direction. On the authority of the head of one of the most exclusive ladies' tailoring establishments in Toronto, it is stated, that the "smart set" are ordering for Fall short, close-fitting coats in plainly tailored styles; and this coat in lighter cloths and with suitable modifications is sure to appear in the Spring lines.

Fashion never stands still; it is always adding or modifying something in some manner, and these tendencies are already at work on the Fall coat. There are changes seen in the sleeve—the fullness is creeping up the arm, and while the coat shown as No. 6 is right in line, the sleeve in the suit No. 4 is more in accordance with the latest ideas.

Military styles are gaining ground. This means the passing of the drooping, and a return to the broad-shouldered effect, and also the cropping of the cape. Many buyers will be glad of this news, as they contend that a cape is out of place on a short coat. The belt is optional, and coats are equally smart either with or without.

"The marked characteristics of the month that is passed in the American market"—to quote from an exchange, "is the development of the tourist coat and the introduction of the dolman type of garment." The Yankee manufacturers are expecting to do a good business this Autumn with the tourist coat, and are showing it in a great variety of styles. This coat will be taken, to a certain extent, by the city trade in Canada, and most buyers will have a few to show, if only to demonstrate that they keep in touch with the latest novelties. Coverts, mannish mixtures, tweeds, and plain cloths are used for the tourist coat, both as a separate garment and for the suit.

The separate coat is generally about 40 or 45 inches, and for the walking suit the coat is 30 inches, or perhaps a little shorter.

The suit with the tourist coat, in the shorter lengths, is favorably considered, as it embodies many of the points that made the Norfolk popular.

The dolman, the wing, the Garrick, etc., are all different forms of the same idea, which is one that has only come to the front in the last few weeks, though a tendency towards a wrap of this nature has been noticeable for some time. The exclusive furriers were the first to introduce the style, and for this season at any rate it would seem that dolmans will be found only among carriage and theatre wraps. Those shown by Canadian manufacturers have a sleeve in addition to the cape. No. 7 is one style of the tourist coat made in black melton and skeleton lined.

FALL SUITS.

IT is a decided change from the be-frilled and be-flounced gowns worn this Summer to the severely plain lines of the tailored suits shown for Fall. Buyers cannot complain that faulty lines are hidden by elaborate trimming schemes. All the trimming that is allowed on the Fall suits is just a touch of braid—generally soutache—and plainly covered cloth buttons, either to match or of silk the same color.

Workmanship will count for much on these plainly tailored suits, and careful cutting and finishing will be



Practical Knowledge Counts.

We are practical cloak and suit makers,—know how to build garments from sponging to finishing. The result is that in our line you find garments that not only sell, but give absolute satisfaction to the WEARER. This aids you to hold trade.

We have prepared for a heavy Fall and Winter business, and can assure our patrons of prompt and proper deliveries.

Styles That Are Distinctly Different

ARE WHAT WE OFFER—NOT THE CONVENTIONAL HACKNEYED DESIGNS THAT YOU SEE EVERYWHERE

All our goods are made after the latest New York, Berlin and Paris ideas, remodeled and varied to suit the Canadian trade.

Our Reputation

for stylishness and for quality is well founded upon successful past achievements, and is a perfect guarantee of our ability to serve you well.

SEE OUR SUITS and COATS,—NONE LIKE THEM IN ALL THE DOMINION.

WALDMAN & SOMMER,

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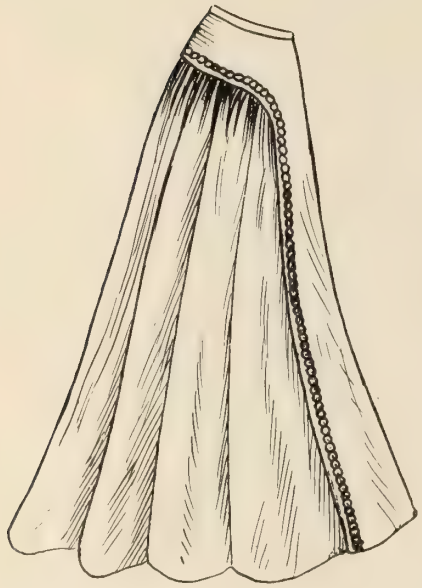
No. 2



No. 13



No. 7



No. 10



No. 1



No. 9

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No. 14



No. 15



No. 18



No. 16



No. 17



No. 3



No. 12

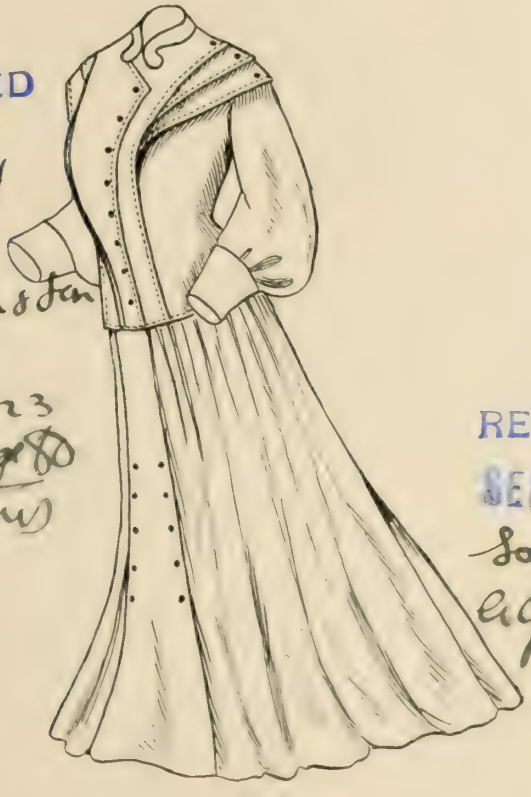


No. 11



No. 4

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No. 5

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No. 6



No. 8

the rule. "The safe suit," as one manufacturer aptly put it, is some form of the class shown in No. 4, with some form or other of the pleated skirt in walking length. In fact the walking length is the universal skirt length now.

No. 3 shows a misses' or young woman's suit, with a coat that is of a more fitted style of the "tourist," and is a garment that is likely to take with the trade. No. 5 shows a more dressy elaboration of the walking suit idea.

No. 1 is a Paris model in broadcloth, and this and No. 2 are shown with the idea of noting tendencies, such as the shape of the sleeves, the rounding of the corners of the coat in front and the vest, revers, etc., as well as to show that the plain tailored idea is just as marked in the exclusive styles as in ready-to-wear lines.

Vest effects are growing in favor, for not only do they add a novel touch to the suit, but they are also excellent aids to fitting it around the waist. Men's vestings are used, and also plain cloths in contrasting color, or in a color matching the trimmings, and there are great possibilities for the clever designer in this vest idea.

A smart suit made by one of our Canadian firms was of navy serge, and the coat, which was quite of mannish cut, had a vest of navy and red vesting. Another seen was of tweed with a red fleck, and the vest, which was double-breasted, was of red broadcloth.

Blouse effects are sparingly shown. "They may do for indoor wear in thin materials, but are no good for the general trade, and we won't touch them," was the verdict of one manufacturer. In this class of suit, which has only a limited sale in Canada, the skirt that lies two or three inches on the ground all round, or perhaps a little longer at the back,—known as the "bobby train," is shown, but it is only a few stores that show it, and the generally accepted skirt is the walking length.

UNDERSKIRTS.

THOUGH elaborate and high-priced lingerie skirts sell well, there does not seem to be from the medium trade a corresponding demand for dainty silk skirts, and there is a good deal of educational work to be done by the skirt department before this branch is put on a proper basis. Many very low-priced skirts are selling that cannot possibly give satisfaction. The trimmings and general get-up of the skirt is necessarily on skimpy lines, and for this cause they do not give the proper set to the over-skirt.

The buyer of this class of skirt would be on a deal safer ground if he was handling a stylish and well cut taffetine or some other good cotton fabric, whose wearing and other qualities would be double that of a cheap and flimsy silk.

The imported skirts show many devices for leaving the waist line clear. One has a narrow yoke of China silk that is intended to fasten to the edge of the corset; indeed all the new samples show the same snug fit over the hips, and the salespeople in the best New York stores are advising their customers to adjust the skirt well down over the hips, and not to draw it closely up into the waist line, as it has been worn. The small round 1830 waist and the still newer Directoire modes require that the bulk of the skirt shall be placed as far down as possible. In the better grades pleats are used in preference to the drawing string.

Some of the extreme styles in skirts have a bustle effect made of taffeta ruffles across the back gore, and another new petticoat had these ruffles running down the back breadth to meet the circular knee flounce. Everything possible is done to emphasize the flare and to give a full effect around the feet. Stiff canvas, hair cloth, cane, featherbone and other devices are all used.

The deep circular flounce runs from the knee down, and in the newest models is covered with small frills. A style that is new is to make these frills of plain or striped or spotted silk alternately. The hem is often corded to make the skirt stand out.

RAINCOATS.

PERHAPS no branch of the dry goods trade has made more pretentious strides in the matter of style without sacrificing usefulness than the manufacturers of raincoats. Their increased sale is the truest criterion that the trade welcomes the setback given to shapeless, rubber-smelling garments in vogue only a short time ago. Manufacturers report an exceptional Fall business, and the cool wet weather of the past month has augmented retailers' sales, necessitating repeats at this early date in a few instances. Undoubtedly style is playing such a prominent part this Fall in raincoats that they are being put to many other uses. Raincoats are not only weather protectors but are gradually but surely coming into vogue as travelling and carriage wraps and dust and theatre cloaks.

Fall lines, with which the trade is now so familiar, are as varied in cut, style and finish as the cloaks. Both short and long coats, with and without capes, form part of the line. Early selling would tend to show, however, that the long full-length coat to the hem of the gown is prone to be the most successful. This fact is proven in the garments to sell at all prices, with the added feature of the gradual noticeable encroaching upon the styles of cloaks. The semi-fitting coats with shoulder capes and the belted backs are sure of a sound reception in these full-length garments. Elbow sleeves and neat trimmings in self buttons serve to accentuate the style element. Double and triple capes as well as those having a medium collar and small revers have all been taken, although the early demand at retail would favor the capes giving the desired broad-shoulder effect.

In materials and colors there is a wide latitude, but a successful business can be done on a few good tweed effects in staple colors. These tweeds come in varied beautiful designs, and confine the attention of a good share of the trade. Such colors as drabs and olives are being ordered out on repeats, and indicate where the run will be.

Manufacturers are forecasting Spring styles, and just as straws show which way the wind blows, the alert designer must adequately grasp fashion modes. In conversation with a prominent manufacturer, some interesting changes were predicted which will be features of their lines.

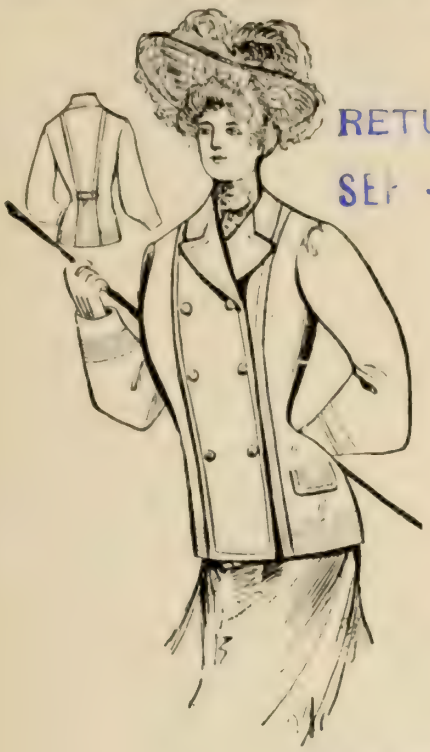
In general, a better and more expensive class of goods was spoken of, in sympathy with the added development in style. Pockets, which are a boon to so many women, will still be countenanced. Continuing, he said, "belted styles are to remain good, with perhaps more of the military effect in loose garments. Any garment that can be both loose and smart is always in good style. This must be subjected to some extent to the increased favor given semi-fitting coats, which all manufacturers will give a prominent place for Spring.

A novel feature will be the introduction of the shoulder capes in added length, reaching in some cases to the waist. Short coats, which have had a varied career,

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"MADE IN CANADA."

Four of our good styles, to retail at popular prices.
Will be pleased to send samples to the trade.

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will be prominent, showing the trend of copying cloak models. Such light-weight materials as coverts, in fancy mixtures and stripes, will be shown in the popular shades this Fall, such as grey, olive and blue. However, like all women's garments, variety is the dominant note, and vagaries in styles pertaining to the sleeves and trimmings are intricate and require detailed attention. The military effect, for instance, requires the use of brass buttons and an increased use of pipings."

SPRING SKIRTS.

SHOULD the vagaries of style take us into the "Directoire" period for our models, skirts will emphasize all the tendencies apparent this season, and there will be a call for breadth, and still more breadth. The hesitation expressed by manufacturers when Fall preparations were made, as to the continuance of the fuller skirt, must now be over, for lately skirts have gone from clinging to full, and extremely full styles.

Paquin has been the man behind this skirt for some seasons, and now Feux, Doucet and the other autocrats of style are chipping in, and skirts full and unlined are to be what is worn. The fullness starts from just below the hips, and is disposed in all manner of pleats. These pleats are stitched, but not nearly so far as the knee, and after the stitching finishes, they hang full and free. Hip yokes are on many of the Spring skirts, and also the pleats up to the waist.

The latest skirt Paquin has put out measures eight yards around the hem, and though, of course, ready-to-wear skirts show nothing like this extreme width, yet the tendency to much wider skirts must be noted. Another point must be noted, too: more material means higher price, and if a lady will have the fashionable skirt, she must pay more for it.

The latest Paris skirt is only a little gored around the top, and set into the band with close pleats around the waist. The front is box-pleated, the sides side-pleated, and the back set in double box-pleats. These pleats are stitched for four or five inches down, and then let fly loose. This is not quoted as a model for ready-to-wear skirts, but rather as the central idea which the manufacturer has to take, and modify, and make practical.

Another tendency to be noted is that in many instances the band is also a belt—narrow in most cases, and carefully fitted and trimmed to accord with the suit. Or else the belt may be in a measure separate but still form part of the band.

MISSES' AND CHILDREN'S WEAR FOR FALL.

A DEPARTMENT in which the possibilities are not, in many cases, catered to as they should be (though there are signs of an improvement in many quarters), is the one devoted to misses' and children's outer garments.

The fact that dressmakers are none too plentiful these days, and that few of them care to make children's clothes, is helping along sales in this department, and pretty and practical styles for children's wear meet with a ready sale. For the Fall the coat is of first importance. For the child that is between the years of 4 to 14—the loose box-back coat with elbow length cape is first choice. Beaver, kerseys, zibelines, and fancy camel's hair mixtures are all shown in these coats, and rows of braid, satin strappings, and pipings, and fancy gilt buttons are used as trimmings. Some of these coats are belted in at the back.

Another popular style has the wing cape, coming from under a stitched collar piece. This style has a belt that buttons in front and passes through tabs on the side seams.

Box modes retain their popularity, and some smartly finished and shaped little coats are shown in this style, both in hip and three-quarter length. They are often double-breasted and frogs are used to trim the fronts. The coat sleeve is seen, as well as the bishop.

Some smart coats for the smaller children come in dark silks, or in white bengaline. These are pleated onto a yoke, Empire fashion, and have deep falling collars in Venetian point.

The sailor suit in serge, and flannel, is a stand-by for children all the year round, and some few blouse suits in serge have the skirts accordion pleated. This style, however, does not take as well as the kilted or plain full skirt.

Suits all in one piece and yet having the effect of a blouse and skirt are always well received. Square yokes of tucked silk, or lace over a colored lining, are a feature of these dresses. Lingerie frocks, beautifully made with clusters of tucks, frills, and insertions of lace and embroidered, and with ribbon-run beadings, etc., as trimmings, and made of fine lawn or muslin are shown for party frocks.

Misses' styles for Fall do not so slavishly copy those of their elders. Both tourist coats and tourist suits are likely styles for growing girls. Another good style coat is in hip and three-quarter lengths, and has tuck seams and a wing cape coming from under the tucks and a regulation sleeve to give the necessary warmth.

Children's and misses' raincoats are worthy of attention, and so are misses' dressing saques and kimonas.

A RECORD MOVING.

TO be doing business in one stand until 5 o'clock one night and at 8 the next morning to be settled in a new store is a possibility, as shown by the firm of James Stark & Sons, Vancouver, B.C. Stock and all was moved and no interruption in business was suffered.

It meant a great deal of work, and a system that had to be adhered to in every move, but in little over four hours the transference was made, and everything under cover in the new building. After the stock was in place a banquet was held and toasts drunk and responded to.

HISTORIC WAREHOUSE GONE.

The old historic landmark known as Warehouse No. 4, erected by the Hudson Bay Co., in Winnipeg in the year 1881, well deserves the distinction of being one of the first warehouses built in the Province of Manitoba. Located on the banks of the Red River slightly to the east of Main street bridge for the accommodation of the steamboat trade on the Red and Assiniboia Rivers, it has been razed to the ground to make room for new developments, but the spot will always remind old pioneers of the days of the frontier life.



M. J. Taylor & Co.

30-32 E. 10th St.,

Headquarters for NEW YORK, U.S.

OSTRICH PLUMES

Both Amazon, French and Demi Plumes.

Feather Boas, Stoles, Pompons, and Novelties.

Write for prices.



NORTHWAY GARMENTS





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AT HOME

during the period of the Toronto Fair to Friends and Visitors. You are very welcome.
We are showing all the new styles in Coats, Suits, Costumes, Separate Skirts, and Children's Garments.

JOHN NORTHWAY & SON, LIMITED

91-93 WELLINGTON STREET WEST, TORONTO

When Going Through Our Samples

BE SURE AND ASK OUR TRAVELLERS FOR

The New

"EPELLA"

(Registered No. 260,901.)

SILK FINISH

Ladies' Showerproof Coats

——now showing for——

Early Spring 1905

The nobbiest and most durable fabric ever made.

FOR SALE ONLY BY

Brophy, Cains & Co.,

MONTREAL.

LONDON STYLES IN MEN'S AND LADIES' WEAR.

By Our Own Correspondent, Miss A. Meehan.

WHAT MEN ARE WEARING.

FROM what the leading tailors say there is a tendency to cut lounge coats higher, and with more tightly fitted backs. They are to be of good length, a characteristic which will appear particularly strong in the refer. Quite a popularity is greeting the double-breasted lounge suit.

In vests there is a new material which has a great following. It may be described as "honeycomb wool" from its general effect. The appearance it presents is very smart and the variety of good and subdued shades adds to its value. Many very smart looking tattersalls are showing, and all new vest styles are cut high.



London Office of THE DRY GOODS REVIEW

Overcoats in the newest Winter styles are "full and skirty" with close fitted backs. The checked back in reversible cloths is now passed over. It does not show in the present overcoat styles, lining throughout having superseded it.

There is nothing special to record of frock coats, save that grey materials are not nearly as popular as they were, black having taken its place almost exclusively. Double-breasted and long skirted patterns remain the correct style. There was an attempt made to work in a single-breasted frock, but justly it met with failure and at the present time is unheard of save with those who were influenced into that cut by one of those "new" tailors, and who feel they cannot afford to throw a suit over until it is worn out.

The morning coat has attained a high position in popular favor among all ages of men. It is cut to fit well into the back and the skirts are ample. For a number of months this style of coat has been gradually working its way in, and from the first received a very good reception. A modification of it, called the cutaway, is used for more formal wear. Many of the leading tailors are making a specialty of a double-breasted morning coat, cut as a double-breasted reefer, but with cut away skirts. There is in this, however, an incongruity that will deter it from any decided run.

Trousers as worn now are more slightly than they have ever been. At the ankle they are cut rather tight but slope gracefully outward up to the hips, where they are taken in to prevent a looseness and bagginess that is characteristic of the "peg top," a style which has never become popular here, but which I am conversant with through tourists, illustrations, and descriptions in The Dry Goods Review and elsewhere.

A color that has had a good run in London is brown, that shade being used in almost everything a man wears



The newest "Shipon" in game feather tweed, sketched for The Dry Goods Review at Burberry's, Haymarket, London, England.

from his shoes to his hat, and including hose, suit, and cravat. It does not stand the chance of as great demand in the Fall as it had during the warmer months, but many

tailors are featuring it. Many of the shades are extremely attractive.

Cravats appear to be departing a little from the vivid colors of the earlier season. During this Summer there has been a leaning towards such conspicuous things as reds, greens, purples, bright blues and so on. Many of the old time fabrics and patterns of decades ago are being revived, and are accepted with ready willingness. Four-in-hands, flowing ends and Ascots are all in favor, the larger shapes suiting the wing collar which is now and was last Spring the most talked of style. It stands to reason, of course, that with the heat, the fold style was the most worn.

MEN'S RAINCOATS.

IN seeking the newest styles in raincoats for men, the "Perramus" proof goods of the firm of Nicholson & Co., of St. Albans, England, and 15 Aldermanbury, London, E.C., claim attention, as being things apart from the ordinary waterproof garments, and possessing a smartness and other advantages that render them at once becoming coats for all weathers. Each coat is made by an expert tailor under the best possible sanitary conditions, in a new and up-to-date factory, and the designs are on the very latest approved principles of fashion. The goods are made in the choicest shades of covert coatings

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"The Russell," shown by Nicholson & Co.

and cheviot overcoatings, from an all-wool cloth that is porus and ventilated, and yet so rainproof that a garden hose turned on to simulate a heavy shower of rain may be played on it for an hour or more without penetrating the cloth.

The latest raincoat for sporting purposes is the "Glide On" with talma shoulders, and new sleeves spe-

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"The Glide On," a sporting coat with Prussian collar, strap on cuff, free action sleeves; usually made in drill cloth. Shown by Nicholson & Co.

cially cut to give free action, strap-on cuffs, a centre seam and long slit, and a Prussian collar, buttoning close round the throat, with a hole and button at the corners. It is a capital coat for the sportsman, and is usually made in drill cloths.

Another new raincoat is the "Russell," which has a centre seam and lapels, square pockets, and overlaid seams, and is a very smart model.

The variety in the styles of the rainproof coats for the new season is immense. The "Talma" coat, cut very full and baggy, with a whole back without slits or seams, is a favorite with sportsmen, who are also provided with shooting or driving capes and Norfolk jackets of rainproof cloth, the full capes having Prussian collars, fly fronts and arm slings; with long riding coats with raised seams, curved pockets and skirts cut full for use in the saddle; and with "Oban" fishing coats of Harris tweed, cut baggy and with Talma shoulders, giving complete freedom to the arms.

For fashionable purposes the "Duke," with plain seams and whole back with slits at each side, and the "Burlington" coat are great favorites. The latter is cut fairly full and easy, with 3-inch cuffs sewn down on the sleeves, a front yoke and top-sleeve cut in one piece, a back yoke and underside sleeve, and perpendicular, slit, side pockets.

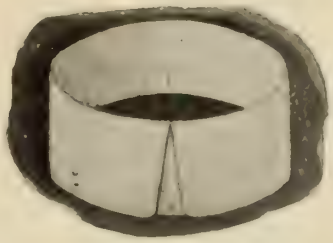
These are some of the leading styles in rainproof coats, but the "Beaumont" is another favorite model.

Welch, Margetson & Co.

. . . Collar Manufacturers

TRADE MARK

LEADING SHAPES



The "Baden Powell"
Lock Front. All Depths.



The "Nobleman"
All Depths.



The "Dominion"
All Depths.

Factories:
London, England.
Londonderry, Ireland.

16 MOOR LANE,
LONDON, E. C., ENGLAND.

Agent:
James Gilmour,
205 Coristine Bldgs.,
Montreal.

Small special orders of collars to pattern, etc., can be made and sent off by post within seven days of receipt of order.

RAINPROOFS

Buyers who want reliable
Goods should ask for
those proofed by the

'Cravenette' Co., Ltd.

and stamped—



The "Cravenette" Co., Limited, affix their stamp only to such goods as are suitable in quality for Rainproof purposes.

Therefore, this stamp is a guarantee not only of Rainproof properties, but also of the quality of the material.

The "Cravenette" Co., Ltd., BRADFORD, Proofers to the Trade.

It is cut with a broad strap down the centre of the back and a narrower strap over the shoulder and down the sleeve, and is altogether a very fashionable coat. So, too, is the "Heath," with overlaid seams, stitched broad, the back having a centre seam with a long slit.

A shorter coat is the "Chesterfield," with plain seams and square pockets, the back being whole or cut with a centre slit; and the "Albemarle" is another very good coat, with three outside square pockets with flaps; a full skirt, and Gordon cuffs. The Nicholson & Co., raincoats not only afford perfect protection from rain but are comfortable overcoats for fine days, and give the greatest satisfaction for either purpose.



London Fashions—The latest style in fur-lined coats, showing the loop buttonhole.
Drawn for the DRY GOODS REVIEW.

MEN'S FURNISHINGS.

IT was an interesting visit I paid a few days ago to the London warehouse of Welch, Margetson & Co., in Moor Lane, to be shown the samples for the Spring and Summer trade of 1905, that are now being shipped to Mr. J. Gilmour, their Canadian agent.



London Fashions—Lounge suit with close fitted back and fuller length.
Drawn for the DRY GOODS REVIEW.

On entering the building I was at once struck with the handsome appearance of two large upright show cases, most tastefully dressed with belts, braces, ties, mufflers, etc. Upon enquiry I found these two cases were awaiting shipment to South Africa, to be shown at the Cape Exhibition. Amongst other things exhibited were four large printed twilled silk handkerchiefs which were shown in the exhibition of 1851 in London, and some of

the old blocks used in printing these handkerchiefs were also exhibited. Side by side with the ties of to-day, made of most beautiful materials, were four of the old original stock ties of nearly a century ago. One of them I noticed was stamped "Welch, Margetson & Co., Makers to William IV."

Upon going into the tie department, I was shown a wonderful variety of tie materials. The ties themselves did not differ much in shape from what we are at present wearing; the shapes most noticed were the 1 1-2 inch narrow Derby, and the 1 1-2 inch Oxford. There was also the silk Derby with very wide ends. It might be mentioned just here that there is a feeling now for wider Derbys than formerly. The wider ties are not being sold as yet, but they will undoubtedly make their appearance before long. The noticeable thing about the materials was the range of bright and very decided colors. Greys and black are beginning to recede, and ties of almost every hue are coming forward. Another noticeable thing was that figured satins, that have not been in vogue for seven or eight years, are now coming in again. Besides pure silk Barathea I noticed some excellent looking material called Rep Cloth with white and colored figures. A peculiarity of this weave was that formerly one could only get it with a black figure, but now it is possible to procure white or colored figures as desired. The manager of this department, who was naturally proud of his samples, re-



London Fashions—The "Bond street form" in winter overcoats, made of dark grey cloth, and lined throughout

Drawn for the Dry Goods Review.



London Fashions—Golf suit in g mefeather tweed, showing in detail the chief points in the correct sports costume, also the new leather anklets, as built by the smart sporting tailors.

Drawn for the Dry Goods Review

Very Important "*Cravenette*" Information

is contained in these advertisements, which appeared in the New York papers on dates indicated.

SDAY, APRIL 13, 1904.



Many a man who knows what useful and handsome garments our cravenetted raincoats are is puzzled to account for the shabby, bedraggled appearance of some raincoats he sees, which are also stamped "Cravenette."

It's simply because "Cravenette" is the name of a process, not a cloth; and inferior fabrics are treated with it as well as substantial all-wool and fast-color goods such as we use exclusively.

These cheap materials are rainproof all right, because the cravenette process is most effective, but they must not be expected to give any more service than they would without the "Cravenette" stamp.

In raincoats, as in all other clothes, you must look to the dealer for reliable fabrics.

Raincoats, $18 to $35.

ROGERS, PEET & COMPANY.

258 Broadway, opposite City Hall, and 7 and 9 Warren St.
842 Broadway, cor. 13th, and 140 to 148 4th Ave.
1260 Broadway, cor. 32d, and 54 West 33d St.
We fill orders by mail.

AMUSEMENTS.

EMPIRE THEATRE, 40th St. & B'way. Evgs. 8.20. Mats. Wed. & Sat.
LAST TWO WEEKS

TUESDAY, APRIL 12, 1904.



Perhaps you've wondered how "genuine Cravenette raincoats" can be sold at the low prices often quoted?

You wont wonder when you understand that "Cravenette" is not a cloth at all, but a superior process—so superior that it will proof even crepe.

But even the cravenette process cannot make over an inferior fabric into a fine all-wool cloth, nor can it add to the wearing qualities; and as the process is applied to all sorts of fabrics, the maker of the cheapest sort of clothes may sell garments legitimately stamped "Cravenette."

Of course these cannot for one moment be compared with the fine raincoats we make of thoroughly tested all-wool fabrics which have been rainproofed by the same process.

Raincoats; $18 to $35.

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258 Broadway, opposite City Hall, and 7 and 9 Warren St.
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1260 Broadway, cor. 32d, and 54 West 33d St.
We fill orders by mail.

AMUSEMENTS.

EMPIRE THEATRE, B'way & 40th

RK PRESS, FRIDAY MORNING, APRIL 15, 1904

"*Cravenette*" (Trade Mark) IS A PROCESS & NOT A CLOTH

As has been correctly stated by *MESSRS. ROGERS, PEET & CO.* in their recent advertisements.

The **"Cravenette"** process can be and is applied to Worsteds, Woolens, Cottons, Linens, Silks and Mohairs, *rendering every fibre of the yarn of these cloths rain proof, regardless of quality of fabric.*

The **"Cravenette"** proof becomes as much a part of the cloth as the fastest dye and will last as long as the cloth does.

BUT, the intrinsic value of the garment is determined by its *general style, trim, fit* and *workmanship*, and by the *quality* and *weight* of the cloth.

This stamp on the inside of a coat signifies that
"Rain will neither wet nor spot it."
and nothing more.

You should, therefore, purchase your **"Cravenette"** Rain Coats from a *dealer whose reputation* is a *guarantee* of the *excellence* and *high-grade quality* of his *merchandise.*

REG. Cravenette TRADE MARK

Write us for Booklet on "Cravenette."

B. Priestley & Co.—The Cravenette Co.,
71 and 73 Grand Street, New York.

IN BUILDING CRASH
d Charge Against

GIRLS ESCAPE FIRE IN ELEV
Brave Operator Falls in Faint
Are Out Aft
Many factory

"Cravenette Is a Process, Not a Cloth."

A large variety of fabrics are made waterproof by this process, which are suitable for

RAIN COATS, RAINY-DAY SKIRTS. WALKING SKIRTS AND SUITS, HATS, CAPS, UMBRELLAS, Etc.

"Rain Will Neither Wet Nor Spot Them."

Greenshields Limited, Agents, Montreal

marked somewhat significantly that there was no German stuff in the whole collection.

Chatting with the manager of the collar department, I found that he had every confidence in double collars from 1 1-2 inch to 3 inches deep, which still hold and will continue to hold their place for some time to come. Wing collars with round corners are selling somewhat, but the double collar undoubtedly remains the favorite.

I saw the full range of samples of shirts for the Spring trade, also. For the Spring and Summer, naturally, the tunic shirt was given preference, and the designs were in every case striped. A little point noticeable in this connection is that when the shirt is made simply with a wrist band, the stripe runs round the wrist, but in all cases where the shirt was provided with a dressed cuff, either attached or separate, the stripes run the reverse way. Shirts of net (mesh) material have up to the present been almost entirely manufactured in white, but I noticed some beautiful patterns in colored net, which are bound to be very popular next season. These colored nets were also in fancy stripes, mostly blues and heliotropes. This has been a record year for fancy flannel shirts, the patterns are so much more tasty, that men who are particular in matters of dress do not mind showing a portion of the shirt between the waistcoat and collar. As a rule, however, the waistcoats are cut so high that the shirt front is almost completely covered. For country wear flannel collars to match the shirts are also supplied. In white dress shirts I noticed that the coat shirt was beginning to take a place. It has taken a long time for men to make up their minds about the shirt cut to the coat pattern, opening all the way down the front, but after years of deliberation the idea seems to have been accepted, and quite a number of shirts are being made this way now. They are chiefly for dress wear, for putting it on over the head is avoided, and there is not so much gaping while being worn. Dress shirts, as a rule, seem to have holes for one stud only. Since the linen manufacturers have conducted several prosecutions against those who sold imitations as pure linen, there has been a tendency on the part of particular buyers to have all linen shirts, and while they are somewhat more expensive than the ordinary articles, they are beginning to sell very satisfactorily. I saw some plain front tunic shirts in linen, also some pleated tunics, the latter being most tasty and dressy. I was informed that the pleated tunic was being worn not a little for dress purposes.

SANITARY WEAR.

THAT it is possible to be healthfully and well dressed at one and the same time has been proved beyond doubt by the Jaeger Company, for a visit to any of the numerous establishments where a representative stock of their sanitary woollen goods is kept will show at once the beauty and elegance, in material and shape, of the Jaeger wear which long ago won a name for unsurpassed hygienic excellence.

The latest developments of this well-known wear lie chiefly in the direction of wool taffetas, wool cambrics, wool delaines, and a new lattice web woolen, suitable for blouses, shirts and pyjamas, and shown both in pure white and decorated with colored stripes. Of course the pure wool, undyed stockinette materials, which have been appreciated for years, are not a whit less popular than they were for underclothing, but it is the newer, more fanciful woolens, for jerseys, blouses and coatees, that, on the eve of a new season, seem to call for more particular attention. The wool taffetas produce the most fashionable and seasonable of blouses, and the flannel ranges in fancy varieties are equally useful. Prettily colored woolen moreen underskirts with plain or fancy surfaces, self-fitting stockinette jerseys, braided or otherwise trimmed, and sporting jerseys of mixed wool, decorated with fancy buttons, are among the Jaeger fashions just out, which also include shower-proof and other traveling coats and cloaks for Autumn and Winter wear, a feature of the wraps being the exquisite softness of the material, especially that of the fleecy variety, of which some of the most comfortable deep capes and steamer wraps with storm collars are made.

In corsets, too, the Jaeger Company, are showing some improved, comfortable models for the new season. One of the most novel patterns consists of a bust girdle and hips girdle, leaving the waist free; another corset is made of straps of Jaeger webbing with a bust girdle above; and for those who prefer them there are closed, knitted corsets and woven corsets, unstiffened, and stitched corsets fitted with "feather-steels," which are soft, light and pliable, and are specially protected against rust.

The firm has recently opened a depot for the exclusive sale of Jaeger goods at 2,206 St. Catherine street, Montreal, and it is noticeable that the taste displayed in the designs and make-up of their specialties is carried even into the decoration of their establishments.

LADIES' WEAR.

THE FASHION OUTLOOK.

As Seen by a London Newspaper Correspondent

CHECKS and cleverly wrought mixtures are favorite selections for the Autumn purchases. Materials in pronounced checks have a tendency to look heavy, but the latest tweeds are beautifully light and graceful stuffs, and lend themselves admirably to the new Inverness shape of coat and cape. A mixture of brown and white, with just a dash of orange, is taking a foremost place in favor, and there is a new color in material spoken of as copper-head, but not yet named. Cardinals, cerise, all browns, and many blues have found the readiest favor so far.

The most elaborate and expensive furs are being embellished, if such a word is permissible when speaking of good furs, with braid and lace. Only the master-mind, however, should be allowed to determine its use. Long chiffon and ribbon stoles, bordered with fur and enlivened with lace, will be the Winter substitute for the flat feather stoles which fashion so untiringly favored this last season.

Autumnal millinery is delightful. Hats are either large or small, for the medium style has received no con-

sideration at the milliners' hands. Directoire dresses have created the Directoire hats, and there are many novelties in the Autumn fashions, mostly trimmed with bird-

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"The Bexhill," unlined, lapels faced to edge with Victoria silk; usually worn 36 inches long. Shown by Nicholson & Co.

of-paradise plumes. Brown is easily the favorite shade with orange.

Just for the moment the high-crowned chip hats are considered first, but they are becoming so quickly common that their day is certain to be shortened. Their place will be taken by fibre-braid French hats upon which many wings and birds are to be used. Some very becoming soft felts are being shown in the wholesale departments—large, wide-brimmed, in pastel shades of fawn and blue, with a simple golden cord trimming. Straw leather, and chenille are being used on the new felt sailors, and with capital effect.

Ribbons are more beautiful than ever, the newest and prettiest being shot or white grounds with iridescent effects. Long strings are predicted for Winter hats, too, so the impetus given by the Summer fashions to the ribbon industry will be continued. But it is impossible to enumerate all the novelties which the trade are launching forth to assist Fashion to make up her fickle mind for another season.

LADIES' RAINCOATS.

THE new styles in raincoats are admirably demonstrated by that first-rate firm of rainproof specialists Messrs. Nicholson & Co., of St. Albans, England, and 15 Aldermanbury, London, E.C., whose garments, which are distinguished by an unexcelled smartness of cut and becoming grace, are made from an all-wool cloth, that is not merely shower proof, but proof against heavy rain, and is yet porous and healthy. Their "Perramus" and other goods have now a world-wide reputation, because they are adapted for all temperatures, never overheat the body, and serve the purpose of ordinary coats, being made up from choice and exclusive cloths, no rubber being used.

Among the latest designs for ladies' wear is the "Inverness" raincoat usually worn about 44 inches long, and provided with perpendicular slit pockets, and a belt across the back, the front of the "wings" being lined with shot Victoria silk.

Another new model is the "Bexhill," a raincoat with semi-fitting back, rolled lapels with rounded corners and Victoria silk facings, a stand collar, and pouch sleeves, gathered into extension cuffs. It is usually worn about 36 inches long, and has perpendicular slit pockets.

There are several other excellent patterns suitable for Autumn wear, the "Granville" double-breasted coat, with full sacque back and belt, Gordon wind cuffs which can be turned over the hand, slit pockets, and stand and fall collar, being among them. The "Sackville" of similar



London Fashions—A sable stole and muff set, shown in the west end.

length, about 44 inches, is also double-breasted and a smart, useful raincoat for driving; and the "semi-sacque" models are very comfortable and becoming to the figure, some of them having strapped shoulder capes.

HOSIERY

The Brantford Hosiery Co. Limited

beg to Announce

That they have just established a factory to make ***fine Cotton and Cashmere Hosiery,*** and equipped it with the latest and most improved machinery, and are now in a position to supply the ***Retail Merchant with Hosiery at factory prices, direct from the mill,*** at Brantford, Ont.

We have made arrangements whereby our ***samples*** will be submitted to the trade by the travellers of the Slingsby Manufacturing Co., the celebrated Blanket Manufacturers, and we ask your careful consideration and inspection of same when called upon.

Our goods will be found ***first class in every particular,*** the ***style*** and ***finish*** being equal to the fine ***German goods*** and ***guaranteed absolutely fast and stainless.***

This line will be sold under the Registered Trade Mark, **"ROYAL OAK" BRAND**

Represents the Best



Hosiery made in Canada.

which will stand for all that is ***best*** in socks and stockings in cotton, lisle and cashmere. Our travellers are now on the road with a ***complete range of Cotton and Lisle*** Hose for the ***Spring Season*** of 1905, and we promise careful attention and prompt deliveries of all orders entrusted to us.

Write direct to the Mill for ***samples*** of ***Girls' and Boys' School*** ribbed ***Hose.*** They are the ***Strongest*** in the market.

THE BRANTFORD HOSIERY CO., Limited

Brantford, Canada.

Among the full length coats are the "Regent," with three seams in the back, and cut rather closer fitting than a semi-sacque and the "Long Talma" very full and baggy, with extension cuffs and French seams—a perfect sporting coat. There is also a "Short Talma," with the distinguishing shoulder sleeve and slit pockets.

An advantage of the "N. & C." specialties is that while the rainproof quality of the cloth is permanent, light can be seen through the material and perfect ventilation is assured. Moreover, the shades of cloth used are the newest and most fashionable, and the garments are thoroughly well made, and light in weight.

TRIMMINGS AND MILLINERY.

WITHIN the last few years the use of lace has been encouraged to an unprecedented degree, and never before has it taken so important a place in everyday fashions. A great London house for lace is Messrs. Copestake, Crampton & Co., 5 Bow Church Yard, E.C., the foundation of the large business, where now everything in the way of clothing can be obtained, having been the lace trade. A specialty is made of all kinds of lace, from the most beautiful hand-made qualities to the cheapest machine-made laces. A feature of the season are the new guipure and Saxony laces, and also lace nets for fronts. The piece laces and lace collars and capes are produced in great variety, both in black, white and ficelle tints. Black sequin collars and short stoles will be fashionable, and black lace and braid collarettes and rabats are liberally prepared, with a view to being in great demand, the same kind of things being shown in champagne tints, while one of the newest lines is the canvas collar with cut ornaments of colored silk and gimp. Lace curtains from their Nottingham manufactory are also among the firm's specialties.



Sketched for the DRY GOODS REVIEW at Messrs. Debenham's Mill, Hill Place, London, Eng.

In the trimming department are quantities of new galloons for the Autumn, narrow Russia braids, light and black silk passementeries of all sorts, embroidered ornaments, cockades, tassels and trellis trimmings, and various motifs for the adornment of tailor-mades and silk dresses. The new patterns are mostly pointed. Silk strappings also promise to be conspicuous decorations on Autumn gowns.

The firm in question devotes great attention to children's outfits, and the young folks' woolen goods for Winter wear are prepared with every consideration for prettiness of aspect as well as for their primary purpose of protection. The leading pelisses for babies are of white and cream plush matelasse silk, lamb's wool, and white or grey fur. A pretty corded cloth and white serge are also used for similar garments, and white Thibet fur, swansdown, plush, silk cord, and silk appliques are the principal trimmings. Many of the warm pelisses are provided with gathered collars of soft silk and silk strings, and a great deal is also being done with white silk bear, which forms entire coats or is used as capes and borders to coats of other material.



Sketched for the DRY GOODS REVIEW at Messrs. Debenham's Mill, Hill Place, London, Eng.

Brown beaver cloth and mole cloth and imitation chinchilla are made up into warm comfortable coats for children and colored cloth coats, of stout quality, with fur collars and other desirable wraps for cold climates Cashmere frocks, in white and pretty, pale colors, honeycombed at the neck, and accordion-pleated silk frocks, lace inserted and trimmed, are charming features of Children's Autumn fashions, and little hats and bonnets of silk and bear to match the pelisses are tasteful and necessary parts of the new outfits for juveniles.

Everything in the way of corsets, and of ladies' underwear, in woolens and linens, is to be met with in the house, and a comprehensive collection of new underskirts includes models of moreen, moirette, melton, felt, glace silk, and a special quality of untearable silk.

The tailor-made over-skirts afford a splendid choice for the Autumn and Winter, and are principally in such materials as tweed, face cloth, melton cloth They are well cut and made, exceptionally pretty in style and of un-

Hitchcock, Williams & Co.

The Fancy House of London



Established 70 years.

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Hitchcock, Williams & Co., St. Paul's Churchyard
LONDON, England

SIR G. WILLIAMS, F. G. WILLIAMS,
H. WILLIAMS, A. T. WILLIAMS.

limited variety, showing round tucks, inverted box-pleats, silk strappings, straight-pleated flounces, and many other designs. A good choice, too, is offered of stitched canvas skirts and flounced voile skirts for the Autumn.

In the silk department some special and attractive novelties are met with in the new pleated fancy satins, in black and colors, that have the appearance of fine velvet and are most effective and in the latest make of taffeta.



A Mourning Gown in Black Henrietta.
Shown at the Bradford Exhibition.

The bodice is pouched and crossed in front with a frill of embroidered lisse; the collar of black peau-de-soie is hand embroidered with a few chiffon roses edging the design; the vest and neck band being of the lisse. The full sleeves finish at the elbow with a frill of lisse embroidery and a band of peau-de-Soie. The skirt hangs full from the waist with four large tucks commencing half way down, with smaller tucks alternately.

which is without finish and can be crushed through a finger-ring, the creases coming out instantly. By a special method of manufacture the silk does not split, and it even can be washed, and through being pure, bears upon its surface a lovely bloom that is shown up particularly well in pink. The newest color, however, is a rich red-brown that cannot be beaten for Autumn wear.

Charming, again, are the new soft silks covered with tiny spots that take lovely shades as they are draped. They are worn in pale green, apricot, pale blue and other colors for blouses and millinery, and the same sort of silk is produced without spots. Included in this particular department are dress silks, shot with different ranges of colors; new ottoman silks of good weight and moderate price; soft finish, uncrushable chiffon velvets for hats and dresses, panne velvets, and fancy plushes those with white grounds going particularly well. Some are spotted with black, in resemblance of miniver, others bear soft, blurred designs of star-flowers, etc., also in black, and these novel fabrics, some of which are of a specially fleecy character, adapt themselves to the service of millinery and dresses with equal success.

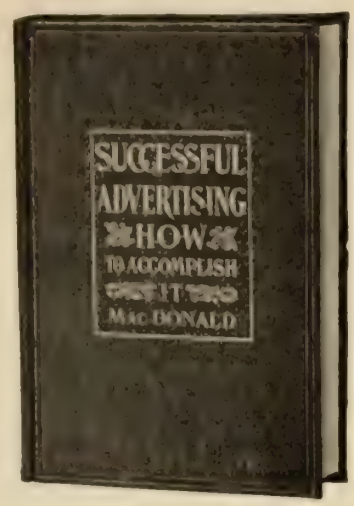
As regards Autumn millinery, velvet hats are largely in the ascendant. Plain velvet and gathered velvet are alike used, and shawls of red predominate. Plaited chenille shares with velvet in the make-up of some of the smartest hats, and chenille flowers are a novelty of the season, other trimmings resting with wide, soft, luminous ribbons, shot or plain, flowers, foliage, berries, pompoms and feathers. Hats of black or colored cut cloth and chenille, and felt hats and toques with chenille brims, are features of the new millinery fashions, and in the matter of shape, the millinery department shows that tall, pottle crowns and picture brims prevail and that toques are wide and frequently pointed.

All that is newest in the way of dressing-gowns, and morning wrappers, and toilet jackets, of cashmere, flannel and py-rennees wool, may be gathered from a glance at the large department devoted to such articles, and the shirts and blouses of fancy flannels, cashmere, and other Autumn materials are a big business in themselves, no less than are the mantles and jackets that all appear in the latest styles and materials, and the furs, of which the stock is immense.

Messrs. Copestake, Crampton & Co. are well posted in Paris fashions, and cleverly adapt French ideas to home and colonial markets. Moreover their shipping orders may be relied upon for being absolutely fresh, the goods never being sent from the home counters, but straight from the needle.

DRESS ACCESSORIES.

THE importance of a good dress shield in order to preserve the freshness of a blouse or bodice is obvious, and the Kleinert dress shields fill the want in every way. The newest variety is the "Beauty," a rubber shield proofed with nainsook, and it has the advantage of readily submitting to washing and ironing. The three distinct varieties of Kleinert dress shields are the "seamless stockinette," the "pure rubber" and the "rubber proofed." Of the former class the "Invincible" and "Ambassador" maintain their high prestige, the latter being the lighter of the two qualities; and among the pure rubber shields the "Gem" remains unexcelled. It is made of light and absolutely impervious Para rubber, and is covered either with nainsook, fine sateen, or Japanese silk, and takes up no room when worn, being quite the finest imaginable shield. The "Featherweight" is another excellent dress shield, made of fine nainsook proofed with pure Para rubber—a method that ensures great durability, perfect shape and lightness. A specialty is



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also made of detachable shields, the three varieties of which are known as "Onandoff," "Chic and "Trufit," the latter being the newest design. All accommodate themselves most excellently to easy adjustment, the "Chic" and "Trufit" shields being designed with a special view to use with evening dress or transparent sleeves.

A hint that should be borne in mind when buying dress shields is that it is most important that the size should be sufficiently large to protect the bodice from soil. Shields that are too small are of little real use, even though the material of which they are made is the perfection of its kind.

In connection with hose suspenders the name of Kleinert is as closely linked as with dress shields. The



London Fashions—A black cloth coat trimmed with velvet, silk braid and appliques.
Shown by Corby, Palmer & Stewart.

"Hookon" hose supporter remains one of the leading articles of its class, and is procurable in silk elastic and cotton elastic, in black, white or colors. Of a different wind are the "Clipon" and "Sewon" side supporters, to be attached to either side of the corset, some having sateen, others elastic straps. These are the best and most desirable things for the support of stockings.

FURS AND CLOAKS.

FOR the fur season great provision has been made by Messrs. Corby, Palmer & Stewart, of 39, 40 and 41 St. Paul's Churchyard, London, E.C., who have laid in an enormous supply of the most fashionable furs for Autumn and Winter wear. The demand is at present particularly great for the new butterfly-shape stole, in marmot, which is likely to be a very popular form of fur neckwear during the coming months.

Another novelty is a squirrel tie, squirrel in grey and white, ranking among fashionable furs of the moment. It is made up into sacque coats, and dyed squirrel also fashions similar wraps.

One of the leading ideas in fur is Caracul paw-dyed grey. The same fur is also much used in black, brown and natural colors, but the grey dye is the newest. Sacque coats of this grey-dyed fur are leading specialties of the firm, who are also showing a new dye in martens and some fur wraps of grey Krimmer paw; of sable and imitation fox, built in all the newest shapes, and they supply also muffs to correspond.

The warm fur-lined coats are other important wraps just now, the outsides being of mixed tweed or face-cloth. A handsome coat of grew tweed lined with squirrel, has the addition of cuffs and collar of oppossum. Full length coats, and others of three-quarter length, double-breasted and fur-lined; paletots with strapped seams, in charming ranges of tweed; and warm driving coats of box cloth and light prettily colored blanket cloth are among the wraps most necessary to the coming season.

One of the newest and leading styles is the Inverness coat or cape, a graceful model in grey cloth having wing sleeves and a fitting back, while others are arranged with double capes, or with the regular Inverness cape and a hood, and are smartened with applique or velvet stitched collars.

A fair number of Russian coats will be worn, sacque coats are also fashionable and another variety of costume coats is long and tight-fitting with simple sleeves. The loose-fitting coats are often provided with either a wide bell sleeve or a sleeve gathered into a wide cuff.

Among the dressy mantles, those of black plush with collars of black guipure lace and Thibet or other fur trimmings and jackets of black peau de soie with capes trimmed with gimp and fur, are chiefly conspicuous. A new model in silk capes has a deep border or flounce of caracul, and handsome appliques are introduced on other mantles.

Costume skirts in the latest styles, and of the new Autumn materials, including cloth, tweed, and voile, are shown in great variety, and girls' cloth costumes and coats are other features of the St. Paul's Churchyard establishment, which deals, also, particularly well with the important question of rainproof garments.

In waterproofs, as in other coats, the Inverness shape is coming back again, and associates itself with full length and three-quarter garments. A long coat of waterproof cloth is becomingly provided with a double sleeve, and under one being an ordinary coat sleeve covered by an Inverness sleeve, and in this way it has all the grace of the loose "wing" while thoroughly protecting the dress sleeves beneath. Long coats of showerproof cloth in pretty

shades of pale grey and biscuit, some with stitched collars, some with shaped capes, and double breasted, and other coats of gloria silk, in shades of fawn and silver as well as in dark colors, are among the most fashionable styles in rainproof garments.

STYLES IN FURS AND DRESS GOODS.

THE new season's goods naturally include a large assortment of furs, and it is expected that among the most popular will be marmot. At any rate, much of this fur has been stocked by houses of note. Messrs. Cater, Platt & Co., of Old Change Buildings, London, E.C., have a very good show of furs, including marmot, sable, stone martin and other varieties, made up into stoles, collars, capes and muffs, of the newest shapes. The stoles vary in length to a great extent, some being extra long. The newest shape appears to be the cape or deep collar of fur with fluted stole-ends, differing entirely from the well-known, straight stole. As a rule the ends are of moderate length and the flutes are fastened at the top with ornamental buttons or clasps. Ostrich and marabout feather stoles are also liberally provided for the coming months and will be fashionable alternatives to the heavier furs. Other specialties of the firm's are ladies' coats and costumes, blouses, skirts and mackintoshes, of which they have an excellent choice. There are some very good gored skirts of light tweed, stitched over the hips to simulate yokes; costumes with Russian coats and deep basques; and costumes with sacque coats, tweeds and plain cloth, in black and quiet colors, leading the way, while for afternoon and evening wear there are lined voile skirts of a very good quality.

Some of the new blouses of cream-colored Jap silk show a return to the front fastenings, so arranged, however, that it is invisible. The sloping shoulders that have marked the blouses of the past year characterise also for the Autumn and Winter. Skirts and blouses of flannel, flannelette and cashmere are in the front rank of useful fashions for the seasons ahead, and are smartly made in the newest styles at the address alluded to.

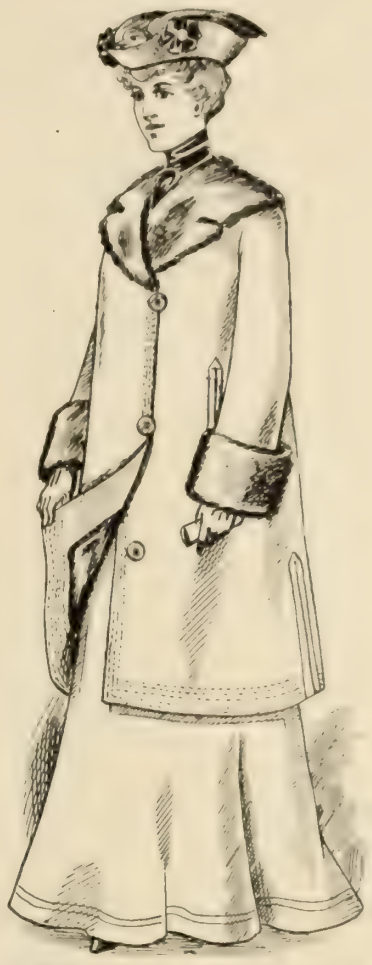
In another department are to be found ladies' Imperials and mackintoshes that are distinguished by great taste and charm of appearance. The made-up waterproof materials in fawns, greys, blues and blacks, show endless variety of style, and are cut to full length and three-quarter size.

Elsewhere are fur-lined paletots and jackets, mantles of black plush, velvet and silk, and black Caracule coats that are particularly well cut and seasonable. Nor are the children overlooked, for the juvenile department has also a display of cloth paletots in dark and light colors, some of the coats being of reversible cloth, arranged with capes and straps. Girls' reefer coats in black, grey, blue and red are other warm, serviceable wraps for the Autumn to be met with in the firm's showrooms under very favorable conditions.

In fact an acquaintance with the models of Messrs. Cater, Platt & Co., shows that in every department their range is great and their ideas are infinitely varied.

Among dress materials many old favorites are to be found leading the way, often despised, however, under the dignity of fresh designs, and showing various improvements where such are desirable.

The ever-popular "Viyella" costume cloth is produced, for the Autumn and Winter seasons, in all sorts of suitable colors, and with fancy and plain surface. Possessing all its former advantages such as softness and warmth, and the very desirable quality of being unshrinkable, it is, at the same time, characterised by a new range of colors, and the dark greys and blues, finely striped in white,



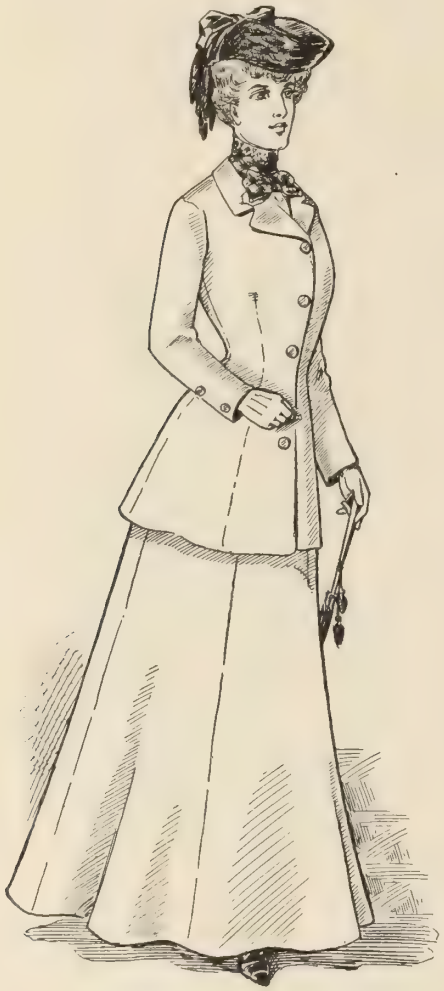
London Fashions—Sacque coat in fawn cloth, trimmed with opossum and lined with squirrel fur.
Shown by Corby, Palmer & Stewart

are certain to be especially popular, while a design that strikes one of the most fashionable notes of the moment is the black and white small checked Viyella. Very effective and becoming are the fawn-colored patterns faintly striped with white, and excellent wear is promised by the indigo varieties, while for shirts and blouses there is a choice of white, pale blue, and dove-colored "Viyellas" and other pretty samples showing fine stripes of red, blue, or black on a white background. This high-class, durable material is made in three substances—light, medium and heavy, and suffers no loss of softness and pliability from frequent immersions at the laundry.

SUN-BLEACHED LINEN.

IT is a common complaint nowadays that linen wears out quickly, and the reason for the complaint is not far to seek. In the old-fashioned days grass bleaching was the rule, not the exception, and linens bleached in this way lasted from generation to generation, and

always retained their beautiful, silky appearance, giving practically everlasting wear. It is the introduction of injurious chemicals into the bleaching process that ruins linen, and the old-fashioned genuine gloss is now replaced by a sham lustre produced by starch pressed into the surface of the material. Careless weaving is also responsible in no small measure for the degeneracy of modern linen. Haste is made at the expense of wear, cheapness is considered at the expense of quality. The well-known "Old Bleach" linens stand out as exceptions to the rule, and are as fine, pure, and durable as the linens of olden days that were whitened without the use of chemicals—in fact, it was with the object of reviving the old-fash-



London Fashions—A coat and skirt in grey tweed.
Shown by Corby, Palmer & Stewart.

ioned system of linen manufacture and grass bleaching that the "Old Bleach" Linen Company, of Randalstown, Ireland, started business some thirty years or so ago. The greatest care has ever since been exercised in the manufacture of their linen, and the old-fashioned grass-bleaching strictly adhered to, with the result that the marvellous wearing properties which the grass-bleach imparts, added to the silky finish and perfect quality of the Company's goods, has given the "Old Bleach" specialties a recognised name and value, and they justly stand very high in the regard of the public. These celebrated linens are made of pure flax yarns, and are bleached on the grass by the sun, without the use of chemicals, and so retain the full strength of the fibre and its natural lustre. Their superiority is unquestionable and they are in demand for all time and in every home, being unaffected by season, such things as towels and traveling pillows and bolster cases, art linens for embroidery, and drawn work, aprons, shirts, etc., being wanted year in and year out. Good bleaching consists in whitening the fibre all round without penetrating to its heart, and this is attained by the action of the sun's rays, and the ozone from the grass, and is the method used exclusively by the "Old Bleach" Linen Company, who put the sheen or finish on their goods with a modern adaptation of the old beetle beating, and not by using starchy substances.

It is important when buying to observe the firm's stamp "Old Bleach" is on every article and every yard of linen sold. The sole agent for the Dominion is Mr. R. H. Cosbie, 30 West Wellington street, Toronto.

FALL AND WINTER MODES.

THERE is every indication of a big velvet season ahead, and Messrs. Hitchcock, Williams & Co., of St. Paul's Churchyard, E.C., realising the good outlook and possibilities for one of the most beautiful of dress fabrics, have laid in a large stock of the newest and most attractive samples of velvets for dresses and millinery purposes. The leading line is chiffon velvet, destined for blouses and entire dresses, and produced in the most beautiful range of colors. For trimmings, there are fancy velvets with large and small designs, and for costumes and other dress purposes the new couche velvet, crushed so that it can be rubbed either way without spoiling, will, it is expected, be a great feature

Great success is also prophesied for the new pile plushes and smooth velvets. They are produced in fur shades—the novelty of the season, so far as colors go—and also in brilliant tangerines and flames, as well as in every other fashionable color. The fur shades include soft beaver and silver tint—but the variety in the plain and fancy British made plushes baffles description. Suffice it to say that the velvets and plushes show a magnificent assortment, both in black and in colors, and that among the leading novelties are soft, ombre velvets in the latest French tints, the graduations of tangerine, green, beaver, and other colors being most artistic. Quite a novelty too, among the plushes is a soft fleecy variety that is used for millinery as well as dresses.

British-made crepe de Chine is also going well, and soft taffeta and other silks will be run throughout the Autumn and Winter for blouses and dresses.

The ribbons at Messrs. Hitchcock, Williams & Co. form a very large and important department. Shot effects are a strong feature of novelties in this way, and there is not a ribbon that is not absolutely soft and creaseless. One of the newest ideas is a broad fancy ribbon in five shades, that has the appearance of being pleated in parts and is much used on French millinery. Amongst the correct things is a French moile ribbon in narrow and wide widths; also the dark ground Chine ribbons that are expected to be very fashionable, while one of the smartest patterns is the new ribbon that bears a plain back and ombre front an effect that can only be produced in a ribbon of really good quality. The colorings are in exquisite taste. One ribbon, for instance, is in the new

terra cotta shade, with a pale green back, another is in two shades of green with a blue back, and a third shows an ombre front of grey and pink and is backed with a beautiful shade of deep rose color. Very attractive, also, are the shot moire ribbons, showing mixtures of sky and champagne, mauve and pink, or shades of peacock; the ombre broche ribbons; others of soft, white Ottomen; and the embroidered canvas ribbons. The colorings are glorious, brilliant tangerine shades being considerably to the fore.

These ribbons are used to a great extent in the millinery showrooms, where it is pointed out, the newest hat shapes show tall Directoire crowns, or high crowns that lean forwards and are sliced off, as it were, at the back.

Shaded effects are strongly in evidence, not only in regard to ribbons, with which many of the hats are trimmed, but also in connection with feathers, felts and chenilles, and chenille takes an important part in millinery modes. Many of the smartest hats are of plain or gathered velvet and chenille, the latter being used as a plaited brim or crown.

On the whole, brims are wide, and show a tendency to dip down at the back. Large silk roses will be worn as well as plumes, and a novel feature of some of the new toques is the use of the fleecy plush already alluded to, for the brims.

The principal veilings for the season are bordered and covered with graduated chenille spots.

In connection with blouses there is a feeling for those of plain cloth and cashmere with circular yokes, as well as for blouses of fancy flannel and flannelettes; and for more delicate wear, ivory silk fashions some charming blouses, arranged with round yokes trimmed to give a bertha effect.

The leading materials for tailor-made costumes are plain cloths, cotille, in various colors, hopsacks, suitings and embroidered amazons; and they are trimmed when made up, with braid, silk embroidery, Japanese embroidery, narrow mixed braid, galloon and cloth and braid ornaments. Frogs are coming in again, and one of the richest trimmings for rever facings is of imitation Caracul black or white, embroidered with colored designs in thick wool.

Messrs. Hitchcock, Williams & Co., are also showing some very good styles in Newmarket costumes, sacque coats and skirts of tweed and cloth, and Inverness coats, and their collection of plush and silk mantles, fur-lined coats and other attractive and seasonable features in the many departments of their establishment is most comprehensive.

MILLINERY FASHIONS.

MILLINERY modes for the Autumn and Winter favor many rough beavers and others, which rather supersede plain, smooth felts, though the latter are naturally a strong feature of millinery styles just now. All that is newest in hat fashions is known to Messrs. Debenham & Co., of London, who are sending out large and choice supplies of ready-to-wear and untrimmed hats, and are showing a very comprehensive range of the latest trimmings.

Among these, large round beads take an important place; chenille plaits and chenille embroideries in wide widths are used in profusion; soft moire ribbons decorate a large proportion of fashionable hats and quills, ostrich and fancy feathers and sweeping paradise plumes are powerful factors in the trimming of autumn millinery. Jet ornaments are also very conspicuous in the same cause.

Some handsome brims to velvet hats are inlet with bands of plaited chenille set with large beads, and moire ribbon is effectively used as big, pleated bows standing up against the new high crowns and centred by tall jet ornaments.

The newest colors are coq de roche—a rich red brown—and a beautiful shade of bronze green. Hats and toques in shaded velvet, manchon cloth and beaver, illustrate the new colors very charmingly, special success being won by a pointed toque of shaded coque-de-roche beaver, and another of manchon beaver cloth in four or five shades, graduating from russet red to cream, each piece of cloth being cut out in scallops at the edge. An advantage of manchon cloth is that it is considerably lighter in weight than ordinary cloth, and can be used in four or five thicknesses without being weighty.

Much variety is seen in the shape and size of hat crowns, equally fashionable being the high Amazon crowns and wide pointed or oval crowns, the two points being directed to the right and left or back and front of the hat.

Large hats, plainly covered with black or colored velvet, the brims inlet with chenille and beads and bearing on the outer or under side ostrich feathers or paradise plumes, are striking fashions among picture millinery. Broad sailor hats with pointed crowns are also among Autumn modes, a smart example being of white rough felt trimmed with a band of orange velvet, covered with black chenille ornaments round the crown, and white wings at the left side.

Soft American-shape beaver hats, with round, upturned brims and quills and ribbons, are made in black and many fashionable colors, and layer hats with sweeping brims and pointed crowns, that are going well and are novelties of the season, are made of Otter in natural colors, the upper part of the hats being cream, with self-colored underbrims. Beaver and felt flop hats, in white, black, beaver shades, bright reds, the new full green, reseda and others, wire up well and are other seasonable styles for cold weather wear.

Hats of felt, or beaver and felt, in mixed colors, are also among the newest ideas for Winter millinery. A pretty hat with a wide, round brim of colored beaver and a white felt crown, is trimmed with a couple of big rosettes of velvet pleated at either side of the crown, across which lies a long shaded quill, and a few folds of velvet run round the base of the crown. This is a typical hat of the moment and is made in various colors. Another favorite style is the hat of beaver, with upturned brim strapped across on either side of the centre-front with ribbon velvet, that passes across the crown to the back, where it is tied in a smart little bow. The front brim, at the points where it is caught back, is decorated with two fancy feather ornaments, the stems of which lay across the centre-front.

Felt hats with indented crowns and brims curling up wide at the sides are variations from the round crowned hats, and are produced in white and colors, the brims bound with ribbon and the base of the crowns draped with wide ribbon to match, tied in big loose bows in front. Then, again, a leading style is expressed in hats of plain colored felt with crushed crowns trimmed below with a band of velvet to match, piped with white silk, a dahlia rosette of similar materials being fixed at the left

side, where a shaded quill aids the scheme. The brim, which is turned up all round, widening at the back and taking a spout-shape in the front, is piped with velvet and silk to match the rest of the trimming.

SPECIAL LINES.

"VIYELLA" is, of course an old favorite for underwear, night dresses, pyjamas, day shirts, and dressing gowns, for which purposes it will hold its own throughout the Winter. Its greatest development, however, at present is in the way of costume cloths, and whereas ordinarily it runs to a width of 31 to 36 inches, in its newest aspect it reaches a width of 48 and even 54 inches, accommodating itself to all the demands of the newest dress fashions. Clearly, it is one of those exceptional fabrics that give practically everlasting wear and adapt themselves to a multitude of needs.

Two of the dress materials which will undoubtedly take an important place among fashions for day and evening wear, respectively, are Priestleys' "Panneau" cloth and "Estrella." It will be remembered that the Princess of Wales brought both these charming fabrics into notoriety by not only expressing her admiration for them at the time of the Bradford Exhibition, but by ordering dress lengths for her own use. Thus stamped with royal approval, they take an unusually high place among fashionable materials. "Panneau" is an all-wool cloth which should be seen and worn by all well-dressed ladies, and being of the smooth "faced" variety, which leads the way this season in preference to rough cloths, it takes its place as one of the best fabrics of its class and it may be seen in black and color.

"Estrella," which is a mixture of silk and wool is in the foremost rank of fashion for evening wear, and is produced in the most delightful range of colors. It is very soft and graceful, drapes beautifully, and lights up well.

One of the most important points to be considered with regard to costumes for all weathers, is the power of the material to withstand injury from storms and showers. Many a dress has been spoiled after once wearing through the destructive influence of a downpour of rain, and a cheap material has in consequence proved expensive in the end. It is better to buy the best in the first instance. A new season is dawning, but nothing new in the way of a durable dress material, to defy the heaviest shower, has arisen to drive out "Pirle" finish cloth, which is the cyclist's boon and remains unspotted and unshrunk no matter to what weather it has been exposed. Being smooth of surface it accords particularly well with the present dictates of fashion in this respect, and is at once one of the most fashionable types of materials as well as possessing the great advantage of refusing to mark or cockle with rain. "Pirle" finish cloth, which is appearing in all the leading Autumn styles, is the indispensable material for the open-air girl.

For years past Horrockses' longcloths, nainsooks, cambrics and sheetings have given excellent satisfaction, and now Horrockses' flannelettes are likely to take as important a place. They are most comfortable and protective, and for the season upon which we are entering are a most agreeable exchange for cooler materials. These new flannelettes, which are of a very high quality, are produced in plain and printed varieties, and are suitable for all kinds of underwear as well as for blouses. Another novelty is "Ventaire," Horrockses' open-mesh cloth—healthy, porous and protective, and well adapted to underclothing of all kinds.

It is well known that the health of the body depends a good deal upon the sound way in which the feet are shod, and the choice of stockings should receive careful consideration. Cartwright & Warners' celebrated hosiery ranks high in the regard of those who study both hygiene and fashion, being chiefly all wool, and therefore specially suited to cold climates, and at the same time imbued with the latest ideas in regard to color and style. These well-known stockings are to be recommended also on account of their being unshrinkable and perfect fitting, and for Autumn and Winter wear give the acme of comfort.

Immense strides have been made in the production of waterproofs, none of which excel the Cravenette goods for elegance of appearance and perfect protection. The Cravenette rainproof garments are now recognized as essential to a fashionable outfit carrying with them, so far as appearance goes, no suggestion of their primary purpose, but being as lightweight and becoming as an ordinary face-cloth garment, suitable for fair as well as foul weather. They are made up in charming styles for the coming seasons.

A NEW COTTON INDUSTRY.

THE incorporation of the Drummond Bleaching and Cotton Company with a capital stock of $150,000, marks an important addition to Canadian manufacturing industries. The plant is to be situated at Drummondville, Que., where the latest facilities for bleaching and finishing will be installed. Important concessions, such as cash bonus, exemption from taxes have been granted and indications point to the fact that further extensive developments may be looked for.

The incorporators are Senator Mitchell, Drummondville; J. W. Woods, Ottawa, and Geo. A. Gatehouse, M. L. Hersey, G. Bothomly and E. W. Hibbard, of Montreal. Messrs. Gatehouse and Bothomly, who have had widespread experience in the cotton industry, are the originators of the enterprise. Mr. Geo. A. Gatehouse is known as a former manager of the sales department for the Dominion Cotton Mills Co., and later as selling agent for the Montmorency Cotton Mills Co. Mr. Bothomly has had a long practical experience in cotton bleaching and finishing, having had charge of large plants in England, Mexico and Canada. For the past three years he has been superintendent of the Dominion Cotton Mills Co.'s bleachery at Hochelaga, and is in a good position to fulfill the requirements of the Canadian market.

The head office of the company will be in Montreal, and the exact location will be decided upon during September. Operations are expected to commence by November. The provisional directors are Senator Mitchell, J. M. Woods, Geo. A. Gatehouse, M. L. Hersey, and G. Bothomly.

When questioned regarding the developments hinted at Mr. Gatehouse, as well as Mr. Bothomly, had nothing to say. It may be added, however, that the capital stock has been very largely subscribed.

PARIS FASHIONS

By A. E. DACAM, for "Dry Goods Review."

Changes in Sleeve Styles Cloaks and Jackets — Embroidered Furs — A White Season.

THE most noticeable change for Fall styles will be in the sleevesthe fullness will be taken from the elbow to the shoulder—a renovation of the "Gigot" or leg-of-mutton. This change of course comes gradually and dressmakers are already putting a crescent-shaped stiffening of canvas under the upper part of the puff sleeves (that have been so much worn this Summer) to make them set out from the arm; this makes the shoulder effect both higher and wider and the broadening of the shoulder will be the ruling note all through the coming season. Some bolster-like sleeves are being worn just now for traveling and country jackets, these are full and slightly raised at the shoulder and again gathered into a narrow wrist-belt—this would seem a compromise between the past and future. The furriers and some leading tailors such as Francis, Mauby & Bechoff-David have already made up several models of the "Gigot," certainly without exaggerated fullness but high and wide at the shoulder and gradually lessening to the elbow from where it is tight-fitting and finished with a narrow wrist-band.



No. 1—A beige cloth jacket.



No. 2—An evening wrap of pale green taffeta.

Particular and significant attention has been given to the demand for traveling costumes and for these alpaca has been much used, which, on account of its neither creasing nor holding the dust is most suitable. These costumes are made without frills or quillings and what trimming there is, invariably lies flat obviously for the same reason of not offering resting places to the dust.

* * *

In the way of cloaks the MacFarlane and many evolutions of it are being readily sold. A good idea in this



No. 3—A Fashionable Cloak

style is a small check cloth having the cape continued from the waist (where it usually terminates) quite to the bottom of the cloak. The front of the cape has a revere, narrowed at the neck with an application of kid. This revere gradually widens, till at height of the wrist it is finished off and the cape itself gradually cut away so that it reaches the edge of the cloak in a point. The collar reproducing the kid applications, is very high and can be worn up or down "a'volonte." Another smart addition to this garment is a kid button with a narrow ring of the cloth. In connection with these fashionable cloaks another mode affected is the pointed cape, recalling the "visite" of last Winter. This will be a long sacque jacket minus the sleeves which will be replaced by a pointed shoulder cape, sometimes only one each side but more often "a" deux ou trois etages."

* * *

Long tight-fitting jackets, with and without basques, will be very much worn and as to look well, they must

absolutely be made to measure and that by a good tailor, they are not likely to become common garden property. In all these jackets and cloaks, collars and revers are be-



An evening gown in black striped white silk. The fichu-pointed vest and underskirt are in white mousseline. The sleeves and frills are of lace, decorated with roses, shaded red to pink and black, ribbon velvet border to the lace frills.

ing added, it is only the still popular little bolero that is finished off at the base of the neck.

* * *

One sketch shows a beige cloth jacket, buttoning only to the waist and simply ornamented with machine stitching; the fullness is at the top of the sleeve. The hat is a dark "marrow" straw trimmed with pale green tulle and white shaded green and "marrow" feathers.

* * *

Capes or "Pelerines" as they are called here, of all descriptions are being worn; for instance a gown of fancy cloth, the skirt trimmed with gathers, will have a very high corselet of silk or velvet—double breasted, fastened with fancy buttons, rounded at the back and brought to a long point in front. Over this will be worn a cape of the same cloth as the skirt, reaching to about an inch short of the elbow, slightly pointed back and front, and with fancy revers to correspond with the corselet. The sleeve will be made with a puff just showing below the cape and tight-fitting to the wrist. Evening wraps are also often made in the form of a cape—see sketch No. 2. This is more than a wrap and might almost be called a "mantelet." It is in pale green taffetas with little "ruches" of mouseline in the same shade. A drapery or "capuchou" crossing at the back is taken from each shoulder. Fastened in front under a black velvet bow.

* * *

Furs are likely to be as much, or, if possible, more enriched with embroideries, lace and chiffons, than last year and grey, fawn and white kid will be used for belts, buttons and edgings; it may even be introduced in the embroideries. Seal and good imitations of this fur will be "la grande mode," and ermine seems likely to be worn again as stoles and capes or trimming for other furs. The velvet dresses of last year are not likely to be revived but the silk seems to have come to stay till skirts are no longer worn full. A change has taken place in the falls this Summer—very few net veils are seen—on the contrary for town and traveling alike one sees nothing but gauze, very transparent and also more becoming to the face than lace. These are in all colors, golden brown, grey, blue, etc, to harmonize with the costume.

* * *

The season has indeed been a white one—hats, gowns, parasols, gloves, shoes and stockings—all white—and quantities of English embroidery. Hats made of this lace,



Evening gown in strawberry colored voile " Ninon ' Both bodice and skirt are trimmed with bovillonnes of mousseline and bunches of " ribbon work " ; flowers in natural shades.

resembling those sold for children's sun hats, with generally and more distinct and higher crowns are embellished with a large rose or bunch of mixed flowers, and selling very readily. The paper "Brighton Plage" hats

RETURNED
FEB 2 1905
To Cancel
Cut Book
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with paper wreaths of roses became common property immediately and is worn by all the work girls at their Sunday outing.

11 Rue Belider, Paris A. E. DACAM.



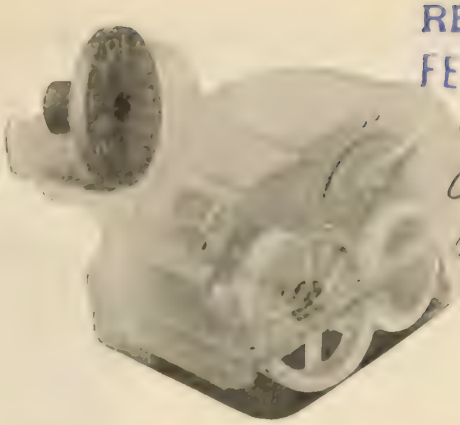
Sable bolero, trimmed with ermine, turned down collar, and ermine insertions in sleeves, front strapped with sable tails; a bunch of three tails at the neck.

Seal skin bolero trimmed with sable collar, revers and cuffs, with a scroll of sable tails over each shoulder. The hat is "marron" colored felt, trimmed with Bird of Paradise.

AN OKLAHOMA VISITOR.

AMONG the callers at the Montreal office of The Dry Goods Review during the past month was Mr. Willard Foster, of Black Rock, Okla. Mr. Foster, as manager of the Foster Mercantile Co., is a representative American retail man, and this being his first trip to Canada, his impressions are interesting. He has toured a good share of Ontario and Quebec, spending some time in the study of business conditions, resulting in very favorable and flattering remarks about Canada. To use his own words: "Like many Americans who have never visited Canada, my views were tinged with a vision of snow and ice, mingled with business inactivity. On the contrary, I find a delightful climate, magnificent scenery and splendid business policy in every line. The dry goods stores in small centres are a revelation for progressiveness, while Toronto and Montreal have extremely creditable departmental stores. Needless to say, I shall always cherish my trip through Canada as highly interesting and certainly instructive." En passant he remarked that The Dry Goods Review was a noble monument in the field of trade journalism, and compared very favorably with any with which he was familiar.

Mr. J. M. Campbell, manager of the smallwares department; Mr. J. H. Elliott, manager of the men's furnishings department, and Mr. A. S. Binns, manager of the dress goods department, for the R. J. Whitla & Co., wholesale dry goods firm at Winnipeg, are now on an extensive purchasing trip to England and the Continent.



And Here's Another

One more of those little features that make National Roller Bearing Sweepers more perfect, more desirable. It's our patented Axle Buffer and Washer shown in above cut. If you are interested, we have a circular describing it in detail, which is yours for the asking.

Mr. Buyer: This is only one of a number of desirable patented features that can be obtained only in our line. Features of actual merit (not mere talking points)—features that make sweepers more efficient in operation, more durable and more satisfactory to the user. Take them all as a whole; patented Dust Proof Roller Bearings, patented Brush Release, patented Anti-Tip, Steel Handle Ferrule, patented Axle Buffer and Washer, assembled into the finest finished cases, under our trade mark, "Nationals," standing for all that is good in sweepers, packed in our patented carton, making not only as good, but the best sweeper made, at a lower price than you have paid heretofore.

You can't afford to ignore these facts. They mean better satisfied customers, more of them and a greater profit to your firm. There is a demand for Nationals, and your stock is not complete without them.

NATIONAL SWEEPER COMPANY

MARION, IND.

Toronto Office 45 Colborne St. | San Francisco Office 617 Mission St. | Chicago Office 1411 Michigan Ave



"I WANT
PENMAN'S
PEN-ANGLE UNSHRINKABLE
UNDERWEAR"

RETURNED
JUN 29 90 s-
Page 11

Men's Furnisher and Clothier

Devoted to the Canadian Dealer in Men's Goods

CLOTHING
NECKWEAR
UNDERWEAR
HOSIERY

SHIRTS
COLLARS
GLOVES
NICK-NACKS

FLOWING ENDS OF TALK.

THERE is a certain class of men who are ever on the look out for novelties of whatever merit they may be, and there is another class whose only fault is that they are too easy to withstand the eulogistic comments of the furnisher on a new line that is not selling as well as it should. For a long time ever since Pierpont Morgan returned from Europe, those who know him by sight are trying to discover whether he belongs to either of these classes, if his valet had a moment of mental aberration on the homeward trip, of if J. P. is unaware of the presence of his cravat or trousers. At any rate when he stepped from the boat with his trousers creased down the sides, the fashion sheets of Yankeedom were anxious to know where he "got it." Perhaps the great financier has a particularly slim leg, and devised this scheme to make him present a better front view; or it may be he did not get near enough to notice that King Edward still wears the front crease. At any rate as a precedent the side crease fell as low as the shipping combine of like origin.

Fad or Fashion?

• • •

IT is a fact that modern business is tending to crowd into a few stores, that the specialist is gradually disappearing, and that the place of business supplying a dozen lines has a greater chance of success than that which sells one line alone, however carefully it may attend to it. Merchants throughout the country are always looking around for what the traveler calls a "side line," and the men's furnishings end is concerned just as much as any other. For instance nine out of ten tailors deal in men's furnishings, such as cravats, shirts, collars, suspenders, gloves and oftentimes hats and shoes. But further than this they have not gone in this country. An English exchange comes forward with an advertisement which says: "Perhaps one of the best side lines in outfitters' and men's wear dealers' establishments is the selling of cycles, and a display of machines would most likely be a possible suggestion towards the purchasing of a suit by the cycling customer. This would tend to good business in either direction." Bicycles would be almost the last line to be included by our furnishers. In Canada such things are left to special stores or carriage agents where they rightly belong. A window of bicycles would not be considered a fitting adjunct to an arrangement of cravats and collars. Even our department stores, with few exceptions, omit cycles along with motor vehicles and carriages.

Departmental Haberdashers.

• • •

HATTERS in the United States are building up great hopes on the present Fall season. To an outsider there seems little cause for it since Presidential election year is always rather slow. But it is on account of the coming electons that the hatters are rubbing their hands, and beaming on everyone. The hat is the popular bet and win or lose, the hatter is sure of a sale. "I'll bet you a hat Roosebelt (or Parker) will get in," has taken the place of "Good day," in all kinds of society, and friends and enemies alike mingle assiduously in the betting. One man at the last election was forced to eat his hat through a bet. A clever hatter undertook to boom his business by betting a hat with a friend, thinking to get the hat betting started. He did, and spent many a pleasant moment as reports of bets came in every day. When the results came out he expected to reap a harvest, but what was his surprise to find that his friends had outwitted him. The man with whom he bet, bet with a friend on the same candidate as had been chosen by the hatter and this was continued through the entire list, the result being that the only hat used to pay the bets was the one the hatter himself supplied.

Election Hats.

• • •

A GREAT deal of criticism is falling on the British soldier concerning the care he takes of his uniform, habits and person. The unfortunate soldier who is clothed in khaki has at the start something to overcome in the matter of appearance, and however carefully he may attend to his outfit he is never a pleasant spectacle as far as cleanliness and tidiness goes. But apart from this some men in high position have spoken very adversely of the unbrushed and unpressed trousers, caps worn awry and cigarette habits of the British army. With hands in their pockets, a muffler around their necks in cold weather and the faults already mentioned T. Atkins presents a slovenly appearance that speaks ill for the discipline of the officers and acquirements of the soldier.

Slouchy Tommy Atkins.

FADS AND FASHIONS.

RECENTLY I had the pleasure of calling on a few country-town tailors and was very favorably impressed with the taste they had shown in their selection of material in quality, color and pattern. Incidentally I may remark that there was a large proportion of Canadian made tweeds and homespuns shown for Summer wear, although they all maintained that for the fined qualities popular for cold weather the demand was almost entirely for imported fabrics. Whether this demand is justified is a matter for the customer to decide. The prices which these tailors are getting are quite good, a business suit bringing $16 to $18 on ordinary material, a fair price for a small town. One tailor showed me a couple of pieces for which he was receiving $25, and which were selling readily.

* * *

But what struck me as particularly worthy of criticism was the fidelity with which all of them adhere to the plates in the making up of the garment. Of course it simplifies matters both to the customer and to the tailor to stick to the plate, but it is an unsatisfactory method in the long run. If a customer is perfectly satisfied it is perhaps not wise to confuse him with possible changes, but the sooner tailors realize that the plates sent out by Yankee fashion companies, or by any other country, do not by any means decide what is proper to wear, the more satisfied customers they will have. Personally I have never seen a plate I would accept in toto, and there are not a few men who think the same. Fashion plates are all very well as suggestions, and to give a customer an idea of what a certain style of cut looks like; but to argue that a departure from the lines set down would be off style is as ridiculous as to tell a man he is incorrectly dressed if he refuses to wear a red tie when that color happens to be popular. No man who pretends to be careful about his dress will build his clothes on a model. A Yankee plate maker gets his ideas from a study of the situation and prevailing styles and tendencies just the same as any other student of conditions; by which I mean to emphasize that they do not set the styles but chronicle them, assisted by a study of conditions. They merely relate what in their opinion will be popular. As a natural result they lean strongly towards innovations, and record with partiality what differences are noted from last season's styles rather than picture a cut wherein there has been no change. For his own well-being he must illustrate styles with distinct novelties.

Every tailor knows that on every fashion sheet are shown styles that no well-dressed man would simulate in his clothes, and I maintain that what a man whose taste is above that of the "bounder" will not wear should not be shown, nor encouraged. Of course, I fully realize that the tailor must suit all tastes and for many of his customers these plates of eccentricities are necessary; but this goes to prove that it is not correct simply because it appears on a fashion plate.

* * *

Again it must be remembered that we Canadians are not at all subservient to what the Yankee considers correct, and most of our fashion plates for popular trade come from there. In fact were a census taken among the high class tailors it would be found that our styles are almost as close to the English as to the Yankee plates. But we have styles of our own, and every season they are growing more independent of New York and London dictation. In this way it is the case that the fashions that hold in Yankeedom are not only not binding on a man in this country but are positively incorrect in many ways. When I say incorrect, I mean not accepted by the men who know. Chapter and page can be given for this. For instance there was a time when the military coat and peg-top trousers were immensely popular across the line, but here they never got past a very small number of youths; and in this we showed our inherent good taste. To come down to the last fashion plates there are again several differences. The plates show very deep lapels on double-breasted coats and show and talk about lengths for this coat to which we will never agree. The Canadian style for Fall will have only a medium depth of lapel and the length, while a trifle greater than formerly will run fully an inch shorter than obtains in the United States. The slit which appears in the back of all the sack coats there will, I venture to say, be used in much less than half of the new Canadian coats. From season to season as great a number, and as important differences could be noted.

* * *

Thus it would be well for both customers and tailors to endeavor to do a little thinking for themselves, to remember that common sense controls, or should control, style, and that no man or collecton of men dare say a becoming cut is incorrect. It is the customer must wear the suit, and it behooves him to act independently of fashion plates, confining himself only to the most broad lines set down. The tailor who resents suggestions from his customer is a good man to shun, as well as he who merely advises following a plate in every particular. Tailor and customer can work together to produce a suit, an improvement on any plate ever drawn as far as details are concerned.

THE DON.

Tooke's Shirts.

BESIDES making a name for themselves by their matchless fit, make and finish, they have a good reputation by a kind of unsolicited advertising by the public. Tooke's Shirts are known in every City, Village and Hamlet in Canada and in many centres of the Empire. England and Australia are both asking for samples of Tooke's Shirts. They are sought wherever men prefer original designs and comfort to goods that are merely made to sell. No merchant can afford to neglect an inspection of this line for 1905 . . . . .

TOOKE BROTHERS LIMITED.
MONTREAL.

SHIRTS AND COLLARS

THE outcome of the question of price on staple lines of shirts for Spring, referred to last month, is hard to determine. Undoubtedly the $9 shirt is a necessity, and of course will be shown, but present conditions render it almost impossible for the same quality to be maintained. However, this seems to afford an excellent opportunity for the average retailer to educate his trade to the increasing demand for a better class of goods, which is highly satisfactory, due to the increased profits which naturally result. Spring lines seem to accentuate this tendency and never before have such natty effects been shown in the higher priced goods.

* * *

A shirt manufacturer of many years' experience discussing the matter of shirting patterns, after giving the information that Spring lines would be shown this month, delivered himself as follows: "While you are asking about Spring negligees, I want to say a word about Fall lines. The stiff bosom is certain to revive in favor, that is, the medium-sized comfortable one. In regard to Spring lines, however, a noteworthy feature in mine is the discarding of the multitudinous system of sample pattern cards known as "endless variety," and the confining of my offerings to a choice selection of the few in a better class of goods which are more carefully made, and thus better fitting. This bewildering assortment has made an endless variety of trouble for us all. It puts the retailer in a quandary when too many good things are thrown at him. It embarrasses his selection, and his after thoughts are often the cause of substitutions after his orders are placed. Further, I think there is room for improvement in the acceptance of the novelties shown to the trade in Canada. At great expense are these sought, and sometimes diffidence is expressed at their reception. After a time, when they hear the Yankees are showing them, there is a clamor which perhaps comes after we are out of the lines." There is undoubtedly food for thought in these observations.

* * *

Fabrics and patterns designed for Spring will soon be shown to the retail trade. A round of the different lines reveals nothing startling, but just enough novelty in design to ensure good selling at retail. There seems in the popular lines to be about an equal division of dark and light grounds. In the fine end the dark grounds lead in some lines, and while the exhibits of these suggest the somber side, they are yet rich in effectiveness. Pleated fronts and tucked fronts are more to be seen than ever, doubtless due to their sale the past season. Especially is this so in the solid tans, buffs, champagnes and natural linen color Summer shirts. The figured and striped Madras goods contain a fair proportion, however. Large pearl buttons, with a tendency to match bosom color, is a feature of the aforesaid pleats and tucks. White shirts with pleated fronts are strong in the lines and should be popular for really hot days. In colors light mixtures are good, while steel greys, steel blues and black mixtures have a good showing. Among the new things is a shirt of solid color body with pleated fancy front composed of the body cloth and white stripes of a fancy weave intervening. Another is the "patch cuff and neckband" Summer style, wherein and whereon appear solid colors of body and bosom, with attached cuffs and neckband of printed checks, plaids and hairline stripes -very effective contrasts. Solid colors are principally tans, blues and greys. Striking color effects attained by intricate weaves, as well as color arrangements, are on view in the finer class of goods. Lacquard Madras and Oxfords are the materials favored for these.

* * *

"Cuffs attached" is a stronger feature this coming season than ever before, as well as the coat shirt. Materials run on the familiar cambrics, fancy woven madras, percales, Oxfords, etc.

* * *

The renewal of interest in standers, pokes and wing comes with every Winter season. Again and again it has been served up in several ways that the high fold collar will continue its popular sway. Why certainly. The wing collar, we risk, will be worn and will meet with perhaps an enlarged scope of demand, to the delight of the neckwear manufacturers. There will be several widths of medium and extreme pokes, and as usual the showing of meeting, overlapping and spaced standers. A sage suggestion would be that the 3-inch variety of the high-fold classic collar will be tabooed by the genteel for the general width of 2 and 2½ inches. All the rest of the many accessories regarding points, widths at front and back, round corners, etc., will be of little interest. Round corners, perhaps, save the shirt, but pointed ends look neat, and even if they do wear out the shirt and prevent a tie being neatly placed, a few are going to have them. We may expect, of course, an increased width at the back for Fall and Winter wear.

MADE IN CANADA.

A CORRESPONDENT whose faith in Canadian made collars is very strong, writes the following letter to The Dry Goods Review. The truth of the statements he makes should be thoroughly examined into by furnishers.

Editor of The Dry Goods Review:—I cannot understand level headed merchants and the public in Canada buying a collar made in the United States or in Austria. I make this statement because I am possessed of information which every merchant should know. Recently I was permitted to see three or four standard makes of American collars and the same in Austrian goods analyzed. The starch was taken out of the goods, the folds separated and the threads in each fold carefully counted and examined. I was then shown the Canadian collars treated in the same way and I am now in a position to state that any merchant can buy a Canadian collar at $1 or $1.10 that is as good and in most cases better value than either the American or Austrian collar, laid down



WOOLNAP has now become renowned
For keeping out the cold.
Rheumatics can't exist 'tis found
Where **WOOLNAP** underwear is sold.

RETURNED SEP 13 1904 Cut Booth 43 Page 11 Line

RE..ED SEP 3 1904

THE WOOLNAP

TRADE MARK

⊘ UNSHRINKABLE ⊘

Carried by Leading Wholesale Houses.

RETURNED SEP 13 1904

THE STAR SHIRT

JULY and AUGUST, 1904.

We have a large range in Soft Bosoms, Print and Madras with exclusively confined patterns. Also a great variety of Soft Fancy and Pleated Bosoms, in white and colored shirts.

If our Traveller has not called and taken your order, write us, we will send samples at once.

E. Van Allen & Co.

Hamilton, Ont.

RETURNED
AUG 31 1904
Cut Book 23
Page 11
to
Haberdasher



Life to Your Business.

Enraptured the wearer by its good and lasting qualities—proved a veritable gold mine to the retail trade—and has taken the market by storm generally. That's the record of "Pinto Shell Cordovan," without exception the best Mitt and Glove stock in the world to-day. You don't have to talk up "Pinto" goods, they make a big holler wherever shown. Stock goods with life in them, good sellers, and at a profit; not stuff that is inferior as regards workmanship and material; they're the kind that are dust catchers and store clingers.

"Pinto Shell Cordovan" stands pre-eminent.

Hudson Bay Knitting Co.,

Montreal Winnipeg Dawson

in Canada at prices from $1 10 to $1 50 per dozen. How absurd it is for a merchant to hand his customer a collar with nothing but cotton on the face of it and ask him 20c each for it, when as good a collar can be bought from the Canadian manufacturer at 85c per dozen. If he were desirous of giving his customer first class value for an ordinary collar, he would sell him two collars for 25c, and would make good money on the transaction besides giving him perfect satisfaction. When a collar to sell at 20c is wanted, a collar that is linen should be bought, and no doubt about it. These can be got from any first class manufacturer in Canada at $1 50 per dozen. They will do his trade good and give his customer satisfaction. A furnisher should not be carried away with goods made outside of Canada. Canadian manufacturers know the wants of the public here, and cater to them, besides giving honest value.

R. A. Mc

HATS AND GLOVES.

IT is interesting to note that shapes in men's hats are gradually working back to the flatter brim, which suited so many men, and never looked as bad as the narrow brims do on some men. Some first-class hatters are showing brims just as flat as they were three years ago, and while they do not form the staple stock, every confidence is expressed in their reception. The general shape for Fall is a trifle flatter brim than was worn last Spring, combined with a higher crown. The top of the crown is somewhat square. Many are featuring the exact shape of a year ago last Spring, a brim which stands out about two inches from the crown, and a crown of about 5¼ to 5½ inches high with the top not much rounded. A special line shown has this brim combined with a crown of 6 to 6¼ inches high, which narrows in at the top and finishes off quite abruptly.

* * *

Brown is going to be a strong color for Fall. Both in derbies and fedoras it is much shown, almost entirely in the darker shades, although some lighter fedoras promise to meet with success. Black is going to sell in the ratio of ten to one, but the ideas held of the coming sales of brown are demonstrated by the fact that every hatter is carrying a stock of some size.

* * *

Fedoras are going to be a little more popular than during the past two seasons, and many of the manufacturers have been exerting themselves to aid the movement by creating new and attractive shapes—shapes that will catch the young man, for it is he that governs the sales of the fedora. A staple shape fedora is not a success, for the simple reason that it does not attract the class who make a specialty of wearing that shape of hat. If it is not an "Irishism" it might be said that the man who would be attracted by a quietly, reasonably shaped fedora is the man who would wear a derby and nothing else.

* * *

Buying in next Summer's straws is already being done in some quarters, and, as already predicted, sennets and splits will again monopolize the market, although one large firm has still great faith in Panamas, of which they say they sold more this year than ever before. That was because they were sold at very much lower prices.

There is nothing of remarkable interest to arouse the fancy of anyone looking for decided novelty in the glove market this month. The bulk of the trade is certain to be done on staple lines, although enough novelty is shown to arouse attention. Novelties as a rule never gain strong enough foothold to make them profitable lines to stock. Thus their absence is commendable, although certain such lines are sure to appear for holiday trade.

* * *

The fabric wool gloves, which were regarded by some few as the correct thing last year, are again seen, and manufacturers predict a sound popularity. White is the predominant color, while double palms and closer weaves give them better wearing qualities and a nattier appearance. In unlined as well as lined kid gloves, tans and browns are again the key to the situation. Of course other colors are shown in abundance, but it is safe to say only the exclusive trade can profitably handle them. Ox blood and mahogany red are seen in no little quantity. Light shades are seen, too, but the colors worn must be gauged by the use to which the glove is put. Gunmetal grey, so popular the last season or so, is not so prominent this year.

* * *

For heavy out-door wear combined with driving purposes, the lines are interesting. In this climate such goods are in constant demand, and the range of gloves and mitts of this class should not be neglected by the retailer. Gussets are in a good many, ensuring adequate protection from wind and snow. Others show elastic tops which serve the same purpose, eliminating buttons entirely. These are more featured in the heavy mitts. The patent knit wrist along the same line is certainly commendable. These vary considerable, and in the lines shown can be found gloves and mitts suitable for any purpose. Novelties in fasteners and insertions of mitts in roomier ones are in abundance.

IN CRAVATDOM.

ALL things point to a good Fall business. If there is any season of the year which directly influences the neckwear business it is Fall, and everything seems in accord with a successful season's business to both manufacturer and retailer. While every conceivable variety in design and color is shown which must be subordinated to local conditions, last month we outlined some of the safest novelties to stock. A further word would signify that in colors tans, blues and reds will predominate, particularly if waistcoats from suitings attain a strengthened position. The demand is expected to again run practically on four-in-hands and squares with a fair sprinkling of puffs and bows. The narrow four-in-hands have attained a steady position, due to their general neatness, but the best trade is going to accept the wide 2¼-inch style. Ascots, both the lined and reversible styles in various widths, are seen. If standing and wing collars attain their expected popularity wide styles in all varieties will become an important factor. The new bow tie is wider and fuller than before, and is of neat patterns.

* * *

An interesting phase of the neckwear situation has been brought to the attention of The Review by a manufacturer in the fact that "Yankee" neckwear has been slaughtered on this market. Trade is not built entirely upon sentiment, and if the quality of such neckwear were of such a nature as to warrant good value for even the ridiculous prices asked, little could be done to stop the pernicious practice. However, a glance at conditions shows the utter impossibility of such an event, and renders it a mystery why some merchants have been deluded into buying neckwear of this type. The question of style is settled by the enterprise shown by home manufacturers in scouring foreign markets for the latest designs in silks. Price, which perhaps is the element sought by all, is of unquestioned advantage to Canada. The recent change in the tariff leaves about 10 per cent. as the duty on tie silk coming in to Canada, as against the 65 per cent. the Americans are burdened with. This is sufficient to prove to anyone that the retailers' best interests are served by home manufacturers.

* * *

This same reduction in the tariff is causing much speculation and a few uneasy moments for some manufacturers. It is rumored some lines will show a reduction in price. The popular 25 and 50c retail lines are to be shown at $2 and $4. If this is carried out others will inevitably have to follow suit. However, the average retailer has nothing to complain about in reference to his profit when paying $2.25 and $4.50 for these lines, as an investigation will easily prove. Further, these lines have not been big money makers for the manufacturer, and it is more than likely the extra saving would be put in quality, and the same prices maintained. Each side will have a good argument, and undoubtedly exponents of both will find their adherents. Some shrewd retailers will welcome a $2 tie which can be retailed at 25c. The only question is, will the quality be maintained? Others will insist upon a better article at the old price, which will perhaps be the outcome of the issue.

* * *

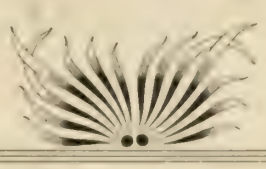
Men's furnishers have long been familiar with the 10 per cent. discount which has been given by the manufacturers on holiday goods. This was started by one of the first manufacturers to enable him to compete, with his shorter datings, with the wholesale house, who would give April 1 dating. Of late years the manufacturers have discovered, however, that their business is steady enough to drop this extra discount, and one by one they are doing so. Several of the largest and oldest firms have already stopped it and report no interference with business. The smaller, newer firms are simply waiting for each other to do the same. It is doubtful, at any rate, if the retailer made much on this discount, as it is likely that in some cases the amount was made up in the material or workmanship. Special discounts are a consideration, but they serve to confuse the trade, and if prices are satisfactory there should be no extra inducements.

* * *

Travellers will be out with the holiday goods during September, and furnishers can expect to see a great collection of novelties of great and little merit. Browns are good and crop up in a great number of the samples. There is also a strength developing in shot effects, some of the most pleasing materials being of this style. These are sure to take in every part of the country, and merchants should have them and talk them up. There is a great deal of color being worked in, and it is not the exception to see three distinct colors in one cravat. Patterns tend to be very large on account of the importance of the large shape. Irregular conventionalized floral designs with connecting ivy is one of the most common types, and is worked out in every form. Stripes are not nearly so common, but are always in good taste when not glaring. Some of them are particularly bold. These are said to have a great chance outside of the cities. One line consists of bright colors on white grounds—a combination that is effective as a window decoration in towns and villages. In the cities there is a great demand for quieter styles, or if colors are used they must be utilized in some peculiar way. Large diamonds, irregular circles, decorated spots, etc., are prominent. Some new things that promise to go quickly are gunmetal, sealskin silk (an imitation of the graining in sealskin), ribbed goods in two colors with black as a foundation, and colored swivels. Among high-class trade there is a predilection for four-in-hands with French seams and French squares. The French seam is one running down the centre of the back of the tie. This leaves both edges thin and of equal thickness, and it is said the cravats tie very much neater.

A CHANGE IN NECKWEAR CIRCLES.

THE Ontario Neckwear Company, Limited, have sold out their ladies' neckwear department to Rhys D. Fairbairn, Limited, and will in future devote their entire energies to men's neckwear and wash vests, which departments they are at present enlarging to enable them to cope with their heavy Fall orders. Their travellers are now on the road with an extensive line of samples, including the newest effects in neckwear for the Fall and Christmas trade and wash vests for Spring, 1905.

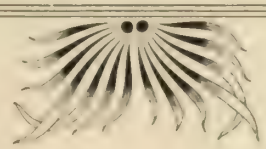


NECKWEAR

Fresh from the looms. Newly created designs. Every yard of silk we show has just arrived in this country from Germany, Austria and Switzerland. There is none newer, brighter or nobbier. Samples of the above goods will be submitted on and after September 1st.

TOOKE BROTHERS, Limited

MONTREAL.



WOOLENS CLOTHING TRIMMINGS

THE MERCHANT TAILOR

STYLES AT HOME AND ABROAD.

AUTUMN goods are now on the market. Perhaps the most stylish goods are in cashmere suitings. Although there is nothing very novel they are yet different from those of the last few seasons. The designs are in light checks, stripes and overchecks, enlivened with a mixture of silk threads. There is almost a preponderance in some lines of grey designs in stripes, although there is a number of both light and dark materials to select from, showing the tendency of brown. Speaking generally, the rougher makes of goods in the middle prices predominate, while in the higher priced materials they are well finished and smooth. The favorite material is undoubtedly a tweed effect worsted, or worsteds got up to look much like tweeds. Bannockburn effects will be more popular than ever, most of the newer lines containing it to a more or less pronounced extent. This "pepper-and-salt" appearance guarantees a suit against much that is conspicuous, at the same time including neatness and service. Over all there is an invisible check in color. The tendency appears to be a gradual working away from the tweeds which have been so popular for two or three years, and there is not much doubt that smoother worsteds will be as prominent next spring as tweeds.

* * *

Perhaps the most noteworthy feature of conditions is the strengthening of brown materials. Some lines are not particularly strong in them, tending more to greys, but all unite in according them a prominent place. In sympathy with women's goods and men's accessories, the retail trade predict their popularity. Worsteds, wool fabrics, serges and basket weaves contain sprinklings of the nut brown shade. Fancy patterns also show the same tendency. The double-breasted coat of either three or four buttons which is to have a run this Fall and Winter particularly adapts itself to this color. But while brown is of decided importance as a suiting shade, it must be carefully handled by the merchant tailor, especially in country towns. Brown has never been found entirely satisfactory. The best of it will tan, although this is not nearly so true of present dyes as formerly. Where a suit is intended to last over one season or a few months, it is good advice to give a customer, to tell him to steer clear of solid browns. Of course as color spots or lines it is anything but undesirable. Greys are very strong and will be the best popular sellers. The greys that are most shown are darker than the term grey may denote to the average mind. The groundwork is rather a black with dots of white or grey more or less thickly sprinkled over it. In all probability greys will be very strong for next Spring. In all shades with or without a dim overcheck it is the safest material for a tailor to handle, since it is always acceptable. Lines are not nearly as prominent as formerly, and what do appear are usually broken.

In commenting upon the various styles and materials, certain limitations present their ready adoption by all classes and types of men. For instance while both the cheap and high class materials show an abundance of overchecks, combining both the brown and grey popular shades, it is ridiculous to attempt to push them for either very tall or very stout men for obvious reasons. The same may be said of the double-breasted style. A tendency, however, which is sure of a following is the vogue of the morning coat and vest with separate trouser. The well dressed man this Fall will insist on quiet unobtrusive patterns in trousers. In fact, at all times the most correct dressers accentuate the sober shades and materials. A dark grey or black worsted certainly meets these requirements in trouserings.

* * *

It is gratifying to note the abundance of Canadian made materials even in the expensive goods. To use one jobber's words: "Our lines of Canadian goods are the strongest and most satisfactory we ever had." The popularity of rough materials such as homespuns and tweeds, for wear during the past Summer, meant a great deal to Canadian mills. By far the greater part of these were supplied by local mills, and men were thoroughly satisfied with it in every respect. It is when it comes to the finer cloths for heavy wear that many men have become accustomed to demanding foreign made materials. It has been found that it is necessary with many of this class, to merely talk of a Canadian piece as foreign-made to give it a much greater value in their estimation, even though it may be next to another piece of superior appearance and wear acknowledged as Canadian made. Canadian mills are learning many things, and not the least of these is the fact that wear is by no means the most important characteristic demanded by the average man. With this knowledge their sales are bound to increase.

* * *

When it comes to styles for Fall, an excellent preface is to say that every man may and should suit his own taste, provided it runs in ordinary channels. The suit of suits is to be the double-breasted without any doubt, at least until the middle of November. At that time, it is as certain that the single-breasted will come in for Winter wear. A great many men prefer a single-breasted sacque for wear under the overcoat, as the other cut is bulky, and throws the overcoat out of shape. Next Spring will, however, see the double-breasted coat revived. Of course, the single-breasted style is always in good form and in the towns will be as much seen as the double-breasted.

* * *

It will be well for the tailor to build his coats on his own lines, using the fashion plates merely for showing a

SORTING TRADE

Smoking Jackets and Dressing Gowns

Worsted and Cashmere Half Hose

Embroidered Cashmere Half Hose

Embroidered Plated Silk Half Hose

Austrian Collars and Cuffs—
full range in stock

Football and Hockey Pants

Football Jackets and Vests



RETURNED JAN 30 1905 To Owner Cut Book Page

Unshrinkable Underwear



RETURNED To Owner JAN 30 1905 Cut Book Page 229 Page 32

A full range of Britannia Brand All Wool Underwear—every garment guaranteed unshrinkable. No better value in the market.

Our travellers will be out in a few days with a complete range of Spring samples, including Import Underwear and Hosiery, and the largest and best selected range of Shirts, Vests and Summer Clothing ever shown by us.

Caulfeild, Burns & Gibson

WAREHOUSE AND OFFICE
20 FRONT STREET EAST

FACTORY
144-146 KING STREET EAST

WOOLENS AND TAILORS' TRIMMINGS

Our Stock was never better or more complete in

TWEEDS, SERGES, SUITINGS, OVERCOATINGS, ETC., CANVASES, ITALIANS, ASSORTED SILKS, HAIR CLOTHS, SLEEVE LININGS, HOLLAND POCKETINGS, and every supply for tailors.



We have the largest variety of samples than we have ever carried before and can stand competition.

Sole proprietors of the celebrated "TYKE" and "BLENHEIM" Serges, also of Salt's "YOTSMAN" Serges, the best goods in the trade. Send for samples of them.

Free Samples on Application.

A. McDougall & Co.

BRANCHES—
McKinnon B ilding, Toronto.
Jarvis Building, St. John.
37 Queen St., Truro.
Bridge Street, Quebec.

196 McGill St.
MONTREAL.

JOHN FISHER
SON & CO'Y,
WOOLLENS
— AND —
Tailors' Trimmings

WAREHOUSES :

Victoria Square, Montreal,
65 and 67 Yonge St., Toronto
55 and 57 Dalhousie St., Quebec.

and

JOHN FISHER & SONS
HUDDERSFIELD, ENG.

1905 SPRING 1905

Greenshield Limited
MONTREAL.

WOOLLEN DEPARTMENT

Our travellers will be out about the 1st Sept., with a full line of Woollens and Tailors' Trimmings. They will offer some special values in Serges and Worsted Suitings. We will also show for Spring a special line of Scotch Tweeds, which will be unsurpassed. It will pay you to see our range before buying.

Our buyer, Mr. Thewles, has just returned with Samples of Latest Novelties.

customer. Lapels on the double-breasted are not going to be as deep as illustrated and the opening is quite shallow. A three-button coat is not at all necessary, the button-three-show-four style being preferable and sure to take with Canadian trade. The two button affair will not be "in it" for a moment. A good square shoulder is still considered the proper thing, but no extremes will be allowed. The most important change is in the length, which will be greater than was usual during the Spring. However, in this, care must be exercised, since the thirty-one inch coats that are going to meet with some favor on the other side of the line, will not be in favor here. A man of five feet ten or eleven inches cannot, in the ordinary way, wear a coat longer than thirty inches in the back, not counting of course the collar, and twenty-nine and a half is preferable. The top coat effect of the longer styles is anything but pleasing. The short military coat is back with the narrow trousers and spots. There is to be more shape to the back, the waist line being defined by a little shaping. The single-breasted sack will close quite tightly around the throat, and the bottom corners will be quite square. There is a slope from the bottom button which leaves the coat about two or three inches apart at the corners. Leave the breast pocket out, and one is sure to be right. The breast pocket did not meet with a great deal of favor last Spring. It is neither useful nor ornamental. Frock coats will remain double-breasted, the single-breasted style having had a short, small run. The skirts will be a trifle more ample, and the waist line will be distinct. The slit will be entirely optional in the back of the sack coat. In general it had better be omitted as it but rather detracts from the appearance. It has a place in a very long coat.

* * *

Trouserings are shown in a great variety of design and price. Grey stripes and fine lines approaching the hair-line design are seen. Speaking of trousers it is gratifying that the day of turned-up types is past except as applied to the outing trousers as originally intended. An increased width in the trouser bottom is spoken of. The best shape will be fairly snug at the bottom and widening gradually and gracefully to the nips, where the bagginess disappears. In general appearance there is a roominess of pleasing proportions.

* * *

In overcoats the covert top coat and Chesterfield will have the run for Fall. The top coat will not be as popular as it was this Spring, simply because it is Fall. Men lean more to Winter Styles in the Fall. The Chesterfield is always good. Ulsters promise to be very much in demand and fancy materials will be frequently used. The Winter overcoat will be of melton in the better grades, and of beaver in the cheaper. Cheviots will sell quite well as it is a staple. High class tailors expect to do very little in rainproofs. This garment is dropping out as a tailor-made garment, what is worn of it (and that is a lot) is in the readymades.

* * *

In imported goods there is a natural strengthening in price due to the change in the preference and to the price of wool. Retailers must bear this in mind and repeats should be given at the earliest opportunity, as jobbers must at least ask the extra 6 3-4 per cent when re-orders are found necessary. As the trade is aware all goods arriving up to September 1 are free of the increased duty, but the advance is irrevocable after that date. Wool prices, too, are strengthening and very firm, tending to aggravate the inevitable advance. The moral is "buy early."

* * *

In another part of The Review will be found cuts of the newest English modes. These should serve as fashion plates and can be accepted as correct styles among Englishmen. English styles are gaining more strength in Canada. These cuts were drawn for The Dry Goods Review.

WOOLEN MILLS CLOSE.

SATURDAY, the 20th August, the Montreal Woolen Mills closed, and will in future be operated on fractional time, running alternate weeks. The livelihood of 200 men is affected and the mills are kept running on fractional time to prevent their utter lack of work. Further, this is the first year the company has not paid a dividend averaging 6 per cent., and the directors blame English competition under the present tariff. The reduction of the preference on British goods by 6 2-3 per cent. seems to hardly relieve the conditions owing perhaps to the fact that before it could become operative a surplus of standard woolens had been imported.

TO PREVENT DECEPTION.

THE Maritime Board of Trade which met August 17, 18 and 19, among other questions, discussed the shoddy that is being sold for wool in woolen goods The following resolution expressed the idea which they entertained, as well as their method of prevention:

"Whereas the Maritime Provinces are eminently adapted to the gool raising industry and woolen cloths at times manufactured contain inferior substances.

"Therefore, resolved, that it is desirable that the Government be requested to place such restrictions on manufacturers that will compel all woolen fabrics to be plainly marked as to the proportion of pure wool or adulterations therein contained in a manner similar to the legal restrictions placed by the Government on manufactured imitations of dairy products."

NEW BUILDING FOR CLOTHING FIRM.

H. Kellert & Co., wholesale clothiers, Notre Dame street, Montreal, have purchased Nos. 349 to 355a St. James, having a frontage of 58 feet and an area of 3,185 feet, and Nos. 12 to 16 Little St. Antoine street, with a frontage of 52 feet and an area of 3,650 feet. A five-storey building, for which contracts have been let, will be erected on the St. James street property. The building is to be of Laprairie pressed brick, with steel construction and all modern improvements.

MONTREAL CUTTERS' AND TRIMMERS' HOLIDAY.

The annual excursion and outing of the Montreal wholesale clothing cutters and trimmers was held on August 14. The steamer St. Laurent carried the jolly crowd down the river where a landing was made. After an enjoyable lunch a strenuous game of baseball was played. A silver cup, donated by a large wholesale house, was the prize for the victorious team.

UMBRELLAS, CANES, BATH ROBES, ETC.

ENOUGH cool wet weather has been experienced this Summer to furnish a fair demand for umbrellas. It is safe to say the proverbial umbrella borrower is being gradually transformed into a buyer to the relief of both the individual lender who suffers, as well as to the happy retailer. Makers and retailers have nothing to complain of in this line. The most noteworthy feature of the trade is the improvement in goods to retail at a popular price. Even a few years ago an umbrella to retail at $1 was composed of the cheapest handle, with heavy, coarse cotton covering and solid ribs. What a contrast with the trimmed root handles, or polished horn, or the silver-trimmed Congo ones with good paragon frames and fine mercerized cloth trimmings. In no branch of the trade has improvement been so marked. Self-openers are increasing in popularity, the one and two bulb runner styles.

* * *

. Don't neglect this line. Display goods at opportune times, and instruct clerks to give useful information to the trade. How few know how to properly roll an umbrella ! A little instruction will do no harm. The bottom of the ribs should be circled with the left hand, then use the right to take each fold at the point, throwing it over in its proper place. Then roll with the left hand, which is at the bottom of the ribs, gradually bringing the right down to the fastener, and the folds will go smooth and tight.

* * *

A growing tendency is observed for the average man to use a cane. A good showing will often foster latent desires. Medium weights are displacing the "sporty" light ones, and the most popular ones are in partridge wood. Beautiful inlaid silver designs attract the most attention. The proper trimmings are in silver or gun metal, although gold occupies an extreme secondary place. A gradual change in handles is taking place. Square handles are surely superseding hooks, due perhaps to the added comfort. Cherry, oak and Congo canes still are in favor, and the stocking of various materials must be subjected to local conditions. Englishmen are prone to favor plain oaks, while cherry meets a current demand from the average trade. A novelty causing some little stir is plain straight sticks, sometimes with silver bands, and always with silver heads. They have had extreme popularity in the States, and are likely to gain in strength here. Plain ivory and silver trimmings are the chief features in a general impression of the lines.

* * *

Pyjamas, in a variety of materials, in prices ranging from $15 to $45 per dozen, are being stocked in the most successful stores. Time was when only a certain exclusive class wore them, but gradually men in all walks of life are learning that they are the most comfortable, most satisfactory and most convenient sleeping garments. The retailer should see he gets his part of this increased trade.

* * *

Another feature which has lacked attention, with the exception of large dealers, is a showing of smoking jackets, bath robes, lounging robes, etc. This trade can be kept at home, and the retailer should prepare for the assured Christmas demand. Nothing excels these as gifts for a man. Any price can be put on them.

* * *

Colored handkerchiefs are taking an important place in high class trade. All the best city furnishers are showing them in a variety of colors and patterns. Red, and several shades of blue appear to have a monopoly, but the patterns embrace all styles, from the smallest dots at the very edge to broad stripes around the border or irregular dottings over the entire handkerchief. When these hankerchiefs first appeared they were in rather quiet effects, but the success which met them induced a departure from this rule, and the bandanna effect is now common. Combined with it all, however, there is little cheapness in the appearance, as the colors are clear and the patterns odd. Both silk and linen are used. Several furnishers are devoting whole windows to their display.

PERSONAL MENTION.

Mr. Geo. B. Fraser, of Greenshields Limited, has left Montreal for the Old Country on a buying trip.

Mr. Parkhill, of the Alaska Feather & Down Co., Montreal, is expected home from a buying trip in foreign markets shortly.

Miss M. W. Harvey, manufacturer of ladies' costumes, etc., near Manchester England, paid a visit to Canada recently, seeking information with regard to this industry here.

Mr. J. Frith Fraser, manager of G. E. Fraser Sons, Picton, Ont., dry goods merchants, was a caller at the officers of The Dry Goods Review in Montreal during last month.

Mr. John H. Britt, of the tailoring firm of Britt & McCarthy, St. John, N. B., died last month after a long illness. He was one of the best known business men in St. John.

Mr. H. W. Walker, buyer for Greenshields Limited smallwares department, leaves shortly on a buying trip to the Old Country.

Mr. W. B. Birkett, of Chicago, buyer for Marshall Field & Co.'s retail dress goods department, favored The Dry Goods Review, Montreal, with a call the past month. He was passing through Montreal on his way to the Old Country.

Messrs. M. Simon, T. Drennan, J. A. Grant, and D. Solomon, hustling knights of the grip for Premier Waterproofs, have enjoyed a month's holidays during August. They spent a merry time and return to their various routes keen for Fall business.

Mr. H. R. Silver, for the last two years house manager for R. C. Wilkins, has decided, owing to ill health, to become a knight of the road. He will call upon the trade of New Brunswick and Prince Edward Island for R. C. Wilkins, as well as with a line for Coppley, Noyes & Randall.

Mr. Harry S. Powley, late of the Dominion Show Case Co., has been filling with complete satisfaction for the past month, the arduous task of manager of the Publicity Department of the Hudson Bay Knitting Co. He has had a widespread experience in this line, and the well-known "ads" of this company are his best encomiums.

ALWAYS AT THE TOP

TRADE W.G.R. MARK

Out representatives start your way early in September. They will have the latest creations in exclusive shirtings.

Novelties Shown By Us Alone

Do not commit yourself before you have seen our line.

THINK THIS OVER
IT'S WORTH WHILE

The Williams, Greene & Rome Co.
LIMITED

BERLIN, ONTARIO.

ANTI-DUMPING CLAUSE DEFINED

THE Customs Department has, after careful deliberation, promulgated regulations giving effect to what is popularly known as the "anti-dumping clause." In view of the facts that the new law has an important bearing upon the trade and commerce of the country and that it is the adoption of an entirely new and striking idea in tariff making, it is considered that it would be beneficial to the business community to give a full explanation of the principal features of the legislation and the regulations thereunder.

The Canadian Parliament has now provided that in any case where imported dutiable goods of a class or kind manufactured or produced in Canada (whether subject to specified or ad valorem duties) are sold to Canada at a price below the fair market value of such goods as sold for home consumption in the open market of the country of export, in the usual and ordinary way, and on the usual credit terms, at the time of export, there shall be levied thereon, in addition to the ordinary duty established by the customs laws, a special duty equal to the difference between the selling price to Canada and the said fair market value for home consumption in the country of export, provided, however, that such special duty shall not exceed one-half the ordinary duty provided by law.

The Workings of the Law.

To illustrate the working of the clause the following suppositious instances may be cited :

No. 1. Take the case of a piece of machinery sold from another country to Canada at, say $90, but which is usually sold for home consumption in the country of export for $100, the calculation under such circumstances would be as follows :

1st. Ordinary duty at 25 per cent. on the fair market value for home consumption, viz., $100	$25.00
2nd. Add for special duty the difference between the selling price and the fair market value, viz.	10.00
Total duty	$35.00

If the difference between the selling price and the fair market value as aforesaid had been $12.50, or more, the maximum special duty would be imposed, viz., $12.50, or one-half the ordinary duty charges based upon the fair market value.

No. 2. Take the case of bar steel, sold from abroad to Canada at, say, $23 per ton, but which is usually sold for home consumption in the country of export at, say, $27 per ton. The rate of duty is $7 per ton. The calculation would be as follows :

1st. Ordinary duty as $7 per ton	$ 7.00
2nd. Add for special duty one-half the ordinary duty, or $3.50, the difference between the selling price and the fair market value in the country of export, being equal to and in excess of that amount	3.50
Total duty	$10.50

Exemptions.

It is provided in the law that exemption from the special duty may be allowed in respect of any article which is rated for duty in the tariff at 50 per cent. ad valorem, or upwards, or at specific rates of duty equal to 50 per cent. ad valorem, or upwards, based upon the fair market value for home consumption in the country of export.

For instance, take the case of certain soap which is dutiable at two cents per pound under the tariff. If the fair market value of such soap for home consumption in the country of export is four cents per pound or under, the equivalent ad valorem duty would be 50 per cent., or upwards, and the exemption referred to in this paragraph would, therefore, apply.

Provision has also been made for exemption from the special duty when the difference between the fair market value as aforesaid and the selling price to Canada amounts to only a small percentage of such market value. With regard to this provision it has been determined on the advice of the board of customs that the special duty shall not be applicable when the difference between the fair market value and the selling price of the goods to Canada does not exceed five per cent. of such fair market value, the whole difference, however, when exceeding 5 per cent. to be taken into account for the purpose of imposing special duty.

The special duty clause does not apply to articles of a class which are subject to excise duty in Canada.

It should be particularly observed also that the law does not apply to articles of a kind or class which are not made or produced in Canada.

It is declared in the regulations that when the value of goods for duty purposes is determined by the Minister of Customs under the provisions of the Customs Act, by reason of the goods being exported or imported under unusual conditions, the value so determined shall be held to be the fair market value thereof within the meaning of that term as used for duty purposes.

Forms to be Filled.

The regulations require in the first place that invoices in duplicate, properly certified to, shall be delivered to the customs house with the bills of entry for all imported goods. Heretofore, the regulations only required one copy of each invoice to be produced and left with the customs. Such copy was filed at the port of entry, and was not forwarded to the department at Ottawa unless when called for. The idea of the department in requiring invoices to be produced and delivered in duplicate is, that one copy shall be filed as usual at the ports, and that the other shall be sent with a copy of the entry to a special checking branch at headquarters in Ottawa. This is a very important reform, and will undoubtedly be of much benefit, inasmuch as it will tend greatly to insure uniform collection of the revenue in accordance with the law. It is the intention to have all invoices closely scrutinized and compared at the checking branch at headquarters by a competent staff.

It may be noted here that the United States customs authorities require two copies of each invoice to be presented and left with them.

The regulations further provide that each invoice shall show in one column the actual price at which the articles have been sold to the importer in Canada, and in a separate column the fair market value of each article as sold for home consumption in the country of export. Under the old regulations the exporter was required to note the fair market value in the margin of the invoices only where there was a difference between such market value and the selling price, and the practice was to make a very brief notation, which very often only referred to the total cost, and not to the cost of each article. The new requirement will, it is believed, impress more firmly upon the minds of exporters the importance of the information as to the home value, and will probably result in more accurate information in that respect being given.

The department has prepared and approved a form of invoice, and it is intended that such form shall be adopted by all exporters to Canada as soon as possible. Specimen copies of such forms for the information and convenience of importers and exporters will be furnished at the various custom houses.

The New Certificate.

An important change has been made in the form of certification of invoices. The certificate known as form "J," which heretofore has been required on all invoices

Dr. Deimel Underwear
(LINEN-MESH)

OUR ten years' effort to replace unsanitary woolen underwear—which causes more illness than is generally understood—by a truly healthful and comfortable garment has been crowned with success.

The Dr. Deimel Underwear is now sold by the best houses in every city where good underwear is known.

We quote a remark of Mr. James McCutcheon, of the famous "Linen Store" of New York, which has sold over $200,000 worth of these garments. Speaking to Dr. Deimel a few months ago, he said: "Every one of my friends gives unstinted praise to the healthfulness and comfort of the Dr. Deimel Underwear. It is a pleasure to sell it.

The Dr. Deimel Underwear is made in such a wide variety of sizes that we can fit everybody.

DESCRIPTIVE BOOKLET AND PARTICULARS OF WHOLESALE TERMS BY ADDRESSING

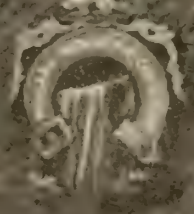
The Deimel Linen-Mesh Co.

10-11-12 Bread St.
LONDON, E. C., ENG.,

2202 St. Catherine St., Montreal, Canada.

DOMINION SUSPENDER CO.
NIAGARA FALLS
MAKERS OF
Trade D Mark
SUSPENDERS
GUARANTEED

NIAGARA NECKWEAR Co. LIMITED
NIAGARA FALLS



MAKERS OF
AMERICAN STYLES
OF NECKWEAR

of goods except for entry under the British preferential tariff, has been abolished, and a new and more comprehensive one substituted. The said form "J," which is abolished, read as follows :

"This invoice is true and correct, and where there is a difference between any of the prices shown therein, and the ordinary credit prices at which the same articles are now sold bona fide by the exporter in like quantity and condition at this place for consumption in this country, the latter prices on the margin or elsewhere on such invoice.

The new certificate reads thus :

I, the undersigned, do hereby certify as follows :

(1) That I am the (a) (insert the words partner, manager, chief clerk or principal official, giving rank as the case may be).....
..... exporter of the goods in the within invoice mentioned or described ;

(2) That the said invoice is in all respects correct and true ;

(3) That the said invoice contains a true and full statement showing the price actually paid or to be paid for the said goods, the actual quantity thereof, and all charges thereon ;

(4) That the said invoice also exhibits the fair market value of the said goods at the time and place of their direct exportation to Canada, and as when sold at the same time and place in like quantity and condition for home consumption, in the principal markets of the country whence exported directly to Canada without any discount or deduction for cash, or on account of any drawback or bounty, or on account of any royalty actually payable thereon or payable thereon when sold for home consumption but not payable when exported, or on account of the exportation thereof, or for any special consideration whatever ;

(5) That no different invoice of the goods mentioned in said invoice has been or will be furnished to any one, and

(6) That no arrangement or understanding affecting the purchase price of the said goods has been, or will be made or entered into between the said exporter and purchaser or by anyone on behalf of either of them, either by way of discount, rebate, salary, compensation, or in any other manner whatsoever, other than as shown in the said invoice.

Signature.....
Dated at.....this.....day of.....19....

A comparison of these two forms will show the improvement now effected. The new certificate gives a succinct statement of the law in regard to the value for duty, and the value of the certificate is, therefore, enhanced. The clause referring to secret arrangements or rebates affecting the price is worthy of careful attention. It was phrased with the object of providing as far as a certificate can, against evasion of the special duty. This certificate is to be written, printed or stamped on all invoices of imported goods, including invoices of goods for entry under the British preferential tariff.

The special form of certificate under such preferential tariff which has heretofore been furnished is continued, and is to be furnished in future on invoices in addition to the above certificate.

The German surtax certificates are also to be provided hereafter, as in the past.

Improved Forms of Oath.

Changes necessitated by the dumping clause have also been made in the form of oaths to be taken by importers when making entry of goods, and also in the form of declaration required to be made by foreign owners of goods shipped to Canada on consignment without sale by the exporter prior to shipment.

With regard to the oaths, the principal, and, indeed, only important change is the addition of a clause as to arrangements or understandings affecting the purchase price, but which are not disclosed on the invoice. This clause is practically the same as that in the certificate Form "M," quoted above.

The regulations, including the new forms of oaths and certificate, are to take effect on the first of October. Recognizing, however, that it takes time to disseminate information among exporters in foreign countries in such matters, and that it may, therefore, be some considerable time before the regulations can be complied with entirely, collectors of customs are being instructed that they may for a temporary period after the first of October, but not later than December 31, accept entries on invoices bearing the old certificate "J" instead of the new form "M." Duplicate invoices, however, are required to be delivered with bills of entry after the first of October in all cases, but to enable importers to comply with the regulations in this respect collectors may permit them to make an additional copy of the original certified invoice, such copy to be compared and initialed as a true copy by the customs officer.

The department has also matured plans for securing full information as to foreign market values. In this connection officers have been and are being assigned to make investigations in other countries.

PERSONAL MENTION.

James Thorbun, a Windsor, Ont., dry goods merchant, has died at the age of 72.

J. Allen Belyea, of Belyea Bros., dry goods merchants, is visiting European markets.

J. Haley, of Law, Russel & Co., Bradford, Eng., is commencing a business tour of Canada.

Mr. E. W. Fisher, Jr., of Fisher & Co., Huddesfield, England, is on a business trip in Canada.

Mr. John Edgar, of Edgar, Coristine & Co., has just returned from a purchasing trip to Europe.

Mr. James Kyle, of Kyle, Chessbrough & Co., left Montreal on August 26 for England, on a buying trip.

W. H. Stewart, vice-president of the Novi Modi Costume Co., Toronto, and formerly of Boulter & Stewart, has died.

D. W. McConnell, of Miller's dry goods house, Kincardine, was married to Miss Elizabeth Mago, daughter of Dr. Price, Walkerton.

Mr. and Mrs. O'Mally, Quebec, have celebrated their diamond wedding. Mr. O'Mally was for years in the dry goods business in Quebec.

Mr. Geo. H. Evans, 232 McGill street, Montreal, well-known among the dry goods trade, is off on a pleasant holiday trip to Old Orchard Beach, Maine.

Archibald Wright, dry goods merchant, Winnipeg, has been in Europe on a purchasing trip. This is Mr. Wright's fifty-sixth voyage across the Atlantic.

John Anderson, floor manager in Ogilvie's dry goods store, Ottawa, was married to Miss Agnes McConnell, youngest daughter of James McConnell, Carrickfergus, Ireland.

Mr. L. Kennedy, manager of the men's furnishings of the Gault Bros., Limited, wholesale dry goods firm at Winnipeg, is at present on a purchasing trip through the east, visiting both the Toronto and the Montreal markets.

Geo. D. Mackay, formerly of the dry goods firm of John Murphy & Co., has returned from a buying trip to Europe. Mr. Mackay is now in business for himself in Winnipeg.

Mr. Alexander B. Bethune, manager of the John W. Peck & Co., Limited, wholesale clothing firm at Winnipeg, is now enjoying a few weeks' recreation on the Pacific Coast in his Summer home at Vancouver, B. C.

Mr. E. L. Rosenthal, formerly manager for I. Frankenberg & Son, manufacturers of "Distingue" brand waterproof garments, has left the employ of that company to take a position on the road for the London Rubber Co.

The death has occurred at Galt, Ont., of Jas. Doughty, at one time superintendent of the old Robinson & Howell's knitting factory, and later engaged with the Galt Knitting Co.

Mr. J. W. Holden, representing Garside & Co., Limited, of Manchester, and several other British manufacturers, made one of his periodical visits to Canada last month. Mr. Holden is well known to the wholesale trade in Canada, having been a regular visitor for eleven years.

Mr. H. W. Bonnell, late of the W. R. Brock Co., Toronto, has joined the staff of Greenshields Limited. He starts out this month with a full line of housefurnishings, carpets, etc., in western territory. He has had a wide-spread experience in this line, and The Review wishes him every success.

Mr. A. R. Wilson, advertising manager of Greenshields Limited, Montreal, sails on September 3, per steamer Canada, on a visit to his old home in Scotland, from which he has been absent for twelve years. Mr. Wilson is accompanied by his brother, Mr. W. P. Wilson, with Lyman, Sons & Co., Montreal.



A CHILD CAN OPERATE IT

Make Your Own Buttons

WITH THE

NEW DEFIANCE BUTTON MACHINE

Makes all kinds of covered buttons, rim, half-ball or flat, complete to make three sizes of buttons

$7.50

Call or send for samples of our work

Defiance Button Machine Co.,
266 Greene St., Cor. 8th St.,
NEW YORK, U.S.A.

Xmas Goods

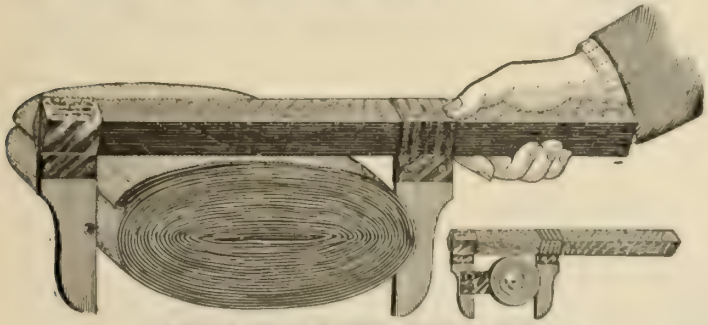
NEW LINES JUST ARRIVED

TOYS, FANCY GOODS
HOLIDAY PAPERTIES

The finest lines ever shown to the trade entirely new and remarkably cheap. It will pay you to see these before ordering elsewhere.

G. A. WEESE & SON
44 Yonge Street TORONTO
Near the Station and the Wharf

Putnam's Cloth Chart



PRICE $5.00 EACH, COMPLETE.

Accurately measures piece goods and ribbons without unwinding them from the bolt.

All measurements printed upon the rule just as a lumberman's log rule; works on the same principle. No book of tables to refer to as with other charts. Simplest and best.

Eight years in American market; nearly 10,000 satisfied customers.

Booklet with description and testimonials sent free on request. Address—

A. E. PUTNAM
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Direct from Goods.

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Art Book

Do your engravings suit your critical judgment?

We make the illustration, designs and cuts of every description of merchandise

Satisfaction guaranteed

LEGG BROS. ENGRAVING CO.,
5 JORDAN ST. TORONTO

STANFIELD'S

Unshrinkable Underwear

is made of long, silky **NOVA SCOTIA** wool—the best in the world for underwear. It's treated by our own special process that insures every garment being absolutely unshrinkable.

Stanfield's is knit in all sizes to fit every figure, and being UNSHRINKABLE it holds its easy shape no matter how often it is washed.

Stanfield's Unshrinkable Underwear is sold to Reliable Dealers by our own travelers.

Western Distributors
STOBART, SONS & CO.
WINNIPEG

TRURO KNITTING MILLS CO.
Limited
TRURO, NOVA SCOTIA
Inventors and Originators

TRURO-KNIT

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Cut Book
Page 3

Wholesale Millinery

Big . . . Features

Correctness Unquestioned
Value Convincing
Assortment Extensive

These are the big features so conspicuous in

Our Magnificent Stock

and which has made the unusually heavy trading of the past few weeks possible.

As in the past the assortment in all departments will be maintained throughout the season.

New Goods and Novelties will be arriving Daily.

The **D. McCALL CO.,** Limited

The Canadian Millinery Review

THE FALL OPENINGS AND FALL STYLES.

THE RETAIL FALL MILLINERY OPENING.

WHEN, and even before, this issue reaches the trade, it is high time the up-to-date and progressive retailer began to think of his Fall openings and what to do to make them especially attractive and profitable. The astute manager and milliner has given thought to the purchase of the new Fall stuff and has in a measure prepared for the coming season by ordering the right sort of goods. This is only the first opening of the battle and other preparations must be made, particularly by those who desire to attract the high-class trade of their town and assuredly some adequate preparation by all concerned.

In regard to the actual preparations for the Fall opening it is almost superfluous to state that the millinery store or section should present as attractive and as new an appearance as possible, with the handsomest hats displayed to the greatest advantage. It is recognized by all that a certain amount of money is well invested for display. The millinery section is proverbial for its handsome fixtures. Every store must have its fittings and in putting them in it is found far more economical in the long run to buy reliable goods. For instance handsome mirrors are a necessity and these should be of the best with the woodwork of a character that will last. A cheap one, at the end of a couple of seasons, will be found in a very dilapidated condition.

The question of fittings for the millinery section is a very broad one and the best that can be done in case a few have not already proved themselves sufficiently in this connection, is to lay down a few broad general rules. No matter how handsome the room or how much money one is prepared to expend upon it, the fittings should be of an extremely plain and quiet nature. Any lavish decoration or over-ornamentation would but distract attention from the merchandise, the main subject. As many mirrors as possible should be provided. The color decoration should partake of the tendency of the woodwork. If possible cases should be arranged to contain the handsomest hats, enabling a customer to get a general idea of the stock in a short time as well as saving time for the salespeople, etc.

Assuming that everything possible in this line has been done in the way of fittings, the question of arrangement



No. 1.

No. 1—Large Amazon hat, by Heitz Bozer, Paris. Black conchi velvet, trimmed with a tuft of feathers and a Paradise aigrette in front.



No. 2.

Shown by Debenham, Caldecott & Co.

No. 2—Large hat, by Antoinette Deschamps, Paris. Pretty chenille bandeau, daintily trimmed with ostrich feather and large moire bow, attached at the back with a comb-shaped steel ornament and two long black moire streamers.



No. 3.

No. 3—Toque hat, by Madame Farby, Paris, in maroon brown velvet, trimmed with bird of Paradise tails, in couple Roche shade, edged with tiny velvet leaves in the same shade, finished with a cut-steel buckle.

presents itself. After you and your neighbors have agreed upon the date, how best can the opening be heralded? In these days of keen competition it would seem hardly sufficient to announce through the medium of your country weekly or daily that you have "the greatest showing of hats you ever had." To be sure, this feature must not be slighted, but be original without being funny. An idea practiced by many city stores with success, and which should be productive of results for all, is to get out invitations. Don't spoil the idea by getting out cheaply printed ones, but get them handsomely engraved, and send these around to your regular customers, as well as to the most prominent women in town. Some way or other, women like to think they are of importance, and that you think enough of them to specially invite them to your opening, creates such a favorable impression that even those who have not been in the habit of purchasing from you in the past will be very apt to visit you on opening day, merely out of curiosity. Then if your hats are stylish and your prices right, some would-be lookers should be converted into actual buyers.

Another interesting phase of the opening, is the window display, which is a very important item and should be treated as such. Don't crowd a great number of hats into the window. Nothing can mark a more serious mistake. If your trade is high-class, don't make the mistake of showing anything but high-class hats, and don't use price tickets in this initial display. The people will then have to come in to know the price, and once they are in the department bring out styles to suit the pockets of each and every purchaser. Eight hats should be sufficient for the ordinary window of a display of this nature. Even if your trade is solely of the popular nature follow this plan. Grouping the popular forms around a centrepiece of high-class hats. They are a splendid advertisement for both classes of stores.



Hat of taupe velvet and taffeta, shaded roses in wine color; paradise plume in grey and white.
From Coming Modes.

A summary of conditions to be obtained according to one's view is that of a high-class and rather conservative plan for the opening of the season and the advertising along these lines too. Let "world beating" prices take a back seat for once, in favor of style. Impress upon the trade that you have the most beautiful hats you have ever shown, and later it will be found time enough to dilate upon the tremendous bargains offered.



RETURNED SEP - 2 1904

MILLINERY SORTING

Fall 1904

CAVERHILL & KISSOCK

MONTREAL

Accessories

Staples Novelties

During September we will receive daily special express shipments of New York Novelties for Sorting requirements.

Ladies' Felt Hats, Millinery, Plushes, Chenilles, Fancy Trimmings, Ornaments, Ruchings, Hackle Feathers, Silks, Ribbons, Ospreys, Feathers, Velvets, Laces, Veilings, Chiffon, etc.



RETURNED SEP - 2 1904

THE NEWEST.

THE importing millinery houses have been humming with life and movement all August, for buyers from long distances, such as British Columbia, and the Northwest, came on early in the month, and came in large numbers.

The manner in which the season has opened up leaves nothing to be desired, and the only uncertain feature is the weather. The weather plays a very important part in the making or marring of a millinery season and should we have a typical Canadian Fall the millinery trade will have no cause for complaint.

Paris is the centre from which fashions emanate, and Paris has again declared in favor of the high-crowned hat, but this style has been so thoroughly turned down on this side of the ocean for the past two seasons, that,



"The Lady Minto."

The arrangement of corn flower, blue velvet and contrasting shades of silk on this model is very novel. The silk is shirred in two tones to form the top and the facing is of velvet in a shirred effect. Blue silk puffings are tastefully arranged along the back of this model, and hackle feathers are the only trimmings used.

though milliners are showing a considerable number of high-crowned models, they have more confidence in the moderate shapes. For this reason there is a familiar air about most of the shapes, though there is enough novelty in them, to mark them from styles that have been worn before.

Small, moderate sized, and very large hats are all displayed. There are toques, continentals, turbans, etc., and picture hats, while for street hats in both felt and fancy braids the New York sailor is well to the fore.

The crown from 3 to 4 inches high is most favored. It would take a whole chapter to describe the many fanciful effects in crowns, for no two seem to be just alike. There are hearts, diamonds, scoops, almond and many more shapes, while the gutter brim is the latest one.

The real novelty in the Fall millinery lies in the colors, and in the way they are combined. Colors are rich and striking and some of the shades are very bright, but when used in the proper combinations they are toned down with beautiful effect.

There bids fair to be a craze for burnt orange in all its shades. This color has quite a few names given to it this season. The one most used is coq-de-roche, but tangerine, capucine, and nasturtium are others. This last name just fits the color as all the shades of the growing flower from the palest to the deepest are among the fashionable colors. There is a color that has come to the front in the last few weeks. The French call it coq-de-cuivre, literally copper cock. This color is just about the same as the old terra cottas. There are many odd shades of red, such as mulberry, wine, rose geranium, but none of them are clear reds, but so toned with other colors, that they are becoming. Brown is the leading color in the yellow tones that give rich golden browns in the darker, and onion, saffron and pale mustards as the lighter shades.

In green, both resedas and myrtles are seen, and the parrot or Paddy greens are very strong. The blues are mostly of the delft order, and one of these cold blues known as Parsifal is likely to come into some prominence. Royal blue, or Napoleon as it is called, is another color. Mauves and violets are again good for the exclusive trade, and leather, or cuir and mushroom are colors that need no describing. Taupe or elephant's breath is very much used, and as it is a grey with both green and brown shades in it, it can be used with almost all the trimming colors. These colors show up to perfection in the rich velvets that are so much in evidence for the velvet hat is to be the hat of the season.

The new velvets are of lustrous surface and are very light and pliable. Chiffon velvet strikes the style note, and this beautiful material is so sheer and soft that the milliner may shir, pleat or fold it at will, and if of fair quality is uncrushable. Couche, panne and ostrich are all known to the trade, but it would seem as though they were of softer and lighter make this season. Mirror velvet is also used, and the old-fashioned Lyons velvet is also in evidence. Rich terry velvets are used to a limited extent, as their price is too high for the general trade. Lovely shaded velvets are selling extremely well, and so are shaded silks. These silks are in exceedingly soft bright makes, and both pleated and shirred make striking hat trimmings.

It would seem as though ribbons in a much more extended variety than for the past few seasons were to be very much used. Besides the taffeta, satin taffetas, duchesse, etc., ottoman, and faille are also used. Every width is used and many of the newest trimming effects are worked out with ribbons and shaded ribbons are coming strongly into favor. A narrow baby ribbon was darned through in a star shaped motif, the brim and crown of one Paris hat, and wide ottomans were shirred down the centre and used in three shades, as flounces, around the crown of another.

Kid, leather, broadcloth and furs are all among materials used as well as velvet.

The light chantilly and other net laces are seen in good widths for draping laces, and there are also a few narrow two-toned laces. Mirnesta is one of the fashionable laces; jetted laces and silk Battenburg are also much in evidence.

Mention was made last month of the prominence of feathers and birds. In the new hats shown, this tendency is confirmed. Paradise plumes and ostrich are very much used.

Flowers for a trimming for Fall hats, at least in any profusion, are somewhat of an innovation, but those introduced this season are too beautiful to be neglected. Flowers, particularly roses, and foliage, and fruit, are all shown. They are of shaded chenille and velvet and some of them are covered with a soft silky white fuzz through which the colors shine. Little branches of plums, in emerald, in orange, and in shaded effect with leaves in darker shades are to be used. Bunches of shaded velvet berries, roses varying from large to very large, bunches of Scotch thistle and foliage, and shaded leaves of all colors and kinds are shown.

After velvet the principal material undoubtedly is chenille. Chenille enters into almost everything. Chenille and jet embroidered bandings are largely shown. These bandings show the influence of laces and trimmings and are mostly of conventional design. Wheels and rounds are the chief motifs and the new bandings can easily be told from those of last season by the pattern alone. All the new colors are shown in these bands, and many are in shaded effects. The chenille used is not only long and fluffy but also in close cut effects, and some rich designs are made up of a combination of both kinds. Chenille and jet motifs are very handsome and generally come in sets of three of graduated sizes. Handsome ornaments for the fronts of hats are shown, and girdles with beads of chenille and pear-shaped drops are among the beautiful trimmings. Plateaux of chenille that are hand made and shaped coverings in chenille, as well as bands that closely imitate Persian lamb, are ready to make up into different smart shapes.

Bands (which one does not need to be told come from Paris, because their coloring is at once in such daring and harmonious combinations) are shown, and, as a late novelty, come cabochon trimmings in chenille. Lovely chenille plumes will be used on expensive hats, for these beautiful goods are by no means cheap.

Ready to trim hats of chenille in all colors and shadings in Directorie shapes, in toques, tricornes, etc., are likely to be good sellers. Feather hats are also sure to sell to a certain extent also.

S. F. McKINNON & CO., LIMITED.

PROBABLY the most successful millinery opening in the history of S. F. McKinnon & Co., Limited, was commenced on Monday, 29th inst., and continued during the week. During the past ten days, buyers from the more distant points have been making selections and having their parcels sent forward. As Canada is a country of such magnificent distances it takes, in some cases,

Debenham, Caldecott & Co.

Wholesale Millinery.

HAT DEPARTMENT

Very latest shapes arriving weekly, both in Ready-to-wear and Untrimmed.

Special shapes in CHENILLE HATS.

MILLINERY TRIMMINGS—Large assortment in the newest designs.

RIBBONS—See our Special Values. SILKS

Be sure to write us for samples of DC100 Colored Taffeta Ribbons in widths 3, 5, 9, 16, 22, 40.

43½ ST. JOSEPH ST. QUEBEC

111 SPARKS ST., RICHMOND BDG. OTTAWA

18 St. Helen St. MONTREAL

NOTE—Travellers are now out with a complete range of Spring Lines for 1905.

from three to four weeks for freight packages to reach their destination after leaving Toronto.

The styles this season are most varied. A great variety of untrimmed ha s is shown on the first floor.

On the second floor of S. F. McKinnon & Co., Limited, is shown millinery novelties in bewildering variety, also, ribbons, silks, velvets, velveteens, etc. In ribbons, taffeta, satin mousseline, ottoman cord, and moire will be evident in millinery during the coming season, the popular widths being Nos. 40, 60, 80. The colorings that will be mostly in demand are greens, in emerald, reseda, and myrtle; golden brown and fawn, while coq-de-roche, or tangerine, the latter being a sort of burnt orange, will prove a prime favorite. Chiffon velvet, panne velvet, also pressed or squashed velvet are greatly shown, while feathered plush is in as great demand as any of the above materials. Taffeta silks, peau de soie, and satin mervilleux, will adorn many hats during the Fall.

On the third floor of this establishment is to be found feathers and flowers; birds and wings are shown most plentifully; breast effects are very good, while military pom-poms promise to be a feature; ostrich feathers of every description are considered good style, a somewhat new idea being the fox-tail feather. Velvet flowers and foliage are certainly a very dainty trimming, and will be greatly in evidence as a millinery adornment in a few weeks hence.

During opening days the Mecca of millinerydom is the department where the New York and Paris models are shown as well as some elegant creations of S. F. McKinnon & Co.'s own artists. Among the many charming hats shown was one made of shirred castor velvet, with high crown (which is quite a feature) chenille underbrim, the front top of brim trimmed with handsome applique lace, at the back velvet roses in pastel shades, and in front large oxydized buckle; the whole effect was most charming.

On the fifth floor of S. F. McKinnon's is the lace department. This company sends a special lace buyer to Europe, and this doubtless accounts for the extensive business done in laces. Applique effects and Irish point seem to be very strong for the coming season. Some good values in lace curtains, in Swiss, Nottingham and French makes, are shown. In this department is also shown dress trimmings.

A very important branch of S. F. McKinnon & Co. is the manufacturing department, where all the latest ideas in cloaks and skirts are found. They have recently issued a Fall catalogue of ladies', misses' and children's cloaks, also ladies' skirts, which will be sent to the trade on application.

THE JOHN D. IVEY CO.

IT was only those who had a good stock of patience that went up to the showroom in the elevator in J. D. Ivey's at the opening, on account of the crush. The quickest way to get up to the showroom was to mount the stairs. The large showroom, in spite of its size, was crowded.

The most beautiful hat in the display was of a rich, clear violet chenille braid. A band of velvet of an exactly matching shade ran around the outer brim. The crown was of medium height, slightly higher in front and a little pointed, while the brim drooped a little on the right side, swept in graceful curves high up on the left and was slashed at the back and brought close to the crown. The sole trimming was a rich scarf of shaded silk in violet tones shaded out to a light pinkish shade which was draped around the crown and gathered over the brim at the back into a kind of chow fixed with a long pointed cut steel buckle. This is a most difficult hat to describe for its beauty consisted in just those little touches that an artist gives to her work that must not only be seen, but must be looked for.

Another hat that attracted a great deal of attention was a large toque with an elongated point in front. The brim was covered with a band of silk and chenille, the silk white and the chenille black, and a puffing of white chiffon velvet followed the line of the brim. The crown was draped with black velvet with close rosettes of black faille and a white plume in a jetted holder started on the crown a little to the left and drooped gracefully over the hair at the back.

Another beautiful hat was a large Louis XIII. shape in pale yellow beaver, the brim cut away and silk Battenburg, which is one of the novelties inserted. The high


RETURNE
SEP · 2 1904

No. 1.

No. 1. New style of camel's hair hat, trimmed with velvet, satin and buttons. This is shown in all colors.


RETURNED
SEP · 2 1904
Cut Book 23
Page 25

No 2.
Shown by Caverhill & Kissock.

No. 2. Camel's hair hat, trimmed with velvet and buttons. The edge of the hat trimmed with velvet. This is shown in all combinations.


RETURNED
SEP · 2 1904

No. 3.

No. 3. Camel's hair, trimmed with satin and buttons. The edge is bound with bias satin, with several rows of stitching. This is shown in all colors.



Profitable 25c. Sellers



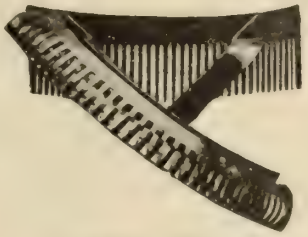
Evertidy
Pat. Apl. 5, 1904
Canadian Trade Mark, No. 39.

Bi-wave
Pat. Pending
For arranging the Latest Coiffure, "The Parted Pompadour"

TRADE MARK

THE THREE IN ONE

PATENT PENDING.



Left Dip Effect.

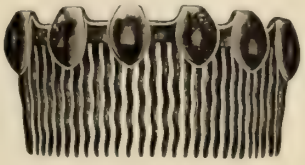


Full Pompadour.



Right Dip Effect.

ONE COMB FOR THEM ALL



The Twist Comb.



The Tip Top Pin.



The Twist Comb

The Latest, Newest and Best-selling Novelties in Combs
They bring Profitable Business.

FOR SALE BY ALL JOBBERS.

MAX G. COHN & CO.

Patentees and Manufacturers of Combs and Celluloid Hair Ornaments.

CANADIAN AGENT:
232 McGILL ST., MONTREAL

486 Broadway, NEW YORK.

GEO. H. EVANS, where a full line of same can be seen.

crown had frills of mustard colored ottoman ribbon shirred through the centre round it, and a feather of a deeper tint started at the back of the crown in an ornament of gold, and a little to the left was pulled through the brim, the end of the feather resting on the hair.

G. GOULDING & SONS.

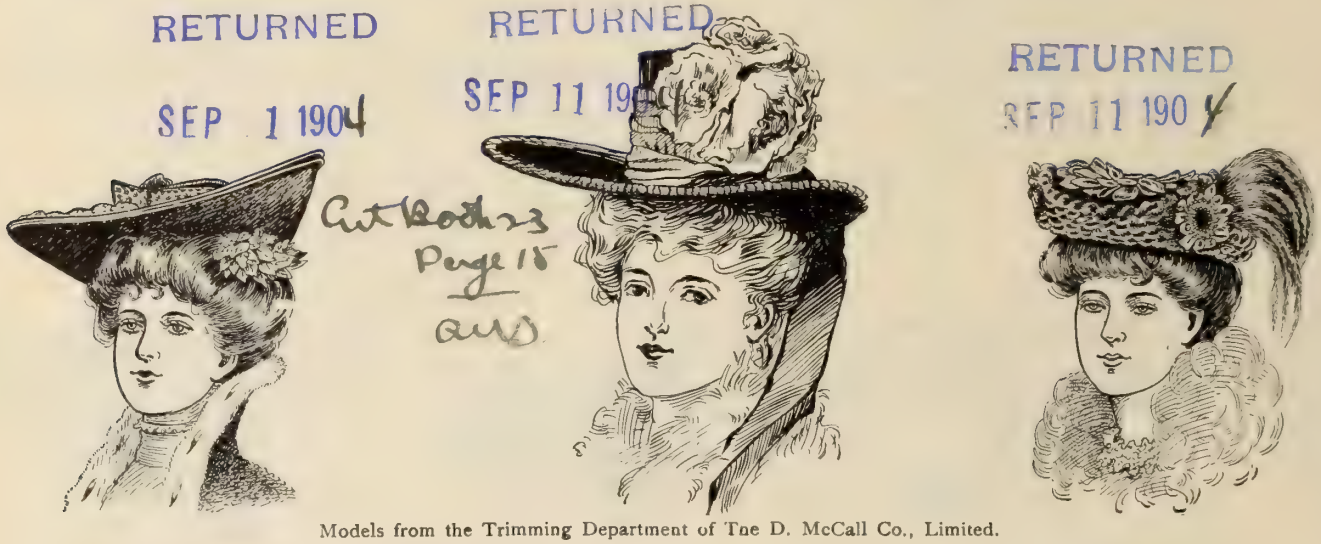
LACK of room and a building unsuited to the purpose to which it is being put, must have been a great obstacles to be surmounted by G. Goulding & Sons. The magnificent display both of millinery materials and of trimmed models show the results that can be achieved when all concerned go to work with energy and enthusiasm.

Though quite a few high crowned Directoire hats were shown, the greater number were of moderate height and toques, turbans and "marquise" shapes were very much in evidence

THE D. McCALL CO.

AN opening that drew the crowd was that of the D. McCall Co. They had on view a large collection of fashionably trimmed millinery. A good idea adopted in this warehouse was to show a hat in the different departments, showing how the trimming shown was used on the hat. Here too, like in the other displays, though the high crowned hats were on show, there was evidence of the confidence placed in the medium- sized crowns. Toques and turbans were also here in numbers, and one particularly noticed was of white velvet trimmed with shaded orange ribbon that was used in a particularly happy manner. The twin bows at the back were united by a folded band of ribbon and the centre of the bow was shirred for three or four inches, with heavy loops over the crown and shorter ones falling over the hair at the back. The brim was covered with chenille in a chequered white and brown pattern and a white osprey trimmed the side.

RETURNED SEP 1 1904
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Models from the Trimming Department of The D. McCall Co., Limited.

This firm always shows some lovely sets and this opening was no exception. Perhaps the palm should be given to the mink one, though the chinchilla and black and white leather with touches of orange, and the white sheered lamb, and terry one were very close candidates for the place of honor. A new feature was the substituting of the Gretchen bag for the muff in the chinchilla set.

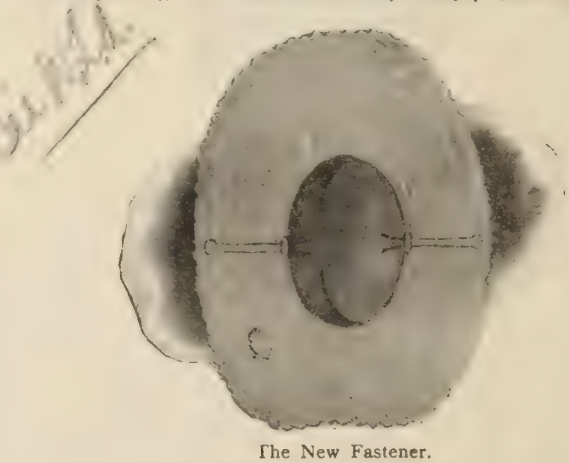
Some very quaint round toques are a novelty. One had a band of mink and a band of ermine around the brim. The under-brim was corded, and the crown laid in flat box pleats with a sweeping white paradise feather at the side. Another handsome hat was a Napoleon in mole with crown draped in grey lace over grey taffeta, and white paradise plume placed in the right side. This was only one of many mole hats.

One of the prettiest hats seen was in the new olive shade of green that is the latest color favored now in Paris. This was in bright finished taffeta with a number of fine shirrings and the crown and brim covered with a pattern in chenille cord. Around the brim were cut out motifs backed with chiffon and outlined both on the upper and the under-brim with the chenille. The shape was Directoire with a brim in graceful sweeping curves, raised high both on left and right sides and the only trimming was a shaded bird and paradise plume poised on the edge of the brim on the left side.

Street hats were shown in a room by themselves. A great deal of fancy braid is used for these hats and wings, birds, quills owls' heads and ribbons are used as trimmings. One noticed had a much pleated ivory velvet about one inch wide as the trimming.

A NEW HAT FASTENER.

TO eliminate unsightly pin holes, so destructive to a good hat, as well as to avoid the pin pressing against the head, sometimes causing headache, a hat fastener has been invented which is said to render such contingencies impossible. The illustration shows the exact position of the fastener when sewn into the hat. The adjusting is carried out by simply pushing in the



The New Fastener.

ends, which will hold the hat on securely in the strongest gale. The spoon shaped points are a security from the tearing of the hair or the causing of a wound. There will be no searching for lost hat pins with these in use. It is of nickel plated ware and holder, and retails at 25c.

The
China & Japan Silk Co., Ltd.
290 St. James Street, Montreal

Samples now complete for the **Easter Trade**. Finest assortment of **Japanese Baskets, Easter Eggs, Chickens** and **Novelties** ever shown in Canada.

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LINEN & HANDKERCHIEF MANUFACTURERS, BLEACHERS & FINISHERS
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OUR
MANTLES
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SPECIAL NOTICE
To the Dry Goods Merchants of Canada.
OUR SPECIALTY—IMPORTED JOB LINES
In all classes of Dry Goods and Fancy Goods, English, French Austrian and German. Several important lots now on hand
Silk and Fancy Skirts and Blouses, Silk and Lace Collarettes, Honeycomb Shawls, Ladies' Underwear, etc., a Special Lot of Boys' Washable Blouses, Children's Dresses and Jackets, Linen and Plush Table Covers, Swiss Curtains, Linen Handkerchiefs, Silk Mufflers, Hosiery, Men's Underwear, Men's Ready-Made Suits, Piece Goods, etc., etc.
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Toronto
Manufacturers of the following celebrated brands of **DRESS SHIELDS**





WASHABLE





DOUBLE COVERED





On sale at all leading wholesale houses.

FEATURES IN STAPLES

THE COTTON MARKET.

THE most important event in the eyes of the wholesale houses and of the retail as well, is the impending publication of the Spring price lists. At the moment of writing these are promised during the week beginning August 28. If there is a chance to include them in The Review which will be issued August 31, a great effort will be made to do so, but at present the chances do not appear bright. These lists have been delayed over two weeks now, on account of the indefinite condition of cotton. This delay has been nerve trying on all concerned —on the manufacturer for obvious reasons, and on the wholesale and retail houses on account of their present small stocks.

* * *

It is certain that prices will be lower, at least in the majority of lines, although the market of the past week has tended to disappoint hopes. There are even some who maintain that no decline will occur, but the majority confidently expect that the lines in which the greatest advance took place will recede to a lower level. They are supported in this by the fact that batting and wadding has already been quoted lower. Cotton batting was reduced August 1 10 to 12 per cent., or 2½c on each of the three lines. Black wadding went down 5 per cent., but cream remained unchanged. It will be no surprise to many buyers if the entire list is down, but that the drop will not be great can be gathered from the present price of raw cotton and the evidences of strong bull support. A request for quotations sent to a New York house by a Canadian wholesaler, was met by the advice that the inquirer had better wait for a week or two as in all probability a lower price could then be quoted. The new price list will likely apply to prints for next Spring stock, but to staples immediately. Retailers and wholesale houses continue to buy only in driblets, although some retailers are tiring of the constant buying and attending worry, and have commenced to stock up more freely.

CONDITIONS IN WOOL.

THERE is nothing undecided about the prices of woolen goods. These are going up, and going up surely and steadily. The wool market is not as much affected by speculation as cotton, and prices are based on supply and demand. The enormous advances in wool on the London market for the past six months have been instrumental in raising the price of all woolen goods. The new season in Australia is opening up and the opening date of the Adelaide season has been fixed for September 29. It is expected that the Australian clip of 1903-04 will be in the vicinity of 1,350,000 bales, a decrease of 65,000 bales from the previous season. On the Canadian market wool is very firm at 20 to 21c for unwashed, 15c for rejections, and 12 to 13c for unwashed. That is the price dealers are offering, but at even this high price holders are keeping their stocks for a cent or two more. Wool growers are making a lot of money in Canada this season.

An advance has taken place in blankets equal to about 10 per cent., and even at the advance are so scarce that supply and demand are not by any means meeting. Manufacturers say that they are paying 10c a pound more for wool now than a year ago. Flannels, too, are exceedingly scarce, and flannel sheeting is up. Worsted yarn is quoted about 10 per cent. higher. This will affect fingering wools and woolen cloths using this class of yarn. Just after the last London wool sales of six weeks ago worsted yarn prices were withdrawn on account of the advance in wool. These new prices are the first issued since. All classes of cloths using wool will be higher.

SPRING PRICES ISSUED.

Montreal, Aug 30.

THE new Spring lists for Canadian prints issued August 29 shows in almost every case a slight reduction. Many and various are the opinions expressed regarding them, due no doubt to the fact that all concerned are more or less weathercocks, although much sound information regarding the forecasting of present prices can be gleaned therefrom. Owing to the sharp advance in the raw material the past week (almost 1½c per pound) continued hesitancy was shown in offering the prices to the public, but now they are public they may be taken as valid for at least the first showing to the trade. Generally summarized they are on a par with the prices submitted last Spring, based on raw material around 9c. This means that the low lines of print now quoted at 6½c will be shown at 5¾c, which held good at the outset of last season. In better grades the familiar 8c line is now 7¾c, while the 10c line is to be had at 9½c. CC, the best grade, which has touched 11c, is down to 10c, less 15 per cent.

* * *

Diffidence is expressed in regard to Spring prices on woven goods, and all are hoping for a strong level of prices. These prices are being withheld from the public, but it is likely they will partake of the same characteristics as the printed goods. Tickings, demins, etc., are bound to assume a lower level, temporarily at any rate, in sympathy with printed goods.

* * *

The new Spring price list of the Colonial Bleaching & Printing Co., together with a comparison of last Spring's and this Fall's list, is here given :

PRINTS.	LAST SPRING.	THIS FALL.	NEXT SPRING.
L. P. 24½-25 in	5¼	..	5¾
M.P. 28 in	7¾	..	7¾
H.P. 31-32 in	8	..	9½
C.C. 32 in	10	..	10
DUCKS.			
Light 27-28 in	8	10	8½
Dark 27-28 in	10	12	10
TWILLS.			
Heavy, 32 in	11½	13½	11½
MOLES.			
Light moles tweeds 27-28 in	10	12½	12½
Light moles, aniline and navy 27 28 in	11	13½	13½
Heavy moles 28-29 in	15	18½	16½
Extra heavy moles 28-29 in	18½	22½	20
FLANNELETTE.			
N. F. 27-28 in	8	..	8
A. A. 27-28 in	8	9½	9½
B. B. 27-28 in	8	9½	9½
Royal waist flannels 27-28 in	8	9½	9½
ART TICKING.			
259, 28 in	..	..	12
265, 32-33 in	..	..	15

But the regular lists were advanced by special prices, so that in some of these higher prices than those quoted ruled during a great part of the year. For instance, H. P. advanced to 10c, and many others fluctuated up and down. The percentage, too, varied so that abstract prices do not exactly denote the fluctuations. A higher price was often quoted, but with 2½ per cent. greater discount.

HINTS TO BUYERS.

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible

Debenham, Caldecott & Co.

A TOUR through this handsome warehouse discloses much that is novel, and much that will ever remain as a charm to the lovers of artistic millinery. At this writing everything is in order for the official openings on Monday, August 29.

On entering the first floor is found to be given up to an excellent display of ready-to-wear and untrimmed hats. Every conceivable material and design may be had, but a few deserve particular attention. Roughly, large shapes in camel's hair and felt in the popular millinery shades, such as fawn, green, navy, champagne, white and black predominate. A new sailor hat similar to the low French sailor was trimmed with a ruching of ribbon, the whole giving a very flat effect. Another novel shape has the band of the material, whether felt or camel's hair, raised to imitate a large crown. This hat is seen in brown, black and champagne, trimmed with gilt buckles, which, by the way, are popular for ready-to-wears, and is tipped with a band of coq-de-roche shade of velvet.

The so-called mushroom effect is trimmed with satin ribbon, and the whole is set off with gilt buttons. The three-cornered effect in the felt hats show the pompom effect on the side. An extensive range is seen. A novelty in a child's ready-to-wear hat is seen in the sailor with the high crown crushed in the middle, similar to a fedora hat. Streamers and gilt buttons complete the effect. A plain velvet, with a low crushed crown, trimmed with a rim of No. 9 velvet ribbon in two tones, such as white and black, black and brown, deserve attention. Beaver hats are to be had in all shapes.

Ascending to the ribbon department a preponderance of lightweight lustrous ribbons is seen. Mousselines, satin taffetas, messalines, Duchesse and louisine, all have a place. Some effective styles are also seen in moires. The newest is perhaps heralded in the two tone effects to meet the demand for ribbon trimmed hats. They come in louisines and duchesse, showing self color on one side and shaded on the other in all the good syndicate shades.

Colored velvet in all widths and colors is also reported as a good buy for millinery purposes. Some special values are shown in ribbons. The DC100 taffeta in all widths and colors is an example; samples sent upon request. Tulle, which is displacing chiffon for lightweight trimming, is also to be had on this floor.

The range of feathers, birds, ornaments, etc., is peculiarly bewildering, and a full description is impossible. Coque, hackle and breast effects seem almost staple. The shaded paradise feather is the high novelty. It is the paradise of brilliant hue, all of whose vivid tones are well thought of by the trade. Large roses in exquisite shaded effects are also good. Coq-de-roche and reseda green seem the popular shades. Tips are prominent, three of which go to make the pompom effect. Long plumes in black and white are, of course, staple. The range of fancy bandeaux is particularly fine and should meet with success. The introduction of the crowned hat has fostered the demand for large beads. They come in all sizes and the popular colors. The range of ornaments comprise every shape and design imaginable. Steel and gunmetal and jets possibly lead with a good showing of gilt and a fair amount of the gilt and steel intermingled. The newest effect seen here is the shaded tones seen in the steel and gunmetal ornaments. The new shapes might be classed as horseshoe and comb effects.

The mere mention of such well-known designers of imported hats as Furley, Maurice and Pouzanne, is sufficient assurance that the stock is of the best and the style the latest that can be procured.

Caverhill & Kissock.

Everything in this house is prepared to lessen the arduous task of buying, and every visitor is assured of having every attention and every facility is provided to make the Fall purchasing trip comfortable and profitable.

Among the novelties in ornaments out this year beads in all sizes are the most prominent. They edge the brims of quite large hats and the brims of bonnets. They bring out very nicely the soft velvety finish of chenille also. They come in all sizes and the popular syndicate colors.

In millinery trimmings paradise osprey is a leading high-class novelty and is seen in the vivid shades of green and coq-de-roche. Large birds, wings, long quill effects and aigrettes are in order, and can be had in an endless range. Pompons are a feature this Fall, and come in coq-de-roche, black, white, emerald green, navy blue and dark myrtle. These, in fact, are the shades for the various range of trimmings. Flowers have a goodly showing, the large roses in shot shaded effects being prominent. Emerald green, mauve, burnt orange, are the colors seen in some roses which, used three in a bunch, produce a pretty effect. Chenille trimming is especially prominent, and the range leaves nothing to be desired.

In the ready-to-wear department every conceivable fashionable material is shown, and silk, velvet, felt and camel's hair hats all receive attention. Rough materials in felts and camel's hair are going well. A new shape spoken of as the collar hat with a raised rim is shown in champagne, brown and navy trimmed, usually with emerald green and coq-de-roche. Two tone effects are highly praised by the trade. Special attention has been paid to children's ready-to-wear hats, which the trade has sometimes found hard to get. A full range of white hats for the early Fall trade is on view. Untrimmed goods, which the clever milliner may turn into fantastic and artistic designs, are on display in a bewildering range. Beaver hats in the small shapes are interesting. Black is a staple in all shapes and materials, and brown, green, champagne and navy are the best sellers in the colors.

Among the pattern hats of Caverhill & Kissock are many beautiful productions bearing the names of famous Paris and Vienna houses. Among many handsome shapes a toque tricorne, with an exquisite fancy chenille bandeau, trimmed with moire ribbon and set off with a steel ornament, looked attractive. A striking bonnet was of black velvet in the cartwheel style, with the favorite large bead centre, and the chenille bandeau in which a touch of white chenille is seen. The simple trimming was composed of ottoman ribbon and white paradise pompon with ostrich base. A lovely large black velvet picture hat had the bandeau of beads and chenille with cabochons and white birds of paradise, the whole set off with moire silk ribbon.

Ribbons for Fall have now centred on watered effects by a good majority of the trade. They show moires in colors and black, in both fancies and plains. Another high-class ribbon on view in the newest colorings is the soft louisines.

Black velvets, as well as a few colors, are on display in a good range. The panne velvet, much used in Paris hats, also the very soft effect which is gained by the chiffon velour ribbed velvet, are to be had in all qualities and shades. A full range is seen in all colors and four different qualities. Fancy velveteens in crushed effects are to be had. While the metal printed velvets, which are the latest for costumes and blouses in Paris and London are on display, they also report a good range of plain and corduroy velveteens.

On another page some cuts of the very latest and best selling lines of ready-to-wear hats for the coming season shown by Caverhill & Kissock are seen. These hats are carried in all colors, and at the prices sold are certain to command the attention of all buyers. In ordering, it is simply necessary to give the name of the hats and the colors required.

Brophy, Cains Co.

Brophy, Cains & Co. call attention to their advertisement on another page of their new "Epella" showerproff cloth ladies' garments. They claim to have the most sightly and best wearing medium-priced garments in the market.

For sorting this firm have full ranges of furs, toques, mitts, ringwood and cashmere gloves, etc. They have made a specialty of ringwood gloves this season with

great success, and propose to carry a full line right through the Fall.

For the Christmas trade they will have something extra in assorted boxes of short ends of corset cover embroideries. These goods have been specially put up for Brophy, Cains & Co. They are of specially good value, and being put up in this way customers can have a large assortment of patterns without having to stock up with a quantity of full length pieces.

Among Brophy, Cains & Co.'s parasol range for Spring, 1905, are several assorted lines, and to meet an unexpected demand they have made up some of the lines and can deliver at once. Anyone wanting a few novelties to brighten up a stock at $6.50, $9, $10.50, $12, $13.50 or $15 per dozen should write for boxes of assorted dozens, which may be returned at the firm's expense if not all that is claimed for them, viz.; the best and nobbiest goods in the market. They would also call attention to 770, 772, 774 and 776, men's self-openers, at $9, $10.50 and $12; all "Cedo Nulli" goods.

Special mention might be made of a few lines of dress materials much in demand, which will certainly be scarce later in the season. Black and colored crepolines, black and colored voiles, black and colored eoliennes, black and colored etamines, black and colored satin cloths, black and colored box cloths, black and colored vicunas, black and colored drap de dames, scarlet, cardinal, navy and black blanket cloths, Mackinaw rainproof blanket cloth in scarlet, cardinal, navy and black; cream bearskin, "Kiowa" beaverskin in natural, brown, grey, shaded and black; eiderdown cloth ¾ and 6-4 in white, cream and colored; ripple cloth, ¾ in., white, cream, scarlet, cardinal, pink and sky, are all seen.

Every line in their dress goods department is quoted at old prices, while they have the stock. In many cases the manufacturers are asking an advance of over 20 per cent. for repeat orders for many of the goods referred to above.

Tooke Bros.

We were permitted to see a few of the advance samples in the new range of shirts being produced by Tooke Bros., Limited, for Spring, 1905. They are of great merit. When buyers see the complete range they will be astonished at the original ideas introduced; they are unique in every respect and reflect the highest credit on this enterprising company. Every garment in their samples is made in their own factory. "Made in Canada" is one of the first principles in the conduct of their business. In order to create the novelties introduced new machinery has been purchased, enabling them to produce the newest effects.

"Made in Canada" shirts are usually reliable. Many a buyer has had sad experience during the past year in buying from attractively finished samples, and in the execution of the order receiving goods that are unfit to be seen out of any factory in size, make or finish. Tooke Bros., Limited, have a full range of these goods, not only the shirts made in Canada but the material in the shirts as far as can be consistently done.

Tooke Bros., Limited, have handed to The Review their new collar catalogue. It contains information valuable to the merchant, and is a guide to him when ordering either by letter or through a traveler. Their collar department is increasing enormously, owing to the satisfaction experienced in handling their goods. Orders can be shipped almost the day received, which is a general source of satisfaction to the merchant.

In the men's furnishing department samples for Spring, 1905, are arriving. They will have the range complete about 1st of September, and without doubt it will be the strongest and most attractive assortment yet placed on the market by this company. On account of their representatives going direct to England and European markets, good values, new ideas, and a large line of novelties will be offered. One of the specialties is men's half-hose, and they carry a great range in plain black cashmere, worsted, and cotton goods, and in fancy silk embroidered. They have bought freely tan and brown shades for Spring, which are beautifully embroidered, and retail from 25c to 50c.

In imported sweaters and jerseys, fancy knitted and fancy stripes, as well as plain worsted jerseys, Tooke Bros. have a splendid assortment for Spring. Other strong lines include umbrellas, handsewn braces and belts, a new line in gloves, Dents and other well-known makers. They are sole agents for genuine Guyot suspenders, as well as Kneipp linen mesh underwear.

In the neckwear department new silks for Fall and Christmas are arriving, and they will have their entire new range of beautiful silks on the market by Sept. 1. They are introducing a number of new styles in puffs and derbys of their own creation. Values will be better than ever, and in a number of styles a considerable quantity more silk is used than heretofore. This will give a larger and better spread. In black ties they have a full stock of all leading styles, orders for which can be filled immediately.

Caulfeild, Burns & Gibson.

Something new in the underwear trade is always appreciated, and Caulfield, Burns & Gibson, ever on the alert, have secured for Spring, 1905, several valuable lines. One is a very fine, bright finish yarn made on the spring needle machine in colors, tan, cadet blue and black, to retail at 75c per garment. They call special attention to the finish of these goods. All seams are beautifully overlocked and stayed, the trousers being double seated, thus giving extra strength and wear. Another line is a lower grade of these elastic ribbed lines to retail at 50c per garment, in colors, cadet blue and brown balbriggan.

The range of French balbriggan and French natural wool health brand, introduced to the trade by this firm, will still be found among their extensive range.

Novelties in half-hose are very essential to the success of a good business. The different lines in their immense collection are too numerous for individual mention. The markets of England and the Continent have been thoroughly searched, resulting in an excellent assortment.

In the clothing trade for Spring, 1905, men's fancy waistcoats form one of the predominating features. Caulfield, Burns & Gibson, who always pay particular attention to this particular branch of the trade, are confident the demand next season will equal, is not surpass, the one just closed, and are showing an exceptionally strong range selected with great care from the leading manufacturers of Great Britain and United States.

The Standard Umbrella Co.

6 LEMOINE ST., MONTREAL.



ALL OUR UMBRELLAS BEAR THIS TRADE MARK.

Are showing the

FINEST RANGE OF UMBRELLAS

for the coming

SPRING and HOLIDAY SEASONS

THE LATEST NOVELTIES IN HANDLES from the leading markets of Europe and America.

Travellers now on the road with a full range Do not order until you see their samples.

SAMPLES UPON APPLICATION. CORRESPONDENCE SOLICITED.

The Diana Buckle.

Belts are to match costumes this Fall, at least that is what fashion dictates, and a buckle that permits a quick change from one belt to another is sure to find a welcome. By means of a powerful spring, which is easily worked, but which holds on tight when closed, it only takes a few seconds to make the change.

Another thing that will be appreciated by the busy woman is the easy manner in which it fastens—no spending five or ten minutes hooking a Diana. This buckle is confined to Ladies' Wear, Limited, for Canada, and an advertisement on another page gives a cut of it.

Debenham, Caldecott & Co.

The first of the burned out dry goods houses in Toronto to get back to their old stand is Debenham, Caldecott & Co., of the corner of Wellington and Bay.

Though they are back in the same building as before the fire, they have changed their location, and are now much more conveniently situated, and will be much more accessible to customers, as they have the two first floors and the entrance is right on the corner of the two streets. They will also have more space at their command—space that is needed owing to their rapidly growing trade.

They now have arrangements complete so that they have direct connection by cable with the London house, and should goods be wanted that are not in stock here, it will mean a delay of only 8 or 10 days, and another advantage is the early knowledge of all Paris and London novelties, and the making of them available at the earliest possible date for the Canadian market.

Debenham, Caldecott & Co. report that there is great interest taken by the trade in silks for Fall, and it is many years since they were so freely taken as they have been this season. The demand is in plain taffeta, particularly in brown, green and blue. Their guaranteed taffeta, warranted pure dye, is in great demand, and they carry a line of taffetas in 44 in. width.

They are showing all the new soft makes so fashionable now, such as Bengaline, Frow Frow, satin messaline, chiffon taffeta, voile de soie, satin chiffon, Roman satin, satin soliel, taffeta etincelant, Trevana satin, fluer de velours, velour de laine in black and colors.

Greenshields Limited.

The silk department is prepared for an extensive sorting trade in the latest materials and colors. Jap silks in both 20 in. and 27 in. widths can be had in all colors. These goods are a good buy on account of their strengthening in price—almost 2c a yard is what the mills demand. Taffetas, peau de soie and louisine in the soft makes have a strong representation. Corduroy corded velveteens and metallics or metal printed velvets, so popular for blouses this Fall, are still strong, and a good showing is made. The new onion shade or light brown, with the popular navys, are the safest colors in silks. Irish green is another novelty.

The range of handkerchiefs comprises some special designs that have been confined to this firm. The varieties include such sure sellers as Swiss scallop embroidered, hem-stitched embroidered and corset cover handkerchiefs. The last named can be fashioned to make corset covers of a dainty nature. Openings are left to insert baby colored ribbon. Exclusive styles cannot be repeated after placing orders are exhausted. Lace handkerchiefs also have a good showing. The popular exceldas are in a wonderful range. Both white and fancy colored borders are seen in the plain and hemstitched variety. Prices range from 45c to $3 per dozen. These lines are a good buy on account of the tendency shown towards colored goods in both men's and women's lines. They have been fortunate in securing a complete line of Japanese silk handkerchiefs at old prices. As everyone knows, since the war prices have advanced 10 to 20 p. c. Both narrow and broad plain hemstitched ones are seen. A range of venetian goods deserves attention.

Ladies' gloves in the cashmere and ringwood materials are on display in an immense variety of colors and styles. Large sales are being made in white, greys, slates and beavers. In the range will be found some extra values in silk lined goods, which seem to be getting very popular. They are offered at reasonable prices.

A splendid range of both wool and ice shawls can be had at prices ranging from $1.50 to $20. Golf coats are still going well and they are in a position to fill all repeats.

They also report another shipment of the popular Armour belt, to retail at $1, $1.25 and $1.50. Pillow shams and cushion tops shouldn't be neglected for Christmas trade. Hose supporters, fancy garters and armlets, especially designed for Christmas trade, are worth stocking. The new Olivette combs are especially mentioned. A novelty in a hat pin is the corkscrew arrangement, which absolutely prevents it falling out. The ring hat fastener shown by this firm is sewn into the hat and cannot fall out or get lost, avoiding, too, unsightly pin holes. Another novelty is known as the Keep close placket fastener. This clever device gives a feeling of absolute security, and is said to always convert the most skeptical. It discards buttons, hooks and eyes, etc., and retails at 25c with a good profit.

Jaeger Pure Wool.

In addition to their large range of natural wool underclothing, Dr. Jaeger's Sanitary Woolen System Co. are showing a great variety of men's sweaters, cardigans, fancy waistcoats, ladies' coatees, golfers and tams in new styles for Fall trade.



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Men's and ladies' hosiery in pure natural wool, with one or five toes, instead of the ordinary shape, are also shown. They carry many specialties outside the usual run of hosiery goods, such as knitted collie bands, abdominal belts, arm, knee and shoulder warmers for rheumatic subjects, corsets, chest protectors, dressing gowns, shirtwaists, etc. They also do a large business in woolen bedding and sheets, and their camelhair fleece blankets are a revelation as to what can be produced in high-class goods. For softness and warmth they cannot be surpassed.

The company keeps a fully equipped laboratory at their head office, 95 Milton street, London, England, where all articles sold by them are carefully tested for purity and durability.

Removal.

Moulton & Co. are now installed in commodious premises at 165 Nazareth street, Montreal. As the trade is aware, the fire in their old quarters at 1251 St. Peter street was the occasion of their seeking a new situation. Added facilities and improvements is a logical outcome and they have lived up to the maxim. The new quarters are in a central part of the city. Increasing business, as well as the damage to old machinery, has necessitated the installation of the newest and most complete line. An increased staff has also been found a necessity to handle the increased output of their trimmings, braids, buttons, etc.

W. R. Brock Co., Montreal.

Amongst the hosiery lines shown No.'s 34 and 138 ribbed worsted hose, to retail at 40c per pair, are especially prominent, while 57 spliced knee to sell at 50c, and 62 soft ribbed wool hose at 75c, are good value.

Some very nice lines in ribbed shirts and drawers are being shown among these, 333 to retail at 50c.

"Pinette" Scotch wool underwear retails at the popular price of 50c, and D50 and "Zero" are extra value. Two very nice lines of fleeced top shirts, 70X and 72X, sell in the mining towns, and at the price are decidedly interesting. They can be retailed at 75c. Some very nice lines of top shirts are being offered by the men's furnishing department, among others a shirt which can be retailed very profitably at 60c. The shirt is of the latest pattern, with detached cuffs; material is first-class.

A very nice line of wool carpets is being shown, comprising very tasteful designs, many of which are confined to this firm, while in rugs and mattings it would be hard to find a prettier range.

How about your wrapperette stock? Goods to sell at 8, 10, 12½ and 15c are shown in the latest designs. Lines of crash towelings to retail at from 8 to 12½c per yard are being shown. A line of special job towels to retail at from $1.25 to $1.50 is a leader. Several numbers of black sateens to retail at from 12½ to 25c per yard are being shown, and the early buying is in order.

Just at this season of the year mothers are looking for material for school children's dresses. A ¾ line of serge to retail at 25c is shown here.

Two very good lines of white blankets are "Beatrice" and "Our Special," retailing at $3 and $4 respectively; while the stock of grey blankets, horse blankets, and carriage rugs is hard to beat. Those who are looking for heavy flannelette will find that "Loch Lomond" 30-1 in., to retail at 15c, is good. A line of grey cottons to retail at 7c is also one of the features on this floor, as well as a line of 72 inch cream flannelette sheeting to retail at 30c. "Ravenswing" Italian linings and "Sunbeam" velveteens are on the market for Fall.

Showerproof cloth is still deservedly popular. Customers will soon be looking for material for new costumes, cloaks, coats, etc., for Fall. The dress goods department is showing a very special line of 56 in. showerproof cloth, suitable for either ladies' or gentlemen's wear, to retail at $2 per yard. A very complete range of materials for Fall blouses is being carried by this firm. They are also showing a very special 54 in. cheviot in blue and black, which can be retailed profitably at $1. Messalines and chiffon taffeta silks are very much worn.

An article in this journal last month called attention to the great importance of store fixtures, and in this connection we would call attention to the line carried by the Brock Co. A postcard will bring their catalogue, which contains illustrations of fixtures of all kinds.

Ladies' and children's woolen boas are a feature on the third floor; these are just the thing for school girls. The 36 in. retails for 25c, while the 48 in. sells for 50c. Swansdown and lamb's wool trimmings for children's coats can also be had in this department.

A large shipment of tapestry cushion tops has just been received, comprising many very pretty designs. They report the first shipment was all sold up, which says something for the goods.

A very large assortment of knitted woolens is now in stock, comprising toques, sashes, golf jackets, mittens, bootees, infantees, fascinators, shawls, clouds and hoods.

John Macdonald & Co.

Their haberdashery is fully assorted with wools, handkerchiefs, tailors' trimmings and dressmakers' supplies. Special lines in their men's furnishings department—Scotch knit underwear in small men's, men's and O. S. men's sizes; a line of tweed pants, regular $15 goods, for $12 per dozen.

They are showing in their silk department black and white neck ribbon, also a very pretty range in fancy neck ribbons; black taffeta silk and white taffeta silk, to retail at 50c per yard; several specialties in dressgoods and waistings. Three lines in ladies' collarettes, white and cream, can be retailed from 40c to 75c each. There is also a new line in ladies' golfers, roll front, with large pearl buttons.

They are showing in their linen and staple department superior value in linen tablings, towelings, table napkins and towels, also a line of Loch Lomand shirtings below regular price. Every department is now fully assorted for the Fall season's trade.

Some special clearing lines in the wool department are: 5,000 yards 6-4 men's tweed suitings, regular price $1.25 to $2, reduced to $1 per yard; 1,000 yards 6-4 ladies' fancy costume suitings, regular 75c and $1, for 50c per yard. There is special value in blue and black worsteds, new weaves and finish; also an excellent range of Scotch tweed suitings and trouserings; newest designs in worsted suitings and trouserings; men's overcoatings, large variety in all makes and prices.

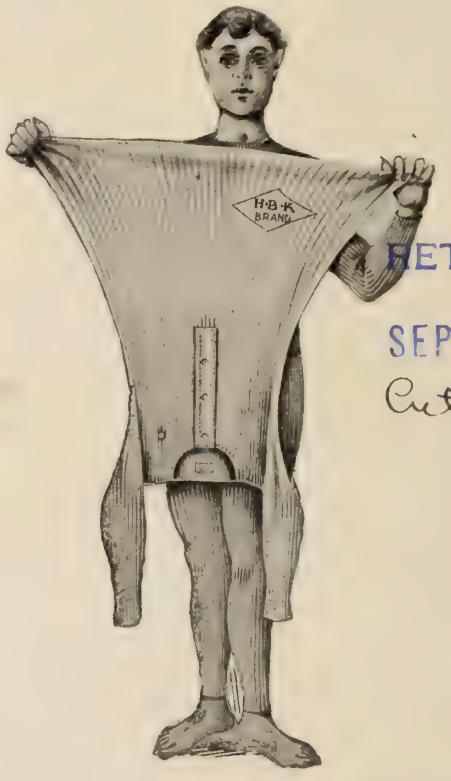
In the carpet and housefurnishings departments there are Fall shipments of Wiltons, Axminsters, Brussels, tapestries, wools, unions and hemp carpets now complete; also 8-4 and 16-4 linoleums and floor oilcloths. They are ready for the large demands which they expect their stocks will be called upon to supply. They are showing a line of twenty-four patterns 8-4 linoleums at a clearing price; also a line of six patterns in 8-4 cork carpets, printed patterns. Their stock of lace curtains is large and good value. They have passed into stock their new lines of Swiss curtains. Their stock of tapestry and mercerized portiers is now complete for Fall trade.

The following quilts are extra value: "Bruce," "O. P.," "444," "840." These are all new goods much below present market prices. They are showing a large stock of carpet rugs and squares in twenty different sizes; also a large stock of straw mattings from 10c yard up.

They are jobbing out a large range of Smyrna rugs below mill prices, for which quotations will be given on request.

The Hudson Bay Knitting Co.

A representative of The Dry Goods Review had the pleasure during the last month of inspecting the Fall and



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Winter underwear and hosiery lines of the Hudson Bay Knitting Co. The lines are, broadly speaking, of a more expensive class, but a casual glance discloses many advantages and added features which readily recommend them to the consumer. The garments are all pure, unshrinkable, elastic ribbed wool, very thick, heavy in appearance, giving increased warmth and wearing qualities, although when actually weighted the garments are extremely light. The lines are made with a peculiarly smooth finish, avoiding any bulkiness at any point. What might be called "sweater" underwear eliminates all buttons, with a perfect elasticity at the neck.

They are at present turning out Fall orders, and all is bustle and work. Their aim is to completely fit out the outdoor man with the maximum comfort and warmth,

combined with the minimum of inconvenience. They have placed an excellent line of goods on the market with the firm belief that the trade, as well as the consumer, welcomes high-class goods. Their lines of gloves and mitts, moccasins, larrigans, underwear, shirts, soxs, caps, slippers, coats, etc., are the most complete they have yet shown. They are at present busy on a new Fall and Winter catalogue.

The variety of the line is the most noticeable feature—gloves from the finest for street wear to those designed for all classes of outdoor labor. Their "Pinto" shell cordovan leather comes into prominence here, being seven kinds of proof—rain, wet, rip, tear, scorch, boil and crack proof. Their driving gloves contain elastic bands around the wrist, ensuring the greatest protection from severe weather. Such goods as reversible vests eliminate the use of a coat of the sleeve variety, while serving the place of two ordinary vests and affording a waterproof protection. Every small detail is most carefully looked after. In shirts their roomy makes are described as "A Big Shirt Tale."

W. R. Brock Co., Toronto.

This firm have recently secured from a manufacturer 250 men's covert rainproofs in grey and olive, well made, bought at 25 per cent. below regular values, and sold correspondingly cheap. There is a good stock of Scotch tams to retail at 10, 50 and 75c in solid colors or fancies. A special line of underwear has been cleared from a mill wanting cash; natural wool, all sizes, retail $1. There is a good assortment of ladies' black and scarlet wool tights to retail 50c to $1.50; also children's blacks all sizes, Nos. 101F, 102F, 103F, 104F, are colored shirts to retail at 75c to $1. Overalls in black and blue, with or without bib, are extra value at 75c and $1. Nos. 31 and 31S are black, retail $1. Their stock of knitted wool goods is complete, including honey comb, fancy knit and umbrella shawls, wool toques, hoods, clouds and jackets. C64 is a pineapple sweater in men's sizes. The stock of men's sox was never larger, including everything from the cheapest grey mixed wool to the finest cashmere. Two new lines of hosiery added are A270 and "Hummer." The other special lines are still retained. Two guaranteed kid gloves for ladies are Hilda, retail $1; Olive, retail $1.25 or $1.50. A6½ is not guaranteed for a 7 hand, but with fit, these carry a guarantee.

In men's wear there is a large selection of underwear, pants, suspenders, mufflers, etc. "Brace Up," "Samson," "Durable," "Adjustable" and "Special" are braces to retail at 25c. "Wolsey" underwear is absolutely unshrinkable, made of pure wool, durable and well fitting. There is a full range of plain and fancy handkerchiefs for Christmas trade. Nicely put up 5x5 Saxony wool, 8 skeins to a box, to retail at 10c per skein, is shown.

In the staple department they are showing 25,000 pieces wrapperettes, 500 designs, all new styles, bright printing. No. 11 is a 28 in. domestic wrapperette, retail 10c, regular 12½c. No. 55 is a 29 in., retail 12½. No. 66 is a 38 in., retail 15c. These were purchased in grey, printed and finished by this firm, and are 10 per cent. cheaper than regular. No. 100 is a 29 in. grey domet, retail 10c, regular 12½c. No. 110 is a 30 in., retail 12½c, regular 15c. No. 140 is a 32 in. striped flannelette, retail 8c, regular 10c. No. 205 is a 32 in., very heavy, retail 12½c, regular 15c. JB44 is a 60 in. cream damask tabling, retail 35c, regular 15c. JB46 is a 58 in. superfine bleached tabling, retail 50c, regular 75c. JB48 is a 70 in. tabling, retail 75c, regular $1. An 18 inch dark check toweling can be retailed at 10c, regular 12½c. A great bargain is offered in a clearing mill lot, bought at 25 per cent. below regular values.

In "Her Ladyship" ready-to-wear department several new lines have been added to the stock which are worthy of attention on the part of all merchants handling the higher class of ladies' goods. Two lines of silk underskirts, selling at $4.50 and $6, made from a bright rustling taffeta, with deep flounce of fluted frills, sizes 38 to 42, are exceptional value, and are worth from 25 to 33 1-3 per cent. more than the price quoted. Another line of underskirts which should sell freely is one fashioned from silk moirette in black, royal and brown, deep full flounce, sizes 38 to 42. These sell for $3.50, and for a serviceable skirt with all the appearance of silk and much better lasting qualities, they cannot be excelled. They have also added to stock a line of silk waists made from a tamaline silk of a beautiful finish, of the very latest design, in black, ivory, reseda, and all the leading colors. This waist at $3 is very special value, and as the quantity is limited they will not last long, and they cannot be repeated. They have also added two new lines of black satin waists, one at $9 and one at $12, which they can do in all sizes 32 to 46.



Made by Grip Limited, Toronto.

A. J. Alexandor.

Shrewd buyers are now on the lookout for completing their lines of furs for Fall and Winter. In this connection A. J. Alexandor, 501 St. Paul street, Montreal, reports that he is in a position to supply a number of specials at a minimum cost. Square, honest values are his maxim. Some novelties in electric seal jackets trimmed with mink are still on hand, and are splendid lines to tone up trade. The Persian lambs occupy their usual place. White and blue thibet stoles, one of particular interest at $5.75, deserve inspection. The coronation or flat muffs, so popular this year in all popular materials, are seen at attractive prices. A specialty is made in fur lined garments, which are gaining strength continually. A marmot lined black beaver garment, with

German otter collar and lapels, is good value at $27.50. An entire novelty is shown in an electric sable stole 15 inches long, with 8 ermine tails, lined with squirrel, at the moderate price of $19

The Montreal Waterproof Clothing Co.

A pleasing feature of this firm's business is the number of repeat orders constantly arriving, so early after regular Fall shipments. The popular tweeds made in full semi-fitting lengths, with shoulder capes and belted backs are receiving the bulk of repeats at old prices

They are now busy on Spring samples which will be shown to the trade this month. Some novelties, such as the 28-inch short coat, becoming a necessity for some women who desire neat rainproof garments, are shown. The range of styles is bewildering, all showing a tendency to semi-fitting effects in the military style

Sanitary Apparel.

One of the most radical changes of modern times in sanitary hygienic apparel is to be found in the introduction of the Deimel Linen Mesh, which was brought before the public notice through the discoveries of Dr. H. L. Deimel in 1891, and which has since become recognized throughout the world as one of the best materials for wear next the body. From a modest beginning, the Deimel Linen Mesh Co. has become one of the largest and most successful enterprises, operating extensive mills and manufacturing establishments of its own in various parts of the globe, supplying all the principal markets of the world.

The prejudice formerly existing in the trade against linen underwear has gradually given way to enthusiastic co-operation on the part of the great retail distributors of merchandise. The underwear departments of the leading dry goods, clothing and furnishing houses to-day consider the Dr. Deimel underwear an addition to their stock, and even in comparatively small communities some house—one which carries an excellent class of merchandise—is prepared to supply the Deimel demand.



The Store of The Deimel Linen Mesh System Co.

Trade Notes.

The Stewart, Howe & May firm—S., H. & M., as they are generally styled—of New York, have secured incorporation for their Toronto branch only. Charles A. Meek, who has managed this branch for some time past, and who is now the managing director, is the M. in the Canadian firm. This was one of the firms that was burned out at the time of the fire, and they have been hampered since by want of room. They have now possession of the immense flat at 112 Front street west, right opposite the Union station, and a line of high-grade silk blouses and undershirts will be the first of the additions made.

The Goderich Knitting Co. has its agents on the road for Fall sorting orders, and are prepared to give immediate delivery.

Wyld-Darling Co.

In their staple department Wyld-Darling Co. are showing a good stock of blankets, including their two specials, "Canada" and "Matchless," at old prices and in all sizes; also regular sizes in union and all wool blankets. In bleach cottons they have seven numbers of import lines bought when cotton was cheaper and offered at old prices, including their numbers 50, 350, 400 and 700. In grey cottons they are well provided for the same reason. There is a well assorted stock of flannels in unions and all wools, in grey and navy, greys to retail 12½ to 40c, navies 25 to 40c.

The linen department is well filled with goods. A large assortment of crash towelings, including "Minto," "Barnsley," and dark check and striped towelings, at old prices. They have just opened up a shipment of J125 and J126 towels. The stock of satteens in plain colors, mercerized, to sell at 12½c is complete. Mercerized cloths have been very scarce.

The Salem Co.

Some lines of Scotch and French flannels, so popular in the neat tailored designs, can be had in white, grey and champagne, at reasonable prices. They report an exceptional demand for these goods. Heavy cotton waists in plain white, with neat tucks and pleats, are in good demand to be retailed as high as $5 or $6. Lustres, so popular for Fall, are shown in a complete range. The Spring lines of men's goods will be shown the trade this month. In negligee shirts covered grounds in grey,

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champagne and canary are spoken highly of. The latest novelties are included in their line, and their standard is perfect fitting goods.

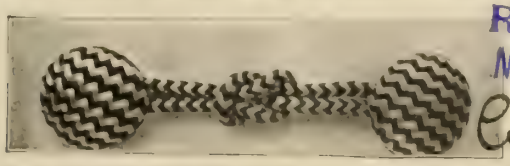
Skinner's Satins.

It is the worst possible mistake for a manufacturer of garments to economize in the quality of the linings he uses in his goods. A few cents saved per yard in cost of linings will often lose thousands of dollars in sales. There will be little risk taken by the manufacturer, retailer or wearer when "Skinner's Satins" are used, because they have the absolute guarantee of the manufacturer to wear two seasons, and these goods have been thoroughly tested by the years they have been on the market.

These satins have the name woven in the selvedge, and buyers are thus protected from the many cheap imitations now on the market. "Skinner's Satins" have won their reputation by merit, and always give satisfaction. It pays to sell reliable goods.

Castle Braid Co.

The above engraving is an excellent reproduction of one of the recent styles of button hole loop buttons introduced by the Castle Braid Co., of New York. It is a brilliant silk crochet covering and can be had in various solid or combination colors.



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Dominion Suspender Co.

The Dominion Suspender Co. reports that their sale on the President and Cyclo suspenders have exceeded all previous sales on these two most popular lines. They are large advertised, both in the United States and Canada, and easily sold over the counter. There are very few men's shops who do not keep them.

The Niagara Neckwear Co., Limited, are showing a beautiful line of Castalian and Brown Ombers. Exclusive designs of their own.

New York Silk Waist Co.

The representatives of the New York Silk Waist Co. are now on the road with a full range of the most popular Fall models, to which have been added several novelties for the early Fall trade. These goods are the result of their latest ideas secured from New York, Vienna and Paris. They report themselves as up to the moment in price and style. Another feature is the added lines of popular priced goods to meet the growing demand for these articles. Although these goods are much lower in price than they have ever shown, the high standard set by the firm will be maintained both in regard to fit and finish.

The Imperial Rubber Clothing Co.

This firm report that owing to the enormous increase in the number of orders received for immediate delivery, as well as many of their customers calling for their Fall orders to be shipped more than a month earlier than usual, it has been almost impossible to get goods out on time. By the time, however, that The Review goes to press they expect to have caught up and be in position to give all future orders prompt attention. Orders received during August this year represent exactly four times the amount received during the corresponding month last year. This goes to show the rapidly increasing popularity of the Imperial Raincoat.

The McElroy Mfg. Co.

This firm have made great strides during the past year in the production of very choice and artistic lines in shirtwaists and shirtwaist suits, in fact, they claim to be the pioneer specialists in these goods. Their reputation for high-class garments extends from the Atlantic to the Pacific, their goods being in the hands of the very best trade in the Dominion.

This company is direct to S management. Mr. McElroy having retired from it some time ago. Special efforts are being put forth this season to excel all previous records in the extent, quality and value of goods shown. The world's best markets have been ransacked to secure novelties. The very best designers on the Continent have been engaged, and the range just produced will be far ahead of anything ever shown by the Canadian trade. Their representatives are now on the road and expect a very large Spring trade.

Robert C. Wilkins.

The accompanying cut is a good likeness of Mr. Robert C. Wilkins, the maker of the Rooster brand of overalls. His travelers will be on the road this month with a good line for assorting and complete and novel features for Spring. Mr. Wilkins himself will cover Cape Breton, and hold himself in readiness for special trips. To G. A. Woodill is assigned Nova Scotia, while to H. L. Silver falls New Brunswick and Prince Edward Island. Mr. Geo. D. Pelletier is fully able to cover Ontario, and Mr. Robt. D. McDonald goes to Manitoba and Northwest



R. C. Wilkins.

RETURNED SEP - 2 1904 Cut Book 23 Page 24 Ans.

Territory. Mr. J. M. Hamilton completes the western ground by looking after British Columbia. Quebec has as yet not been assigned, but a capable man will be sent.

Among the specials which deserve attention the high-class overalls occupy a prominent place. These goods are patented and specially designed for railroaders, mechanics, miners, etc. Cox boy pants, etc., should receive particular mention in the Spring lines. In men's pants an extensive range is to be had ranging in price from 90c. and upwards. Among the range is seen a line of all wool tweeds made by the Hewson woolen mills, Amherst, N. S. Each pair of pants will bear the guarantee of the Hewson ticket, as well as the "Rooster Brand" label.

The Standard Umbrella Co.

The Standard Umbrella Co., 6 Lemoine street, Montreal, are out for Spring 1905, also for the Christmas holiday season, with a remarkably fine range of samples. The handles include some of the latest novelties from the leading markets, while the frame and cover are of the usual high-class of the Standard Co. manufacture. Their travelers are now on the road with a full range. To any who are not called upon, or who may be desirous of placing early orders, they will be very pleased to submit samples upon application.

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A New Patent.

The accompanying illustration is a full sized cut of the National Sweeper Co.'s combination washer and axle buffer, on which they have just been allowed a very broad patent by the patent office, and will serve to make this company's product even more desirable than ever. This combination washer and buffer is fitted over the roller bearing axle and serves the double purpose of keeping the dust and dirt confined in the case while the sweeper is in operation, and from the washer standpoint makes a much more perfect device than the ordinary paper washer used by other manufacturers. The extending tube extends through the axle hole in the end of the case and acts as a buffer between the axle and the hole, thereby making the sweeper noiseless. This device is furnished on all National Roller Bearing Carpet Sweepers without extra charge.



Fancy Hair Combs.

Geo. H. Evans, 232 McGill street, Montreal, representing Max G. Cohn of New York, reports a busy trade in fancy hair combs. Speaking of the puff comb, Mr. Evans says that the great majority of ladies who wear their hair pompadour use this comb. It is made in all lengths, so that none need complain of not being able to get them long enough. Mr. Evans recently spent some time in Boston, where he says white combs were becoming popular.

The National Rubber Co.

The increased interest in ladies' waterproof and showerproof garments is being fostered by the National Rubber Co., in as far as stylish, reliable goods at fair prices can do so. Their range is most extensive, as a glance at their traveler's samples for Spring, 1905, will prove. All popular shades such as fawn, green, drab, olive, etc., are represented with the latest trimmings such as brass and gunmetal buttons, giving the popular military effect.

A New Waist Factory.

The waist business recently established by Mr. I. Mishkin, at 1853 Notre Dame street, Montreal, bears every evidence of a successful issue. The long experience of Mr. Mishkin in the silk waist industry peculiarly fits him for the intricate and particular work of the designer, which arduous task he is personally looking after. This ensures the trade the very latest models in the way of style, fit and finish. In addition every facility in the way of improved machinery, etc., has been provided. His aim is perfect goods in fit, style and workmanship.

Standard Neckwear Co.

A glance at the lines of the Standard Neckwear Co., Montreal, reveals a completeness which cannot fail to satisfy the most exacting. Business for Fall is opening up nicely and their travelers are booking good orders. Attention is directed to their popular $2.25 line. This year especial effort has been made to give increased quality and newness of design, and their lines bespeak their success. Neat strings and bows are a sure "go" this Fall for a good share of the trade, and their range leaves nothing to be desired.

CALENDARS FOR HUDSON BAY.

THE handsome calendar issued to the wall paper trade by Stauntons Limited, Toronto, has found appreciation and wide spread use as is shown by the following letter:

Quebec, August 15, 1904.

Messrs. Stauntons Limited, Toronto, Ont.

Gentlemen—Capt. Bernier, the commander of the "Arctic" which will soon sail for Hudson Bay, etc., for two or three years, asked us to try to procure him a few of your splendid calendars such as he has seen in our office, and which among numerous qualities has that of lasting until July, 1905. If you have a few more to dispose of in favor of Capt. Bernier we shall be pleased to receive them for him. Truly yours,

SYNDICAT DE QUEBEC.

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Cash remittance to cover cost must accompany all advertisements In no case can this rule be overlooked. Advertisements received without remittancecannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

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Merson, Geo. O., Toronto.
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Toronto Feather & Down Co., Toronto.

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Ishikawa, K., & Co., Toronto.
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Dominion Wadding Co., Montreal.

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Toronto Feather & Down Co., Toronto.

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Metropolitan Business College, Ottawa.
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Metropolitan Bank, Toronto.
Western Assurance Co., Toronto.

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Brophy, Cains & Co., Montreal.
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Knox, Morgan & Co., Hamilton.
Kyle, Cheesbrough & Co., Montreal.
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Rylands & Sons, Manchester, Eng.
Wyld-Darling Co., Toronto.

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Brock, W. R., Co., Toronto.
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Hudson Bay Knitting Co., Montreal and Winnipeg.
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Rylands & Sons, Manchester, Eng.

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Weese, G. A., & Son, Toronto.

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Canada Veiling Co., Toronto.
Hitchcock Williams & Co., London, Eng.
Konig & Stuffman, Montreal.
Kyle, Cheesbrough & Co., Montreal

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Brock, W. R. Co., Montreal.
Fairbairn, Rhys D., Toronto
Flett, Lowndes & Co., Toronto.
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"Ladies' Wear," Toronto.

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Old Bleach Linen Co., Randalstown, Ireland.
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Mooney, A. G., Co., Montreal.

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Rylands & Sons, Manchester, Eng.

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Cole, G. W., Co., New York.

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Imperial Carpet Co., Toronto.
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Kyle, Cheesbrough & Co., Montreal.
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Taylor, M. J., & Co., New York.

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Niagara Neckwear Co., Niagara Falls.
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Standard Neckwear Co., Montreal.
Tooke Bros., Montreal.
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Waller, John L., & Co., Winnipeg.
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Williams, Greene & Rome Co., Berlin.
Wreyford & Co., Toronto.

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Detroit Showcase Co., Detroit
Dominion Showcase Co., Toronto.
Reid Mfg. Co., Detroit.

Skirt and Hose Supporters.
Kleinert, I. B., Rubber Co., Toronto.

Store Lighting.
Auer Light Co., Montreal.
Luxfer Prism Co., Montreal and Toronto.

Suspenders.
Dominion Suspender Co., Niagara Falls.
Welch, Margetson & Co., London, Eng.

Sweepers.
National Sweeper Co., Marion, Ind.

Telephones.
Bell Telephone Co. of Hamilton.

Typewriters.
Canadian Oliver Typewriter Co., Montreal.

Umbrellas, Parasols, etc.
Irving Umbrella Co., Toronto.
Standard Umbrella Co., Montreal.

Underwear, Hosiery, etc.
Baker, Richard L., & Co., Toronto.
Brantford Hosiery Co., Brantford.
Cartwright & Warners, Loughborough, Eng.
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"Crescent" brand—Lennard, S. & Sons, Dundas.
Deimel Linen-Mesh Co., Montreal.
"Eildon" brand—Woods, John L., Montreal.
Ellis Mfg. Co., Hamilton.
Galt Knitting Co., Galt.
Goderich Knitting Co., Goderich.
"Hendawick" Jas. Henderson & Co., Hawick, Scotland.
Hirshson, L., & Co., Montreal.
Jaeger, Dr. Co., Montreal.
Penman Co., Paris, Ont.
Truro Knitting Mills Co., Truro, N.S.
"Viyella"—Wm Hollins & Co., London, Eng
Watson, Mfg., Co., Paris.
"Wolf" brand—Henderson, Robert, & Co., Montreal.
"Wolsey" brand Underwear.
"Woolnap"—Millichamp & Coyle, Toronto
Wreyford & Co., Toronto.

Upholsterers' Supplies.
Hees, Geo. H., Son & Co., Ltd., Toronto.

Velvets, Velveteens and Cords.
Debenham, Caldecott & Co., Toronto.
Hitchcock, Williams & Co., London, Eng.
Worrall, J. & J. M., Manchester, Eng.

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Menzie Wall Paper Co., Toronto.
Stauntons Limited, Toronto.
Watson-Foster Co., Limited, Montreal.

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Coop & Co., Wigan, Eng.
Cravenette Co., Bradford, Eng
Imperial Rubber Clothing Co., London.
Law, Russell & Co., Bradford and London,
National Rubber Co., Montreal.
"Premier" Waterproof, Montreal.

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Woolens and Tailors' Trimmings.
Fisher, John, Son & Co., Montreal and Quebec.
Harris & Co., Rockwood, Ont.
Kirk, Samuel, & Sons, London, Eng., and Manchester.
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Ribbed Unshrinkable Underwear

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Established 1849

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Profitable

Our object is to make your visit pleasant and profitable, both to you and ourselves. You are in business to make money, and so are we. In these days of keen competition buyers must buy in the best markets, and sellers sell on the smallest possible margin of profit. The battle of competition is often won before it is fought. To buy advantageously you must have a thorough knowledge of the requirements of your customers and the market value of the goods you are buying. Our stock has been selected by men who know every detail in the manufacturing of the goods they have bought. We, therefore, face any competition with the assurance of success in receiving orders from those who are experts and compare values. We do not sell one or two lines in different departments at less than cost, to try and make buyers believe that we sell so much cheaper than others. Some one has said—"Real honor and real esteem are not difficult to be obtained in this world, but they are best won by actual worth and merit, rather than by art and intrigue which run a long and ruinous race, and seldom seize upon the prize at last." What we ask is a comparison of values right

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JOHN MACDONALD & CO.

Wellington and Front Sts. East, TORONTO.

HOUSEFURNISHINGS AND HOLIDAY GOODS NUMBER

THE DRY GOODS REVIEW



October 1904

Vol 14 · No 9

THE MACLEAN · PUBLISHING COMPANY · LIMITED ·

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FRED. S. WHITE,
St. Stephen, N.B., For Maritime Provinces.

The Standard Umbrella Mfg. Co.

6 LEMOINE ST., MONTREAL.

RETURNED
OCT 7 1904
Out Book 26
Page 3
Class

Leaders

Self-closing,
Self-opening,
and
Sukram
Waterproof
Umbrellas.



ALL OUR UMBRELLAS BEAR THIS TRADE MARK.

Are showing the

FINEST RANGE OF UMBRELLAS

for the coming

SPRING and HOLIDAY SEASONS

THE LATEST NOVELTIES IN HANDLES from the leading markets of Europe and America.

Travellers now on the road with a full range. Do not order until you see their samples.

SAMPLES UPON APPLICATION. CORRESPONDENCE SOLICITED.

ROOSTER BRAND



"I CROW OVERALL"

OVERALL

is the best

OVERALL

OVER-ALL

CANADA

It's Union Made.

Robert C. Wilkins

.. Montreal ..

GREENSHIELDS LIMITED

MONTREAL.

FOR . . .

SPRING 1905

If you want

the latest in

PRINTS,

MUSLINS,

WASH GOODS, Etc.

see our samples before placing your order.

We are showing a choice selection of the newest designs and colorings.

Priestleys'



A Tailor-Made Costume in "Panneau" Face Cloth.

"PANNEAU"

(Registered)

Face Cloth

and

"ESTRELLA"

(Registered)

will be the

Leading Cloths for FALL

Get an Assortment Now.

GREENSHIELDS LIMITED

MONTREAL.

Greenshields Western Limited, Winnipeg.

Greenshields & Co., Limited, Vancouver.

RYLANDS & SONS

LIMITED

MANCHESTER, ENG.

Cotton Spinners

Merchants

Manufacturers



Bleachers

Dyers

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS Heapey, Longford works, Gorton, Swinton, Wigan, Crewe, Chorley, Bolton.

Capital, $14,500,000; Employees, 12,000

LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign
Fancy Dress Goods, British and Foreign
Silks and Velvets
Velveteens
Irish and Scotch Linens
Table Damasks, Towels and Tray Linens
Muslins, Curtains and Handkerchiefs
Flannelettes, Hosiery
Flannels and Blankets, Quilts
Smallwares, Haberdashery and Trimmings.
Bleached Calicoes, Sheetings
Oxfords, Harvards, Galateas
Dyed Linings
Floor Oilcloths
Laces
Prints and Cretonnes
Shirts, Underclothing
Ladies' Blouses
Boys' Blouses and Sailor Suits
Umbrellas, Gloves

G. A. Weese & Son

WHOLESALE.

Stationery.	Fancy Goods.
SCHOOL SUPPLIES	NOVELTIES
OFFICE SUPPLIES	NOTIONS
HOLIDAY GOODS	JEWELERY
PRINTING	SMALLWARES

TORONTO, ONT.

44 YONGE STREET.

The

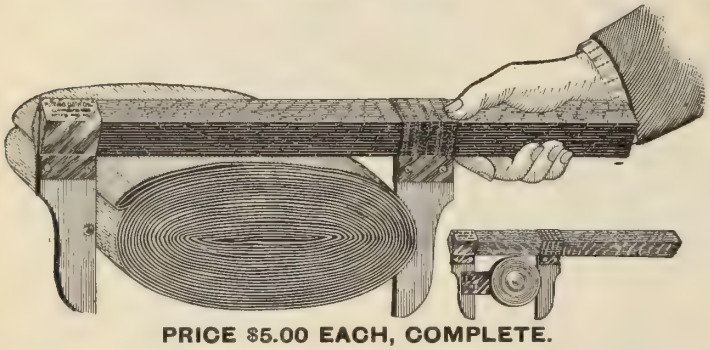
China & Japan Silk Co., Limited

Toronto and Montreal, Canada

Yokohama, Japan

All the latest Chinese and Japanese Silks and Novelties.

Putnam's Cloth Chart



PRICE $5.00 EACH, COMPLETE.

Accurately measures piece goods and ribbons without unwinding them from the bolt.

All measurements printed upon the rule just as a lumberman's log rule; works on the same principle. No book of tables to refer to as with other charts. Simplest and best.

Eight years in American market; nearly 10,000 satisfied customers.

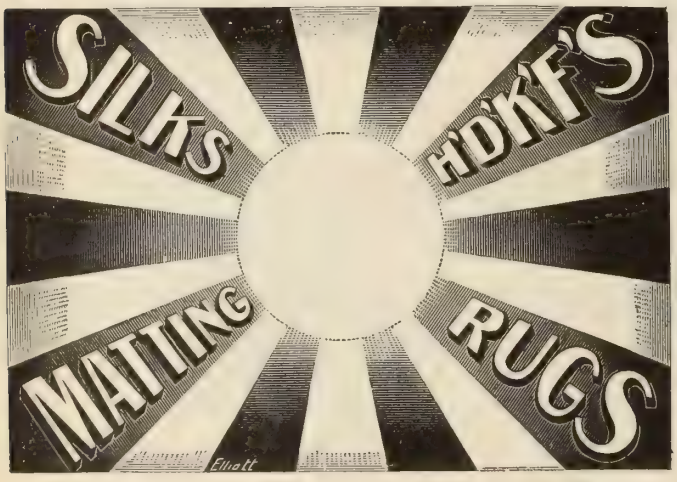
Booklet with description and testimonials sent free on request. Address—

A. E. PUTNAM

Care of E. J. JOSELIN, Agt.

Factory— MILAN, Mich.

33 Melinda Street TORONTO, ONT



K. Ishikawa & Co.

Manufacturers and Importers of

Japanese Silks,

Silk Handkerchiefs,

Rugs and Mattings.

24 Wellington St West, - . TORONTO, ONT.

Ladies' Costume Cloths,

Homespuns, Suitings,

Overcoatings, Friezes, Yarns



MANUFACTURED BY

HARRIS & COMPANY, Limited

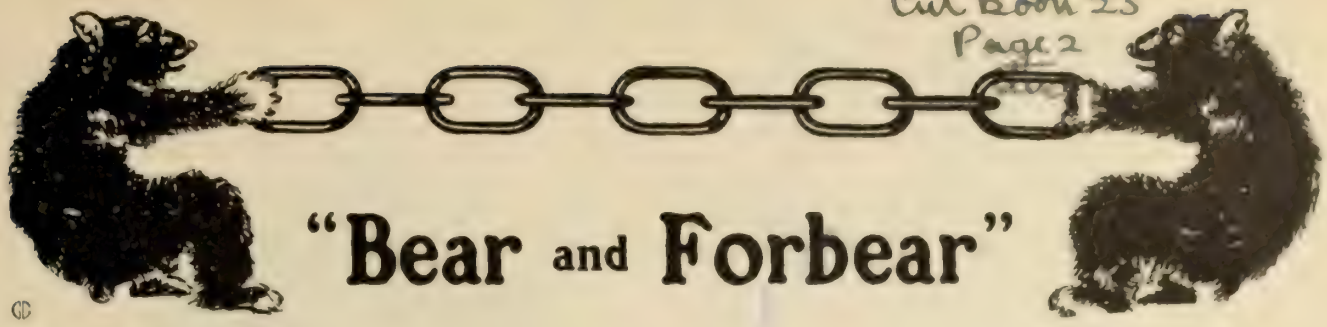
ROCKWOOD, ONT.

SELLING AGENTS:

DIGNUM & MONYPENNY,

8 Colborne Street, - - TORONTO.

RETURNED
OCT .7 1904
Cut Book 25
Page 2



"Bear and Forbear"

Come, let us ***pull together.*** We are doing our utmost to get our orders completed, but on many lines we have been literally snowed under with orders this season, and it has been impossible to keep pace with the demand If our friends will bear with us a little longer we will soon have all balances completed. Our samples, specially re-arranged for the ***Assorting Trip,*** are now out again, and will interest all up-to-date buyers who wish to keep their stock well assorted in attractive and saleable novelties. Avoid all chances of late delivery for ***Spring 1905*** by giving us your order ***early.*** Our full set of advance lines is now being shown, and it's "up to you" to give yourselves and us a chance for early delivery.

Kyle, Cheesbrough & Co., Montreal,

Winnipeg and London, Eng.

THE STANDARD BRANDS OF

LINEN THREADS

BARBOUR'S



KNOX'S



FINLAYSON'S



also DUNBAR'S and STEWART'S.

Always reliable—You might as well have the BEST.

FRANK & BRYCE, Limited

Toronto MONTREAL Quebec

FAST BLACKS AND FAST COLORS IN VELVETS AND VELVETEENS

A Difficult Problem Solved.

J. & J. M. Worrall, Limited, are now producing Velvets and Velveteens in Fast Blacks and Fast Colors.

Velvets and Velveteens dyed by these new processes will not rub off.

This undoubtedly marks a very great advance in the art of dyeing and finishing Velvets and Velveteens, as not only is the above mentioned great improvement effected, but the new processes impart also a much greater lustre and depth of tone to the cloth.

Fast Blacks and Fast Colors are only dyed and finished in the higher grades of Velvets and Velveteens.

Worralls wish to call the attention of the trade to the fact that they only guarantee that goods are so dyed when they are stamped on the back—"FAST COLOR"—in conjunction with their Registered Trade Mark.

This Piece
Is Warranted to Be
in Our Best Dye and Finish.

J. & J. M. Worrall

REGISTERED TRADE MARK.

J. & J. M. WORRALL,
LIMITED
Dyers and Finishers,
OF MANCHESTER, ENG.



ALWAYS AT THE TOP

TRADE W.G.R. MARK

Our representatives are now on the road with the latest creations in exclusive shirtings.

Novelties Shown By Us Alone

Do not commit yourself before you have seen our line.

THINK THIS OVER
IT'S WORTH WHILE

The Williams, Greene & Rome Co.
LIMITED

BERLIN, ONTARIO.

The W. R. Brock Company, (Limited)

TORONTO

E. DEPARTMENT.

CARPETS AND HOUSE FURNISHINGS

FOR SPRING 1905

our stock of **Carpets, Linoleums, Floor** and **Table Oil Cloths, Curtains, Draperies, etc.**, will be the largest and most complete ever shown by us, and for style and value will be unsurpassed.

Many of the patterns of **Wilton, Velvet, Brussels, Tapestry, Wool** and **Union Carpets** have been specially designed, manufactured for and confined solely to ourselves.

Our travellers are now on their respective routes with samples of these goods and we would advise our customers to place their orders early as prices are advancing.

THE CANADIAN
DRY GOODS REVIEW

VOL. XIV. MONTREAL AND TORONTO, OCTOBER, 1904. No. 10

THE DRYGOODSMAN'S WARES.

Their Origin and Characteristics.

A MANTLE is a loose outer garment, a kind of cloak. In the Middle Ages it was a long flowing robe worn over the armor and fastened by a fibula in front or at the right shoulder. From its simplicity of form it must have been one of the earliest of garments and there are evidences as far back as authentic history goes. The simplest form of it had a hole in the centre for the head: this is still worn among savage tribes. In Biblical times it is found worn among the Jews and in more modern history we find the Normans introducing it into England in many extravagant and expensive forms. The money expended on mantles was in many cases exceedingly great. Henry I. was given one worth £1,500 and Richard I. possessed one worth a great deal more money.

MANTLE.

* * *

THE marten is an animal much resembling the weasel, but differing from it in bearing an additional false molar on each side above and below, a small tubercle on the inner side of the lower carnivorous cheek-teeth, and tongue not rough—characteristics regarded as indicating less carnivorous propensities. The body is elongated and supple as in the weasel, the legs are short and the toes are separate with sharp long claws. The ears are larger than those of the weasel and the tail is bushy. The marten is very expert in climbing trees and lives among them in hollows or confiscated nests. It is found usually in the northern hemisphere in Siberia and North America. If taken when young it can be domesticated and has been utilized to clear a house of rats. There are two kinds of marten that bear fur with a commercial value: the common or beach, or as it is better known, the stone marten, and the pine martin. The fur of the latter is more valuable than the former, but skins of the stone marten are often dyed and sold as inferior sable. The skin is of a dark tawny color, the common or stone having a white throat and the pine a yellow throat. The fur is of two sorts, the inner which is short, soft and thick, and the long outer hair, from which the whole fur derives its color. The fur varies greatly according to the age and sex of the animal and the season in which it is caught.

MARTEN.

THE use of the mask originated perhaps in the harvest festivities of the Grecian peasantry of the most ancient time, and appears subsequently associated with the representation of Satyrs, Silenus and Bacchus in the orgies of Bacchus. Greek tragedy having originated in close connection with the worship of Bacchus, masks were employed in it from the first. In connection with the masks was often used a large metallic mouthpiece or funnel which served to increase the power of the voice. This was found necessary in the vast theatres of those days. The mask is yet used to a large extent among Indians and other uncivilized peoples, the primary object of it being to scare away demons and spirits, who are supposed to bring disease, misfortune and death. These masks are yet worn by certain American Indian tribes in some of their tribal dances and are fashioned in the most fearful shapes. Among the Greeks the faces of the dead were covered with masks to scare away demons during the trip to the abode of the shades. Some of these masks were of brass and gold. At the present time the mask is more closely connected with Hallowe'en than with any other event or day.

MASK.

* * *

MATTING is a woven or plaited fibrous material used for covering floor or furniture. It is made in India, China, Japan and Russia for the most part, but almost all semi-civilized nations and people manufacture for home use a species of matting made from a great variety of materials. The material for the export trade is usually straw, grass or rushes, while a great business has sprung up in those manufactured from cocoa fibre. India produces the most expensive matting, the manipulation of color and pattern being marvellous in some instances. Japan and China are actively engaged in the manufacture of matting, the industry having become one of the most important in these countries. During the past ten years the importations into America have been rapidly increasing. To others than the large dealers in matting it is indifferently called Chinese or Japanese matting with no attempt to distinguish and no knowledge of the difference. While the greater part of what we use is from China, the Japanese is the finer and shows the better workmanship.

MATTING.



* This department is conducted and prepared by Mr. J. C. Kirkwood, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. He will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

LESSONS IN ADVERTISING.

IN the series of lessons on advertising herewith begun the aim will be to make each paper practical. The course will not pretend to cover the subject of advertising in any elaborate or exhaustive fashion. There are aspects of advertising which, while they may be interesting, have little or no value to the merchant who is concerned with the advertising problem only as it relates to his own business. The series of instruction papers will deal (1) with the physical features, so to speak, of the advertisements—the things which appeal to the eye—type, white space, rules and borders, illustrations; (2) with the text or reading matter, its style, sentences, words, phrases, divisions, display; (3) with the argument, or persuasive character of the advertisement; and (4) with certain imperative features which should characterize all advertising in order to make it effective.

I.—The Appeal to the Eye.

An advertisement to be read must first be seen. One has but to pick up the average newspaper to find that a majority of the advertisements provoke no interest. The eye falls upon them but there is nothing in them to arrest the attention, and they are passed over unread. This is true of advertisements using big space and of advertisements using very small space. On the other hand there are some advertisements that hold the eye, command the attention, interest the reader, and convey clearly and effectively the advertiser's message. If the reader were to define what it was that in the first place held the eye and led on to an interested perusal of the whole advertisement, it would be found that there was something pleasing about the appearance of the advertisement and also something in the way things were said. It may have been a harmonious effect of the whole, or the headline, or the illustration, but whatever it was, the advertisement "stood out" beyond the others, and as a consequence received the attention desired by the advertiser. It is to assist the advertiser to secure for his advertisement this outstanding effect that this first study paper will concern itself with.

First of all there must be a quiet orderliness in the advertisement—in its display. A very common tendency is to over-emphasis or to peculiar arrangement. An easily read advertisement is infinitely better than one that exercises the eye over much, and that makes undue demands upon the reader's attention. A study of the advertisements of the big stores or in the Ladies' Home Journal, Delineator, or any of the leading magazines will illustrate the point here made. It is gratifying to see the marked improvement in this regard in the advertisements of many Canadian merchants; yet there are some who yield to a desire to underscore almost every word they write. Possibly some of the credit for the better appearance of advertisements is due to those who set up the copy. Printers are earnest students of the artistic side of their craft, and an immense amount of excellent work is being done by the printers' trade journals in the line of instruction in the art-side of printing.

Many sizes of type, many varieties in the style of type, and tricky or difficult arrangements of type are an abomination. It is almost impossible to lay down hard and fast rules in this matter of what styles and sizes of type to use, but it is not hard for the man who wishes to turn out a good advertisement to choose type, both in the size and style of face, that will ensure a good effect.

It may seem a little soon to introduce this question of type, yet in dealing with the division of our subject which treats of those things that appeal to the eye type faces or styles, and type sizes are of the first consideration to the man who wants to secure the very best results.

It may be said at this point that there are several hundred varieties in type faces, but the advertiser needs to know of only a very few of these, and the average printing office is supplied with only a very few varieties and sizes of type. The styles and varieties of type illustrated are common enough, yet it is quite possible that many a newspaper office throughout the country lacks some one or other, perhaps several of them.

(*Continued in November Issue.*)

AN INTERESTING INCIDENT.

LAST month there appeared an article in this department entitled "The Hand of the Expert," in which was told the story of a merchant who is enjoying an enviable prosperity brought about, first, by the efforts of the expert whom he had been foresighted enough to employ to take charge of his advertising; and second, by the merchant's own efforts to live up to the standard of his ads., which all resulted in the betterment of all departments of his store, and in largely increased trade.

Messrs. Child & Fall, advertising specialists, Wakefield, Mass, bring forward another illustration of the

point emphasized. One of their clients, a successful merchant of Rounthwaite, Man., acknowledges the benefit received from their expert service, and his letter published elsewhere will be read attentively by many merchants whose minds are turned towards the advertising problem.

CLOTHING ADVERTISEMENTS IN A SMALL CITY.

By E D Snow, in "Printers Ink

IN this country there are several thousand clothing merchants in cities of from 5,000 to 50,000, who use from four to six inches of space, single column, and write their own advertisements. Some of them change the advertisements every day and fill the space with good, business-bringing ads. A great many of them change their ads but once a week, and the copy used is so poor that they fail to get a fair return for their investment. The major part of these merchants know that advertising is of tremendous value in building up a business quickly, and that the ads ought to be changed frequently—daily—but the work of constructing a good, readable, convincing ad is apparently so difficult that they content themselves with dashing off something once a week that does not do their goods justice.

If a merchant loves his clothing—and no one can hope for any considerable success in business unless he does love his goods—he will be thoroughly familiar with every detail of every garment he handles. This knowledge will enable him to talk intelligently and enthusiastically to a customer; to show off, to the best advantage, any piece under consideration. Now, the arguments, language and enthusiasm that will induce a customer to purchase an article will, when placed in an ad, influence those who are interested in the line of goods offered to come to your place of business to investigate, and of course this is the principal thing expected of retail advertising. I am going to offer a few suggestions and criticisms, and a working model that may prove of value to those who experience difficulty in preparing copy.

In considering the subject we should first take account of the six principal factors, outside of the personality of the proprietor and clerks, that make for the permanent success of the business. They are: First, quality; second, style; third, fit; fourth, durability; fifth, holding shape; sixth, price.

Let us first consider what you are going to tell your customers in regard to these six things, and what you know about them, or ought to know about them. You are constantly talking about them in your store; they should make their influence felt in your ads.

First—Quality. What do you know about the fabrics that enter into the manufacture of the clothing you handle? Are they imported or domestic? If imported, why are they better, if any, than the domestic? Do you know where the best wool is produced, how it is treated, step by step, from the time it leaves the sheep's back until it is in the form of cloth? Have you a general idea of what precautions are taken in the coloring of a piece of cloth to insure permanency of color and to avoid the rotting of the threads? What process is the cloth put through before cutting up for clothes to guard against shrinkage and consequent distortion? What methods are employed in the factory where your goods are manufactured to insure perfect workmanship? Finally, could you take a piece of cloth that I might bring you and, by examining it carefully, tell me the kind and grade, and approximate its wearing value? All of this information, which I know would be invaluable in your business and in your ads, your manufacturers would be glad to furnish, or you could secure the most of it from some textile school. There is nothing that so inspires confidence in, and enthusiasm for, one's goods as a thorough knowledge of them, and confidence is contagious.

Second—Style. Is this year's style materially different from that of last year? Is the coat shorter or longer? Are the shoulders broader and higher, or is the tendency towards a slope? What change, if any, has there been made in the cut of the waistcoat? Are the legs of the trousers to be cut fuller during the present season? What is there new in fabric designs? and what kind of goods is going to be the mode? The answers to these questions are of interest to nearly every possible purchaser.

Third—Fit. A garment may fit perfectly and lack style, but style without a good fit is hardly conceivable. Does the coat fit around the neck, across and on top of the shoulders and under the arms? Are your garments so constructed that they hang easily and gracefully, and if so, why? Are you prepared to accomodate short, stout or tall, thin men? If a garment does not fit in every particular, but in other ways is desirable, are you prepared to quickly make the trifling changes necessary to insure a perfect-fitting garment?

Fourth—Durability. What can you say in regard to the durability of the different kinds and grades of goods that you have in stock? Have you any customers to whom you can point as having secured unusual wear out of a suit of clothes from your store? Are you willing to reimburse a patron if he does not get value received, and have you the courage to make this statement a part of your ad? Durability is an important consideration with nearly every buyer of ready-to-wear clothing, and its value as a trade puller should not be overlooked.

Fifth—Holding shape. One of the chief objections, a few years ago, to ready-made clothing was, that after being worn a few times it lost its shape, and that no amount of pressing would restore it. Doubtless this objection has been overcome to a great extent and possibly your manufacturer may be in the lead. What special methods does he employ in treating the cloth, cutting and making the garments to insure permanency of correct form? If a suit becomes a trifle soiled or mussed, will you sponge and press it free?

Sixth—Price. Price has its value and it becomes very powerful when a small price is attached to extra quality. Standing alone, without an idea of the qualities of the goods being conveyed, it is meaningless and devoid of drawing power. It necessarily follows that you must first convince the buying public that your goods possess, in an eminent degree, quality, style, fit, durability and permanency of shape. They are then ready to credit your statement that the price is as low as is consistent with safe business conduct.

Now for the method that will enable you to put your thoughts in form for the advertisement. First jot down on a slip of paper the names of twenty-eight articles that you think would be the proper ones to call attention to during the next four weeks. You see this calls for a

different ad every day, and this is surely none too often to present the merits of your goods. With the completion of the list you have one of the most difficult parts of the work off of your hands, for it generally takes more time to decide what shall be advertised than to prepare the copy, once the decision is made. Suppose the first item on the list is a spring overcoat. Stop, for a moment, and think what you said to your last customer who wanted to purchase an overcoat. What did you say about the quality of the goods, style of cloth, color and cut: the way it fitted him in those places that are usually difficult to fit; your guarantee in regard to its wear; the probability of its holding its present shape until well worn, and finally, the price, which you doubtless assured him was very low, taking everything into consideration? What you said to him will make a good advertisement when condensed sufficiently for your space. In your store you talk to but one customer at a time. You concentrate upon him; give him your undivided attention; that is the only way you could hope to sell goods. Successful orators state that they pick out some one in the audience and address their remarks to him. That is the way to write ads. Select some customer and tell him, in imagination, all about the article you have to offer, then write it down quickly—it will find that out when you read it over. Just keep your mind fixed upon your customer and the many admirable and incomparably valuable features of what you are trying to sell him. I feel sure that if you follow this method for a short time you will be surprised at the ease and facility with which you are able to express yourself, and the few moments that it will take you, after a little practice, to write a convincing, business-bringing ad will be the most valuable of any employed.

Just a word in respect to headings. They should be something that plainly name or suggest the line of goods offered. Probably over ninety per cent. of the men and boys wear more or less ready-made clothing, and doubtless the major part of them are influenced in their buying by wives or mothers, so that the majority of the people are interested in the line of goods you handle, and you do not have to resort to tricks to get their attention. Once establish a reputation, by advertising and fair dealing, and you are assured of a very large audience that is always ready to listen to what you have to offer.—Printers' Ink.

PARIS GOWNS AT ST. LOUIS.

IT is reported in the American papers that damage to the extent of $500,000 has been done to the exhibit of Paris gowns, shown there by the most famous dressmakers of the world.

Each of these fashion authorities have an individual exhibit, and in another saloon a collective one is made, so that it is an easy matter to make a comparison between a Paquin model and one by Felix, or one made by Sara Mayer, and another from the hands of Callot Soeurs.

A correspondent to Crerand's Cloak Journal, gives an interesting description of the exhibit from which we quote. He says: "In this collective display the ideas run mostly to evening gowns, with here and there an elaborate day toilette of taffeta, chiffon, velour or broadcloth. Perhaps it is because the evening gown is susceptible to a wonderful degree of dainty manipulations and feminine extravagances that it appeals so strongly to the genius of the French artist.

* * *

These gowns where the extremes of fabrics are met happily together and which were best exploited in the array of evening toilettes, tend, if anything, to emphasize the growing vogue of the voluminous skirt. By this we do not mean the full-breadth, loosely plaited skirt of the grandmother type, with sagging shoulders and special feature of the waist, but a certain spreading out of the material from the hips, above which point it is somewhat closely confined and below which it falls in very ample but gracious folds.

* * *

This treatment, as the passing season has demonstrated, is altogether possible with soft, pliable fabrics such as are ordinarily used in the make-up of gowns for formal and semi-formal occasions; the difficulty heretofore has been to accommodate the style to more stubborn materials or subjugate the material in favor of the style. As a result we have three distinct styles facing us for the Fall, and these three as related to evening toilettes, dressy costumes and street suits are exploited in a more or less convincing manner in the 'confections pour Dames' shown in the collective display of which we speak.

* * *

"As we have touched upon the evening dresses let us finish them before taking up the other branches of the costumers' art. Blanche Lebourier rather distinguished herself by the gorgeous colors introduced in the toilettes labeled with her card. Coral liberty was the material of one evening gown, the skirt a succession of festooned flounces and sprays of artificial flowers in the same shade as the dress. The decollette waist, which was draped about the neck, had a high pointed girdle of silk and flowers and the sleeves which stopped short just above the elbow were formed of little flounce cascades carrying out the same idea expressed in the arrangement of the skirt trimming. As to length the skirt swept the ground all around, being just a little longer at the back.

* * *

"Another gown almost barbaric in its splendor was of filet net darned back and forth in gold and silver threads from waist to knee; here the threads ran into and formed part of a gorgeous dado whose principal motif was the thistle worked out in velvet (in thistle shades), lace, crystal beads and bold and silver sequins. This was further supplemented by a fringe of silk petals in shades of faded pink, a delicate tint of which formed the silken foundation of the garment.

* * *

"The bodice was cut square back and front and had a little cross brettelle affair of the thistle embroidery, beneath which the gold-threaded filet mesh hung in full folds and was confined in a narrow pointed belt of gold embroidered velvet. The sleeves were of pink chiffon

DRESS GOODS

SUGGESTIONS

No doubt you have difficulty at times in procuring the right class and style of "Dress Materials" to meet the requirements.

We can help you in this matter, as we give more than ordinary attention to our "Dress Goods Department" and have this season made special provision for the assorting season.

We might mention the following as some of the more desirable styles for present needs and which we are now showing in large variety from stock: Box Cloths, Drap de Dames, Vicunas, Cheviots, Meltons, Zibelines in self colors, Mixtures and Tuft Effects, Coverts in plain and mixtures, Basket Cloths, Granite Cloths, Pebble Cloths, Homespun Tweeds in endless variety of styles and prices, Blanket Cloths, Mackinaw rainproof, Jersey Cloths, Eiderdown Ripple Cloths, Curl Cloths in black and cream, Kiowa Beaver, Cream Bearskin, Sealette, Mantle Velvets, Velveteens, Silk Velvets, Etc.

Samples sent on request.

Brophy, Cains & Co.,

MONTREAL.

terminating above the elbow in a shower of silk rose petals.

* * *

"Callot Soeurs also entered the lists in an outburst of color, for in the case devoted exclusively to their exhibits bright orange consorted with deep rose pink and turquoise blue coquetted with scarlet. These colors, be it understood, were not mingled in one 'creation,' but sort of stood guard one in each corner of the little glass room (for the case was large enough to warrant the special designation) and attracted the attention and admiration of the enthusiastic fair visitor. One bold color challenge was given in a white dress over pink, with an orange sash.

* * *

"The white gowns, by the way, were not so numerous as might have been expected. To be sure they were to be found here and there in this 'collection' or that individual exhibit, but they seemed to retire of their own accord into the background and give way to the more pretentious beauty of the gaily-colored and splendidly contrived models which surrounded them on all sides. The reason for all this may be, possibly, that the Fall and Winter is less a white season than the Spring and Summer and the majority of the garments sent to St. Louis from Paris are said to be heralds of the Fall fashions.

* * *

"Among the white gowns especially worthy of notice was one by Grunwaldt. The material was white taffeta, and it was shirred heavily all about the hips to form an old-fashioned flounce to the knee; at this point a band of ermine was placed about the skirt and then another knee-deep flounce of the silk with a band of ermine finishing the hem. The front of the skirt where the plaits turned in to form a panel was garnished with black velvet ribbon and passementerie ornaments of black and white silk cord intertwined with threads of gold and silver.

* * *

"The bodice was cut high at the hips and in a deep point back and front. A scarf of ermine formed a fichu across the shoulders and served to break the line of the lace yoke and vest. Where the scarf fastened at the bust line there was a fall of rich lace, and lace completed the three-quarter sleeves, being gathered over a frill of chiffon threaded with a narrow band of chiffon.

* * *

"Drecoll was represented by a white cloth costume, heavily embroidered in crewels and paillettes and combined with Italian filet lace, ermine and sable. The skirt was cut in crosswise sections with skillful introductions of the fur, lace and embroidery. The waist was an Eton effect of the lace and fur over a chiffon blouse, with capes and waist tabs of cloth and lace, and the sleeves were entirely of the lace with a frill headed by a band of sable and edged with a quilling of chiffon.

* * *

"A compromise between the highly colored costume and the all-white one was effected by Sara Mayer in a sheperdess gown of cream silk embroidered in pompadour fashion. There was an underskirt of lace, the front of which formed a panel and the skirt proper was draped over this high up in little bunches over the hips and falling away into a square train at the back. The waist was sharply pointed back and front and decorated with gray-green choux, with falling ends of velvet and lace. The sleeves were the merest puffs with lace and chiffon terminations and knots of the green velvet ribbon.

* * *

"What may be expected in the up-to-date dressy costume for Fall wear was shown by Ney Soeurs. It was of lilac taffeta (though cloth could have been utilized in the same fashion) plaited in at the waist and with deep insertings of applique lace, embroidered in colors just above the three-inch hem. The jacket was modeled on Directoire lines, the front somewhat reminiscent of Eton influences, with the sharply pointed lower ends; the basque pieces, begun at the sides directly under the arms, were about twelve inches deep and extended all around the back, and were embellished with a border of fleur-de-lis worked in natural tints. The shoulders and cap of sleeve were, in effect, one piece and were composed of fine, pinched shirrs, with the material beneath caught into perpendicular gathers to form two-inch flounces and then gathered in at the elbow. These upper sleeves were but medium full and the lower part was snugly fitted to the forearm and embroidered in the fleur-de-lis design. There was an underblouse of fine lace and broad revers done in silk embroidery. The skirt was the same length all around and was decidedly long.

* * *

"A white broadcloth gown with thirty-six-inch length Directoire coat attracted considerable notice and elicited much praise. The skirt was circular in shape and had three stitched folds put around it at regular intervals from the knee to the hem. Between the folds were applications of Renaissance lace, embroidered velvet bands (the velvet in golden brown) and 'mould' buttons of velvet overspun with gold threads.

* * *

"The jacket, as we have said, was of the Directoire style and fitted snugly over the hips to the centre of the back, where it was opened from waist to hem. Brown velvet appliques outlined in gold threads formed a border all about the coat and garnished the flaring cuffs and wide revers. There was a vest of old, yellowish lace mounted on cream satin and fastened down the centre with the gold-webbed buttons such as decorated the skirt. Half way there was a jabot of lace caught up with hanging ornaments consisting of raisins made of silk and gilt cords. There was an ivory belt buckle with gold ornaments. The sleeve was three-quarter length, moderately full, with broad, square, flaring cuff trimmed with the velvet and with a drop of lace from the outer seam. The collar was very high, closely fitted and finished to match the vest.

* * *

"The conclusion one draws after visiting and revisiting this fascinating section of the Manufacturers' Building is that notwithstanding the rumors of the past few weeks to the effect that a more quiet tone will prevail in the realm of clothes, color and still more color will be the thing in gala garments—semi-toilettes, evening gowns and dressy costumes. As for waists and waist portions of costumes, less blouse will be seen than heretofore, and draped and fitted-about-the-waist style being decidedly in favor at the present moment and undoubtedly to be a strong factor in Fall reckonings.

Knox, Morgan & Co.

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Quick Sellers

533 Ribbed Wool Hose, sizes 4½ to 10. Best 25c. retailer on the market.
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W66 6-Fold Knee Cashmere Hose, sizes 5 to 9½. Good 25c. leader.
N69 6-Fold Knee " " " 5 to 9½. Retails 50c., large sizes.
N50 Plain Llama " " " 8½ to 10. " 50c., " "

SPECIAL OFFER—200 doz. Cashmere Half Hose at $2.00 doz. No. **D** will sell readily at 25c. pair.

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Large Assortment Wraps.—Velvet Reversible and Double Shawls at from $1.00 to $4.00.

Special Values in Knitted Shawls, $4.50, $6.00, $9.00 doz.

Fancy Woolens

We are showing this season an extensive range of Toques, Hoods, Caps, Mufflers, Golfers, etc., at popular prices.

3 SPECIALS FROM READY-TO-WEAR GOODS DEPARTMENT

Sheep-lined Coats, Fur Collar. $5.50 each.
" " " **Corduroy** Collar. $3.90 each.
Rubber-lined Jackets at $18.00 doz. Sizes 36 to 44. Make and finish first-class.

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Knox, Morgan & Co., Hamilton

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SPRING 1905.

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"Laurus" Fabrics.

These goods are exclusive in manufacture and design.

We are showing in these Fabrics a large assortment in Plain and Fancy Mohairs, Panamas and Silk Warp Fabrics.

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THE LEADING HOUSE FOR

Rainproof Goods.

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BRADFORD and LONDON. LIMITED

THE DUMPING CLAUSE.

CIRCULAR TO EXPORTERS CONCERNING SHIPMENTS TO CANADA.

THE following summary from the customs laws and regulations concerning Canadian customs requirements in respect of goods exported to Canada, is published for the information of exporters and others concerned by the Commissioner of Customs.

SPECIAL ATTENTION is directed to the following new provisions in the regulations, in effect 1st October, 1904, viz.:—

(a) Duplicate invoices on approved form required for customs entry;

(b) New certificate on invoice (form "M" instead of form "J");

(c) New declaration on invoices of goods shipped on consignment (form "N" instead of form "6").

Note.—The certificates on invoices for entry under the preferential tariff as heretofore prescribed are continued in force, but such invoices (for preferential entry) must also bear certificate form "M" in the case of goods sold by the exporter prior to shipment, and declaration form "N" in the case of goods shipped to Canada on consignment.

The certificate, form "M," takes the place of the old certificate, form "J," on invoices of all goods sold prior to shipment to Canada (from 1st October, 1904.)

The declaration, form "N," takes the place of the old declaration, form 6 (which is repealed from 1st October, 1904,) on invoices of goods shipped on consignment.

Summary From the Regulations and Customs Laws of Canada.

INVOICES TO SHOW CONTENTS OF EACH PACKAGE.

It is required that invoices from exporters to importers in Canada shall show the marks and numbers on the packages, in such a manner as to indicate truly the quantities and values of the articles comprised in each exportation package, the packages to be legibly marked and numbered on the outside when of such a character as to enable such marks and the numbers to be placed thereon.

If in any package any goods are enclosed which are not included in the invoice of such package, the enclosure (to avoid seizure) should be noted on the invoice of the outside package containing the enclosure, thus—"3 parcels enclosed" (or as the case may be).

Goods certified for entry under the British preferential tariff shall be invoiced and packed separately from other goods.

INSTRUCTIONS AS TO WAY BILLS AND MARKS AND NUMBERS ON PACKAGES.

In order to facilitate the customs entry of goods imported from all countries (and especially from the United States) into Canada, shippers are advised that the way-bills should show full information regarding name and address of consignee, marks and numbers of packages and description of packages.

Where goods are shipped in bulk, the number of pieces, bundles, bushels, etc., is required.

In the case of agricultural implements, the number and description of each class of implement is to be stated, except when packed in cases, crates or other containers, when the number and description of such packages should be stated.

It is very important that way-bills and bills of lading show the required information, in order that the "carrier" may furnish the reports required to be made at the customs house and prepare manifests for transporting the goods in bond.

VALUATION FOR CUSTOMS DUTY.

Customs Act, Section 58. Whenever any duty ad valorem is imposed on any goods imported into Canada, the value for duty shall be the fair market value thereof, when sold for home consumption, in the principal markets of the country whence and at the time when the same were exported directly to Canada. 46 V., c. 12, s. 68.

Customs Act, Section 59. Such market value shall be the fair market value of such goods in the usual and ordinary commercial acceptation of the term, at the usual and ordinary credit, and not the cash value of such goods, except in cases in which the article imported is, by universal usage, considered and known to be a cash article, and so bona fide paid for in all transactions in relation to such article; and all invoices representing cash values, except in the special cases herein referred to, shall be subject to such additions as to the collector or appraiser of the port at which they are presented appear just and reasonable, to bring up the amount to the true and fair market value, as required by this section. 46 V., c. 12, s. 69.

VALUE FOR DUTY UNDER SPECIAL CONDITIONS.

Customs Act, Section 64. The fair market value of goods shall be taken to include the amount of any drawback which has been allowed by the Government of any other country, also the amount of consideration or money value of any special arrangement between the exporter and the importer or between any persons interested therein because of the exportation or intended exportation of such goods, or the right to territorial limits for the sale or use thereof, and also the amount of money value of any so-called royalty, rent or charge for use of any machine or goods of any description, which the seller or proprietor does or would usually charge thereon when the same are sold or leased or rented for use in the country whence they have been exported to Canada. When the amount of such drawback, consideration, money value, royalty, rent or charge for use has been deducted from the value of such goods, on the face of the invoice under which entry is to be made, or is not shown thereon, the collector of customs or proper officer shall add the amount of such deduction, drawback, consideration, money value, royalty, rent or charge for use, and cause to be paid the lawful duty thereon. 52 V., c. 14, s. 6.

Customs Act, Section 65. No deduction of any kind shall be allowed from the value of any goods imported into Canada, because of any drawback paid or to be paid thereon, or because of any special arrangement between the seller and purchaser having reference to the exportation of such goods, or the exclusive right to territorial limits for the sale thereof, or because of any royalty payable upon patent rights, but not payable when goods are purchased for exportation, or on account of any other

consideration by which a special reduction in price might or could be obtained : Provided, that nothing herein shall be understood to apply to general fluctuations of market values. 46 V., c. 12, s. 71.

2. Whenever goods are imported into Canada under such circumstances or conditions as to render it difficult to determine the value thereof for duty, either because such goods are not sold for use or consumption in the country of production,—or because a lease of such goods or the right of using the same is sold or given, but not the right of property therein,—or because such goods having a royalty imposed thereon, the royalty is uncertain or is not, from other causes, a reliable means of estimating the value of the goods,—or because such goods are usually or exclusively sold by or to agents, or by subscription, or are sold or imported in or under any other unusual or peculiar manner or conditions, of all which matters the Minister of Customs shall be sole judge,—the Minister of Customs may determine the value for duty of such goods; and the value so determined shall, until otherwise provided, be the value upon which the duty on such goods shall be computed and levied. 51 V., c. 14. s. 15.

DUTIABLE CHARGES.

Customs Act, Section 66. No deduction from the value of goods contained in any invoice shall be allowed on account of the assumed value of any package or packages, where no charge for such package or packages has been made in such invoice; and where such charge is made the customs officer shall see that the charge is fair and reasonable, and represents no more than the original cost thereof. 46 V., c. 12, s. 72.

Customs Act, Section 67. No deduction from the value of goods in any invoice shall be made on account of charges for packing, or for straw, twine, cord, paper, cording, wiring or cutting, or for any expense incurred or said to have been incurred in the preparation and packing of goods for shipment, and all such charges and expenses shall, in all cases, be included as part of the value for duty. 46 V., c. 12, s. 73.

New Regulations.

INVOICES, CERTIFICATES AND DECLARATIONS.

On and after 1st October, 1904, invoices in duplicate properly certified shall be delivered at the customs house with the bills of entry for all imported goods.

Every such invoice shall contain a sufficient and correct description of the goods, and in respect of goods sold by the exporter shall show in one column the actual price at which the articles have been sold to the importer, and in a separate column the fair market value of each article as sold for home consumption in the country of export.

The "price" and "value" of the goods in every case aforesaid are to be stated as in condition packed ready for shipment at the time when, and at the place whence the goods have been exported directly to Canada.

When the value of goods for duty purposes is determined by the Minister of Customs, under the provisions of the Customs Act, by reason of the goods being exported or imported under unusual conditions, the value so determined shall be held to be the fair market value thereof.

The following certificate of value is prescribed for invoices of goods sold and exported to Canada, to be signed by the exporter or by a partner, official or employe of the exporter having a knowledge of the facts certified to, and to be written, printed or stamped on the invoice.

FORM M.

I, the undersigned, do hereby certify as follows :—

(1) That I am the (a) exporter of the goods in the within invoice mentioned or described ;

(2) That the said invoice is in all respects correct and true ;

(3) That the said invoice contains a true and full statement showing the price actually paid or to be paid for the said goods, the actual quantity thereof, and all charges thereon ;

(4) That the said invoice also exhibits the fair market value of the said goods at the time and place of their direct exportation to Canada and as when sold at the same time and place in like quantity and condition for home consumption, in the principal markets of the country whence exported directly to Canada, without any discount or deduction for cash, or on account of any drawback or bounty, or on account of any royalty actually payable thereon or payable thereon when sold for home consumption but not payable when exported, or on account of the exportation thereof or for any special consideration whatever;

(5) That no different invoice of the goods mentioned in said invoice has been or will be furnished to any one; and

(6) That no arrangement or understanding affecting the purchase price of the said goods has been or will be made or entered into between the said exporter and purchaser or by any one on behalf of either of them, either by way of discount, rebate, salary, compensation, or in any manner whatsoever other than as shown in the said invoice.

Dated at) .
) (Signature)
this day of 19) .....

The following declaration is prescribed to be made by the foreign owner or exporter or his agent in the country whence the goods are exported, in regard to goods shipped to Canada on consignment without sale by the exporter prior to shipment,—to be attested to in British countries before a collector of customs, notary public or other official authorized to administer oaths; and in other countries before a British or other consul, notary public or other official authorized to administer oaths.

FORM N.

I, (a) of (b)
do solemnly and truly declare as follows :

(1) That I am (c) the owner of the goods shipped on consignment to (d) at in Canada, and described in the annexed invoice ;

(2) That the said invoice is a complete and true invoice of all the goods included in this shipment ;

(3) That the said goods are properly described in the said invoice ;

(4) That there is included and specified in the said invoice the true value of all cartons, cases, crates, boxes and coverings of any kind, and all charges and expenses incident to placing the said goods in condition packed ready for shipment to Canada ;

(a) Insert the word partner, manager, chief clerk or principal official, giving rank as the case may be.

(a) Name of party subscribing to this declaration. (b) City, or town and country. (c) A member of the firm of , giving the name of the firm when the shipment is made by a firm or an officer, director or manager of , giving the name of the corporation when the shipment is made by a corporation. (d) Name of consignee.

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Black Italians, Alpaca, Mohair and Lustre Linings in

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THE MERITS OF THIS FINISH ARE—

1. Proof against Damp Cloth and Hot-pressing Iron.
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FACSIMILE OF STAMP

STRENGTH UNEQUALLED

BEWARE OF IMITATIONS

SUPPLIED BY ALL THE LEADING HOUSES IN

Bradford, London, Manchester, Glasgow.

(5) That none of the said goods have been sold by or on behalf of the owner aforesaid to any person, firm or corporation in Canada ;

(6) That the said invoice contains a just and faithful valuation of such goods at their fair market value as sold for home consumption in the principal markets of the country whence the same are exported directly to Canada, and that such fair market value is the price at which the said goods are freely offered for sale in like quantity and condition by me or by dealers therein to purchasers in said markets in the ordinary course of trade at the usual credit, without any discount or deduction for cash, or on account of any drawback or bounty, or on account of any royalty actually payable thereon, or payable thereon when sold for home consumption, but not payable when exported, or on account of the exportation thereof, or any special consideration whatever ;

(7) That if the value for duty of any goods as stated in this invoice is other than the value thereof as above specified, such value for duty has, to the best of my knowledge and belief, been fixed and determined under the authority of the Customs Act at the value stated in the said invoice; and

(8) That no different invoice or account thereof has been or will be furnished to any one by me or on my behalf.

Declared at this day of 19 } (Signature)
before me

....

The following forms of invoices, marked (1—M.) and (2—N.), are approved.

FORM (1—M.)

Invoice of goods sold by the exporter prior to their shipment to Canada.

(Place and date) .....

Invoice of purchased
by of
from of
to be shipped per

Marks and Numbers on Packages.	Quantities and Description of Goods	Fair market value as sold for home consumption.	Selling price to the purchaser in Canada.	
			@	Amount.

(Signature of seller or agent).....

FORM (2—N.)

Invoice of goods shipped to Canada on consignment without sale by the exporter prior to shipment.

(Place and date) .....

Invoice of consigned
by of
to of
to be shipped per

Marks and Numbers on Packages.	Quantities and Description of Goods.	Fair market value as sold for home consumption.	
		@	Amount.

(Signature of owner or agent).....

SURTAX CERTIFICATES.

(Same as heretofore.)

Further certificates from exporters (in all countries) prescribed to be written, printed or stamped and subscribed on invoices of goods exported to Canada, except such goods as are admitted under the British preferential tariff in Canada :—

(L)

"Whereas, German goods are subject to surtax in Canada, I certify that none of the articles included in this invoice are the produce or manufacture of Germany, and that the chief value of none of said articles was produced in Germany—save and except all articles opposite which the word 'Germany' is written on this invoice."

(Signature).....Exporter.

Further certificate from exporters prescribed to be written, printed or stamped on all invoices of goods for entry under the British preferential tariff in Canada, and to be subscribed by the persons heretofore authorized to make and sign "preferential certificates."

(K)

"Whereas, German goods are subject to a surtax in Canada, I certify that the chief value of none of the articles included in this invoice was produced in Germany."

(Signature) .....Exporter.

EXPLANATORY NOTES.

The above certificate "K" may be added as the last clause in the certificates heretofore authorized for the British preferential tariff in Canada, or may be certified to separately on the invoice.

The above certificate "L" may be added as the last clause in the certificate "M," or may be certified to separately on the invoice and declaration "N."

MAKING COLLECTIONS.

MANY merchants who do some credit business have a lot of trifling accounts on their books which, although small in themselves, go to make a very respectable total. These accounts should be attended to as systematically as though they were larger. If small accounts are allowed to run for a long time people forget them. Then there are some people who do not like to go into a store where they owe money and, as a consequence, not only the money that they owe is lost but their trade as well.

In no department of business is more diplomacy required than in the collection of bills. The man chosen for this work should be especially qualified for his work. He should be tactful and discreet and ever on his guard against giving offence. Many good customers have been lost through the indiscretion of a too persistent collector. Women are more likely than men to take offence at the collector's methods and he should be especially careful when collecting from them.

These remarks, of course, do not apply to the debtor whose account is long standing and who shows no inclination to pay. But even with this class of debtors, more may often be accomplished by diplomacy than by more drastic measures.

The Geological Survey of Canada reports for the past year show a further decrease in the output of gold in the Yukon region. In 1900 $22,000,000 was produced ; last year the total production was only $12,500,000.

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Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR, CRESCENT and PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

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have goods that have become soiled through handling or being used for window display. We can make these goods resemble new stock so closely that it takes an expert to detect the difference. This converts unsaleable goods into attractive and saleable materials.

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TORONTO, CANADA.

Xmas Umbrellas

Our representative will call on you shortly with our complete line for sorting and Xmas trade.

All orders receive prompt and careful attention.

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Irving Umbrella Company LIMITED.

108 Wellington St. W., **TORONTO**

PEWNY'S KID GLOVES

For your Summer Trade put in an assortment of these gloves.

EVERY PAIR IS GUARANTEED.

Pewny's Gloves are GOOD GLOVES.

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William Liddell & Co, - BELFAST, IRELAND,

TRADE MARK — UNUS ET IDEM

Beg to announce that their new collection of

The Celebrated Gold Medal Brand Linens

for the coming season is now complete, comprising many new and elegant designs especially produced to meet the demand of a critical clientele. All lovers of high, artistic designs, combined with excellence in quality, at POPULAR PRICES, should carefully examine THESE WORLD-RENOWNED LINENS before placing their orders elsewhere, a full range of which is now being shown by our representatives.

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Largest Dyeing Establishment

NO EXAGGERATION—Our statement, also Cut of Works, is absolutely true and unexaggerated.

We can save you many a dollar by re-dyeing, pressing and finishing old stocks, making them equal to new goods.

A specialty made of **Dress Goods, Cloth, Tweeds, Drills, Ducks, Cotton, Velveteen, Hosiery, Yarns, Gloves, Braids, also Feathers, Silks, Velvets, Ribbons, Laces, etc.**

All work guaranteed unequalled.
Special rates to the trade.
Send for price list.

BRITISH AMERICAN DYEING CO.

Gold Medalist Dyers **Joseph Allen, Manager**

MONTREAL, TORONTO, OTTAWA, QUEBEC, Canada

PARIS FASHIONS

By A. E. DACAM, for "Dry Goods Review."

Changes in Sleeve Styles—Blouses and Trimmings—Styles in Furs—Fashions of the Day.

THE most noticeable change between Summer and Autumn fashions will be in the sleeves, which are veritable works of art and which with their huge puffs between shoulder and elbow, giving additional height and width, completely change the style of a costume. No more drooping shoulders with graceful drapery of stoles and fichus will be seen, for it would be quite impossible to wear a shawl over a high puff or leg-of-mutton sleeve, on the contrary collars and their appendages are once more to the fore. These are rolled back, leaving a yoke, or tight-fitting to the neck, and on several fur garments and cloaks I have seen more than suggestions of the medicis, which can be turned down at will.

* * *

New blouse sleeves are very full and generally wired or stiffened with canvas to make them stand out from the shoulder. They are often formed of two puffs with close gathers in the centre and from the elbows downwards, or just one loose puff trimmed with narrow lace frills, some of which will be put on inversely. A rather new idea is to have a wide piece of the material gathered or pleated onto the shoulder from where it opens and falls over the arm, ending in a point at the elbow. This style is used more especially in heavier goods.

* * *

A pretty blouse in pale blue taffeta chiffon has a yoke and frills of ecru lace, and is trimmed with a gallon of



No. 1.—Hat from the Maison Linn Faulkner, 13 rue du Quatre Septembre.

pink and a deeper blue brocbe. The back is formed in a box pleat with two additional tucks each side, narrowing at the waist where it is cut into two tabs, forming an inverted V. (Both wide and narrow basques are seen on blouses and jackets, sometimes they reach from hip to hip). The sleeve is formed of two puffs, then a lace frill and below the elbow is a tight-fitting band of inverted lace with a frill falling over the hand.

* * *

Another pale blue taffeta is made with deep folds of the silk taken from the centre of the back to the bust



No. 2.—Hat from the Maison Linn Faulkner, 13 rue du Quatre Septembre.

(where they are finished by two knots of lace) and which are allowed to fall well over the sleeve, the two folds at the top of the sleeve being wired. The lace yoke is embroidered with scrolls of red and gold taffeta and gold tinsel, the whole being outlined with black. The silk folds on the sleeve are continued to the elbow, where there is a double frill of mousseline-de-soie, then it is completed with another lace band and another double frill of mousseline. The bloused front is trimmed with incrustations of ecru lace over black net motifs and the draped belt is very pointed in front.

* * *

Again another blouse of taffeta, this time in salmon pink, has a lace collar and yoke trimmed with narrow quillings and scrolls of pink and light olive green baby ribbon, one side of which is tightly gathered. The corsage is draped and gathered up to the bust under a large butterfly bow, showing a lace vest which is gathered into the pointed silk waist belt. The sleeve is formed of narrow mousseline quillings, well boned at the top alternated with lace frills. At the elbow is a draped band of the silk.

* * *

Pompadour trimming is being much used for blouses and evening gowns, button roses and forget-me-nots with

their leaves embroidered in their natural tints with ribbon, chenille, mousseline and gold gallon braided for stalks and outlining the flowers—the effect of this style of embroidery is particularly rich. As regards color, both white and pale blue will be much used for evening and house wear, as well as white cloth gowns, white



No. 3.—Model of the Maison Linn Faulkner, 13 rue du Quatre Septembre.

broad-tail fur and white velvet hats, but the palm of novelty will be divided between a very deep, rich biscuit color called chamois, and a curious tint of vieux-rose, very difficult to dye. This latter color is being used by tailors in velvet for the revers of collars and cuffs and looks extremely well on a grey coat.

* * *

In furs the Louis XVI jacket and the long directoire cloak are the smartest thing of the moment. A Louis XVI redingote has a narrow embroidered waistcoat, the ground of cream satin and a copy of the old pattern carried out in red and blue silk—the same trimming is repeated at the top of the large gauntlet-like cuff. The redingote is cut with a basque and is perfectly tight fitting, the waistcoat being boned at the waist, giving a very smart tailor-made look to the jacket. Another novelty is an imitation seal cape reaching to the wrist and so full that it allows of a certain amount being pleated into the upper part of a large cuff. When being worn the deep folds almost meet under the arm and it looks like a large and very wide sleeve. This cape was slightly raised on the shoulders by means of a little extra fullness being gathered into the seam. A Louis XVI bolero and basque has a fleur-de-lys belt of black velvet edged with mohair braid, and at each point of the bolero are two small pockets made of the same embroidery as is used for the vest and cuffs.

* * *

No. 1 model is a blouse of beige colored cloth, the revers and sleeve bands are embroidered with blue and red silk, straps under the revers and bow of black velvet and linen cuff and vest. Soft kid belt and fancy buckle. The Tricorne hat has a crown of "reseda" kid, very pale and the large velvet brim is a deeper shade of the same color, being plain on the top and gathered under the brim. Round the crown is a band of white kid mixed with gold and the same galon catches the brim.

No. 2 is a "voile" corsage draped to the bust with lace vest and yoke; the sleeves are of voile and lace and the bow of taffetas. The hat is covered with white velvet, the under brim being covered with chenille and a feather, both "marrow" colored. The high crown is trimmed with two frills of white ribbon moire, held in place by a band of white embroidered kid. A long white feather fastened on the right side of the crown, curls round onto the hair.

No. 3. Black velvet hat trimmed cream guipure motifs over gathered white tulle, with a black moire ribbon, white aigrette and white feather.

AFTER THE SHUTTERS ARE UP.

IT was a newly-opened haberdasher's, and one window was resplendent with neckties and cravats of glorious brilliancy. Confidentially they announced in gilt letters, "Any Article Removed from the Windows!" So when Smithson walked in last Saturday and requested to see that "bright pink and green, shot with peacock-blue, in the front row," the polite shopman disarranged the front, and, after some considerable trouble, brought out the desired object.

"Rather bold, isn't it?" remarked Smithson.

The affable shopman was in complete accord. "Certainly a bit striking."

"I thought so. You needn't put it back."

"Very well, sir," and the man began to wrap up the thing of beauty in its bed of tissue paper. "Anything else to-day, sir?"

"Oh, I don't want it," said Smithson; "only you know you advertise, 'Any article taken from the window,' and as this hideous thing offends my aesthetic taste I though I'd ask you to remove it, that's all. Good day."

Then that shopman philosophized audibly and with much fervor.

* * *

He was a young man in lodgings and he was learning to play the cornet. There was no disputing the earnestness and perseverance of this embryo cornetist.

Every evening during the late heat wave he threw his window open and blew away at the "Lost Chord." It was ever the "Lost Chord."

In the commercial room of the hotel opposite the "knights of the road" sat scribbling off their orders and hurling anathemas at the head of the young man player.

Finally they held a council of war and determined on his destruction.

Cutting off a window cord, they rang for the boots and ordered him to take it across to the musician, with the following note:

"Dear Sir,—Make no more trouble over your 'Lost Chord.' We send you a substitute which we hope you will find long enough."

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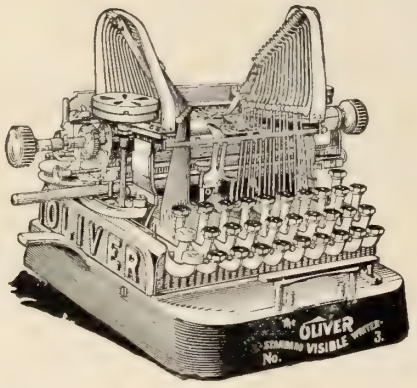
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THE OFFICE END

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

TO THE OFFICE EMPLOYE.

From the Business World

IF you work for another, your own best interests are served by trying to put yourself in the place of the man who employs you not too literally, of of course. To chieve any great success for yourself you must do something for him. Get into a position that permits you to have his viewpoint. See things with his eyes. Think of them as he does. Let the day's affairs come before your eyes as they come before his. Reach out ahead for new things, and handle those at your side now, from a policy which you see is the policy of the house; with the same purpose and end as that which animates its head

"It won't matter a bit how smart you are, how gifted, how able, how strong—unless your gifts and strength and abilities are exerted in harmony with the efforts which your concern, as a whole, exert.

"You are 'in the same boat' as the firm for whom you work. If you would help them (and thus only can you help yourself') you must pull on your oar so as to fall into stroke with the others sitting near you. Otherwise what? Well, otherwise your strength will either be wasted or it will serve to stop the boat's headway. Remember you are not sculling, but rowing; and yours is but one of many oars. The old song says: 'A long pull, a strong pull, and a pull all together.' The long, strong pull were better omitted unless the rowers pull all together.

"Occasionally there is a little business started where one man is the whole thing. He can stand in the stern of his diminutive craft and scull his boat where he will. Progress means his strength, his judgment, his knowledge of the way. But as business grows and increases, this method must be exchanged for one yielding greater power of propulsion.

"Now he calls in others. Now his progress depends on unity of action on the part of all those who are working together for his good. If you are in his boat keep your eye on the same light he does, adopt the same rhythm of stroke, pull at the same time, in the same way, and for all you're worth. Work hard and faithfully for him. Forget yourself and struggle toward his harbor by harmonious means. If you get him there, you must, yourself, get there."

The above article contains the secret of success The young man to-day, because his ability is not immediately recognized in the way he desires, relaxes his efforts to please his employer, losing thereby the impetus which spurred him on before. If his efforts are not appreciated exactly as he considers should be the case, why should his capacity for work and determination to succeed dwindle into a mere daily labor? His determination at first was to succeed, to master the business with which he had become connected; by relaxation of this ambition nothing is gained; by steady, determined, energetic work success will surely come.

* * *

Circumstances,—the man of genius creates them, the man of talent uses them, the fool looks at them without seeing them —Success.

THE DRAFT SYSTEM.

H R W

A SHORT time ago an article appeared on this page by "A B C" on the inconvenience to the retailer of settling accounts by draft Mr "A B C" states that if the retailer failed to meet an acceptance through miscarriage of the mails, the draft would be protested, thus proving expensive and also injurious to his credit It might be said in answer to this that the majority of houses doing business with drafts have the "no protest" slip attached to draft, and a draft is rarely protested unless specially instructed or to hold an endorser. Mr. "A B C." also states that the retailer cannot always call in his money just as he wants it. This is also true of the wholesale merchant, in fact, he is very often requested to grant extensions on lines for which he has paid spot cash, and although working on a larger capital finds it difficult to finance a large business at certain seasons of the year Banks in Canada are opening up branches all through the country to such an extent that there are few towns which cannot be reached by draft.

If the retailer will look reasonably on this draft system, he will without doubt agree that the wholesaler could not conduct his business successfully unless some such method were adopted. We will say for example, that the wholesale house has some eight or ten thousand accounts on the books, of these about six thousand being out of town accounts. If no practical, systematic method of collection were adopted, it would be impossible to look after such a large number of accounts No wholesale merchant prefers to make drafts and pay exchange, provided remittance is received for the account either by postoffice order or express order, but the difficulty is that the retailer does not remit within the time in which cash discount may be allowed, but sometimes thirty days after, and still deducts cash discount, and the wholesaler is obliged to give special attention to the individual account, necessitating thereby a very large and expensive office staff.

* * *

Our real measure of ability and willingness is in our doing the little that we can do, and not the great deal that we would like to do —Success.

* * *

A HELP IN DICTATION.

From "The Book keeper

A THOUSAND and one ways to save time are overlooked by many a busy man simply because the time saved seems to be so inconsiderable that it is scarcely worth notice

The modern business man usually spends a considerable portion of his time in dictating letters, often dictating from 75 to 100 in a single day's work. This dictation is a very important part of his work as a rule, and even with the best and most expert stenographers it takes much time which he would be glad to spend otherwise. Of course it goes without saying that it is not only wise but economical to provide for expert stenographic assistance, for it will easily be seen that it is poor economy to use five dollars worth of your own time in the

tating a batch of letters when you could, by paying a trifle more to the stenographer, have one who would use only two dollars' worth of your time instead of five.

In dictating one hundred letters you must of necessity dictate one hundred addresses as well. Now, to write one hundred separate addresses will take your stenographer a full hour or more, and this hour is wasted for you as well as for her, as you must wait while she writes the address. This two hours' time is well worth saving of course, and here is presented a method of effecting its saving.

A letter is usually dictated from an original letter or from a memorandum bearing the name and address of the party written to, and it follows that, if it were possible to hand the memorandum to the stenographer merely saying write him thus-and-so, all the labor of writing the name and address would be saved, but in most cases this is not possible. It is possible, however, to put an identifying mark on the letter or memorandum and let the stenographer use this identifying mark in her notes, instead of writing the name and address in each instance.

The most convenient identification is a number, and it is a simple method to commence each day's dictation with number one, placing the number on the letter or memorandum and calling it to the stenographer instead of the name of the party addressed.

The use of a numbering machine which will print numbers in consecutive order makes the use of this plan still easier for it relieves the dictator from the necessity of remembering what was the last number used.

This plan has been used by the writer for a long time and in taking care of from 150 to 175 letters a day, he finds that it works very satisfactorily and causes no mistakes.

* * *

Remember to show courtesy to others, not because they are gentlemen, but because you are one.

* * *

THE STATEMENT CHEQUE.

H.R.W.

A FORM of cheque being adopted very largely now by business houses is that with the statement form either at the left of the cheque proper or on the reverse side. The advantages are obvious. The regular endorsement is sufficient receipt; full particulars of the settlement appear on the statement form, and where no statement is received from the parties from whom goods were purchased, as is so often the case, it is a very convenient form of remittance. The advantage of having the statement form at the left, on the face of the cheque, is that the amount is before the person drafting the cheque and is less likely to be transposed than if it were carried from the statement on the reverse side. The only extra work involved in preparing this form is the insertion of the amount from statement received from the creditor, the vouchers when received from the bank being uniform. These forms should be numbered consecutively before being sent out, entered direct in the bank book or in the bank column in cash book, doing away entirely with cheque stubs, which require to be entered again, and when returned by the bank at the end of the month sorted and filed numerically, after being attached to any corresponding vouchers, such as statements, vouchers for unpersonal accounts, freight bills, etc., which have already been given the same voucher number as the cheque.

It is hardly necessary to say that no other form should be sent out with these cheques, such as a notice that cheque for a specified amount for an account to a certain date is enclosed, as this form gives full particulars of the account being settled.

DUTIES OF OFFICE EMPLOYES.

H.P.W.

WHEN a large staff is employed it is very often a good plan to have each employe furnished with a list of duties for which he is responsible. When the work becomes congested in any part of the office it may be necessary to revise these lists, rearranging the duties. It has caused considerable annoyance to the office manager when an employe is away for a day or so to find work accumulating with no one at hand to relieve the pressure. To overcome this difficulty it would be found an excellent plan, when the full staff is at work, to shift the duties for a day or two at a time so that one or more would be familiar enough with other work to take charge during the absence of another employe.

The work should also be properly distributed; a more expensive employe should be relieved of all possible details, which should be given to junior clerks. Imagine, if you can, an office where eight or ten are employed, the bookkeepers, after writing the statements on the first or second of the month, being obliged to address the envelopes, stamp and mail the statements. This is actually the case in some offices, and no doubt such things are quite common.

The bookkeeper who is obliged to write the statements each month and then take a trial balance should be relieved of all detail work which can possibly be distributed to others.

* * *

PROCRASTINATION.

THERE is hardly anything more destructive to effective work and high accomplishment than a habit of "putting off" disagreeable tasks. This postponing-of-the-disagreeable habit is also demoralizing to character. It produces superficial work and superficial living.

There is something lacking in the quality and solidity of character of a man who is always shirking disagreeable duties, sliding along the line of least resistance, and just trying to do those things which are agreeable and easy. It is struggling with difficulties, with boldness and determination, that gives stamina to character and backbone to life.

A man who has been accustomed from boyhood to plow straight furrows regardless of obstructions, who will not swerve a hair's breadth from his purpose, and who will not go around or over but through obstacles, has a solidity, a substantiality about him that is not found in a man who stops when he finds a hard place, and drifts along the line of least resistance. It is struggling with the difficult and wrestling with obstacles that give nerve and fibre and stamina to character.

A habit of always taking up the most disagreeable duties first, when possible, takes the drudgery out of a task and gives a delight to life which is never experienced by those who postpone distasteful or dreaded duties.

There is a sense of triumph which comes from the consciousness that you have mastered what discomposed you and was obnoxious to you, and that you have conquered what seemed difficult and have gotten it out of the way.

A man who shirks unpleasant duties and goes around obstacles has a sense of inferiority. He has a sort of contempt for himself, his cowardice, his shrinking nature, and his laziness. He does not respect himself so much as the man who sweeps everything before him, whether uninviting or not.

* * *

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PROGRESSIVE RETAILING

"To do the right thing, at the right time, in the right way, to do some things better than they were ever done before, to eliminate errors, to know both sides of the question, to be courteous, to be an example, to work for love of the work, to anticipate requirements, to develop resources; to recognize no impediments, to master circumstances, to act from reason rather than rule, to be satisfied with nothing short of perfection."—Marshall, Field & Co.'s Motto.

ENCOURAGE CRITICISM.

IT is never given to man "to see himself as others see him," and no more is it the privilege of the merchant to form a true estimate of the excellence of his methods of doing business, of the arrangement of his store or of his choice of clerks. Were the merchant less complacently satisfied with his superiority over rival firms, and were he gifted with the ability to read the minds of his customers, it is certain that many a shock would be given his vanity, and numerous improvements would be made without loss of time.

At first glance it may seem strange that the most casual buyer can discover faults that will escape the notice of the proprietor, or will not appear as faults to him on account of his intimate connection with them. It is the same in mercantile life as in everything else. The surest critic of a game of lacrosse is the onlooker, the best judge of the merits of a new play is the man who witnesses the performance, and the most unbiased opinion of a store is that held by the customer.

There are, too, various happenings which do not occur while the proprietor is around, and inconveniences which are not inconveniences to him on account of his knowledge of the store and its system. And herein the latest customer is of more value in the matter of suggestion than the old customer who has most things connected with the store at his finger tips. It is not unusual to see a bewildered look on the face of a new customer who has just entered the store, caused by his inability to place things, to decide where to go to find what he wants. This is, in the usual run of things dismissed as of no account since the visitor is not supposed to know the store, but this is one of the most important features of the successful business. There should be at hand means of obtaining information without delay either by means of signs, floorwalkers, or courteous clerks.

The suggestions of every customer are likely to be helpful and are always interesting. There are, of course, a number of cranks who appear to delight in finding fault, whose opinions are of very little value as a rule, but in the multitude of faults found by them there are apt to be a few of value and at any rate it seems to help a cranky customer to provide him a means of "letting himself loose," and airing his complaints. The chances are that he merely wants to complain, and pays little attention to the results. To these chronic "kickers" the same courtesy should be shown, up to a wide limit, as to the one whose judgment is formed on a sound basis.

With the exception of certain parts of the office system every detail of the business is judged by its effect on the customer, and no one is in a better position to criticise than the customer himself. The entire success of the business depends upon what the customer thinks of it, and the very fact that his opinions are of weight makes a favorable impression upon him.

Every large business of to-day attaches great importance to the suggestions of its employes and customers; in very many cases rewards are offered and in this way criticism is encouraged. A good plan is to hang a sign in a prominent place, containing wording like the following:

> *"Customers are requested to criticise this store. We will be glad to know what you think of us and any criticism will receive careful consideration. If you can think of any way in which we can better our service, we will appreciate your suggestion"*

For the use of employes a box is often provided in which their suggestions are dropped. To offer prizes or rewards to them will often result in great improvements.

BUSINESS HONESTY.

"HONESTY is the best policy" has long been held to be a good business maxim, although latterly it is not considered to exemplify the best moral precept. The Sunday school teacher who in these days weekly exhorts the young idea how to travel in the straight and narrow path tells him that he should do right for right's sake, not because it turns out to be profitable in the long run. However, the quotation with which the paragraph begins is one that modern business houses are beginning to find out is the best that can be nailed up over the door.

A Western minister, thinking to find out the popular view of the question, recently sent out in the form of a circular letter to the business men of his town the following queries:

1. Is it possible in these days to attain large business success and maintain a high standard of personal integrity?

2. Is the Golden Rule practicable in business?

3. Is it observed by business houses?

Thirty replies were received, and all but two answered the three questions in the affirmative. One of the two exceptions was anonymous and equivocal, and the other has been characterized as "doubting and despairing."

That the business world is growing better and more inclined to look at business questions from a strictly moral point is exemplified in the records of every day's experience. Nearly all business houses have occasional disputes with their customers, but we believe it could be easily proven that a greater percentage now agree to a compromise than was the case even five years ago. It is now the rule rather than the exception for a house to

write back in response to a complaint: "We leave the matter entirely to your judgment; whatever settlement you think ought to be made will be agreeable to us."

The millennium has not, of course, arrived. Secret commissions to buyers are still common, although probably not so common as was the case a few years ago. The one price to all system seems also to be gaining a more extensive vogue.

Making things right has a whole lot to do with a firm's success. There always comes a time when something goes wrong. The goods delivered are not according to order or not up to the sample. It may be through no fault of the house, and is often a whim of the customer. However it may come about, the customer wants it made right. If the customer has, or thinks he has, an honest grievance, then it is time to clinch that customer. It will cost something, in both time and money, but what a hold you will have on the men whom you impress with the feeling that you are just and generous; that if there is any doubt who should stand the loss you are not willing to allow him to go away dissatisfied.

Diplomacy of this character is good advertising. It leaves a good impression. It can safely be done, because the majority of men are honest. They may be mistaken about their supposed trouble, but they are generally honest in their convictions. To haggle over the matter, and then give in grudgingly, is bad business. There must be the same anxiety to make good that there is to protect the house against loss. It is the spirit with which it is done that counts. I have known firms to spend thousands of dollars in advertising and lose its entire force by exacting the last cent in settling a disputed claim. A good man to do business with is the one who sees the other fellow's side of things. He is the one that generally makes the most money.—Business World.

A PLAIN CIRCULAR.

THE trading stamp has given almost its last gasp in Canada, but it is apparently just coming into life in England. A great number of retailers, in their knowledge of its uselessness and the reasons for making it advantageous not to have anything to do with it, are fighting its advance with the greatest energy. One merchant in Ipswich has issued a circular which contains his ideas on the subject regardless of any extraneous considerations Here it is in all its force and recklessness :

SPECIAL NOTICE.

We do not give Trading Stamps, but we do give value for cash every time.

Take special notice of the shops that exhibit the sign "We give Trading Stamps," and you will observe that they are all the smallest and dearest shops in Ipswich.

You don't see this notice in any of the better class shops.

Why? Because the proprietors of high-class establishments will not allow themselves to humbug their customers, and, moreover, as they sell their goods at lowest cash prices, they have no surplus profits to give away to the Trading Stamp Company. They give their customers all the benefit.

Do not be humbugged by Trading Stamps.

Do not have dust thrown into your eyes.

Let folks know you are too intelligent to be deceived.

No high-class establishment will have anything to do with Trading Stamps.

No decent customer will deal with the low-class tradesmen who descend to such practices.

In Canada "Marquis of Queebsberry" rules, so to speak, prevent the publication of such acrimonious sheets, however exactly they may express the sentiments of the merchant.

HINTS FOR BUYERS.

A GENTLEMAN who has been on the road for thirty years and who has been a partner in one of the largest houses in the trade for a great many of the thirty years he has been selling goods has compiled the following list of hints for buyers:

Don't be finicky.

Remember that absolute perfection is impossible.

Be critical, but not hypercritical.

Remember that manufacturers do the best they know how to do.

Don't forget that men and machines often go wrong.

Don't forget that human nature is the same thing in the factory that it is elsewhere.

Leave a little latitude for things that might happen.

The habit of complaining is easily acquired.

Returning goods that are not absolutely perfect is not always just.

It does not always pay to antagonize the men who sell the goods.

Buyers ought to have confidence in the men from whom they buy. If they cannot, they ought to hunt around until they can find somebody whom they can trust.

Houses that have a good reputation can only preserve it by protecting the buyer.

A DEPARTMENT OF COMFORTS.

A new department was opened in a store in the United States recently, which has, according to Printers' Ink, become exceedingly popular. It is called the Department of Comforts and is located on the main floor—by the post-office. Here wraps and parcels are checked, postal and express rate estimates are made, and accurate information is given as to the best method of sending. No charge is made for any of this service. Parcels bought during the day's shopping—no matter where—are wrapped together and cared for. In the main waiting room —mezzanine floor—there are 'phones and desks, and many comforts, and a hospital nurse for those taken ill. A graduated nurse is in charge.

BOUGHT A BUSINESS.

Mr. T. J. Ruggle, late junior member of A. Ruggle & Son, general merchants, Floradale, Ont., has bought D. A. Pollock's stock, and will continue that business in Linwood, Ont., under the name of The Theo. Ruggle Co. Mr. Ruggle is a man in the prime of his vigor and enters upon his new career with every promise of success. He leaves a prosperous concern and takes with him an experience that should make his business in Linwood a sound one from its very beginning. Being of German descent he counts on a large patronage from the German element that is rapidly growing up in and around Linwood. This village expects large things because of its being situated on the new line of the C. P. R. to run from Guelph to Goderich. Mr. Ruggle will carry a first-class stock, and being an ardent believer in advertising, he confidently expects to make things hum. Linwood is but 12 miles from his former home, so that he enters his new abode not exactly a stranger. Needless to say, he became a subscriber to The Dry Goods Review as a preliminary act.

No. 10.

$ THIS MEANS $ IN YOUR POCKET.

Read This:

JAMES MARTIN,
GENERAL
MERCHANT,
Builders' Hardware, Etc. ROUNTHWAITE, Man., Sept. 8th, 1904

MESSRS. CHILD & FALL,
WAKEFIELD, MASS.

Dear Sirs,

I am very much pleased with the work you have done for me, and I feel that you have given me a great deal for the amount I have paid you. Your ideas and suggestions, too, have been helpful, and I have appreciated them. I believe my advertising money is now being better spent than ever before, and that the plan which you have put into operation for me should work equally well for any general store, and I can heartily recommend both you and your work to all enterprising merchants. Yours truly, JAMES MARTIN.

In offering you our services (exactly the same kind that have called forth this letter) we are offering you an opportunity for **PROFIT.** We thoroughly understand that no merchant is going to employ us just for the pleasure of the intercourse. We understand that you are in business for money and what we do is **HELP YOU MAKE MORE MONEY.**

Doesn't the salesman who gives you cogent reasons why his goods are the best value, and who puts those reasons in the most interesting and convincing way, get your trade? Just so, do we make your advertisements the best of salesmen in your behalf—make them get **YOU** trade.

We, too, will make you such practical suggestions on buying goods, on how large a stock to carry, on how to keep clear of remainders, on how to best meet the mail order man, on special advertising plans, etc., etc., and give you such ideas, as we believe will help and benefit you.

And we know so well we can help you, we'll allow you to make a trial of our services for three months—to the time when you are ready to write us just such a letter as Mr. Martin's—at ½ regular rates, so you'll have to pay us very little. What we do will bring you in a great deal.

Now Act.

We'll only work for one merchant in a town. Be the first to write us. Remember, the fuller your letter is the more it will help us to help you. Write us **NOW.**

CHILD & FALL
Advertising - Business Building.
WAKEFIELD, MASS.

SPECIAL NOTICE

To the Dry Goods Merchants of Canada.

Our Specialty—Imported Job Lines

In all classes of DRY GOODS and FANCY GOODS, ENGLISH, FRENCH, AUSTRIAN and GERMAN. Several important lots now on hand.

Silk and Fancy Skirts and Blouses, Silk and Lace Collarettes, Honeycomb Shawls, Ladies' Underwear, etc., a Special Lot of Boys' Washable Blouses, Children's Dresses and Jackets, Linen and Plush Table Covers, Swiss Curtains, Linen Handkerchiefs, Silk Mufflers, Hosiery, Men's Underwear, Men's Ready-Made Suits, Piece Goods, etc., etc.

L. HIRSHSON & CO'Y
58 Victoria Square, MONTREAL
Telephone Main 2715.

Fall 1904 **1904 Fall**

Canadian Woolens and General Dry Goods

Our travellers are now showing Fall samples in all lines of General Dry Goods. The Newest, Nicest and most Stylish patterns in

Women's Wear ***Men's Wear***

Children's Wear

and

Ready-to-Wear Goods

P. Garneau, Fils & Cie, - Quebec

THE AUER GAS LAMP

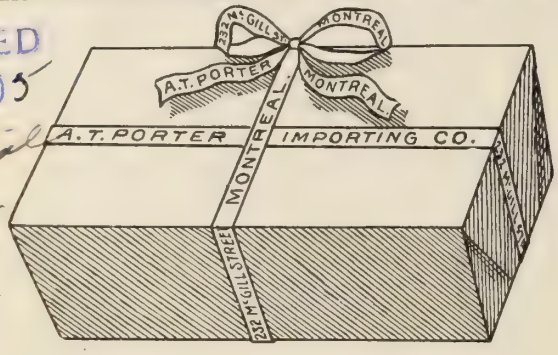


Delightful to read by.

Gives the Light of 100 Candles and Costs Less Than Coal Oil.

No smoke or smell. The whitest, clearest, softest light for reading or sewing. The different styles are suitable for store, church or home. SATISFACTION GUARANTEED. Catalog on Request.

AUER LIGHT CO., MONTREAL.



A Substitute for Twine.

Tape, containing your advertisement, is much neater and yet very reasonable in price.

A. T. Porter Importing Co., 232 McGill St., Montreal

Decide at Once

TO PLACE YOUR ORDER FOR

STORE FIXTURES

that you may be enabled to display to the best advantage your . . . .

Latest Fall Designs



No. 22
PARIS DISPLAYER

WRITE FOR FREE CATALOGUE.

The Toronto Brass Mfg. Co.

98-100 Lombard Street

'Phone M 814.

TORONTO, ONT.

FIXTURES FOR YOUR STORE



No. 520



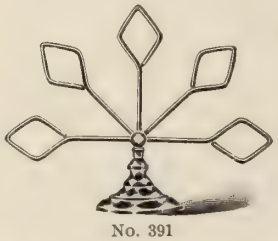
No. 396

The largest concern of its sort in the world—such is our Fixture Factory.

Largest because best and best because largest.

Largest because more orders for Fixtures are entrusted to us than to any other makers.

Our Fixtures are of the newest in all ways—the best and safest for you to have.



No. 391

Window and Interior Display Fixtures, Papier Mache Forms, Wax Figures, Triplicate Mirrors, Wall Mirrors, Stools, Show Cases—

SEND FOR OUR CATALOGUES—FREE

Hugh Lyons & Co.

CHICAGO SALESROOM, 238 MADISON ST.

LANSING, MICH.

NEW YORK SALESROOM, 679 BROADWAY.



ARE YOU READY?

By W. R. McColl

IT is Fall! and your business should meet the weather conditions to a nicety. The inside of the store of every store and its windows should reflect the out-of-door conditions at the moment. Are you ready for a six months' campaign in Winter work? Have you transformed your business into a Winter business? For you know that the heavy goods season is upon you and there should not remain more than a vestige of stock of lightweight or Summery appearance in your stock. To do a live and progressive business you require every bit of room and attention to what is selling and what should be nicely displayed at the moment.

Forget Yesterday.

The mistakes that are in the shelves are not to be thought of in the work of to-day. The thing is to forget them, and let your customer forget them, and do not push your Summer things in your Fall "ads." and window displays.

If you bought too much last season you can't remedy that now—it's too late! but, you can run this season on the quick-turnover principle.

Remember that there are always more goods than you can buy; more goods than you can pay for. But, it's not with you a question of "pay for" but of being loaded up with wrong goods, in the wrong place, at wrong prices when the things you do want at right prices are not to be bought because of the already too heavy load which you are carrying in certain lines.

Better buy a week's supply and sell it in three days than to buy what you think will last a month and then not move it at all.

As Others See It.

Just here let me remind you that the smaller merchants of the country do not devote sufficient attention to the appearance of the exteriors of their establishments. Even shrewd business men, judged from a merchandizing standpoint, are woefully lax in affairs of this kind.

Enter the average inland store off the main lines of railway; you find clean stocks, neatly kept, representative assortments of goods; willing and capable salespeople; all of which is in striking contrast to the exterior appearance of the store. In matters of buying and selling these merchants are all right; in matters of store decoration and window display they are all wrong. They fail to realize that the outside appearance at least counts for much. They ought to remember that every customer must have a "first time" to visit the store, and if the windows are dull and the general exterior unattractive, one is apt to hold off that "first time visit" perhaps for all time to come.

A Common Cry.

A cry which is raised quite frequently is: "We can't afford to pay talented window trimmers, and can't spare the time to get up elaborate displays ourselves."

It isn't contended that every store can employ an individual to do nothing but decorate, but it is claimed that very many bright young men are filling positions behind the counter, who could, if given the opportunity, vastly improve the store and the windows' appearance.



Illustration No. 1.

Would it not be a good idea to offer a prize to the employe constructing the best display and thus bring out any latent talent that may be possessed by your help?

Your store will benefit, and it may be the means of giving your business an upward lift.

Don't Spoil Good Work.

To those who are employing competent decorators we would suggest that they confine their oversight and authority to the things which they fully understand and give the decorator full sway in his own department.

No man can, or will do his best work when the proprietor or manager hampers him with instructions, suggestions and modifications of everything which he undertakes.

The completed trim is then not the decorator's con-



Illustration No. 2.

ception and the result often anything but creditable or desirable, being a blending of ideas that have no affinity and cannot be made to harmonize.

It is the best of good policy to let the trimmer severely alone and the resulting trims are more likely to be free from any jarring note, or anything that should not be projected into a display without rhyme or reason, to mar the general effect.

Mistake Their Forte.

There is just as much reason why the proprietor of a business or one of the firm should confine his operations to those things which he understands as there is for an employe to stick to his own department or his own place at the counter. The trouble is that so few are content to do this. It is a peculiarity of successful men to think that they have a particular bent in some particular direction one in which they are usually failures. Our advice to the successful merchant (and we know that except from a doctor or lawyer it is a commodity seldom asked or taken) is: remember that you, like others, have your limitations.

Don't be too fond of sticking your fingers in between the cogs of the machinery. The machine won't work so well, and you are in danger of getting your fingers pinched.

Beginning the Season.

Should not the choice, the better things, receive the greatest attention? Should not the windows be made to tell of the newest, most attractive articles which have been selected from the stock? Of course they should! And they are made to do it generally. But how?

Too often in exactly the same way as a "sale" window. There lies the mistake. It is in the "treatment" of these exhibits of "good goods" that too many decorators fall down ungraciously.

They think—or at least the majority of them seem to—that fine goods hunger for gingerbread surroundings. They are loath to depart from the "design" window because the plain, or mirror backed, draped, or sparsely arranged window is not ornate enough for them. A few trimmers here and there have discarded the highly decorative style of window; they arrange a few choice specimens in artistic fashion and show them to the best possible advantage; because they do not surround them with wonderfully constructed arches of cheese cloth and puffing. They show fine goods in a "fine" conservative way—and they are right.

Have you not sometimes noticed a good sized window on one of the best streets of a city with only a few dress lengths tastefully draped, with plenty of room between each; and around that window there was always an admiring group of ladies? The goods being handsome in themselves, the draping done with care, and the stands so nicely placed that each shows perfectly, and none are crowded; here there is nothing to confuse or tire the eye; each piece is individualized as it were, and more easily remembered, therefore the passer-by cannot help carrying away a good impression of the store and its display.

It is Noticed.

The writer in speaking about this matter recently to a friend was told that he saw not long ago a window with an oak finished platform upon which was displayed a single end of panting in a neat and attractive quiet gray stripe. He said it was so unusual to see but a single piece displayed that he took a second look at it and could not resist the temptation to order a pair of trousers from the tempting but lonely tweed. He saw other new things in the store but fancied that the piece in the window looked nicer through the glass.

I wonder when all the other decorators for "good" stores will fall into line and pay more attention to the sparse trim for "fine" goods?

Telephone: 4519 Holborn.

GOOD STANDS WIN ORDERS

WHEN IN LONDON

CALL AT

119 Charterhouse St.,

AND SEE

The STANDS of TO-DAY.

CHARMING. RATIONAL. FASHIONABLE.

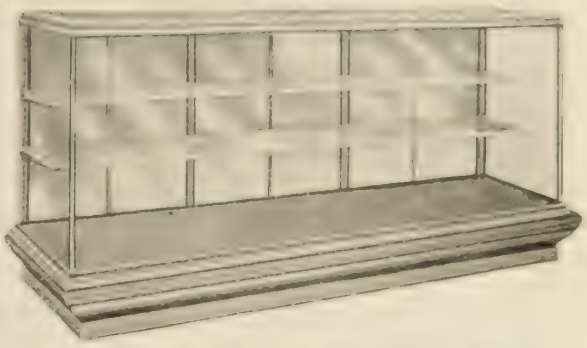
LISTS FREE

GOODWINS

HATTON WALL, HATTON GARDEN.

LONDON, E. C.





FOR THE EFFECTIVE DISPLAY OF GOODS OUR

"Quick Sales"

Illuminated Show Cases

(JOHN PETZ, Patentee)

has never been equalled. This is the secret of progressive merchants everywhere. A word about why they are used, what they are, etc. They have acquired a SALE and reputation in their own. Do not be misled, insist on the "best." Our prices are right. Send for descriptive circular and price list on request.

DETROIT SHOW CASE COMPANY,

"Show Case Builders to Progressive Merchants."

482 to 490 Fort Street West, Detroit, U.S.A.

Canadian Branch Windsor, Ontario

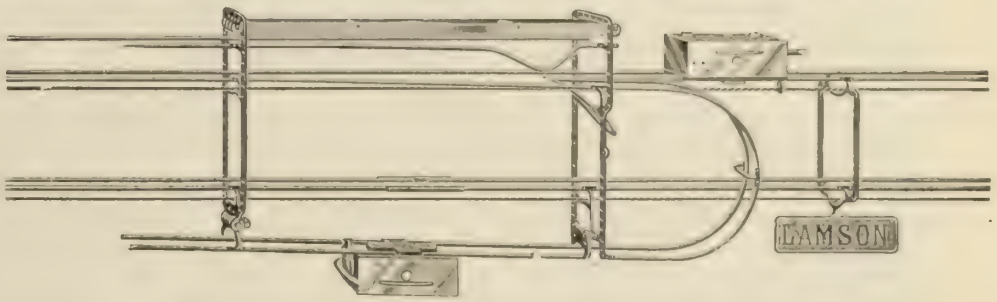
JOHN PETZ, Pres. and Supt. HERBERT MALOTT, Sec. and Treas.

P.S.—We make the best line of dust-proof cases in America.

Lamson Perfection Cable Cash Carrier

Serves any number of floors from one cash desk.

Hundreds of users testify to its excellence.



Write for particulars . . .

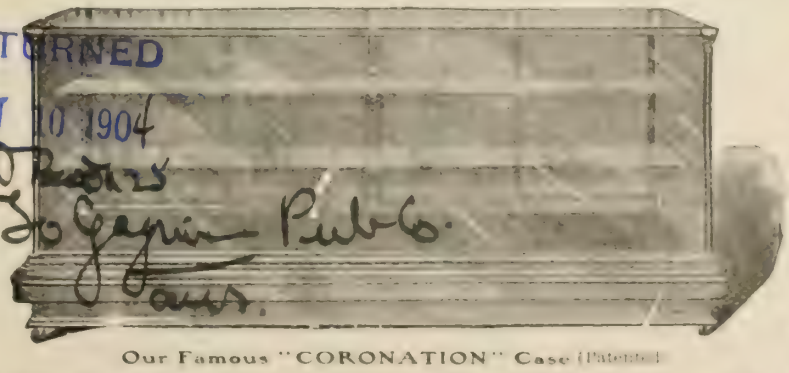
Lamson Consolidated Store Service Co., No. 73 Adelaide Street West, Toronto, Ont.

We Make Show Cases

—all kinds and sizes as required.

Our "CORONATION" show case is emphatically the finest made on this continent.

Send for catalogue.



Our Famous "CORONATION" Case (Patented)

We Fit Up Stores and Offices

We do all sorts of fine, high grade wood work.

All work of the very best quality. No poor work done. Estimates furnished. Correspondence solicited.

All kinds of mirrors and frames.

Bent, Bevelled and Fancy Glass.

Cases repaired.

Second-hand cases taken in exchange.

DOMINION SHOW CASE CO., 90 Church Street, TORONTO N. R. LINDSAY, Manager Phone Main 3611

RETURNED OCT 10 1904 Cut Rates To Esquire Pub Co. Ltd.

Distribute the Labor.

There are numbers of men who can execute a decorative scheme most elaborate in its nature, and there are others—many others—who succeed in making the windows and the store itself exceedingly attractive and pretty by constant hard work and applied study. But how few there are who cultivate the habit of directing the work of others. They are few and far between. He only can be called successful in executive ability who trains the boys under him to execute the work which he designs; and not stand idly by and gaze stupidly upon the head trimmer's efforts.

I know of good men who can hold their own with anyone in the business when it comes to personally constructing an effective exhibit. But, let them attempt to tell anyone how to do it and an ignominious failure follows. The man who teaches the assistants to do their share of the work and sees that they do it, will accomplish much more on account of this division of labor, and the result of it all will be that his store and "front" will reflect his ability both as manager and decorator.



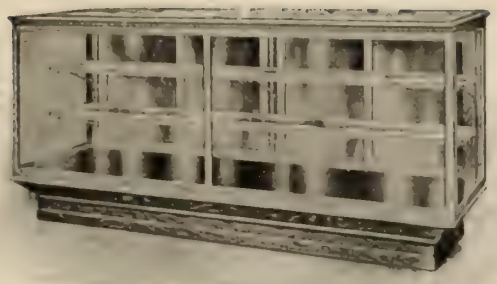
Illustration No. 3—Interior of store of Arch. Wright, Winnipeg, Man.

THE ILLUSTRATIONS.

Illustration No. I.—Single fold dress goods drape.—Draping stands 4 ft. high and 10 in. square. Commencing at the base cover the box smoothly and set it diagonally to the front. Bring down the first drape at forward corner then throw the material over the top of stand and form the drapes at either side, then ripple material for floor finish and finish top dressing with loose, crinkled cap. This drape makes a fine centre piece for a window and is quite uncommon.

Illustration No. II.—Dress goods drape.—The stand is upright with V shaped base and to the top is attached a cone or funnel such as is used in graphophones with the tip pointing forward. Size of funnel 30 in. in length by 20 in. at base, made from strawboard attached to wood foundation and hollow inside. The funnel is attached with an L shaped brace screwed to top of the stand and nicely balanced. Trim stand first and funnel last, making the puffs by tying string 12 in. apart around material and place surplus goods inside funnel.

Illustration No. III.—In this interior attention has been paid to the trimming of the ledges, and the effect obtained is good. The pillars can be built up of sheets of pasteboard tacked together and tied in a circular form. The puffing is done in the usual way, and cheap white ribbon forms the lattice work. The arch in the centre is adorned with handkerchiefs. Great use is made of goods displayed in unusual positions and shapes, every available point being occupied by separate articles arranged for display. Seats are plentifully supplied.



NO. 30. 6 AND 8 FT.

DISPLAY CASE

This handsome Silent Salesman Case, 42 inches high, 26 inches wide, receding base, sliding glass doors, two finished wood shelves in hand-polished golden oak and with Plate Top Beveled, $5.00 per ft.; with double-strength glass top, $4.00 per ft. Boxed F.O.B. Detroit.

THE REID MFG. CO.,

Detroit, Mich.

IMPERIAL JOBBING CO., Lock-Box 347,
WINDSOR, ONT., Agents.

Write for Catalogue.

THERE IS

NOTHING MORE ARTISTIC

THAN OUR

Embossed Steel Ceilings

Send for Catalogue.



Plate No. 417

They are moderate in price and will last longer than any other material

They can be easily applied over old plaster Send us a diagram of your ceiling and we will submit Blue Print of suitable design.

THE **METALLIC ROOFING Co.** Limited

TORONTO MONTREAL WINNIPEG

RETURNED FEB 8 1905 To Dunn Cut Book 29 Page 87

Alterations to Store Fronts.
Now is the Time.
Do not leave until winter.

LUXFER PRISMS:

This shows the effect of LUXFER PRISMS on each ray of light.

RETURNED FEB 8 1905 To Dunn Cut Book 29 Page 87

Write us for DESIGNS and IDEAS



This shows THE FINISHED ARTICLE.

Luxfer Prism Co.
LIMITED
100 King St. West
TORONTO

Luxfer Prism Co.
LIMITED
100 King St. West
TORONTO

DRY GOODS REVIEW

has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a Special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

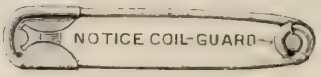
Address: Business Manager,

Dry Goods Review,
Montreal and Toronto.

REGISTERED
Nicklin's SAJONIC Duplex
TRADE MARK

SAFETY PINS

are ENGLISH MADE

Size 2  Size 2

5 Sizes, Nickeled or Black.

APPLY
Mr. F. P. ROGER, Carlaw Bldg., TORONTO



JOHN W. PECK & CO.
LIMITED

MANUFACTURERS OF

Clothing, Fur Goods and

Shirts, Hats and Caps

Montreal Winnipeg Vancouver

CHRISTMAS NOVELTIES

We are showing choice selections in Neckwear, Silk Handkerchiefs, Silk and Fancy Cotton Web Suspenders, Silk Mufflers, etc.

We have these put up one each of a kind in fancy picture box. They are big sellers and afford the retailer a handsome profit.

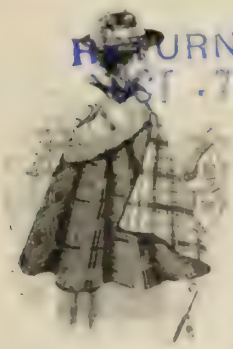
Place your order now while our stock is complete.

JOHN L. WALLER & CO.

WHOLESALE MEN'S FURNISHINGS
214-218 Princess St. WINNIPEG

SCOTTISH TARTANS IN CANADA

THE Scotchman wherever he be never forgets his native land and costume. To him the sound of the bagpipes brings visions of heather and mountain, and the sight of the sporran, plaid or bonnet arouses a sentiment and feeling that explains why a Scotchman is always a Scotchman. The Scotch costume remains to him the height of elegance, and, although he is known to do in Rome as the Romans do, and in Canada he differs in appearance in no way from any Canadian-born, a Highland regiment or a lone bagpiper will draw him miles. There is no doubt but the visit of the Black Watch to the Canadian National Exhibition at Toronto was the feature of greatest interest to thousands of Scotchmen.



It is this never-dying enthusiasm that sustains in Canada a steady demand for tartans, bonnets, and the ornaments that adorn a Highlander's dress. The sentiment in his being creates an opening for the sale of the parts of the Scotch costume that has been taken advantage of by a few large dry goods stores in Canada. One of these shows two hundred designs, and will supply any pattern desired within a short time. A larger stock is carried than is shown even by any Scotch house. The

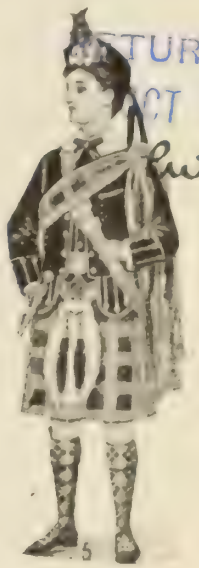


Men's Highland Suits.

distance of the source of supply accounts for this in a great measure. Only high class goods are in stock, a great many of the designs making it unprofitable to produce in any cheap grades.

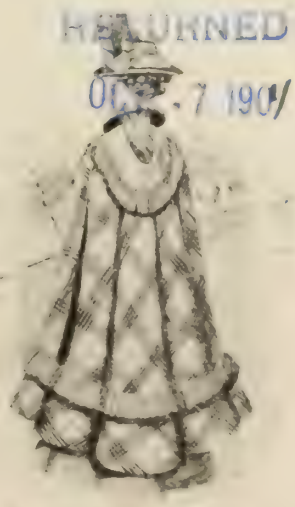
All the goods come from Scotland, and the fabrics are of pure wool. Most of it is made in the home, the yarn being bought at factories and the cloth returned. Any design can be made by any of the weavers, although, of course, they prefer their own plaid.





Boys' Highland Suits.

In this country the greater amount of the plaids are used for dress skirts, capes and rugs. A favorite costume for children is the familiar kilt, tunic and bonnet. There is not a great demand for men's costumes outside of the Highland regiments, but the latter are increasing



A Tartan Travelling Cloak



A Tartan Reversible Rug

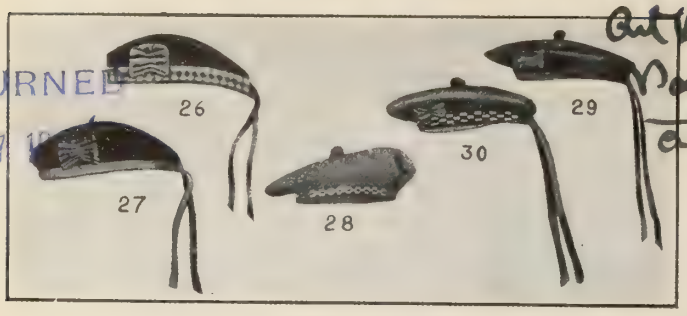
in numbers and require large quantities. The 91st regiment of Hamilton, with a membership of about three

NOTE—For the information and cuts in this article THE REVIEW is indebted to John Catto & Son, Toronto.

hundred, was recently fitted out by John Catto & Son, Toronto. Shawls, ties, scarfs, belts, stockings, caps,



Sporrans.

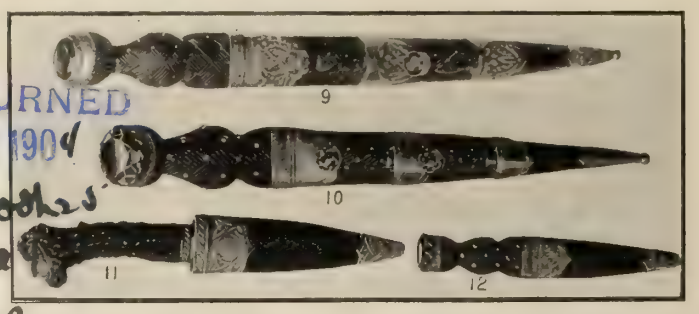


Caps and Bonnets.

etc., are made of plaid material, and are regular lines irrespective of the wearer's nationality.

One of the interesting technicalities of Scotch costume is the two pronunciations of the word plaid, referring to different things. The ordinary method of pronouncing it refers to the design, while spoken as if spelled "played" it refers to the shoulder shawl that is a part of the dress.

A costume for a man costs in the ordinary way about $38 to $18, although with the most expensive sporran,



Dirks and Skean Dhus..

belt, dirk, skean dhu, shoes and shoe buckles, this can be raised to over $100. A boy's suit is worth from $22 to $28, according to style and age, and this, too, with all the ornaments, can be made to cost about $55. A dirk is worth as high as $30, a skean dhu $10, shoulder brooches $1.75, shoe buckles $2.50, clan hose $4.50, and other ornaments up to high limits. But all of these can be had at much lower prices.

RETURNED OCT .7 1904
RETURNED OCT .7 1904
RETURNED OCT .7 1904
Cut Books Magazines

BEST THINGS FROM THE MAGAZINES.

JAPANESE RAILWAY TRAINS.

Harold Bobe in the Booklovers.

THE railway traveler in Japan buys a first, second, or third-class ticket; or, if he wishes to go cheaper still, he can get a ticket entitling him simply to stand on the platform! Many of the cars can be entered either from the side or the end. The principal difference between the first and second-class coaches is the color of the upholstery. None ol the cars are very clean. Many of the third-class coaches could serve, without much alteration, as ordinary pigsties. This is all the more remarkable when the incomparable cleanliness of the Japanese home life, even of the humblest, is taken into consideration. An explanation of this may be that the Japanese have little regard for the cleanliness of any place where they keep their shoes or clogs on. The European room, for example, which has been established in a few Japanese homes, is the only apartment in the whole house that is not kept scrupulously swept, dusted, oiled, and burnished. So, too, with the Japanese inns. Those that are maintained in native style are sweet and clean; those that have become Europeanized are usually littered with cigarette stumps, fruit peelings and cores, and other debris.

An American Pullman, with its crowded and unavoidable intimacies, is a decent and polite hermitage compared with a packed coach in Japan. All sorts of unexpected things happen. Daring ablutions are performed and complete change of raiment is frequently effected, the constantly recurring tunnels serving to screen the astonishing character of these programmes.

The floor of third-class coaches is an unswept riot of the flotsam and jetsam that usually follow in the wake of certain kinds of human craft the world over. A Bowery picnic crowd, abandoned to peanuts, popcorn and bananas, never marked a more conspicuous trail than a lot of Japanese peasants en route. Only, with the Japanese, it is all a very solemn affair. Travel seems to afford fitting opportunity to discard all kinds of personal wreckage. All forms of abandoned odds and ends of things begin to identify the itinerary from the very start. Of course, the foreign traveler who wades through this car-strewn waste does so to gain experience. It is not a pursuit of happiness.

THE POLITICAL SITUATION IN ENGLAND.

Blackwood's for September.

THE broad issue is: Would preferential duties on colonial produce be for the good of the Empire? That is for the colonies and the Mother Country to decide by means of business-like consultation. Another colonial conference which would bring to bear on the question robust unconventional minds, fearless alike of Cobdenite bogeys and traditions, might well be the first step out of the present impasse. If Mr. Chamberlain be willing, as he evidently is, to accept this as a first installment, what difficulty should there be in adopting it as the unionist platform at the coming election? The division on Sir Henry Campbell-Bannerman's latest no-confidence motion—which was specially directed against preferential duties—showed that an overwhelming majority of Unionists is in favor of it. Every member of the Cabinet is an avowed preferentialist, including the Prime Minister himself. Mr. Balfour holds back simply because he doubts if public opinion is ripe for it. But

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The famous "TWO GIRLS" TRADE MARK (Regd.)

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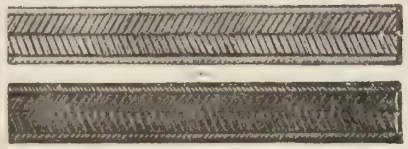
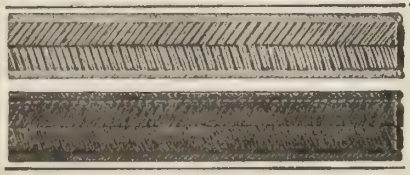
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Samples and particulars can be had on application.

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HONE'S CONTINUOUS WHALEBONES

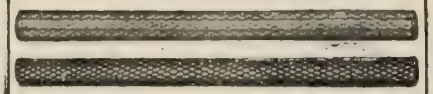
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CROWN *Skirt Distender.* NETT		*23/6 Per Gross Yards*

A High Grade Whalebone. Choicest Quality.

LACE COLLAR SUPPORTS.

BLACK OR WHITE, 2 & 2½ Inch

FAIRY *Mohair* NETT		*1/11 Per Gross*
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We Cut Any Grade of Whalebone for any Class of Business.

If You Do Not See What You Want Here Ask For It.

What Made the Whale Wail? Because it Saw Hone's Bones.

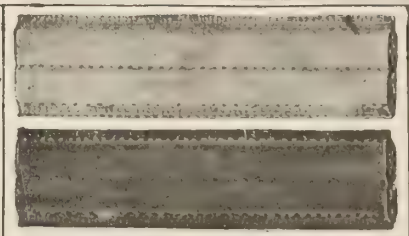
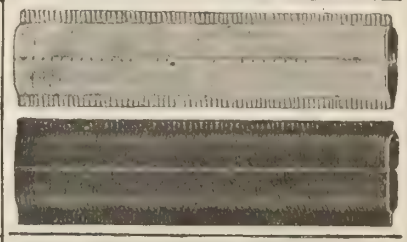
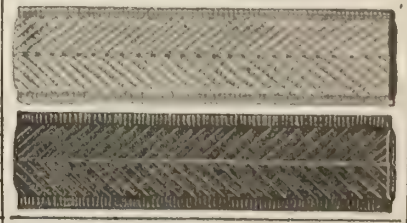
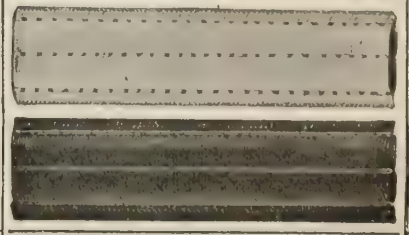
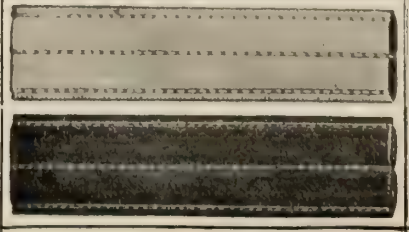
Daniel Hone

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TRADE GREENLANDER REG. NY 247090. MARK

AMAZON *Mohair Cased* SPECIAL DISCOUNTS FOR QUANTITIES		*39/6 PER GROSS YARDS 12 YARD COILS*
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ROBENETTE *Silk Faced Ex. Qual.* SPECIAL DISCOUNTS FOR QUANTITIES		*48/6 PER GROSS YARDS 12 YARD COILS.*
ALASKA *Silk Cased Superb* SPECIAL DISCOUNTS FOR QUANTITIES		*49/6 PER GROSS YARDS 12 YARD COILS*
HURON *Satin Cased Superb* SPECIAL DISCOUNTS FOR QUANTITIES		*57/6 PER GROSS YARDS 12 YARD COILS*

may we with all respect remind him that it is also part of the duty of Prime Ministers to assist public opinion to ripen? A definite word from him in favor of colonial preferences is all that is needed to make them a leading issue in the coming elections. And as such they have not a few obvious merits. They might not only furnish a rallying point for the Unionists, but they have a still better chance of dividing the Cobdenites and Free Fooders. Unless Lord Rosebery is to run away again from his declaration in favor of a new colonial conference, it will create a fresh dilemma for his party. If they adhere to their original shibboleth, "No colonial preference involving food taxes," they will be virtually declaring against any kind of fiscal negotiation with the colonies. They will be launching a non possumus against all future attempts to draw closer the internal bonds which hold the British Empire together.

It may be doubted if even the most rabid of the Campbell-Bannerman Radicals are foolish enough to push their anti-Chamberlain craze to that extreme. If they are, so much the better for Mr. Chamberlain and his programme. In either event he can score off the Free Fooders if the Unionists as a party will but give him their support on this special point, which they easily may. If the Free Fooders abandon their opposition to a new colonial conference, he will secure a free hand as regards an important branch of his programme. In the other event, if the Free Fooders obstinately adhere to their parrot cry: "No colonial preference involving food taxes," the electors will see that they are mere obstructives, and treat them accordingly.

THE DUKE OF DEVONSHIRE.

(Book Lovers Magazine.)

IT may be objected by some that the name of the Duke of Devonshire, for 20 years a Unionist, should not figure at all in the list of possibilities for the Liberal premiership. Yet there is no doubt that he is well in the race, though perhaps rather against his will. He is a great force wherever he is, and in whatever party he is found he must be somewhere near the top. In the tariff controversy he has declared himself an uncompromising free trader, and his face is firmly set against any tariff change in the direction of Mr. Chamberlain's policy. The Duke has the reputation of being constitutionally indolent, and indisposed, therefore, to take on himself such burdens as the premiership would entail. This is, however, largely a delusion, for a close study of his career shows how active he has been during his 45 years of political life. Certainly the Duke's mind works slowly; certainly, also, it never seems to waver. A decision once taken is taken for good reason and is irrevocable. He takes little interest in an academic discussion, but, given a tangible object, he brings the greatest energies into play and shows an extraordinary power of concentration and grasp of detail. He doubtless works only from a sense of duty, and rather obtrudes on the public the fact that he finds little pleasure in fulfilling some of the inevitable obligations of public life. Perhaps the best example of this is the famous incident of the tremendous yawn given by him in the middle of his first official speech in the House of Commons. Disraeli, looking on, is said to have smiled and remarked in his cynical way: "He'll do." A lady to whom the story of the yawn was told as an indication of the Duke's general air of boredom, ventured to ask how he could possibly have yawned in the midst of his own speech; to which the Duke replied: "Ah, you should have heard the speech!" The Duke is not lacking in tact or energy, and he is regarded as eminently typical of the peculiarly English qualities of patience, tenacity, and practicality. He probably wields a larger personal influence than any other man in England, with the solitary exception of Mr. Chamberlain.

CANADA AT THE WORLD'S FAIR.

World's Work

YOU cannot escape Canada. Its building is on the main traveled road that leads to the doors of the Palace of Agriculture, and just below the floral clock. Crowds are constantly streaming in and out, and passers-by stop to rest on the hospitable verandahs. Behind is a building given over entirely to the Canadian forestry display. Nobody can pass the effective Canadian agricultural exhibit without stopping to comment and a striking collection of Klondike gold in the Palace of Mines—electrically illuminated in a glass-fronted safe—is but an inescapable invitation to learn of the other mineral resources of British North America from the visible proofs set out beside it. The Canadian Department of Agriculture has a regular Exhibition Bureau.

Walk straight through the Canadian building to the rear. You step into a well-lighted picture gallery. The first painting on the left shows a Northwest pioneer breaking his furrows of Canadian soil. Step by step the paintings recite his rise to prosperity. The last shows a fruitful farm, with a comfortable residence, barns, herds and wonderful crops. As you turn away from the final picture—they were all made from photographs of actual scenes—the door that confronts you leads into what? An immigration office! And already many an American farmer has studied those pictures (making vivid, as they do, the fact blazoned in the agricultural building where he has fingered the heads of wheat and barley), has stepped into the immigration office, picked out a location on the huge wall-map of British North America, and made arrangements for transportation. Not for nothing has the Canadian commissioner spent four years in forming their exhibit, gathering grain for their demonstration all the way from Peace River country to the international boundary, and Canadian products from Vancouver to Prince Edward Island. Canada at St. Louis means business.

Gunton's Magazine for September has as usual a weighty bill of fare. The political situation in the United States takes up considerable space. There is an instructive article on "England's Self-Governing Colonies," a protest against "Our Motley Geographical Names," an attack on "Pedantry in Fiction," besides numerous other articles on questions of moment.

SEEN IN MONTREAL RETAIL STORES

ALTHOUGH the heat of the Summer just past cannot be complained of, there is a subtle something in the October air which makes us feel as though we want to "keep moving," for although the first keen breath of Winter has not really touched us still there is a premonition of it in the atmosphere. Especially is this true in the big departmental stores, as every one seems to be very busy at this season of the year. Such lovely things that one sees this year! There are beautiful ribbons made into all shapes and fashions, for the hair, neck or waist, handsome buckles for hats, belts, etc., and so many pretty things that it would really take a whole book to describe them.

* * *

Silk moreen underskirts are very pretty and sensible for street wear.

* * *

Burnt orange and emerald green still hold sway for trimmings, belts, collars, etc. They are also used a great deal in millinery.

* * *

For Fall shirt-waist suits, taffeta, louisines and paillette is very extensively used. The popular shades for these useful dresses are browns, greens and navies.

* * *

Messaline satins make up into beautiful evening gowns. This satin is soft, sheeny and uncrushable and trimmed with filmy soft lace; it can hardly be excelled.

* * *

In hosiery the lace open-work stocking holds the feminine fancy, and lace stockings with silk embroidered dots or figures are very pretty. Mottle gray is a leading color in hosiery and sells very freely.

* * *

In one of the big up-town stores a whole table of embroidery ends were selling very cheaply, and they are very useful things, for they can be used for trimming underwear, etc., and come in very handy for many little things.

* * *

Allover laces are just as popular as ever and nothing makes a prettier evening waist. They come in white, cream, very light butter and ecru or Paris colors. Guipure and net laces are also very much worn, and insertion is very largely used.

* * *

Embroideries will be much more in favor this year than they have been for two or three years past. In fact the embroidery manufacturers think that they will spoil the lace trade, but laces are selling quite up to the usual standard, notwithstanding the increasing popularity of the embroideries.

* * *

In dress goods, corduroy velvets are selling largely, and they are seen in large and medium cords. This is very good wearing stuff, and should figure largely in walking dresses, etc. It comes in street colors mostly, such as browns, navies, greys, dark greens, and garnets, and makes very smart looking costumes.

* * *

The Fifth Avenue bow or stock is very new and exceedingly pretty. It is made by taking one and five-eighths yards of ribbon, and fashioning both ends of it into a bow, putting the two bows together and letting both ends lie the same way. The loop that is thus made encircles the neck for the collar and altogether it is a very neat and stylish stock.

* * *

Montreal has participated in numerous unique special bargain sales which in some cases doubtful of permanent value, seem to have had at least a transient effect in every case. One store found the idea of refunding one day's purchases during a month so attractive and profitable that it has been continued during September. An "Up and Down" sale proved especially attractive. Premium goods are having an abundance of attention from even high grade stores. Watches and dictionaries are the chief inducements.

* * *

Velutina, in broad-tailed effects is very new and pretty. It has the appearance of crushed velvet at first sight but when brought nearer to the eyes it shows a pattern or figure running up and down in the velvet and looks very modish, and rich for costumes. It is seen in myrtle green, greens, browns, navies, garnets and black. In fact, greens, browns and navies are to be very popular colors for all street garments. Velveteens in tweed effects are very stylish and new and will be used for walking costumes a great deal.

* * *

The abundance of artistic cards profusely used in both windows and in every conceivable place of advantage in the interior is constantly on the increase both in quantity and originality. A dollar hat display was enhanced by a large card reading "This is the hat that made the dollar line famous." Another card to the point read "If you don't buy of us, we both lose money." A window of mosque table covers and portieres showed a card reading in that way rendered novel by the introduction of shaded effects in the red coloring used to design the card.

* * *

Large lines of Oriental and Smyrna rugs in small and carpet sizes.

Window displays of suitings showing the brown and gray mixtures.

French and Scotch flannel waists in artistic patterns, with the bishop sleeve.

Ladies' raincoats with the cape extending to the wrist, as well as the familiar shorter varieties.

Among the most striking effects noticeable in the new goods arriving daily might be mentioned the following:

Traveling bags, both fitted and plain, in either black or tan leathers, as well as traveling rugs in a wide range of patterns.

Handkerchief boxes, cuff and collar boxes, glove boxes and boxes for numerous other uses also are displayed in large numbers. These are seen in varieties simply covered with paper or made of rich and expensive woods and metals.

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PURE WOOL.

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GUARANTEED ABSOLUTELY UNSHRINKABLE.

Any garment shrinking in washing will be replaced.

Manufactured solely by
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Room 206, Corristine Buildings,
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GLASGOW
ADAM VEITCH,
358, Central Chambers,
93, Hope St.

LONDON
ALFRED THOMPSON
11-12, Foster Lane, E.C.

LIVERPOOL
JOHN ANSTEE,
Wood St.

THE SALESMAN AND HIS WORK

SUCCESSFUL MEN.

HIGH on the wall of one of the great business houses of America is printed a motto that reads: "Plan your work; work your plan." And in this motto this house has found the keynote of its greatness. It is not alone enthusiasm or honesty or energy or ability that builds our fortunes, it is how we use them. It is enthusiasm and energy and honesty and ability directed to the one great purpose—the working of our plan, writes System.

Any man who wins success compels our attention. And when this man starts out in life with no force back of him but ambition and energy, and within a period of twenty or thirty or forty years builds up one of the largest and most widely known business houses in the world, that attention becomes an interest and an admiration.

It is sometimes gratifying to us to credit a man's success in the commercial or industrial field to opportunity. But opportunity comes to all of us. We are taught to credit success to enthusiasm; but enthusiasm must be harnessed and made to count. We all know men whose enthusiasms are misdirected and wasted. Work, honesty, ability—these are some of the qualities on the long list of "secrets of success." Yet we all know men who are honest and work hard, men who are able, who are still laboring near the bottom of the ladder.

But it is not enough to know that a man succeeds, we must know how. It is not enough to know that a man has the qualities of a business builder; we must know how he applies them. And the answer is summed up in the word system.

When a traveling salesman in New England begins business for himself at twenty-three and before he is fifty builds up the largest wholesale house in the world, we are ready to hear what he has to say on business methods.

When an office boy reaches the head of the house as president or manager, we are ready to take a hint as to how he did it.

When a man reaches the top of the business ladder which he began to climb at nineteen, he may have some observations to make that will help us.

Following are statements of leading wholesale merchants of the world—men who have started with little and made much—who tell what system means to them—tell how they have made their enthusiasms and their energies count, how they have worked their plans.

Edward B. Butler, president of Butler Bros., of New York, Chicago and St. Louis, the largest constructive jobbing establishment in America, whose goods go principally to the department stores, a man who has risen from a New England clerkship to the head of the greatest wholesale house in the world, says: "The captain of industry of to-day learned in his youth that a mental plan was needed for any undertaking. Out of this planning grew his system; out of this system grew his success. I have never known a successful merchant who was not systematic. A great mercantile business is possible only when the minutest details are given their full measure of importance.

"The captain of industry must hold the helm; but he must depend upon his ship—system—and upon those who operate it."

Adolphus C. Bartlett, president of Hibbard, Spencer, Bartlett & Co., of Chicago, a man who began his business career at nineteen, who in six years became a partner, then successively secretary, vice-president and president of what is now the greatest wholesale hardware house in the world, observes: "After forty years of experience I am convinced that success in business depends not only upon natural ability but upon a thorough preparation and training in improved systems and exact methods. This preparation is specially valuable in these later years when information about the organization and methods of business houses has become more general and competition more keen.

"The difference between a good and a poor preparation in business method is just the difference between system and carelessness, between success and failure."

John V. Farwell, one of the pioneer wholesale merchants, who, with his brother, Charles B. Farwell, established in 1862 what is now the John V. Farwell Co., one of the leading dry goods wholesale houses in this country, whose central offices are in Chicago, claims "In its best and broadest sense success means the development of a man for service. And this development for service in the business world is dependent upon the control of the powers within us, upon the systematic application of our abilities and our energies.

"Our energies may be wasted and our genius misdirected unless we can guide them to definite ends, unless we can use our forces to get specific results.

"And this organization and application of our powers is based on system."

SUGGESTIONS TO CLERKS.

EARN more than your salary. Don't wait for a raise in salary before working harder. If you do you will never get it. A clerk has to do more than he is paid for before he can attract attention. Then the increase of wages must come.

Get customers in the habit of asking for you to wait upon them. Many a clerk has gotten enough trade of his own that way to start a business.

Don't expect a vacation in the quiet season if you aren't willing to work nights in the busy season.

The least desirable of all clerks is the irresponsible one. You must make your employer understand that you have his interests at heart as much as though they were your own.

Look around eagerly for a chance to go into business for yourself.

Every clerk ought to study his business with the intention of some day becoming a proprietor and managing a business on his own account. Of course if every man did become a proprietor, there would presently be no clerks, and certain large businesses would go to smash. But you needn't worry about that. There's not much danger of more than one man out of every ten making himself fit to accomplish what you intend to do. Just make up your mind to become one of the successful.

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AND UNSHRINKABLE
UNDERWEAR.

GENUINE SCOTCH HOSIERY

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SPECIALLY PREPARED FOR CANADA



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HAS ACHIEVED A
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INDIAN GAUZE
SILK AND MERINO,
SILVER GREY
AND ART SHADES
IN PURE WOOL AND
SILK AND WOOL,



INDIAN CASHMERE,
NOVI SPUN,
STRIPED EFFECTS
IN SILK AND WOOL.
WHITE WOOL
AND
NATURAL WOOL.

ALL
UNSHRINKABLE.

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C. COHADE.

CONSTANTINOPLE :
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OUR LEADING LINE

EILDON "Guaranteed Unshrinkable Pure Wool."

These compare favorably with any other make on the market, and we give an unqualified guarantee with every garment. These are labelled **"GUARANTEED UNSHRINKABLE,"** in addition to Eildon tab.

If your wholesaler cannot supply you, drop us a card, and we will arrange to have samples and a price list submitted to you.

Montreal Representative:
J. L. WOODS,
214 CORISTINE BUILDING.

TRY THEM

Toronto Representative:
A. ROLAND WILLIAMS,
MANCHESTER BUILDING

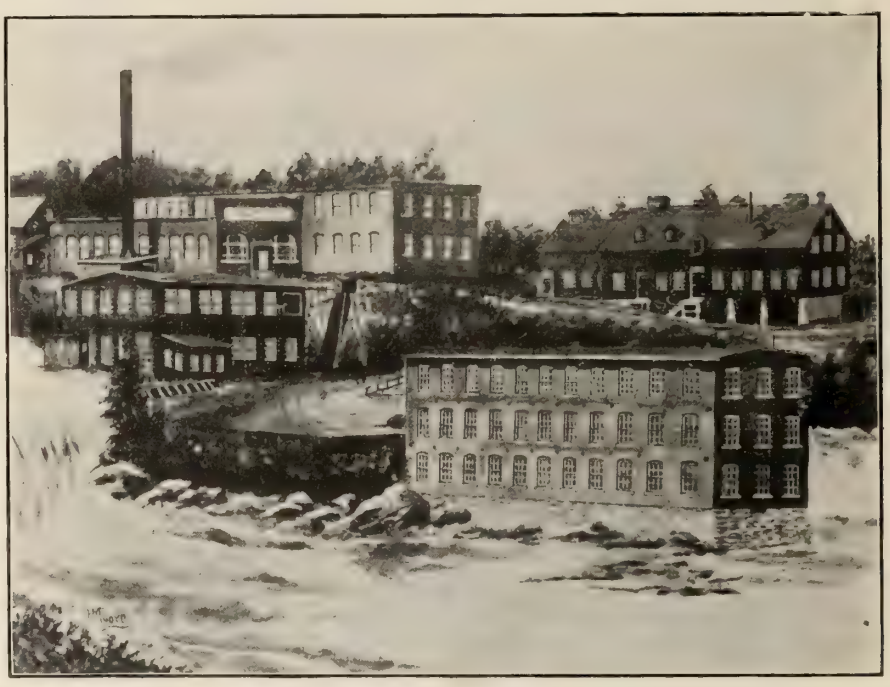
The Moore Carpet Co.

Limited

SHERBROOKE, QUE.

Manufacturers of

High-Grade Brussels and Wilton Carpets and Rugs.



We wish particularly to call the attention of the Canadian carpet trade to our **"Windsor"** Brussels. We guarantee Windsor Brussels to be full five frame, full pitch, and nothing but the best quality of worsted yarn is used in their manufacture.

Our **"Balmoral"** Brussels is the best middle grade Brussels on the market, at a popular price, and has proven a quick seller.

Our **"Kashmir"** Wilton Carpets and Rugs are the result of years of experience in manufacturing, and the rich finished appearance of this grade of carpeting makes them exceedingly popular with the trade.

Exclusive and private patterns for our customers a specialty.

Special orders executed **at short notice.**

Low price; high quality our motto.

Spring line of patterns now on show.

Wait until you see them and get our prices before placing your Spring orders.



CARPETS.

CANADIAN CARPETS FOR 1905.

IN the new lines for Spring the feature which is especially noticeable is the avoidance of clashing colors, and loud and conspicuous patterns, and a choice of shades that not only blend well but are suited to the pattern in which they are worked. The care which is manifest in this choice of colors should be appreciated by the trade, as combinations which have heretofore been temporarily popular have soon aroused distaste after a few weeks usage. It is not considered everything in this day to sell a carpet. The impressions which are sustained through the months to follow are estimated at their true value and the result is a disinclination on the part of the manufacturer to even supply the demand which crops up for styles which soon give dissatisfaction.

The colors for next Spring promise to be fairly light in tone as far as ingrains are concerned. A really dark wool carpet, save for certain rooms such as halls, has been found to be not generally in demand, while combinations of light reds, greens, yellows, fawns, etc., are always intensely popular. Blue has come to hold quite an important position, although introduced only a few seasons ago in this class of goods. Colors, while not too loud, are distinct and clearly defined and bring out the pattern.

In patterns there is a further following out of the ideas that have been prominent the past two seasons. Floral designs are in abundance, but are conventionalized in such a way as to form no breach of good taste. A perfect rose, or leaf on a carpet would be an incongruity that would readily appear when laid on the floor. For that reason leaves in carpet patterns usually have one side straight, with the other indented, and the length is much greater than in nature. Flowers are seen that can be identified as roses, but one does not feel he is tramping on a flower bed when walking over the carpet.

There are the usual run of small purely conventional designs which are intended for uses to which any other style of design could not be put. These are manufactured for public halls, churches, halls in residences, dens, etc., and appear in wool, brussels, wilton and axminster. Oriental designs are extremely popular and are prominent among wiltons and axminsters. When worked in dark colors the effect is extremely pleasing .

The strongest feature of the carpet trade is the rapidly increasing demand for rugs and art squares. The Review has for two years called particular attention to this part of the trade and those who have heeded the advice given have been the gainers. The old cry of difficulty of carrying sufficient variety has been found to be to a great extent unfounded. They are essential to every stock, and can even be carried without the piece goods.

It is interesting and welcome to merchants to know that the carpet mills at Sherbrooke formerly run by the Dominion Carpet Co., have been reopened for some months and are now in active operation by the Moore Carpet Co. This brings into the market a further supply of Canadian made brussels and wiltons. In addition the Toronto Carpet Mfg. Co. is now engaged in the manufacture of brussels. That there is room for these is evidenced by the large importations for the past year.

———

OILCLOTHS AND LINOLEUMS.

THIS month sees the advance showing for Spring, 1905, of oilcloths and linoleums, and a word to the retailers is especially fitting just now. It is undoubtedly true, proper attention has not always been given to fostering the sale of these goods. Display has not been attempted to any great extent and ignorance of the complexity of designs to be had and the various uses to which these goods may be put has curtailed trade in many quarters. It is self-evident that a slight expenditure in good strong fixtures for floor oilcloths is a paying investment, as it affords ample opportunity for display, while keeping the goods in splendid condition. These goods have a steady demand and afford great chances for good profits,

if sufficient stock is carried to create a favorable impression.

The Review has inspected the multiplicity of the various grades of Canadian oilcloths for Spring. Table oilcloths can be had in an ever increasing number of designs, colors, and widths, but it is perhaps the safest policy to carry only staples in medium widths as a starter. Floor and stair oilcloths show a decided tendency to centre upon certain well defined patterns and colors and upon these the bulk of the business will be done. Subdued shades in green sprinkled sometimes with red form the background of most designs, while vividness and life is lent the entire pattern by artistic floral designs. These characteristics are carried out in manifold ways, all tending to give life and color to the general effect.

Canadian linoleum is made in five qualities, in both printed and plain—a range that leaves nothing to be desired. A comparatively new line known as decorative burlaps is receiving attention due to the involuntary praise which arises from its cleanliness and other sanitary and decorative merits. It is used like wall paper and can be washed and kept perfectly clean and fresh in appearance. As a manufacturer says: "Its durability and sanitary qualities should endear it to every household, as indeed it is fast doing so. In fact the business in them, especially with the Northwest, is a veritable landslide." The mosaic patterns closely imitate mosaic work and are especially suitable for halls and public buildings. The blue tile effects commend themselves to effective use in bathrooms and kitchens. A complete range of patterns may be had for each and every purpose.

———

THE MOORE CARPET CO.

THAT brussels and wilton carpets can be made in Canada, which are in every respect the equal of similar carpets of English manufacture, was fully demonstrated beyond all doubt by the artistic exhibit of the Moore Carpet Co., Limited, of Sherbrooke, Que., at the annual exhibition of the E. T. A. A., held at Sherbrooke, Que., last week.



Exhibit of The Moore Carpet Co. at the Eastern Townships Fair held in Sherbrooke, Que.

The display was composed of a beautiful color scheme of two-tone effects in brussels and wilton carpets in reds and greens against a background formed of the new carpet size Kashmir Wilton Rugs which the firm has recently put on the market, the whole display combining to make a rich, harmonizing effect which was exceedingly pleasing to the eye.

Particular mention should be made of the Kashmir Wilton Rugs, which are exact reproductions of Oriental

RETURNED
OCT 25 1904

THE
WATSON FOSTER Co
L·T·D
MONTREAL.

WHICH WOULD YOU RATHER DO

CHOOSE YOUR WALL PAPER FROM A COMPARATIVELY LIMITED SAMPLE COLLECTION, OR FROM A LINE IN WHICH THE LARGEST BUYER IN CANADA FINDS EVERYTHING HE NEEDS IN VARIETY, PRICE, EFFECT; A LINE WHICH HAS THE FRESHNESS OF ORIGINAL COLOR TREATMENT AND THE STAMP OF QUALITY AND SUCCESS?

SUCH A LINE IS THAT OF

THE WATSON-FOSTER CO.
LIMITED

WALL PAPERS

designs, and of a very high quality, a fact which has been recognized by merchants.

The display of five-frame body brussels showed a large range of choice patterns and colorings, which with the excellent quality left nothing to be desired.

The Moore Carpet Co., Limited, manufacture only the higher grades of carpetings, using the best materials obtainable, spinning and dyeing their own worsted yarns and employing only experienced help. They are consequently in a position to know exactly what goes into their product and can absolutely guarantee every roll of carpet to be perfect before it leaves their mills.

The company has a clear title to a 450 horse power water privilege, and as there are five different buildings, some idea of their dimensions may be gathered from the fact that they cover three acres of land along the Magog River. The company owns its own electric light plant, and new machinery has been installed throughout.

Mr. Moore, the managing director, was formerly head of one of the largest United States carpet manufactories. His firm had the contract for supplying the Government of the United States in 1902, which ran into something exceeding $50,000. Mr. Moore is a practical experienced carpet manufacturer, and has brought to bear not only his capability in the actual carpet making department, but in advanced business methods which have placed the company upon a basis enviable indeed.

The directors of the company include some of the most prominent and wealthy men of Sherbrooke, namely: Messrs. Wm. Farwell, L. A. Bayley, W. R. Webster, S. Jenckes, Wm. Morris. The first vice-president is Mr. G. M. Howard, son of the famous "Gat" Howard, who died in South Africa serving in the Canadian militia. The second vice-president is Mr. John T. Fox. The president is Mr. L. A. Bayley, one of the best known dry goods merchants east of Montreal, and who handles some of the finest carpets that can be produced.

The capital of the company is $100,000, and they have abundant resources to carry on one of the largest carpet industries in the Dominion. There are great possibilities for the Moore Carpet Co., and certainly the energy, enterprise and ability displayed during the first period of their career, would indicate a very successful future.

Mr. H. A. Moore, managing director of the firm, will call upon the entire trade during September and October, with full and complete lines of samples.

THE YEAR'S IMPORTATIONS.

OUR importations in carpets for the fiscal year of 1904 amounted to 2,997,976 yards, valued at $1,519,410, against 2,095,225 yards in 1903, valued at $1,491,490. The increase in value is seen to be $28,000 but 100,000 yards less were received this year than last year.

The details that go to make up this total show some interesting facts. Great Britain sent us 2,933,539 yards, valued at $1,480,263; United States 17,757 yards valued at $11,863, and Germany 13,384 yards, worth $8,216. Last year the amounts were: Great Britain, 3,032,606 yards, worth $1,459,274; United States, 21,106 yards, worth $11,488, and Germany, 37,279 yards, valued at $17,597. From this can be observel the great effect of the surtax. The quantity which we have been receiving from the United States has decreased year by year until the last three years when it has been about the same.

The figures in brussels, tapestry and wool for 1903 and 1904 are as follows:

	1903.		1904.	
Brussels....	855,792 yds	$551,026	824,945 yds.	$546,299
Tapestry....	1,851,035 "	671,588	1,730,323 "	695,000
Wool.....	370 165 "	257,841	430,964 "	272,488

From this it is seen that while the quantities of brussels and tapestry have decreased the value has increased, and that wool carpets are received in a quantity 16 per cent. greater.

An interesting fact is the increase in the value per yard in brussels and tapestries. In brussels the average price was 64.3 in 1903 and in 1904 was 66.2; in tapestry it is 40.1 against 36.3 last year. To offset this wools averaged this year 63.2, while last year the figure was 69.6. Much of the cause of the increase in average price is the advances that were made on the English market, but it is in some measure due also to the greater demand for higher priced goods.

Importations of jute carpets and carpeting have increased from $94,205 to $97,832. Straw carpets and carpeting have decreased from $60,668 to $42,552.

ENGLISH CARPETS FOR 1905.

INTRINSIC beauty enhanced by soft colorings characterizes the import lines for Spring, 1905. There are no decided and abrupt colorings to chronicle. It is rather a pronounced showing of past tendencies, balanced by a judicious use of suitable patterns. The lines will shortly be shown the trade and even at this time the majority of buyers are convinced of the futility of looking for lower prices than heretofore.

A thorough inspection of the lines brings into decided prominence the beautiful range of colorings. Of courst the usual large range is seen in all grades, but there seems less dabbling in every conceivable variety than formerly, and the tendency is noted to confine attention as far as possible to various shades in greens, blues, and old rose. This is a natural and particularly happy outcome, as these subdued tones lend themselves very charmingly to furnishing almost any room, and minimize the possibility of distracting from other accessories. To be sure such a staple as fawn is well represented in all varieties but the fine trade is expected to be done on various shades in the above colors.

Those who remember the vivid flower designs which, while proving attractive to a limited clientele, invariably brought disaster, will welcome the self-colors in the retained flower designs. Axminsters, brussels, wiltons, and tapestries in the three-quarter width all show the flower design, but it is noticeable, especially in the better grades, that vivid colorings are avoided and usually the flower is shown in self colors. Subdued shades predominate and the general color scheme is expected to run on this principle.

Patterns partake of the same quiet, subdued nature, affording ample opportunity for the adequate display of the various other accessories. Conspicuousness is entirely barred from the best lines. Many exclusive designs will of course be shown by various importing houses, but none will tend to elaborateness, and over ornateness. A return is seen to medallion designs, with perhaps the art nouveau patterns as the most striking. What is known

Geo. H. Hees, Son & Co.
LIMITED

HAVE IN STOCK NEW ARRIVALS OF

Cushion Tops. ***Lace Panels for Doors.***
Bobbinet and ***Muslin Curtains,*** OUR OWN MAKE, New Designs
Lace Curtain Materials, all kinds.
New Patterns of Tapestry Curtains and ***Table Covers.***
New Patterns of Chenille Curtains and ***Table Covers,***
OUR OWN MAKE, at Special Prices.
Silk and ***Cotton Velours,*** plain and new fancy designs.
Couch and ***Furniture Covers,*** new designs from ***our own looms,*** and also latest attractions in Imported Lines of these goods

LACE CURTAINS.

We make a specialty of Lace Curtains, and carry in ***stock ready to deliver*** an immense quantity of these goods, from ***20 cents*** to ***$30.00*** a pair. Having bought many of these saleable goods before the advance in price, we are giving the benefit to our customers. Please compare our Lace Curtains and prices and you will find it to your advantage to buy from us.

Window Shades, Curtain Poles and Fixtures, Brass and Metal Goods, and a full stock of Upholsterers' Supplies.

N.B.—We sell these goods at a price that affords the RETAILER LARGE PROFITS

GEO. H. HEES, SON & CO.,
LIMITED

TORONTO, ONT.

MONTREAL WAREHOUSE, No. 20 St. Helen St.

as the Lord Rosebery design is prominent. Perhaps the most interesting novelty is observed in the so-called eliminated borders. These show the body of one color with a design in another color along the edge of the border. White and green, as well as white and blue, with a good sprinkling of white and old rose are particularly brilliant. The Victorian axminsters in the Empire pattern give a distinctive note to the ultra goods. Small designs are in increasing evidence and they are particularly adaptable for a bedroom carpet. Axminsters have an increased showing and the medium priced lines are heralded as particularly good. Velvets, wiltons and brussels occupy their usual place, but as stated the demand is expected to continue upon axminsters

The question of price is peculiarly interesting and as is to be expected, while present prices are higher, a further advance is likely to come, as manufacturers are asking increases on any repeats. The advance will be especially noticeable on popular lines, and the trade will be serving their own interests by placing orders early.

WALL PAPER.

TENDENCIES OF WALL PAPER DESIGN.

BEFORE attempting to outline the tendencies of wall paper design at the present time I should like to earnestly direct the attention of architects especially to a kindred subject, one at least inseparably connected with the decorator's work. I think I can say without exaggeration that decorators approach the work of covering the plaster walls of houses and other buildings erected of late years with trepidation amounting almost to terror as to the results. To see one's best laid plans and most cherished schemes completely frustrated by the treacherous under surface is more than disappointing. The "skin or putty coat" so much in use to impart that beautiful snowy smooth surface which so strongly appeals to some people has usually no actual adhesion to the coat beneath it and only waits the application of some material to sever its weak connection and destroy the decorator's work. The so-called sand finish of many plasterers is almost as great a delusion. On walls thus treated many patches will be found into which no sand and very little plaster of Paris has entered—nothing but lime. Plasterers freely admit these imperfections and also that it is possible to get as good results as were obtained in houses a generation ago, but they claim that current prices do not admit of the use of sufficient plaster nor of sufficient time being given to the work. Surely it is a false economy to cheapen a material which is admittedly imperfect at best, which covers so much surface and which places a stamp of dilapidation on the house out of all proportion to its relative cost to the total cost of the building. I feel satisfied that this work does not receive the attention it deserves at the hands of the architect, and that not only would the problem of decoration be greatly simplified but that the life of the plastering would be materially lengthened if honest work were insisted upon.

RETURNED
OCT 10 1904
Cut Book 2
Page 15
ans.
to Mr Casewell



No. 416. The Rosalind, shown by the Watson Foster Co., Limited. A feature is the striped background which is reflected in lattic form in the frieze.

Another feature in the preparatory work of ceilings and walls for decoration deserves more than passing notice. I refer to the obtaining of true perpendicular and horizontal lines in the angles of the room. It is no uncommon thing to see the ceiling run from one to one and one-half inches out of true in a wall of twelve or fifteen feet. The upright angles of the room are frequently as much out and in many cases meander in and out of line as they climb to the ceiling. Many rooms are two or three inches wider at one end than at the other. It can be easily understood how difficult it becomes under these circumstances to apply pattern of any sort so that it shall not appear to be leaning one way or the other. These defects are not by any means confined to cheap buildings but may be seen in some of our most pretentious structures. In almost every other trade if the work proves defective in itself it has to be made good. Why should not a guarantee be required from the contractor for plastering that his work shall successfully meet the demands made upon it in the decoration which may subsequently be applied to it

And while I am on this portion of my subject I should like to point out what is always to the decorator at least the unexplainable practice of many architects, of carrying doors and windows in the room to two, three or more different heights. My own dining room has five such

"MENZIE"

ON WALLPAPER
STANDS
FOR

ALL THAT IS GOOD
IN STYLE
QUALITY
AND
MODERATE
PRICES

Our line is the best that money can produce

It will insure larger sales and larger profits



TRADE ONLY SUPPLIED.
A POSTAL WILL BRING OUR SALESMAN.

The Menzie Wall Paper Co. LIMITED

Head Office and Salesroom:

98 King St. West, - TORONTO, CAN.

openings and every one is of a different height, varying from the others by several inches. There was no reason why the three doors at least should not have been of the same height.

RETURNED
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t Book 24
Page 73
and.



Upper Third Treatment, manufactured by Stauntons, Limited, Toronto.

The foregoing are some of the difficulties in the path of the decorator, whose remedy lies in the province of the architect. And their connection with my subject is in this. When the standard of design and the value of materials in wall coverings have advanced as they have done of late years it becomes increasingly necessary that the remedy should be applied and more perfect results obtained. The various canvases, burlaps, denims, buckrams, etc., now manufactured solely for decorative purposes are undoubtedly great acquisitions to the resources of the decorator and are all perfectly practical on properly plastered walls. But the risk and labor of applying them to the ordinary conglomeration of sand, lime and plaster is so great as to greatly restrict their use.

Pattern has been sparingly applied to these materials partly because their own texture and coloring is quite satisfying and partly because the ordinary printing process necessitates too frequent repetition and the consequent wall-papery appearance. Block or hand printing has not been so used to any great extent though I can see no reason why excellent results might not be obtained by block printing or stenciling.

Book cloths, that is cloths used in book binding, the process of manufacture being slightly altered to adapt them to the purposes of wall covering, are sold under the trade name of Holliston cloths.

To what are known as the sample-book houses and the departmental stores is due much of the cheapening of design and materials in wall paper as in so many other lines. Something with a semblance of merit but spiced up with touches of color to catch the popular taste has to be provided at a price which will insure large sales. Thus it becomes increasingly difficult year by year to purchase designs sufficiently distinct from these meretricious vamped up piracies. Apparently the only safe course is to confine oneself to flat quiet effects in two or three tones of analogous colors and yet there are some glorious walls to be had in strong color from the collections of the leading British makers.

The French designers adhere pretty closely to their traditions in the direction of marvellous reproductions of the effect of silk, leather, tapestry, etc. As I pointed out in a former paper there is no pretense in these creations, that they are the actual material themselves, and it is therefore perfectly legitimate in such an intrinsically valueless material as wall paper to produce any effect that will make a good wall. No objections of this sort, however, can be raised against the beautiful flocks or velvet papers in which the French excel and which have come in with the new styles or revived styles in architecture. Nothing can quite take their place in the white and gold rooms of the Empire or the Colonial of New England and Virginia.

Of the best American lines it can only be said that they are good in so far as they so closely follow the European makers as to be almost indistinguishable from them except to the trade expert. When originality is attempted it is not of an order to commend itself to a cultured taste. The craze for much display at little cost has controlled the output of a majority of the American factories.

Our own manufacturers have not yet reached a stage where the designing and coloring of their wall papers can be seriously considered from an artistic standpoint. This condition of affairs is likely to continue for some time to

WALL PAPER

OUR FIRST CONSIDERATION

in making the Staunton wall papers for 1904-5 was to have a line that would sell on its merits—and this very point should be

THE DEALER'S FIRST CONSIDERATION

in buying his wall paper stock.—The Staunton Samples have all the "ear-marks" of saleableness, popularity, and profit-making — and dealers who have handled the Staunton line in largest quantities in former seasons are the most enthusiastic about the selling qualities of the 1904-5 line.

WAIT FOR OUR SALESMAN—OR WRITE FOR SAMPLE BOOKS

STAUNTONS LIMITED

MANUFACTURERS TORONTO CANADA

A. R. BURROWS & CO.

—Manufacturers of—

Rug Fringes,
Carriage Fringes and
Carriage Dusters

GUELPH, ONT.

Write us for Samples and Prices.

CARPET BUYERS

Our travellers are now on the road with SORTING and NEW SPRING DESIGNS. Buyers will do well to inspect their samples and values before placing orders. A card requesting our representative to call will be promptly responded to :: :: ::

IMPERIAL CARPET CO.,

11 Front St. East, TORONTO.

DOWN COMFORTERS
WOOL COMFORTERS
COTTON COMFORTERS
BED PILLOWS
WHITE CUSHIONS
COSIES, MUFF BEDS, Etc.

FANCY CUSHIONS.



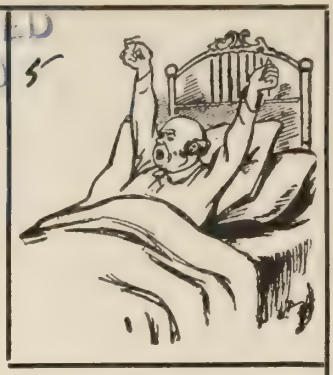
FANCY COSIES

PRICE LIST ON APPLICATION. FEATHERS BOUGHT.

The TORONTO FEATHER & DOWN CO., Limited

74 KING ST. WEST, TORONTO.

RETURNED DEC 7 1904



Time to Wake Up!

If you haven't already discovered the selling qualities of "Alaska" Quilts, we'dlike to show you how much we think your trade is worth. "Nowhere else so good for the money" is the general verdict, and the more you make comparisons the surer we are of your orders. The output of

"Alaska" Quilts

is vastly larger than any other made in Canada, and we persist in taking every bit of extravagance out of prices. You can't by any possibility get your money's worth out of inferior quilts. Ours are made with an eye to long and satisfactory service, and tying your trade to us.

ALASKA FEATHER & DOWN CO.
MONTREAL

RETURNED 1904



come, those wishing really good design and coloring being ready to pay the difference in price for the imported lines. It is gratifying, however, to note that even in the domestic lines the showy pressed, embossed gilts, glimmers, and other such abominations have disappeared.

Some curious revivals come upon the market at times and enjoy a short run of popularity out of all proportion to their merit. An old house in Boston was pulled down the other day and on the walls of one room was exposed a panel treatment in old Chinese hand painting on small square silk sheets, the subjects reminding one of the old tea chest pictures. At once there was a demand for subjects of this sort and an enterprising importer engaged Japanese artists to produce hand painted wall hangings fifty yards long without repeat by any required width up to five or six feet. The painting was done on fine muslin with a backing of strong thin paper. Of course this revival of Japanese design is merely a fad and yet it indicates how keen is the pursuit of novelty in the decorating field.—W. H. Elliott, in The Canadian Architect.

BEDDING.

KAPOK AND ITS USES.

EVERY year that busy centre of commerce, Amsterdam, says Chambers's Journal, receives nearly 1,000 pounds' weight of a curious and interesting vegetable substance known in Java and in the trade as kapok, which is found very useful for stuffing cheap mattresses and pillows, among other purposes. It is a sort of yellow wadding which nature uses as a covering for the seeds of certain trees in the Malacca. Its fibres being very non-resisting, it has been found impossible to spin or weave it, but it gives excellent results for bedding, making a mattress delightfully soft if it is exposed to the sun before being used. It is exceedingly light and buoyant, in this respect greatly surpassing cork, as it will support in the water thirty-five times its own weight. The tree whence it is derived (Eriodendron) grows rapidly, and in the second year is twelve to fifteen feet high, but it does not fruit abundantly until the fourth year. Like the cotton plant, it bestows two gifts on man, the special wadding mentioned, which lines the husk, and the oil extracted from the seeds, which is used especially in the Chinese markets. The threads of the soft fibre taken from the pods are light yellow, rather silky, and only about an inch in length. They are made into thin rings. Kapok, it is said, never decays. Among the ever increasing uses to which this curious vegetable product is put—causing the culture of the Eriodendron to make great strides in the Dutch Indies, while efforts are being made to cultivate it in similar climates—it has been suggested that excellent life-saving apparatus might be made from it, which should be in the form of mattresses and cushions, easily obtained in moments of danger. Three hundred grams of kapok (10 1-2 ounces) will support a man of ten stone five pounds (145 pounds) in the water; and experiments by a French society with articles made of this wadding, which had previously been soaked in water for eighteen hours, gave excellent results. One small mattress supported several men. It is probable that soon all ships' beds will be made of kapok.

Linoleum

MADE IN CANADA

Our new plant for the manufacture of this line of goods is now in full operation, and we are turning out **Linoleum the equal of any imported.**

Prompt Delivery is made a special feature, one worthy of the consideration of all dealers.

Five Qualities A, B, C, D, and E, in both printed and plain.

Samples of our Standard Lines for Fall, comprising

Floor, Table, Stair, Enamelled and Carriage Linoleum,

are now in the hands of the Wholesale Dry Goods Trade.



Buyers are invited to inspect our new lines before placing their orders for import.

WE ALSO MANUFACTURE

Decorative Burlap OIL-COATED and DOUBLE-SIZED an economical and most attractive wall covering. Can be washed, and from a sanitary point should be used in every house.

The DOMINION OILCLOTH COMPANY LIMITED

Office and Works: Montreal

Very Important "Cravenette" Information

is contained in these advertisements, which appeared in the New York papers on dates indicated.

SDAY, APRIL 13, 1904.



Many a man who knows what useful and handsome garments our cravenetted raincoats are is puzzled to account for the shabby, bedraggled appearance of some raincoats he sees, which are also stamped "Cravenette."

It's simply because "Cravenette" is the name of a process, not a cloth; and inferior fabrics are treated with it as well as substantial all-wool and fast-color goods such as we use exclusively.

These cheap materials are rainproof all right, because the cravenette process is most effective, but they must not be expected to give any more service than they would without the "Cravenette" stamp.

In raincoats, as in all other clothes, you must look to the dealer for reliable fabrics.

Raincoats, $18 to $35.

ROGERS, PEET & COMPANY.

258 Broadway, opposite City Hall, and 7 and 9 Warren St.
842 Broadway, cor. 13th, and 140 to 146 4th Ave.
1260 Broadway, cor. 32d, and 54 West 33d St.

We fill orders by mail.

AMUSEMENTS.

EMPIRE THEATRE, 40th St. & B'way. Evgs. 8.20. Mats. Wed. & S. LAST TIMES

TUESDAY, APRIL 12, 1904.



Perhaps you've wondered how "genuine Cravenette raincoats" can be sold at the low prices often quoted?

You wont wonder when you understand that "Cravenette" is not a cloth at all, but a superior process—so superior that it will proof even crepe.

But even the cravenette process cannot make over an inferior fabric into a fine all-wool cloth, nor can it add to the wearing qualities; and as the process is applied to all sorts of fabrics, the maker of the cheapest sort of clothes may sell garments 'legitimately stamped "Cravenette."

Of course these cannot for one moment be compared with the fine raincoats we make of thoroughly tested all-wool fabrics which have been rainproofed by the same process.

Raincoats; $18 to $35.

ROGERS, PEET & COMPANY.

258 Broadway, opposite City Hall, and 7 and 9 Warren St.
842 Broadway, cor. 13th, and 140 to 146 4th Ave.
1260 Broadway, cor. 32d, and 54 West 33d St.

We all orders by mail.

AMUSEMENTS.

RK PRESS, FRIDAY MORNING, APRIL 15, 1904

"Cravenette" (Trade Mark) IS A PROCESS & NOT A CLOTH

As has been correctly stated by *MESSRS. ROGERS, PEET & CO.* in their recent advertisements.

The **"Cravenette"** process can be and is applied to Worsteds, Woolens, Cottons, Linens, Silks and Mohairs, *rendering every fibre of the yarn of these cloths rain proof, regardless of quality of fabric.*

The **"Cravenette"** proof becomes as much a part of the cloth as the fastest dye and will last as long as the cloth does.

BUT, the intrinsic value of the garment is determined by its *general style, trim, fit* and *workmanship*, and by the *quality* and *weight* of the cloth.

This stamp on the inside of a coat signifies that

"Rain will neither wet nor spot it."

and nothing more.

You should, therefore, purchase your **"Cravenette"** Rain Coats from a *dealer whose reputation* is a *guarantee* of the *excellence* and *high-grade quality* of his *merchandise.*

REG'D Cravenette TRADE MARK

Write us for Booklet on "Cravenette."

B. Priestley & Co.—The Cravenette Co.,
71 and 73 Grand Street, New York.

IN BUILDING CRASH
Charge Against

GIRLS ESCAPE FIRE IN ELEV
Brave Operator Falls in Faint
Are Out Afte
Many factory

"Cravenette Is a Process, Not a Cloth."

A large variety of fabrics are made waterproof by this process, which are suitable for

RAIN COATS, RAINY-DAY SKIRTS.
WALKING SKIRTS AND SUITS,
HATS, CAPS, UMBRELLAS, Etc.

"Rain Will Neither Wet Nor Spot Them."

Greenshields Limited, Agents, Montreal

VIEWS AND INTERVIEWS

CANADA'S WEST INDIAN TRADE.

MR. CHAS F. PICKFORD, of Pickford & Black, Halifax, N.S., arrived in Toronto on the 21st inst. He has recently returned from a seven months' visit to the West Indies, and is in Western Canada on his annual mission trying to interest business men in the West Indies.

"While," he said, "business between the West Indies and Canada is improving we are not altogether pleased with the increase from Ontario. Considerable shipments are going forward all the time, but they do not increase as they should. Take flour from Ontario mills, for instance. Much of it goes via New York instead of via Canadian ports. A great deal more sugar is going from the West Indies to Canada. In fact practically all the raw sugar produced in the West Indies now finds its market in this country; but at the same time the trade from Canada to the West Indies is not nearly so large as it might be, and our steamers frequently go back with light cargoes. The people in the West Indies are willing to buy from us provided we can give them the goods. This we certainly can do if our manufacturers and exporters will cater to the trade. As it is one seldom sees a commercial traveler from Canada in the West Indies, while travelers from United States houses are to be seen on every side. The trouble is that we are too spasmodic in our efforts to secure the trade with the West Indies. There is one class, however, of Canadian enterprise which is doing well in the West Indies and that is the life insurance companies. They are sending their men down there regularly and are meeting with good returns. These are about the only people in Canada who are sticking to business systematically.

"With regard to cotton growing in the West Indies, the acreage is increasing all the time. In fact in Montserrat, one of the smaller islands, they are planting very little sugar this year and turning their attention very largely to cotton. The bulk of the cotton is what is known as the Sea Island variety, which brings the biggest price. This year's crop in the West Indies realized a splendid price and gave the people encouragement to proceed and increase the acreage. There is an immense demand for Sea Island cotton and tht West Indies can sell all they can raise. The trouble has been that up to the present time they have been very much hampered by the pest which destroys the cotton. In some places where the growers have been slow in tackling it the pest has wiped out the whole crop. This is particularly true of the crop in Montserrat. The Imperial Department of Agriculture, of which Sir Daniel Morris is chief, has been doing great work in connection with cotton growing.

"Cotton growing in the West Indies began in 1902. Last year there were 4,000 acres under cultivation and for the 1904 crop seed for 8,000 acres has been distributed. The seed is imported by the Agricultural Department and sold out to the farmers. They are now practically growing cotton in all of the West India islands. Of course with the improvement in the price of sugar there may not be so many going into cotton production as might otherwise have been the case. If the crop is reaped in good order there is much more money in growing cotton than in producing sugar. I might say that there is only a limited acreage in the West Indies suitable for growing Sea Island cotton, but there are large areas adapted to the cultivation of the Upland variety, which, of course, is not so valuable as the Sea Island kind. All the cotton at present raised in the West Indies is marketed in Great Britain."

CANADIAN TRADE WITH THE ANTIPODES.

MR. G. J. MILLER, representing Gollin & Co. Proprietary, Limited, of Australia and New Zealand, has been in Canada and the United States during the past few weeks in the interest of his firm, who are one of the largest commission firms in the antipodes, having offices and warerooms in Melbourne, Sydney, Adelaide, Wellington and sub-agents and representatives in every large town in Australia and New Zealand. The Gollin Co. are dealers in almost every line of merchandise, and realizing that there are great possibilities for Canadian manufactured products in Australia and New Zealand, have deputed their Mr. Miller to visit this country and form additional connections to those which they already possess.

Mr. Miller, who has visited Montreal and Toronto, is confident that our possibilities for trade in his part of the world are excellent, provided Canadians will only reach out after it. As every one knows, the United States have obtained a strong foothold there, but with the preferential tariff Canada has been given an enormous advantage over that country and Germany.

Mr. Miller informed The Dry Goods Review that his firm would be glad to supply information to any one writing in regard to trade matters in the antipodes.

"Canadians," he said," do not realize that there is in Australia and New Zealand trade for them. Our consuming power is enormous, and it would pay them to reach out after our trade. I find that at present the Canadian manufacturers are all very busy supplying the home market, and have, consequently, very little desire to reach after the export trade, but I certainly think that they should make an effort to increase their business with our part of the world. New Zealand, as you know, gives a preference, and I feel certain that Australia will eventually do the same. As far as New Zealand is concerned, I believe the preference will be ultimately increased."

Mr. Miller left for the coast on September 13, en route home.

MADE IN CANADA



NEW SPRING RANGES OF RAINPROOFS AND WATERPROOFS
ARE NOW IN THE HANDS OF OUR TRAVELERS.

Head Works:
MANCHESTER, ENGLAND.

Head Office, Warehouse and Factory for CANADA:
92 McGILL ST., MONTREAL.

Western Stock Room:
216 Portage Ave., WINNIPEG, Man.

SHOWERPROOF GARMENTS

AN analogy can readily be deduced from the specializing of a distinct department in giving readers of The Review news regarding showerproof garments. Dry goods stores or exclusive furnishers who have not already a department devoted to these garments should consider the question seriously. The volume of business done is enormous and stores that are not getting their share of it should specialize this department and put in a stock of smart garments.

* * *

September has been an exceptionally busy month for both the retailers and manufacturers and shows how gladly the trade has welcomed the setback given to the old rubber smelling garments. Raincoats are wonderfully good early sellers in the cloak department and the fact is firmly established that they are here to stay. They are no passing fad, as the increased purposes to which they have been put readily attest. Last month we discussed at length what the demand at retail indicated as the best Fall styles and there seems no reason to change our predictions made at that time. Everything is selling to some extent in ladies' garments, both three-quarter and long coats in the collarless style as well as those with capes, but perhaps the ultra trade are demanding the long full coat to the hem of the garment more than the three-quarter coat. Each individual manufacturer has some distinguishing feature in his lines and on these the travelers find their talking points. While travelers are already out for Spring and assorting, the bulk of the trade is confining its attention to repeats on lines which are proving good sellers, as the early trade in the mantle department is picking up raincoats eagerly. In ladies' goods, fancy styles generally are going in greys, olives and fancy striped mixtures. In men's goods plainness characterizes the best garments, and even for Fall a good many show the plain sleeve without the fancy cuff.

* * *

As stated, Spring samples are now out and manufacturers have vied with each other in meeting the demand for novelty. Striking individual styles are shown in the many extensive lines, but certain broad principles are followed by all. Men's goods are in plainer, neater styles, and more attention, if possible, is paid to the many little devices which go to make perfect fit and workmanship. Slight changes are rung in on the pockets, a good many showing the side flap pockets, while the trade is pretty well agreed upon discarding cuffs. There is just enough novelty to promote and sustain interest, serving as a sound inducement for ready selling at retail. Fancies in variegated stripes and mixtures as well as plain greys and olives are the prominent colors.

* * *

The women's garments style is the chief consideration, and this element of success has caused the manufacturers to evolve beautiful creations, some of which are sure to meet with favor. The size of the lines is beyond comprehension, one line shows over 30 different styles, although various similar tendencies may be noted. In general, there is in sympathy with cloak styles, a decided individuality shown. All partake of very fancy effects and each manufacturer uses his own judgment in producing this general effect. Three-quarter coats are perhaps more prominent and the collarless coat is featured. Belted backs are again seen and some extreme models show rows of pleating, the little sleeve pocket adding the finishing touch of novelty. Buttons are used profusely and while gilt buttons lend charm to the military effects, the neatset designs show self buttons and wherever the ingenuity of the designer can assign them. Long lengths are still banked upon and show every likelihood of continuing in favor. The retailer doesn't go far astray as the various styles don't eliminate the question of usefulness as well as serviceableness, thus he is safe in using his own judgment as to what local trade will take up. Capes are seen in every variety, the newest one reaching to the sleeve.

* * *

Materials show the usual range of lightweight coverts and on these little can be said, but the question of color is an ever important one. The introduction of light colors such as fawn, indicates that there is a revival in this respect. Two years ago they were a drug on the market, but now they are heralded as a "go." Fancy mixtures, and both light and dark stripes will confine the greater attention of the trade, although plain greys and olives will still have a fair place, especially in the staple trade.

* * *

Waterproofs are not altogether out of it according to good authorities. The new materials show an increasing similarity to rainproof material, and the fact that they are cut on the same patterns in good tailor-made designs makes them a splendid, serviceable garment suitable for any purpose.

* * *

An interesting novelty to enliven a neat display of showerproofs was seen in a Montreal store last month, and judging by the attention it attracted, proved itself entirely salutary and a worthy, attractive advertisement. It was in the form of a small 6-inch stand about 2 feet long by 1 foot wide, over the top of which was loosely tacked some rainproof material. This sagged and afforded the opportunity for the holding of a fair quantity of water, which was further rendered more interesting by having three small gold fish disporting themselves around it it. The whole was prominently placed in the front of a good display of raincoats, and certainly did much to prove the quality of the material. Isn't it an idea worth copying?

As an example of the increasing demand for raincoats, manufacturers report in some cases a shortage in materials, although no famine is anticipated. The goods cannot be rushed over to Canada quickly enough to supply the increasing demand.

* * *

[illegible] ed the question of adequate publicity is of the utmost importance and the cheapest form of it, window display, deserves careful consideration. Don't make it a mere side show, along with a general clothing window, but show a representative line and use tickets prominently on the cheaper lines. This method should foster any latent desire and change hesitating ones into buyers.

* * *

An interesting topic with manufacturers is the recent tariff revision. All agree they are not in as favorable a position as formerly, but there is a philosophical sentiment prevalent that they must pocket their loss as the retailer won't stand for a rise in price. It is learned home manufacturers have not given up hope for some revision of the tariff as yet. The imposition of an extra 6 2-3 per cent. on woollen goods without a corresponding increase in duty on the imported garments has not been meekly accepted.

BOOKS FOR BUSINESS MEN.

Canadian Customs Tariff, 1904. Montreal: Morton, Phillips & Co.

This is an extremely valuable little handbook, deserving of a foremost place in every office having dealings with the Customs. It is pocket size and strongly bound in stiff covers. The contents include full information on the British preferential tariff, a reprint of the Franco-Canadian treaty, regulations regarding the surtax, a list of the 1904 tariff changes, the customs tariff itself in detail, the free list, prohibited imports and exports, tables of weights, excise duties, ports of entry, outports, preventive stations and currency tables.

Short Talks on Advertising. By Charles Austin Bates. New York: Charles Austin Bates.

This is the kind of book for a merchant to slip in his pocket, take home with him and while away his idle moments in reading. It is both instructive and amusing and throws light on many phases of advertising. It is cleverly illustrated and each illustration presses home some truth which the reading matter has suggested. All who know Mr. Bates' prominence as an authority on advertising will understand the merits of the book, without further comment.

Cheer Up and Seven Other Things. By Charles Austin Bates. New York: Charles Austin Bates.

This book is full of epigrams—pithy, meaty ones, on advertising. It sounds an optimistic note and encourages the doubter. In its dainty make-up it attracts the eye and it is small enough to be carried around in the pocket. The illustrations help the text.

—A NEAT—

Rainproof Garment.



"EMPRESS."

The newest style for Spring 1905. Made in all shades, three-quarters or full length. Buttons to match.

Travellers now out with this and many other nobby samples.

Large illustrated catalogue with new supplement just off the press sent free to any merchant.

The National Rubber Co.

524 Craig St., Montreal.



ASSURED SATISFACTION

to **Wearer** and **Seller** is the verdict of all who handle our

CLOTHING

See our Spring Productions for Season 1905.

DONALD FRASER & CO.,

Warehouse—Cor. McDermott & Rorie Sts., WINNIPEG.

FACTORY, MONTREAL.

We are looking for a man!

Who can say, after handling Imperial raincoats, that they do not give the wearer the highest standard of satisfaction.
They are unexcelled in Style, Fit and Finish and are Absolutely Guaranteed.

Imperial

—*Raincoats*—

RETURNED
DEC 14 1904
Letter Book 2
Page 82

Requests for samples will receive prompt attention.

The Imperial Rubber Clothing Co'y

London, Canada.

RAINPROOFS

Buyers who want reliable Goods should ask for those proofed by the

'Cravenette' Co., Ltd.

and stamped—



The "Cravenette" Co., Limited, affix their stamp only to such goods as are suitable in quality for Rainproof purposes.

Therefore, this stamp is a guarantee not only of Rainproof properties, but also of the quality of the material.

The "Cravenette" Co., Ltd., BRADFORD, Proofers to the Trade.

We wish to thank our numerous customers for their liberal patronage in the past, and to announce that our travellers are now out on their routes with a full line of Samples of our well-known **"Elite" Brand Rainproof and Waterproof Garments for Ladies and Men, for Spring 1905.**

Here are the names of our popular salesmen and their respective territories :

Maritime Provinces,	North-West and British Columbia,	Cities of Montreal and Quebec,	Quebec Province,
H. S. DAVIS.	JOE YOUNGHEART.	C. H. QUERY.	H. GIRARD.

Eastern and Northern Ontario,	Toronto and Western Ontario,
R. E. HART and LYON LEVY.	J. GITTLESON.

The "Elite" Samples for Spring comprise *many* of the **NOBBIEST GARMENTS** it has yet been our pleasure to offer to the trade.

The markets of Europe and the United States have been searched for the ***latest fashions*** and these designs have been manufactured in all the popular **Shades** of **the best Fabrics** with **Trimmings to Match.**

Merchants who have been handling the "Elite" Waterproof Garments for years are fully aware of the ***selling and satisfaction giving qualities*** of these goods. Merchants who have not done so have been missing their opportunity to popularize this department of their business.

See these samples and be convinced. Next month we hope to illustrate some of the latest designs.

FALL SORTING ORDERS FOR QUICK SHIPMENT

WILL RECEIVE OUR PROMPT ATTENTION.

The "Elite" Brand rainproofs are proofed by the "Millerain" process, which is the best and most reliable in the world.

Montreal Waterproof Clothing Company,

MONTREAL **Limited**

SEEN IN TORONTO STORES

SEPTEMBER being an extra month, by reason of the Fall openings and the Exhibition, the retail stores treated the Toronto and visiting public to some magnificent window displays. First, of course, came millinery, which this year because of the rich colorings was more manageable, and the retail openings were indeed notable events.

* * *

W. A. Murray's Fall opening was one of the most effective ever planned in Toronto because, for one thing, the decorations supplemented the show of goods, and were not on such an overpoweringly elaborate scale as to make the display secondary to the decorations. On the top of low fixtures that divided the store into aisles were double arches of bent wood lightly stained and not polished. Between them ran a row of electric lights in ground glass bulbs, and here and there dropping from the arches were falling Autumn leaves. Nothing more effective could have been contrived, for the springing arches gave an appearance of airiness and grace, and the long lines of lights showed the size of the store, while the softened light was the best one possible for displaying the rich silks, fine woolens, laces, millinery, etc.

* * *

In the millinery department, of course, Paris and New York were well represented, though there were quite a few pattern hats from local firms that were among those admired at the wholesale openings.

* * *

Some very fine displays of Fall suits, both in the windows and in the departments, have been made during this month, though no regular ready-to-wear opening has yet taken place. Walking suits, with the short 24 inch. box front, and demi-fitting back coat, are decidedly in the majority, and are beginning to make their appearance on the street on cool days.

* * *

In high-priced suits, the Louis and Directoire styles, with the coats made with vests, and fuller basques, are leaders. The fronts are straight and smooth fitting, but the sides and backs are fuller. When there is a seam down the centre of the back there is a full double box-pleated effect to the skirt of the coat. The back that has no seam down the centre is very much in evidence this Fall, and so are belts.

* * *

Skirts are much fuller and are only stitched down to a little below the hips, and the rest is left loose. Another style has a circular tablier for gored top to the skirt that meets a pleated or box-pleated flounce below. This is a very full skirt.

* * *

The ladies' tailors are showing very plainly tailored coats that are tight, or nearly tight fitting. There are small collars with lapels of velvet, or of the cloth, and the only trimming is the plain cloth-covered buttons, or at the most a little braid. These coats are either three-quarter length or about 24 or 26 inches long, and the sleeves are just about the same width all the way down. There is no droop to the shoulders, and the effect is very well set up and square. The corners of the coat are often rounded in front.

Toronto retailers have quite a few of their Spring Etons on hand yet, and are using every effort to clear them out. They show their new stock in the windows one day calling, of course, attention to it in the daily papers, and next they will have a window full of Etons ticketed at a price that brings sales. Quite a number of these suits are seen in the streets now, but worn by a class that makes cheapness the first consideration.

* * *

The tourist suit in coverts and tweeds seems to be a suit that is taking well here, particularly with the younger element. It takes the place of last year's Norfolk suits, and price as well as style will make these suits with the shorter coat most popular.

* * *

In coat lines three-quarter lengths in wraps of the dolman or the box variety, with hanging bell sleeves, are shown in light grey, golden brown, burnt onion, etc. In the departments short, loose-backed styles in black are being pushed for all they are worth, but there has as yet been no window display of the shorter coats.

* * *

In the dress department it is a deepening and darkening of shades and colors, and the heavier weight of the cloth that marks the return of the Fall season. In the veiling department there is not much change. Retailers who have not made ample provision for a brown season, even at this early date, are hard put to it to get brown, either in materials or silks.

* * *

Brown is fulfilling all the predictions made about it earlier in The Review, and undoubtedly is the leading Fall color. The dyer has much to do with this, for the browns shown are exceptionally clear and beautiful, being of rich golden tones and they are most becoming. Then the trimming colors, the oranges and coppers, and the other reds, tone in splendidly with brown, and the fashionable browns and the popular greens form the happiest of combinations.

* * *

A window display, that drew the crowd lately, though it was no great tax on the decorator, was used to advertise the merits of a new collar button. A heap of buttons were piled up like pickling spice in the front of the window. At frequent intervals, a man in his shirt sleeves stepped into the window, and displaying a card with the legend, "the old way," on it, proceeded to put on his collar, and that was a troublesome business. He made wry faces, used bad language in pantomime, pricked his fingers and finally dashed the offending collar into a corner. The married ladies in the crowd looked as though they had seen that performance before, and one who had her husband along remarked to him: "There, I have seen you do that lots of times." The new way showed a complete change and was over in a second. All was smiles and serenity, as the collar with the new button gave no trouble. Inside the store all the time a rushing trade in the buttons was going on. This is a window display that would draw no end of a crowd in a country town.

John M. Garland Son & Co.

Wholesale Dry Goods Ottawa



We are Distributers of the Celebrated Britannia Unshrinkable Natural Wool Underwear.

Sizes

Shirts, 32—46

Pants, 30—44

Nothing Better made for the Price.

October Sortings

House Furnishings

New Carpets, Rugs, Squares, Mats, Floor, Stair and Table Oilcloths, Linoleums, Drapery Cretonnes, Window Shades. Special sizes to order. We are now showing the best wood Curtain Pole in the market, it's a sure seller and pays the best profit of any cheap pole, Oak, Grain and Cherry.

Smallwares and Notions

The Newest things in Button Trims in Gold, Steel, Gun Metal, imitation Cut Steel, all sizes that Fashion demands. Faggotting Trimmings in Black and White, Fancy Colors, full range. New designs in Black Sequins, all widths in fancy Black Gimps and Fine Silk Braid Finishes.

Dress Goods and Mantle Cloths

We are showing some very comfortable materials in the Zibeline and Fliche Finish, all good dark colors for out-side wraps. Such as ¾-Coats, Golf Capes or Girls' Ulsters. Can be retailed at 50, 75, $1.00, 1.25, 1.50, 1.75, 2.00 and 2.50.

Men's Furnishings

Sweaters, plain and fancy, boys' and men's sizes, to retail 50, 75, $1.00, 1.50 and 2.00.
Leather Mitts and Gloves, lined and unlined, to retail 25, 35, 50. 75 and $1.00.

Men's Cardigan Jackets—
Best makes and good shapes, to retail 75, $1.00, 1.25, 1.50, 2.00 and 2.50.

Women's Furnishings

This department is showing marked values in Women's Ready-to-wear Skirts, Wrappers, Drop Skirts, Hosiery, Gloves and Knitted Goods. Ask for our special Ringwood Glove, to retail at 25c, plain or fancy.

CANADIAN NATIONAL EXHIBITION TORONTO

EXHIBITS OF INTEREST TO DRY GOODS MERCHANTS

HIS Honor the Lieutenant-Governor struck the right note in his address at the official opening of the Canadian National Exhibition on Monday, August 29, when he remarked "This Exhibition is the greatest Exhibition of the kind which has ever been held in Canada. It is a subject of general remark that the Exhibition of Toronto is the largest annual fair in the world."

This year's Exhibition was no exception to the rule and reflected the greatest possible credit upon the directors and all who have taken an active part in its management. What struck one most was the enormous strides the Exhibition had made during the past year. New buildings have been added, and the grounds improved generally until the prospects resembled a miniature city of palatial structures.

Improvements.

The most important addition is the new Administration Building, a fine buff brick structure two stories high, built in colonial style. The directors and business managers occupied handsomely appointed quarters there and made the Administration Building their centre of official operations. The Toronto Exhibition is now assuming such large proportions that increasing accommodation of the best possible sort has become a necessity and it is hoped that the time is not far distant when the Horticultural, Machinery and various other exhibits will be housed in buildings approximating the palatial Manufacturers and Liberal Arts Building, which compares favorably with anything of the kind not only in this country but abroad.

Another noticeable improvement is the out-door appearance of the grounds. Now that the Exhibition has been placed on a satisfactory financial footing there is no doubt but that the "powers that be" will pay more attention to landscape gardening. The natural beauty of Exhibition Park would be difficult to excel. There is, however, much room for further improvement. There is reason to believe the Toronto authorities are thoroughly imbued with the idea that the reputation of "Toronto the beautiful" must be upheld, and that "The Canadian National Exhibition" must be second to none. Accordingly visitors to the Exhibition next year may look forward to seeing a wonderful transformation in the park.

A Golden Harvest for Toronto.

The Exhibition season has come to be a golden harvest for Toronto. Merchants report a big increase in the volume of business; the manufacturers are jubilant over having placed their products in the most favorable light before the largest number of actual and prospective consumers that have ever visited the Toronto Exhibition; the factories are busier than ever owing to their output having to be materially increased; proper food has been provided for nursing the national commercial and industrial spirit among Canadian citizens, and lastly a means of annual education has been provided visitors to the Exhibition which it is difficult to overestimate.

From an Educational Point of View.

From an educational point of view the Exhibition this year was far ahead of any of its predecessors. The Grand Trunk, the Intercolonial and the Canadian Pacific railways had each creditable exhibits, the first consisting of a large series of scenic views taken at various points on the system; the second in charge of Mr. A. E. Barton, was similar in nature, and won the approval of all who visited the Transportation Building. The C.P.R. authorities had a building all to themselves, in which moose heads, buffalo horns, samples of grain and views of mountain scenery figured prominently. Thanks to them also, several pack horses with regular mountain outfits and riders made the rounds of the Exhibition daily, while Ojibway Indians plied their birchbark canoes along the waterfront for the entertainment of pleasure seekers. The Gravenhurst Sanitarium authorities, moreover, were to be highly commended for having placed their institution before the public eye in such an attractive way.

Under the grand stand were a number of perfect models of British and Japanese battleships and cruisers as well as an extensive display of Canadian wild flowers. The growing west was written large in the Edmonton exhibit, which gave an easterner a fair idea of the vast agricultural resources of the district of Alberta.

The aesthetic tastes of Exhibition visitors were not forgotten this year. In the Art Building was perhaps the most interesting collection of valuable paintings ever seen on public exhibition in Canada. His Majesty King Edward VII. having loaned for the occasion "The Death of Wolfe," while the public was indebted to Sir George A. Drummond, of Montreal, for a series of three large canvases, all by leading European artists.

In the way of amusement this year's Exhibition was quite up to the high standard of former years. The Black Watch band was of course the principal attraction. The performance before the grand stand was never better, while "Vanity Fair" honestly earned its reputation of being the place where one goes to laugh and grow fat.

The Exhibits.

It is a matter of no little regret that the woollen exhibits of last year were not a feature of this year's Manufacturers Building. In fact the large corner devoted to textiles was last year one of the surprises and centres of interest of the Exhibition. Only one firm, John Duck, Limited, made a display this year of dress goods. The other textile exhibits were in carpets, furs, underwear, silks, and real homespuns. A few sewing machines were seen, as well as a display of rubber collars, of mat-

tresses, and of robes and hall rugs. Many manufacturers were prevented by lack of space from making a showing and it is altogether likely that these will make a point of applying earlier in the year for next year's Exhibition.

The Penman Mfg. Co.

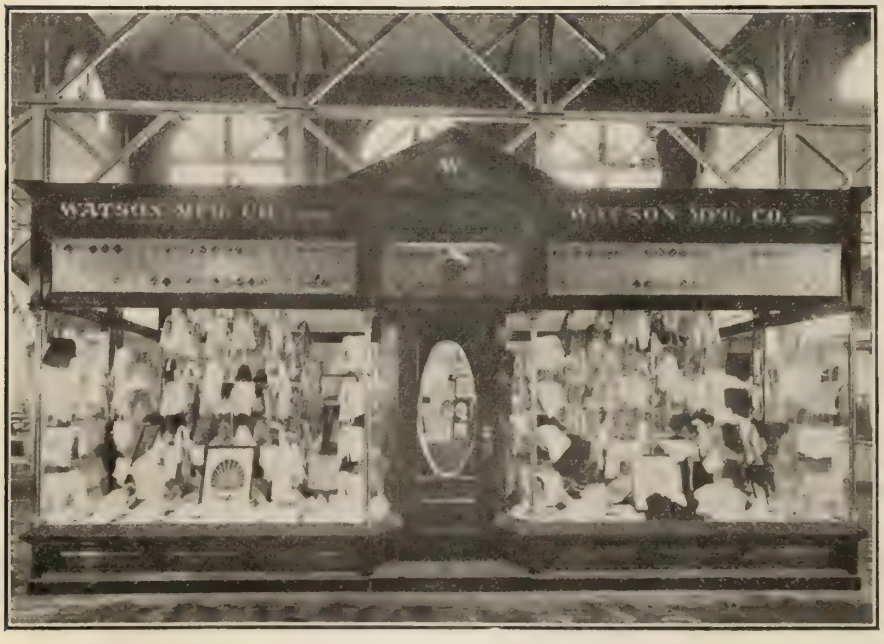
It was unfortunate that the exhibits of this firm and the Watson Mfg. Co. were crowded out of the Manufacturers Building and were forced to display their wares in the Woman's Building. These exhibits were two of the best on the grounds and would have added much to the appearance of the interior of the larger building. A large central space was divided into three parts, the two end sections being built to represent store fronts and the centre being a waiting room. These store fronts as will be seen from the cuts, were of the most attractive design and would serve as a model for any merchant contemplating a new store. The two windows, the entrance, the door, the ornamental glass, etc., were exact models in life size of an up-to-date store front and the window trimming was of as high a class as was possible with a rather full display of productions of the two mills. The Penman windows contained a set of useful fixtures on which were arranged men's underwear of the different kinds manufactured by the firm, as well as a few lines in ladies' wear. Great use was made of the original sketches drawn by The Dry Goods Review artist and used in the Penman advertisement in the same paper.



Canadian National Exhibition—Exhibit of the Penman Mfg. Co.

Gowans, Kent & Co.

An imposing display of glassware was shown at the handsome booth of Gowans, Kent & Co. The booth itself was built of solid oak with an attractive sign bearing the firm's name in gilt lettering. Inside the brass rail surrounding the exhibit were two handsome glass cases filled with beautiful specimens of cut glass articles. In the rear against large mirrors were displayed three more elegant cases on a purple velvet covered stand containing a wide assortment of that elegant glassware so well known to the trade. On the top of these cases were ranged a number of handsome lamps, vases, etc., all in cut glass. The whole formed a most striking and creditable display and in every way deserved the universal attention that was bestowed on it.



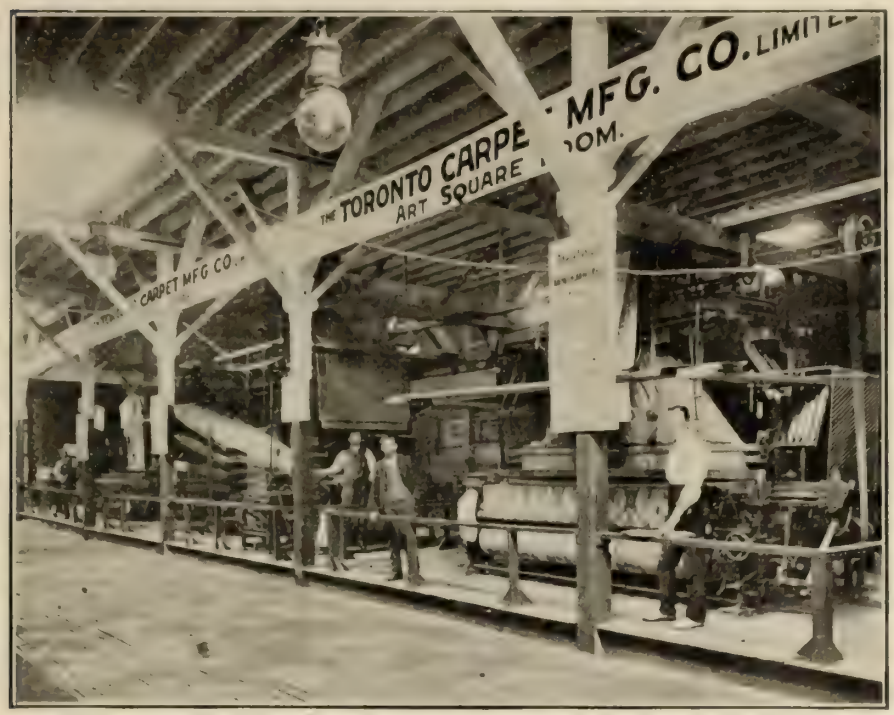
Canadian National Exhibition—Exhibit of the Watson Mfg. Co.

The Watson Mfg. Co.

With a display of the same kind as that of the Penman Company, described above this firm made a most unique and pleasing showing. The fixtures used in the window displays were the most serviceable for the purpose and over them as well as over a few forms, were arranged the ladies' and children's knitted goods and underwear which this firm produces. A display novel in Canadian exhibitions, and ably conceived and executed, it drew constant remarks of commendation from the women who were there to criticise fancy work, but whom such an exhibit would not allow to pass.

The Toronto Carpet Co.

This firm had two exhibits, one in the Manufacturers Building and the other in the Process Building, which were of a high class order and showed to perfection the



Canadian National Exhibition—Exhibit of the Toronto Carpet Mfg. Co. in the Process Building.

carpets and rugs which they are manufacturing. The exhibit in the Manufacturers Building was divided into six sections, one being a corner room with the walls, ceiling and floor covered with rugs. These were well shown by a cluster of electric lights in the centre of the ceiling. Outside the five sections were hung with rugs, squares and piece goods. The end of each partition was concealed with piles of rolls topped by a couple of rugs pulled into a fan shape. Axminster, wool, union and brussels carpets were freely used, and the various colors and patterns combined with pots of ferns and artistic chairs combined to give a good effect. One division was of particular interest on account of the showing of the first brussels carpets made in Toronto. Alongside were the new velvets of the company. On the railing was a case containing the various wools used in carpet yarns.

The exhibit in the Process Building consisted of looms for Smyrna rugs, brussels and art squares, all in operation. Very few had ever before seen a brussels carpet in process of weaving and the large machine in use attracted much attention. The cut shows first the art square loom, next the brussels loom and in the distance the loom for the weaving of Smyrna rugs. The overhanging sheets on the brussels loom contain the pattern and the four projections at the back hold the hundreds of bobbins which supply the warp. "Made in Canada" cards were prominently displayed throughout the two exhibits.

National Cash Register Co.

A centre of attraction was the commodious booth of the National Cash Register Co. It was square in formation with blue velvet hangings, a color which harmonizes beautifully with the metal exhibits. A fringe of the velvet edged with gold also hung gracefully from the roof. On the floor space stood a number of square antique cabinets, the four sides of which displayed beautifully illuminated pictures of the company's factories and of various institutions established for the benefit of their employes. On each of these cabinets were displayed different styles of National cash registers. The firm's chef d'oeuvre is the National Multiple Register which is really six registers in one. It is built to be operated by six different clerks, each of whose transactions is separately recorded and affords a positive and complete check on every transaction of the day.

At the back of the booth against the velvet background were displayed individual component parts of a cash register, the number of which would probably surprise most people. In the National Multiple Register there are in the neighborhood of 3,000 separate and distinct parts, which explains, as the firm's notice says, "why good cash registers cost something."



Canadian National Exhibition—Exhibit of the Toronto Carpet Mfg. Co. in the Manufacturers Building.

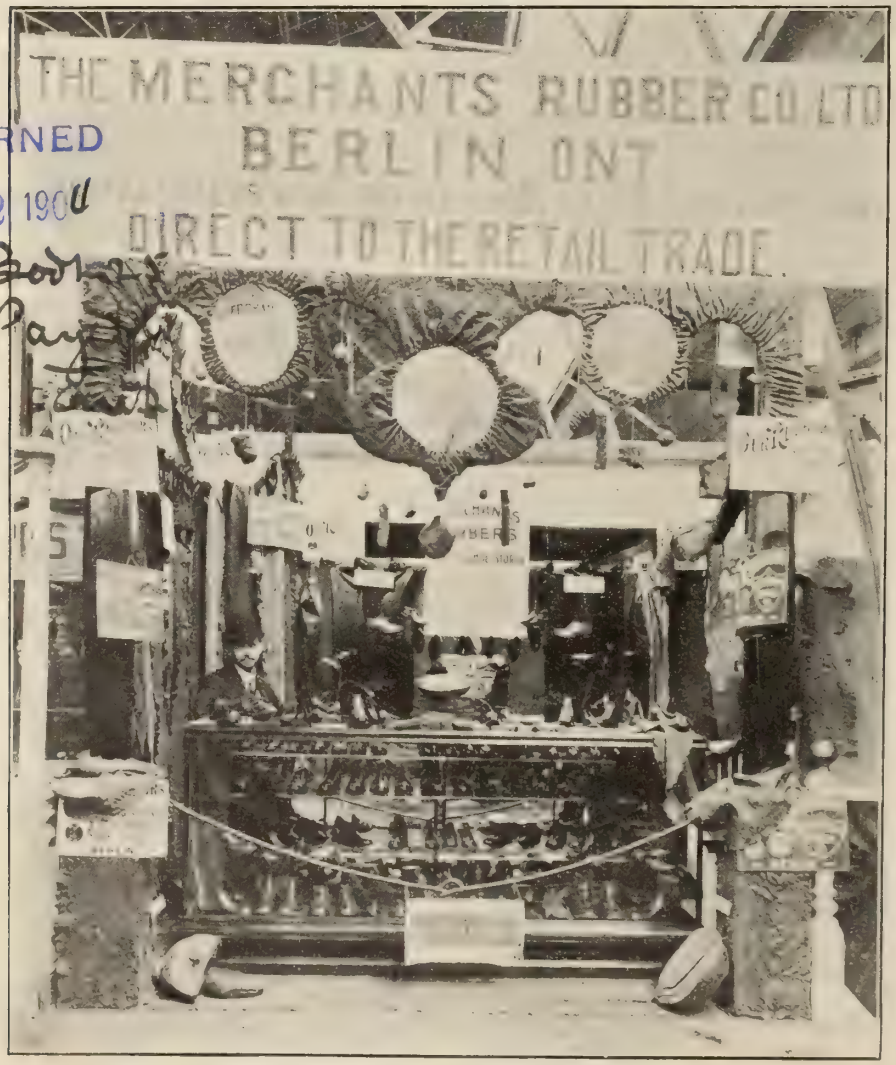
K. Ishikawa & Co.

The goods shown by this firm were for the most part enclosed in a large glass case, after the style of a store window. Some of the lines were crepe du Japan, Shang Tung, Louisine, Messaline, crepe de Chine, Japanese taffeta, Japanese karki, habutai, etc. In addition to the piece silks, were silk handkerchiefs, some of them with silk lace borders; teneriffe work, and other novelties. A piece of silk shown was said to be perspiration and rainproof. In the centre of the case was a Japanese figure in full costume. Outside of the case and all around it were sample rolls of the different lines of matting handled by this firm. One of these rolls had been awarded the silver medal at the Fourth National Exhibition, Kyoto, 1895. The Canadian branch of this firm commenced business in 1894 in Montreal, but two years later moved to Toronto. Recently they have added English, Swiss and French silks to their lines.



Canadian National Exhibition—Exhibit of K. Ishikawa & Co.

RETURNED
OCT 22 1904
Cut Board
Paper



Canadian National Exhibition—Exhibit of The Merchants Rubber Co.

The Merchants Rubber Co.

This firm, which has its head offices and factory in Berlin, had a most interesting display of rubber in its different stages of preparation for rubber boots. The cut shows quite distinctly the care in arrangement that caught the eye of so many spectators. The manufactured goods shown included rubber footwear of all styles and qualities from the tiny infant's rubber to the lumberman's rubber shoe or the elegant long boot of finest quality. Great patience was shown by the attendants in explaining the process of manufacture through which the rubber passes.

John Dick, Limited.

The only display of woollen cloths was made by John Dick, Limited, whose factories are at Seaforth and Cobourg. The pieces were draped over a tall stand, and while crowded into too small a space to do them justice, were very interesting in that they showed the excellence of Canadian made goods. A variety of colors and patterns were carefully used to make the best of the line shown.

J. W. T. Fairweather & Co.

"Fairweathers" had a large section in the east centre of the Manufacturers Building, and the display of furs made here was of a 'first-class order'. The more choice



Canadian National Exhibition—Exhibit of Fairweather & Co.

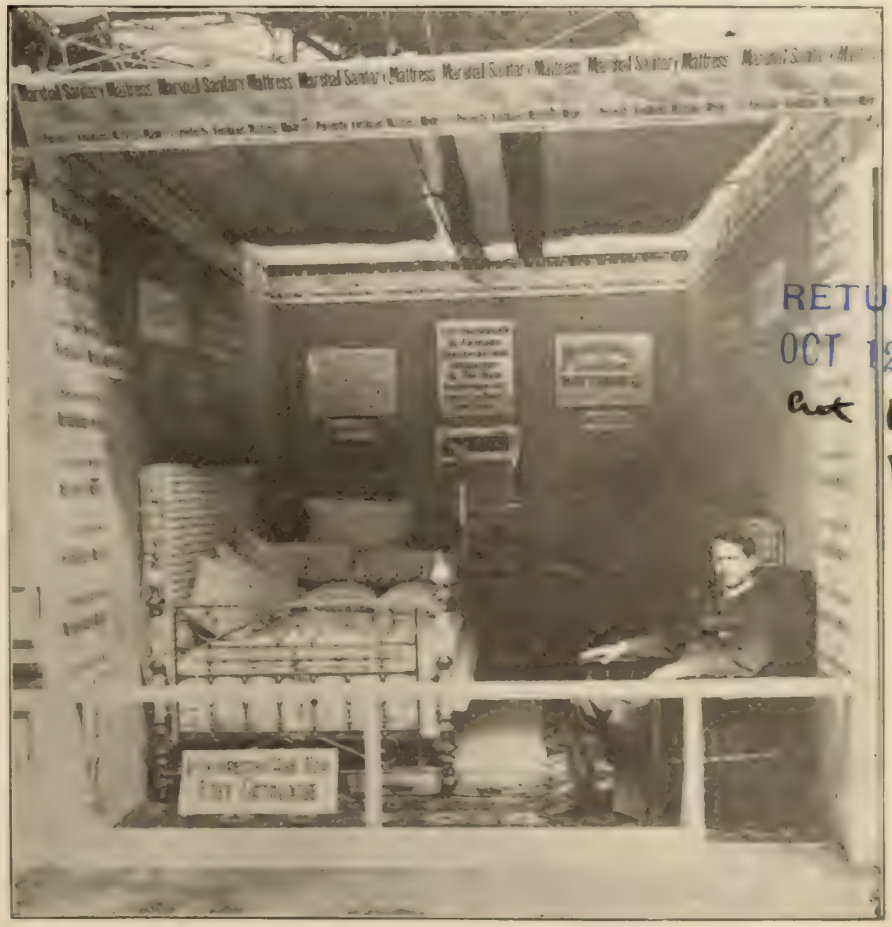
garments and smaller furs were enclosed in large glass cases, while figures placed among the casts were dressed in the furs of which this firm makes a specialty. A pair of skins that attracted much attention were from the grey fox. An immense buffalo head had a case to itself. Among the special garments shown were a Russian cold automobile coat which besides being warm and comfortable possessed the advantage of being rainproof, a coat in moire lamb, another in moleskin with ermine trimmings, while a most beautiful garment was of sealskin with collar and cuffs of Russian sable. The railing around the display was covered with robes of different varieties of fur.

Metallic Roofing Co.

The exhibit of the Metallic Roofing Co. was by universal consent one of the finest at the Exhibition and reflected the greatest credit on that enterprising firm. The structure in which the exhibits were displayed was in itself a source of much admiration. It was a building of striking proportions in the Eastern style of architecture. Everything was constructed of metal, but it had the appearance of a stone structure, supported by marble pillars. The metallic roofing of the interior evoked much admiration and was really a beautiful specimen of artistic workmanship. Inside on stands were displayed a circular group of samples of exterior and interior decoration in different styles and colorings. Another line that was displayed was the company's fireproof window. The distinguishing feature of this window is the way in which the wire netting is made inside the glass. The advantage of this is that in case of fire, while the glass may crack it will never fall out and thus allow a draught of air to fan the flames. At the back of the booth against a rich velvet hanging was displayed an attractive line of zinc and copper ornaments eminently suitable for decorative cornice work.

The Marshall Sanitary Mattress Co.

A mattress which is covered by an extensive guarantee and one that is well spoken of by its users is the Marshall Sanitary Mattress. In the section used by this firm were shown a few of the different uses to which the invention is applied, including mattresses, pillows, cushions, Morris chair cushions, yacht cushions, etc. An old mattress on the floor had stood the wear of eight years and was ap-



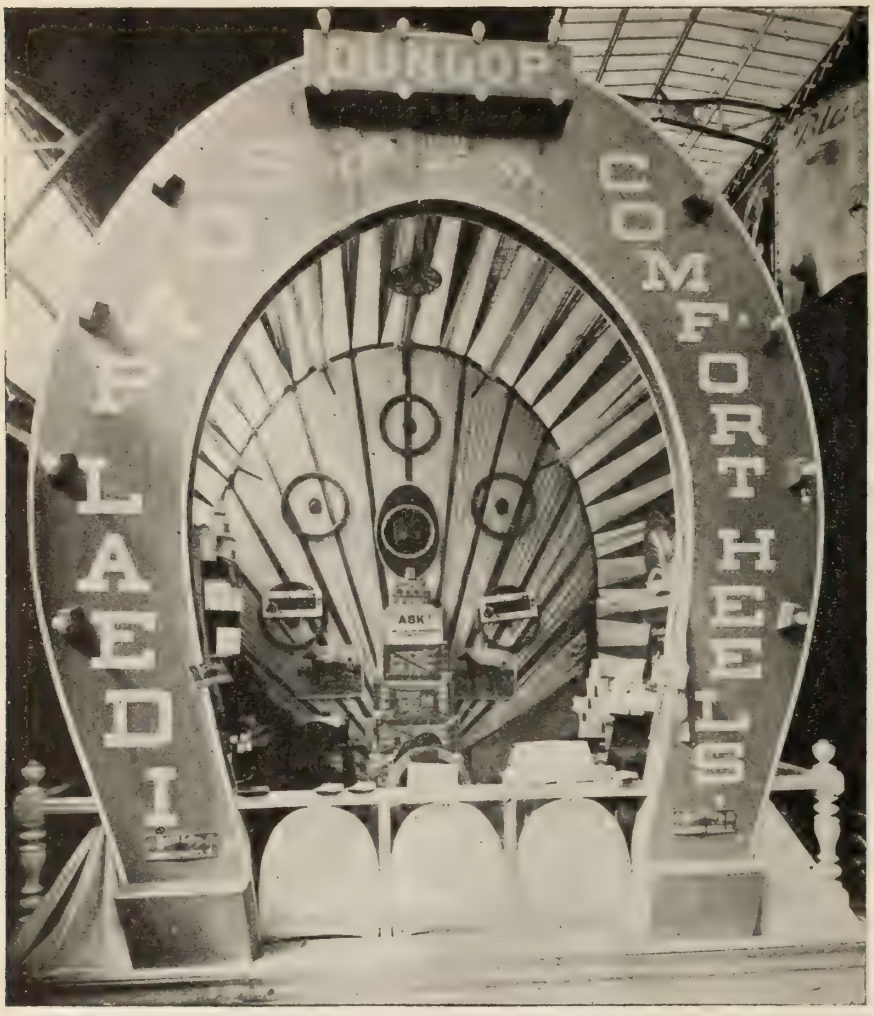
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Canadian National Exhibition—Exhibit of Marshall Sanitary Mattress Co.

parently as sound as ever. The original sample on which the first patent was obtained was also shown, as well as a mattress opened to show the interior construction. A bedstead fitted up with a mattress and pillows allowed any interested man to satisfy himself of the feel.

Dunlop Tire Co.

As will be seen from the accompanying photograph, the exhibit of the Dunlop Tire Co., Toronto, was one of the most striking in the Manufacturers Building. The exhibit was a booth, the front of which was formed to make a horseshoe, to emphasize the fact that the Dunlop Tire Co. are headquarters for "Ideal" horse pads, which were shown in a large pile at the back of the booth. "Comfort" heels, interlocking floor tiling, rubber matting, carriage and motor tires, rubber hose, etc., were also shown to excellent advantage, the whole exhibit being as attractive inside as it was striking from without. In the Transportation Building a superb display of carriage and bicycle tires were shown to advantage, the position being particularly effective for the display of carriage tires. Many hardware dealers who handle "Dunlop" lines visited the displays made by the firm. Those who did not are invited to send in for samples of their Canadian-grown peanuts. They are the newest thing offering to-day.



Canadian National Exhibition—Exhibit of Dunlop Tire Co.

Gutta Percha and Rubber Co.

The Gutta Percha & Rubber Mfg. Co., Toronto, held their usual space in the Manufacturers Building, but had increased space and a more attractive exhibit than last year. In their display were many lines of particular interest to the hardware trade, notably a big case of fire hose and nozzles; a pyramid of rubber belting, fourteen feet in height and containing all sizes from 36 inches to one inch; rolls of garden hose; the "Kelly" Springfield carriage tire; the "Fisk" detachable motor tire, etc. Plumbers' rubber supplies and connections were shown in great variety, and in such a way as to arouse general interest of the trade. "Maltese Cross" interlocking rubber tiling, sanitary, durable and noiseless, and sheet and spiral rubber packing, were displayed to excellent advantage, while a case of rubber shoes and boots, and of rubbers, and a big pile of rubber heels, demonstrated the high-class productions in these lines made by the Gutta Percha & Rubber Mfg. Co.

Standard Silver Co.

The highest point that has been attained by Canadian manufacturers of silverware was shown in a convincing manner in the display of the Standard Silver Co., of Toronto. President W. K. George has made it his ambition to produce a quality of silverware that would compare with the best imported into Canada. Many of those interested in this class of goods spent considerable time around the large case in which was shown the large variety of silver trophies for marksmen and sports of all kinds, the beautiful table silverware and the artistic silver ornaments of all kinds. In some instances surprise was expressed that such a high standard of ware should be produced in Canada, but the trade have long learned to look upon the productions of this firm as of the highest standard attainable. The fact that the firm are now exporters to all parts of the British Empire is proof sufficient of the quality of their product.

The Kurtze Acetylene Gas Co.

The Kurtze Acetylene Gas Co., of St. Williams, Ont., in many ways was one of the most interesting on the grounds. It is unnecessary to dwell upon the nature of the acetylene gas generator; suffice it to say Mr. Kurtze claims for his machine that it is the most advanced and the safest made to-day. An attractive showing was made of 60, 40, 20 and 10 light generators, with stove and table attachments and all commodities derived from gas, in actual operation. "The Kurtze" generator was exhibited last year and was awarded a bronze medal.

Mr. Kurtze may be considered a mechanical genius. He has already built a large number of engines and is at present engaged in the construction of an automobile after an original pattern. Although a German by birth

Mr. Kurtze has settled in Canada and will in all probability allow the land of the maple leaf its share of credit for the creations of his inventive brain.

Chas. Stark & Co.

The only exhibitor of general sporting goods was Chas. Stark & Co., Toronto. The display was such, however, that anyone seeking sporting goods of any description could examine high-class samples of the goods desired. A central feature of the display was a large glass case in the foreground of which were shown guns, rifles, hunting knives, ammunition, decoy ducks, and in the back boxing gloves, baseball mitts, balls, etc. Lacrosse, tennis, football, cricket and gold supplies, gymnasium equipment, snowshoes, in short, everything in sporting goods were shown.

In conjunction with this display there were exhibited several of the "World Famous White" sewing machines, the Canadian business in which is looked after by W. A. Dover, senior member of the company. This firm sell both wholesale and retail, and would be pleased to send their catalogue, with discount, to any of the trade.

East & Co.

To include in the small space available a sample of the various lines of umbrellas and leather goods manufactured by East & Co., was impossible. From the selection shown, however, a fair idea of the range and merit of their productions was obtainable. A display rack sufficed to show the umbrellas, and the remainder of the section was piled up with trunks, suitcases, gladstones, kit-bags, grips, etc. Some of the special lines emphasized included a bureau trunk, that modern convenience for traveling; kit-bags of all leathers and colors, one a most beautiful walrus selling for $18; canvas and linen suitcases, with one made of leather and linen, the ends and outside of the sides being of leather and the centre of the sides of linen; and leather trunks in a variety of sizes. A case of wrist bags and purses contained the novelties and staples which this firm have commenced to manufacture. All the newest shapes, as well as several special designs, were shown.

Other Exhibits.

Power & Chantler showed their rubberine collars and cuffs in a very tasty booth lined with a white metallic sheeting.

The Berlin Rubber Mfg. Co. had an exhibit of rubber footwear with rubbers in every stage of the process of manufacture.

The Singer Mfg. Co.'s exhibit was decorated with pictures, fancy work, curtains, screens, etc., done by their sewing machine.

Walker, Parker & Co., used a large show case for the exhibition of their shoes. The walls were decorated with tanned whole skins.

John Kay, Son & Co., decorated five rooms, including two bed rooms, drawing room, dining-room and hall. The furniture, draperies and style of decoration were of a high class.

The Edmonton Woollen Mills were represented by a showing of blankets, heavy wool cloths, yarns, etc., which as coming from the west, were closely examined by a great many people.

The Process Building contained demonstrations of the making of a Goodyear welted shoe; of the weaving of fine grey cotton and seamless cheese bandages woven by the Merchants Cotton Co.; and of the weaving of silk labels such as coat hangers and labels, cloak labels, fur labels, dress belts, shoe facings and labels, shirt hangers and labels, mackintosh labels, millinery labels, etc.

The Galt Robe Co. showed in the Transportation Building a large assortment of robes, dust rugs, rubber knee rugs, imitation fur robes, gauntlets and overcoats, also baby carriage rugs. In the centre was a pyramid of fur rugs.

The fur displays of W. E. Orr & Co., and of Stan. Walker were carefully arranged, the latter having the walls of the booth covered with squirrel linings. A special showing was made in that display of grey lamb coats and skins.

Goulding, Shannon & MacFarlane, in the Manufacturers Annex, had on display a large number of novelties in fancy goods, including burnt leather, Indian novelties, fancy work, pin cushions, etc. The booth was decorated in two shades of green.

In the Woman's Building displays were made by Cooper & Sons, with a patented slipper sole, the World's Only Dustless Floor Brush Co., the Clark Mfg. Co. with the C. M. C. hose supporter, and French-Canadian women with Canadian homespuns made on their own looms.

Jockey colors, horse shoes, etc., are quite in keeping with the spirit of Packard's shoe dressing for various colors and qualities of leather and combinations of liquid and paste, so familiar to all. Packard & Co. had a compact, but artistic exhibit with color effect in black and yellow—a sort of open lattice at the sides being formed of satiny black oblong horseshoes.

MYSTERIOUS TIBET.

Chalmers Roberts in World's Work

TIBET is perhaps the last land of mystery remaining in the world. Certainly, every other land with as strong a claim to civilization has long since been explored, but this one great semi-savage land, guarded by the highest mountains in the world, remains the last place from which the innovating white man is fiercely excluded. Here one woman may have many husbands, but a man may have only one wife, many brothers often sharing the privilege of husbandship to the same woman; the ruler of the land is forever a child, for every ruler dies before he comes of age; the inhabitants wash themselves with grease, and praying is done by machinery. Within the walls of Lhasa itself, the great mystery where the Grand Lama dreams away his sacred but brief existence, only three white men are known to have set foot. In 1811, an Englishman named Manning entered, disguised as a lama or priest. In 1846, two French priests did the same thing, but, since then no returning traveler has penetrated the stronghold.

Tibet has an absolutely religious Government, or theocracy, the head of which is supposed to be the Grand Dalai-Lama, looked upon as the reincarnation of Buddha, although the real ruler is a temporal chief called the Gyalpo. The Grand Lama is usually chosen at the age of five or six. He is kept in a palace at Lhasa and is never seen by the outside world. The Gyalpo, or regent, has charge of the Lama, and, at the age of fifteen or sixteen, the Lama dies of some mysterious disease. It is then announced that his spirit has passed to another infant, who will be found at a certain place in a certain family. The child is always found as foretold, and duly installed with great pomp and many weird ceremonies.

HOSIERY

ROYAL OAK BRAND

BRANTFORD HOSIERY COMPANY INCORPORATED

Buy the **"ROYAL-OAK BRAND"** if you want the very best in **High-class Cotton** and **Cashmere Hosiery**, manufactured by

The Brantford Hosiery Co., Limited.

The latest and most important addition to the Knit Goods manufacturing trade.

Samples of Cotton Hosiery for Spring of 1905 are ready and will be submitted to the **Retail Trade direct** by our travellers who are now on the road.

A trial order will convince you that this Hosiery "made in Canada" is equal if not **superior to**, the **best imported goods** in **elasticity**, **color**, **style** and **finish**.

The Brantford Hosiery Co.

BRANTFORD, CANADA. LIMITED

EIDERDOWN

SACQUES and GOWNS

WARM, COMFORTABLE, ECONOMICAL.



Retailers cannot afford to be without these goods.

THE GALT KNITTING CO., LIMITED GALT.

ST. MARGARET NOVELTIES

For AUTUMN WEAR

Ladies' Blouses

In Silk, Cashmere and Delaine. The smartest, best-fitting and most extensive show in Great Britain.

HOSIERY

of every kind.

THE FINEST SELECTION OF

LADIES' GOLF BLOUSES

IN THE TRADE.

All made in Leicester from English Spun Yarns.

Tam O'Shanters

A SPECIALTY.

Great Variety of Shapes and Colors.

COOPER, CORAH & SONS,

St. Margaret's Works, LEICESTER.

ALSO

66-67, Wood St., London, E.C., &c., &c.



Ladies' Wear | KNITTED GOODS | Men's Wear

PERHAPS never before in the history of the retail trade was there such a rush to unload Summer lines at bargain prices as was the case during the past month. Cool weather made matters look like an overplus of production and an underplus of buyers. Strange enough, however, the cutting was particularly noticeable among the dry goods bazaars, and a shrewd guess would infer that there was no loss at that. Retailers are generally in shape to look after a good Fall trade, and of this we chronicle a few interesting facts.

* * *

Jobbers report a decided improvement in knit underwear circles, and orders are now asserted in some quarters as reaching a fair total. The presence of buyers in the market who are increasing original purchases tends to prove that a few retailers have at last awakened to the fact that there will be no lowering of prices even in cotton goods. In woollen goods the advance is more noticeable in sympathy with raw materials., manufacturers quoting wool goods 6 per cent. higher than last year, and those who are buyers of the hand-to-mouth style may have to change their tactics to avoid being caught. Jobbers are daily advancing prices, and there is no telling when the end will come. First deliveries from the mills have been fairly prompt and satisfactory, in fact a decided improvement over last season, but there is every likelihood of delay in repeats, and this causes serious apprehension that there will be a scarcity in some lines. Retailers undoubtedly had a surplus in some Winter lines last season, but it is safe to assert that staple goods were well cleared. In fact it can be said that at all times there is a hue and cry for staples. The late Fall is bound to witness a scarcity of $2.25 and $1.50 lines, and while plunging is always to be avoided, we would strongly advise liberal buying at these prices to the extent of former requirements on lines that are known to be reliable.

* * *

While deliveries from Canadian mills are good, reports from foreign quarters, especially in England where some manufacturers are only working half time, indicate that deliveries are slow and rumors of higher prices for duplicates are current among the trade.

* * *

From reports about linen mesh underwear, it is regarded by retailers as in a class by itself, and it is learned this underwear did well in the Summer days that, according to the calendar, have gone past. These garments keep steadily growing in favor season by season, and those who use the heavy Winter grades seem to regard them as being as "hygienic" as undergarments made of wool.

* * *

Advanced showings of Spring underwear are now being shown to the trade but, as expected, there is some hesitation in placing orders, which seems only natural and right. This is deduced from the fact that speculators are predicting lower cotton. How true this may be can only be surmised, but an inquiry into actual conditions would tend to minimize the value of this theory. The farmers of the South, owing to the high prices of last year for cotton, have money, and it is more than likely they will show a disposition to curtail sales to such an extent that shrewd buyers will have hard work to avoid paying high prices. However, present prices to the trade on Spring underwear are lower and there are various opinions expressed regarding either an upward or lower trend. It seems safe to say prices will go no lower, as they are now based on cotton at a much lower figure than the present price of raw material.

* * *

The lines so far examined seem distinctly lacking in novelties, as well as showing a lessening variety. Canadian mills show a disposition to confine production to specialties after the manner of Yankee mills, which has caused a peculiar situation in the advance showing of Spring lines. Staple goods are extremely scarce in both men's, women's and children's, indicating that mills have plenty of orders on hand to run full capacity on better grades. This affords the retailer some benefit, but as there is always a crying need for these goods it is extremely doubtful if a high-class educational campaign can be successfully indulged in. Certain working men for instance always will have the habit of paying 50c a suit and these goods must be had. They can't afford to pay more, and it is up to the buyers to cover well on all low grades, anticipating future demands at every favorable opportunity. The fact that where mills last year held 100 bales, to-day sees a bare 20 bales, indicates most strongly that low grade lines will be scarcer.

* * *

Fall samples of men's hosiery show how the cry for novelty has met response from the manufacturers. The latest goods for holiday trade show a preponderance of dark ground work, relieved with jacquard effects in many combinations. To be sure slates and drabs in various stripings are prominent also. However, all eyes are turned even at this early date on Spring lines, and a retrospect of the past season might induce some well directed moralizing.

* * *

How many merchants anticipated the demand for tans this Summer? How many followed our suggestions in this matter? The rush for them in the late Summer, when some were disappointed, indicates a lack of faith, a disposition to avoid banking upon any particular style or color. Is there not too much tardiness and distrust shown? Every line of samples looked at probably contains at least one or two specials that sound judgment shows are bound to sell better than others. Consequently these should receive the bulk of your order. And then create a favorable impression by advertising them in every conceivable manner. In this way the danger of being "stuck" is minimized. Be in advance of your customers. Next month will be given a general summary of Spring lines, along with an idea of styles and colors that may be banked upon.

HOSE SIZES.

HOW many salesmen can tell a buyer off-hand just the size of hose he requires for a certain size of foot? Not one man or woman in ten bothers to remember the size of hosiery worn, and it falls upon the salesman to determine it, otherwise the buyer has to stand and think, or place the hose beside the foot. It is well to keep a list in a convenient place for reference and thus avoid the annoyance that is caused by a lack of knowledge. The following table can be depended upon to be correct:

Children.

Size of Hose.	Size of Shoe.	Age.
4	Up to 2½	Up to 1½ years.
4½	3	1½ years.
5	3 to 4	2 years.
5½	4½ to 5½	2½ years.
6	6 to 8	3 to 4 years.
6½	8½ to 9½	5 to 6 years.
7	10 to 12	7 years.
7½	13	8 years.
8	1 to 2	9 to 10 years.
8½	2½ to 3½	11 to 13 years.
9	4 to 4½	14 years.
9½	5 to 5½	——
10	6 to 6½	——

Women.

Size of Hose.	Size of Shoe.
8	2 to 3
8½	3½
9	4 to 5
9½	5½ to 6
10	6½ to 7

Men.

Size of Hose.	Size of Shoe.
9½	5½ to 6
10	6½ to 7
10½	7½ to 8
11	8½ to 9
11½	9½ to 10

It is well to remember that the size of the hose represents in inches the length from toe to heel.

RETAIL MERCHANTS' FEDERATION.

AT a meeting of the Montreal Retail Merchants' Federation on September 14, in which the retail Montreal dry goods trade is especially interested, several broad questions were discussed of interest to the trade in general.

A representative gathering unanimously agreed on the pernicious influence exerted by the use of $4 Dominion bills as well as 20 cent pieces. The trade is aware of the nuisance and even the source of loss that they involve. A resolution was passed to request the Government to discontinue their circulation.

Another interesting feature was the question of founding an assurance fund in connection with the organization The plan was laid before the association and after some discussion it was decided to make the project the first order of business at the next meeting.

Mr. Gareau, a prominent Montreal dry goods man, is president of the Federation, while Mr. A. Giroux is another prominent member.



HENDAWICK UNDERWEAR

ABSOLUTELY PERFECT.

TRADE MARK. H H "HENDAWICK Reg."

SATISFACTION GUARANTEED.

No risks are taken by the dealer who buys of us. Our goods are absolutely perfect in fit, finish, material and workmanship. The unshrinkable finish keeps them soft and elastic after washing. The wearer is certain of satisfaction. See that every garment bears woven label of above Trade Mark.

JAMES HENDERSON & CO.

Canadian Agent, T. H. FORLONG, 388 St. Paul St., Montreal.

HAWICK, Scotland.

London Agent, C. L. HAZELL, London, England.

The Wolsey

UNSHRINKABLE UNDERWEAR

THERE ARE INNUMERABLE SO-CALLED IMITATIONS OF "WOLSEY," BUT THERE IS NO SUBSTITUTE FOR IT AND NOTHING JUST AS GOOD

The Canadian Public, knowing its unrivalled qualities, and that it is in every respect all that the manufacturers claim for it—

THE WOLSEY UNSHRINKABLE

Being Absolutely Unshrinkable Pure Wool, Durable, Well-Fitting

—are insisting on being supplied with "Wolsey," which has stood the test of time, and is one of the greatest successes of modern times.

AVOID SUBSTITUTES.

UNDERWEAR

THAT WILL WEAR

FOR SUMMER 1905



Samples are now being shown of the choicest RIBBED KNIT SUMMER UNDERWEAR for Ladies and Children, ever shown in CANADA both in STYLE and QUALITY.

MANUFACTURED BY

The Watson Mfg. Co. Limited

PARIS, - ONTARIO

AN "UP AND DOWN" SALE.

KEEN competition has led to an abundance of novel ideas and numerous ingenious devices for catching trade. A noteworthy bargain sale, called an "up and down" sale, which judging from results seemed satisfactory, was recently put into effect by Armand, Giroux, "Le Louvre," of Montreal. Twelve items were put in the sale column. As a starter four items were placed on sale at 8 o'clock in the morning at 1-10 of the regular prices. At 9 o'clock, an hour later, and at each following hour, the prices were regularly increased. Needless to say crowds of women thronged at the doors, notwithstanding unfavorable weather, to catch the bargains before they had ascended very far.

The principal interest, however, centred in the other eight items that were going down. They, too were put on sale at 8 o'clock. Each hour the price was reduced. The bargain storm reached its climax between 5 and 6 o'clock in the evening, when every one of the eight bargains on the "declining scale" were to go at ridiculous figures. Blouses worth 50c were to be sold at 20c. Dress skirts worth $2 could be bought at 89c. Dress goods commencing at 30c were offered at 12 1-2c. In the early morning handkerchiefs worth 5c were going at 1-2c, worth 15c at 1 1-2c, thus an equilibrium was in a sense maintained. It must be remembered that those who waited for the final hour found that hundreds of their bargain-wise sisters had been there an hour or two before, and had scooped in the best things at a few cents above the bottom prices. It was an auction, and the best bidder got the goods.

Every woman was bound for the bargain Mecca, to the accompaniment of almost the proverbial moaning, wailing and gnashing of teeth in an effort to get at the good things. The store was swiftly swept of its bargains at closing hour. How permanent an effect such a sale will have is however, another question.

CHANGE OF CONTROL.

The New York Silk Waist Co. is now under the sole control of Mr. S. A. Jacobs. As he has grown up with the waist trade in Canada, his new move should prove entirely successful. The size of the plant will be increased somewhat which will further render them able to sustain their reputation for prompt deliveries.

AUCTION HOUSE ASSIGNED.

Benning & Barsalou, St. Peter street, Montreal, the oldest auction house in Canada, have caused a stir in Montreal business circles by filing a petition in bankruptcy. Particulars are not forthcoming, but it is learned the liabilities total $85,000, notes under discount amounting to $52,075. Among the principal creditors are James Armand & Co., $3,056; J. C. Garneau Fils & Co., Quebec., $1,641; Greenshields & Co., Limited, $395; Waterloo Knitting Mills, Waterloo, $579. Among the firms with notes under discount are Dominion Oilcloth Co., $5,161; Canadian Costume Co., $1,517; Dominion Woollen Co., $1,921.

"Wearwell" Brand HOSE.

LINEN is STRONGER than COTTON

THEREFORE, we are splicing our cotton hosiery with LINEN YARN, which will improve their already good wearing qualities.

You should see them befo e placing your orders for next season.

CLINTON KNITTING CO., Clinton, Ontario.

SELLING AGENTS:

The Richard L. Baker Co., 60 Yonge St., Toronto.

French Art Embroidery Co.

Manufacturers of High-Class

Ladies' Jackets, Costumes, Skirts, Fancy Silk Garments, Etc.

Embroidered Goods a Specialty.

CHOICE LINE FALL SAMPLES NOW READY.

FOR SALE BY LEADING WHOLESALERS

Factory and Office

223-9 McGill Street, - Montreal.

A STORY ABOUT

BLACK CAT HOSIERY.



BLACK CAT BRAND
CHICAGO-ROCKFORD HOSIERY COMPANY
KENOSHA, WIS.

The Factory where BLACK CAT Hosiery is made is the largest in the World, and the following figures will be of interest to the Agents of this famous line of goods:—

Average production per day, 3,000 doz. pairs.
Production per year, 967,200 doz. pairs.
or production per year, 11,606,400 pairs
or production per minute, 124 pairs.
Employees, 1,200.
Travelling Salesmen, 25.
Coal used in a year, 8,000 tons.
Water used in a year, 50,000,000 gals.
Paper boxes per year, 1,872,000.

BLACK CAT HOSIERY IS THE BEST ON THE MARKET.

Colors warranted fast.
Guaranteed to give satisfaction.
A line that is strongly advertised.
Special advertising features for the retailer.

A BRAND THAT THE PEOPLE ARE ASKING FOR.

Have you got this line, or do you want the Agency? Hold your orders. Our Representative will see you shortly.

The Jackson Manufacturing Co.,

CLINTON, - ONTARIO.

SELLING AGENTS FOR CANADA.

The W. R. Brock Company, (Limited)

MONTREAL.

The Great Assorting House of Montreal.

We are giving **extra attention** to all **sorting orders** this month. **Every Dept.** is **replete** with the lines that are proving themselves to be the **fast sellers** and **profit-makers** of **this season** for the retail trade : : : : :

IT WILL PAY YOU TO VISIT OUR WAREHOUSE THIS MONTH.

THE Richard L. Baker Co'y.

THE HOSIERY AND UNDERWEAR AGENCY OF CANADA.

60 Yonge St., Toronto.

Representing the following Manufacturers :

S. Lennard & Sons, DUNDAS, ONT.

Manufacturers of **Crescent Brand** *HOSIERY and UNDERWEAR.*

Stratford Knitting Company, LIMITED. STRATFORD, ONT.

Manufacturers of MEN'S, WOMEN'S, BOYS' and GIRLS' KNITTED GLOVES and MITTS.

Clinton Knitting Company, LIMITED. CLINTON, ONT.

Manufacturers of RIBBED WORSTED HOSIERY.

J. M. Eisenstuck, CHEMNITZ, SAXONY.

Manufacturer of WOMEN'S, CHILDREN'S and MEN'S COTTON, LISLE and SILK HOSIERY of all descriptions.

Bean & Stewart Skirt Co., LIMITED. ST. STEPHEN, N. B.

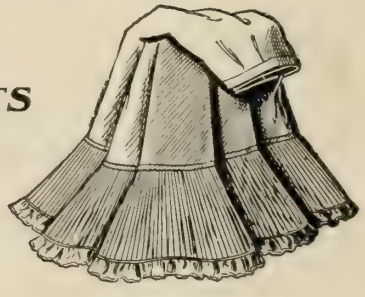


Manufacturers of

LADIES' BLACK SATEEN SKIRTS

Latest New York Designs.

The Best Cut Skirts in the Market.



Soliciting a continuance of your esteemed orders, we are, yours truly,

THE Richard L. Baker Co'y.

THE HOSIERY AND UNDERWEAR AGENCY OF CANADA.

DRY GOODS REVIEW

SUBSCRIPTION PRICE:

Canada, Great Britain and United States, $2 a year.
Other Countries, $3 a year.
Single Copies, 20 cents.
Invariably in advance.

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ADVERTISING RATES

Are based on $35 a page and will be furnished on application to Mr. A. B. Caswell or to the manager of the nearest office. The value of THE DRY GOODS REVIEW as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade newspaper to advertise in. Advertisements, to insure insertion in the issue of any month, should reach this office not later than the eighteenth of the month preceding.

MONTREAL AND TORONTO, OCTOBER, 1904.

THE RESULT—FAILURE.

AN investigation into an important recent assignment in Western Ontario has revealed a combination of conditions each of which was sufficient to cause the failure.

After a most thorough scrutiny of present and past conditions the following points were evident: The firm has a deficit of over $800,00, and still they had and have a good reputation for both honesty and financial ability. The latter may seem strange, but lack of capital will render the greatest financial talents of no avail. That appears to have been the initial difficulty, and from it resulted all the subsequent acts of poor judgment and disastrous results.

With a small capital such a large concern was forced to resort to methods that while temporarily helping them along, simply further involved them in trouble. It is thought that they had for a long time been borrowing money at ruinous rates, renewing their paper constantly, devising all manner of means to get backers, and when closely pressed resorting to bargain sales which were nothing but sacrifices. As an instance of the latter, they at one time sold standard 12 1-2 cent prints at 5 cents.

It is feared that no accountant will be able to untangle the crossed notes and renewed or part-paid paper. And to increase the confusion real estate was dabbled in as a side line. All these transactions have become interwoven to such an extent that mere estimates can be arrived at without the most minute inspection. This state of affairs could not long remain secret, and at last many travelers refused to sell the house without good security.

It is unfortunate to both the firm and its creditors that it should have so little considered matters before entering into a business involving such large transactions, as to neglect that prime necessity, capital. It is still more unfortunate that an earlier recognition of this necessity did not dawn on the minds of the heads of the firm so that the net deficit could have been kept within smaller limits by a more speedy assignment before a great part of the tangle occurred.

* * *

Courtesy attracts customers and good merchandise holds them.

* * *

IMPORTANT LEGAL DECISION.

ALL retail merchants as well as the trades particularly interested will be interested in the ruling of the judge in the recent dispute between H. K. Wampole & Co., proprietary medicine manufacturers, Toronto, and J. T. Lyons, druggist, Montreal, the former of whom petitioned for an injunction to prevent the latter from selling Wampole's Tasteless Cod Liver Oil for less than one dollar. The decision is as follows:

The plaintiff presents a petition for an injunction to prevent defendant, druggist, of Montreal, selling for less than one dollar a preparation of cod liver oil, known as Wampole's Tasteless Cod Liver Oil. He is the manufacturer of this preparation, and an agreement had been made by which the plaintiff agreed to sell the defendant his preparation at a fixed price, equal to 58 cents a bottle, the defendant agreeing not to retail it at less than one dollar a bottle. Plaintiff alleges that defendant has violated his contract by selling it at 85 cents. He even advertises it at 68 cents, thereby causing serious and irreparable damages to plaintiff.

(1) The defendant pleads that the agreement in question is illegal and against the freedom of trade.

(2) That the agreement was cancelled by letter dated June 27, which the defendant had a perfect right to do as said agreement was for no specified time and also that he had sold all the cod liver oil purchased from plaintiff under said agreement.

(3) That the oil he was selling at 68 cents a bottle had not been bought from plaintiff but from other sources.

Affidavits were produced from both parties to sustain their pretentions and had not been contradicted.

An interlocutory injunction is asked for to prevent defendant from selling at less than $1 until the case is heard on its merits. On the question of the legality of the contract I see nothing to interfere with freedom of trade or the interest of the public in a manufacturer agreeing with a retailer that his goods be sold at a fixed price when it is to the manufacturer's interest to do so, but what interest has Wampole to stipulate that his preparation be sold at 80 or 90 per cent. profit? When I put the question to petitioner's lawyer, "What interest has your client in asking for this injunction?" he said the object was so as not to confound his preparation with others of inferior quality. This reason which is of doubtful value is not the true reason. I find the reason in the petition, in the contract itself and in an affidavit. The plaintiff's petition alleges that without an injunction to prevent defendant from selling his oil at less than $1.00 the price agreed upon, he would suffer serious and irreparable damages, because he is sure that if he continues to cut the price that all other druggists will do likewise, considering themselves free from their similar contracts. But I do not see in this any great injury, the benefit would be for the public. I can see the injury it will do to retail druggists who reckon more on small sales and large profits; but Lyons, like the departmental stores, believes in a quick turnover and small profits and is satisfied with a profit of 10 cents on each bottle. What injury does this inflict on Wampole who still gets the same amount, viz., 58 cents, for his preparation? The lowering of the price and competition cannot affect him nor force him to reduce his price to the dealer. It is the Retail Druggist Association combined who have decreed that this oil shall be sold at $1.00 and not less, and it is in their interest that Wampole has brought on the present action in which he has no apparent or appreciable interest. This is evident (1) From the heading of Wampole's contract with the wholesalers (exhibit No. 1) where the policy of the members is stated as the price restrictive plan as adopted by the drug section of the Retail Merchants' Association of Canada.

I conclude from these documents and the nature of the agreement that it was the retail druggists, associated and combined, who have in their own interests fixed the price of an article at $1.00 that costs them 58 cents, thereby making a profit of nearly 80 per cent., certainly an exaggerated profit, and against the public interest. He who asks a judge to prevent another from doing a certain thing should prove like all plaintiffs an actual and tangible interest in the case and also prove that without an injunction being granted he would suffer serious and irreparable damages.

Supposing that Wampole had a personal interest in the case he has taken against Lyons for violation of contract, an interest that does not seem to me to exist, the damage would be neither serious nor irreparable. Wampole still has the right to institute an action for damages without the judge's consent. Should he succeed he can force the defendant to pay the amount of the damages. The injury he would have suffered would be reparable.

Injunctions are extraordinary proceedings, and are allowed only in cases determined by law, viz.: When the commission or the continuation of an act or an operation during the time being would cause a serious or irreparable injury.

Another reason for refusing the injunction is that the defendant did not sell any oil at a reduced price that had been bought from plaintiff, but had been obtained from other sources. The agreement between the parties was that in consideration of Wampole supplying the defendant with his oil at a price mentioned in schedule "D" Lyons agrees not to sell at a less price than the one mentioned in schedule "E." What is the meaning of this contract? It means that if Lyons does not carry out his agreement Wampole will not be bound to sell him any more oil at the price. If Lyons had on hand any oil bought under the contract Wampole could, if the contract was a legal one, force Lyons to return it to him on returning him the amount he had paid for it, or, if not, he could claim damages. But when Lyons has no more on hand and can get some elsewhere, what right can Wampole have to prevent Lyons from disposing of it?

Oil bought elsewhere does not come under the terms of the contract. The plaintiff in his petition advances a strange pretention, that is that the contract, being for an indefinite period, cannot be annulled only by the consent of both parties. The fact is the contrary in partnership. Any partner can terminate a contract at any time, where the length of duration of the contract has not been determined. In the present instance the parties are bound only as long as both parties consent to execute it, only that perhaps the retailer could force the manufacturer to sell him his oil at the price agreed upon as long as he had lived up to his contract. But as soon as the retailer does not wish to buy any more of his oil, or if he wishes to sell it at a reduced price, the manufacturer cannot force the retailer to buy his oil from him.

Lyons has not bound himself to do so, he simply promised to retail at $1 oil bought directly from Wampole. Therefore Lyons, having no more oil purchased from Wampole, there is no reason to prevent him from selling Wampole's Cod Liver Oil at less than $1.00 a bottle.

For these reasons I refuse the interlocutory injunction asked for, and revoke the order ex parte in favor of the petitioner, and suspended by us until the actual judgment is given.

2nd September, 1904.

The Court of Appeal on September 16, confirmed the refusal of Judge Pagnuelo to grant the H. K. Wampole Co. an interlocutory injunction restraining J. T. Lyons from selling their dollar bottles of cod liver oil for 85 cents. The court refused to hear the appeal on the ground that an interlocutory judgment could not be carried to the higher courts without permission of a Superior Court judge.

CANADIAN MANUFACTURERS' ASSOCIATION

Thirty-Third Annual Meeting held at Montreal, Sept. 20, 21, 22, 1904

IN many respects the thirty-third annual meeting of the Canadian Manufacturers' Association held in the Windsor Hotel, Montreal, September 20, 21 and 22, was like other conventions, warm in words of welcome and appreciation, only vastly magnified even in this superficial aspect as befitting the largest association of its kind in the world. But when the deeper significance of the meeting of the leading business men from British Columbia, Manitoba, Ontario, Quebec and the Maritime Provinces is considered, the gigantic task the association has set itself strikes home with full force, and it is fully realized the association needs all the strength, energy and earnestness it can muster to bring to a successful issue the arduous duties undertaken.

Tuesday morning and afternoon were devoted to the meeting of the various sections, those particularly interesting to Dry Goods Review readers being the cloak, woollen and hat sections.

The Cloak Section.

The report of the chairman, Mr. J. S. McKinnon, on the work done during the past year is especially instructive. Such matters as engaging help and custom entries were now shown to be well regulated, and the resolutions passed on the tariff problem had been in a measure acceded to. Of vital interest to retailers was the report on the work that has been done during the year in converging towards uniformity of style in both Fall and Spring lines. It makes a better and more profitable season for both retailer and manufacturer. In conclusion, it was pointed out that it behooves Canadian cloak makers to perfect the manufacture of cloaks so as to have and to hold Canada for the Canadians.

The discussions indulged in were of such a varied and intricate nature that a report is impossible. The date for showing lines was left an open question, as well as such a question as discounts.



RETURNED
OCT 10 1904
Cut Book 25
Page 21
Can Mfg. Co

W. K. George, Toronto

Elected by Acclamation President of the Canadian Manufacturers' Association, 1904-1905

The suggestions of Mr McKinnon, Mr Allan, Mr Waldman and Mr. S. A. Jacobs, were pregnant of an interest that bespeaks the successful work of the section.

Mr. Waldman urged the showing of both Fall and Spring lines at a later date, as being a surer and safer method of curtailing the importation of German cloaks, while Mr. Allan thought it more feasible to show the lines alongside of German ones, at even an earlier date, when the superiority of Canadian goods could thus be attested. The bother involved in making specials, which were often returned, was also touched upon, Mr. S. A. Jacobs urging a standard price for such work.

The Woollen Section.

The woollen section, which met at 12 o'clock, the same hour as the cloak section, was presided over by Mr. John Dick, and as might be expected, tariff questions loomed large in the discussions. The report showed that much had been done to conserve Canadian interests, and even further progress was not despaired of. The election of officers resulted in the re-election of Mr. John Dick as chairman, and Mr Hewton, of Kingston, as vice-chairman.

Respecting the woollen industry, the following resolution was adopted at the general meeting:

"Whereas the slight increase made at the last session of the Dominion Parliament in the net tariff on certain lines of woollen goods, is altogether insufficient to redeem the Canadian woollen industry from the serious condition into which it has lapsed, many of the mills being in a more hopeless and unsatisfactory condition than ever before.

"And whereas the general conditions of the industry have not improved since the slight increase has been effected. The competitors of the Canadian mills are reducing prices, which more than counterbalance the benefit of the tariff change, and the importations, especially in lines of cheap cloths, continue to increase, and

whereas the greater difficulty is experienced in securing and retaining with the wages available even a limited number of workers necessary to keep a part of the mills in operation.

"Therefore resolved :

"That the woollen section of the C. M. A. request the association assembled in annual meeting, to bring the strongest pressure to bear upon the Dominion Govern-



C. C. Ballantyne,
Vice-President Canadian Manufacturers' Association, 1904-1905.

ment to grant a sufficient increase to afford it relief.

"2. That this increase should be made at once if the industry would be saved.

"3. That it should apply not only to certain lines of woollen cloths, but equally to all classes of woollen goods manufactured in Canada."

The hat section at 2.30 was not as well attended, and matters were left over to a subsequent meeting.

The election of officers :

President—W. K. George, Standard Silver Co., Toronto.

First Vice-President—C. C. Ballantyne, Sherwin-Williams Co., Montreal.

Ontario Vice-President—J. O. Thorn, Metallic Roofing Co., Toronto.

Quebec Vice-President—Geo. E. Amyot, Dominion Corset Co., Quebec.

Nova Scotia Vice-President—D. W. Robb, Robb Engineering Co., Amherst.

British Columbia Vice-President—John Hendry, British Columbia Timber Trading Co., Vancouver.

Manitoba Vice-President—E. L. Drewry, Winnipeg.

Prince Edward Island Vice-President — Bruce Stewart, Bruce Stewart & Co., Charlottetown.

Treasurer—George Booth, Booth Copper Co., Toronto.

The election of officers of the local branches at Toronto and Montreal resulted thus :

TORONTO.

Chairman—R. A. Donald, the Pure Gold Mfg. Co.

Vice-Chairman—W. B. Tindall, the Parry Sound Lumber Co.

Secretary—J. F. M. Stewart.

MONTREAL.

Chairman—J. J. McGill, Montreal.

Vice-President—Lieut.-Col. J. H. Burland, Canada Engraving and Litho. Co.

Secretary—E H. Cooper, B.A.

INQUIRIES ON CANADIAN TRADE.

THE following inquiries have been received at the Department of Trade and Commerce. Persons desiring any of these addresses will please quote the office under which the inquiry appears and the numbers.

Inquiries From the High Commissioner for Canada.

127. A London manufacturer of paper bags and wrappings is looking out for a reliable firm in Canada willing to take up his agency.

134. A Berlin firm of agents and general merchants desire to be placed in touch with Canadian exporters requiring such representation in Germany as they can offer.

135. Inquiry is made for a Canadian firm who would take up an agency for labels printed in one or more colors suitable for all classes of trade. The same party would be glad to accept the agency for any good Canadian house dealing in anything appertaining to the printing and stationery trades.

137. A Copenhagen firm with good business experience desire to correspond with Canadian exporters who may be seeking a market in Denmark for any goods except provisions.

138. A London millinery firm manufacturing ladies' hats, bonnets, etc., of a high grade, desire to extend their business with Canada, and have asked to be placed in touch with some reliable importers.

Inquiries Received at the Department of Trade and Commerce, Ottawa.

12. A manufacturer of metallic supplies for umbrellas, in France, wants an agent to sell his products in this country.

14. An exporting firm from Calcutta, India, supplying gunnies, either in bags or cloths, wants to be put in communication with Canadian firms importing same goods.

18. A French firm of artistic chinaware and crockery wishing to establish a manufacture of such goods in the Province of Quebec, is anxious to get information about such a scheme, and wishes to know what would be the best place in that province to be chosen for that purpose.

Inquiries from Commercial Agent at Leeds and Hull, England.

35. A Yorkshire firm of hemp spinners for twine manufacture ,etc., desire communication direct with Canadian manufacturers requiring their goods.

47. Hull firm of foreign importers and general merchants, desire to develop a good Canadian agency for the sale of a good marketable article in England, and would be pleased to hear direct from Canadan firm desiring representation on the east coast.

Trade Inquiries from Commercial Agent, Yokohama.

9. An extensive importing house wishes to communicate with exporters of nickel and lead in ingots.

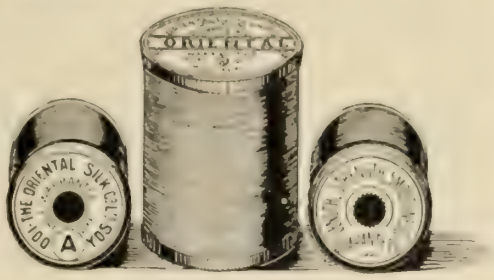
10. A mercantile importing firm desires to enter into correspondence with Canadian exporters of shovels; and importers of lacquer ware, bamboo poles, and all kinds of Japanese goods. They make a specialty of lacquered and bamboo ware.

THE ORIENTAL SILK Co. LIMITED

An old firm with new prices.

Spools 100 yds. Black and Colored, .75
50 yds. " " " .37½

TERMS, 5-30.



Length, Strength and Quality guaranteed.
Send for sample order and be convinced.

59-65 DALHOUSIE ST., MONTREAL

FEATHERBONE

Made by an entirely new process, combining the most up-to-date methods of American and Canadian factories. Sample orders solicited.



THE
Reid Featherbone Manufacturing Co'y.
Limited

Manufacturers of
Featherbone and Featherboned Novelties

94 Carling St., - London, Ont.

National's

Cash Prizes

. . . FOR . .

Advertising Managers

Commencing with Oct. 1st. we introduce our original and unique plan of paying **Monthly Cash Prizes**, divided into a 1st, 2nd and 3rd cash prize, for the three best advertisements of **NATIONAL** Roller-Bearing **SWEEPERS** appearing in the local papers of the United States and Canada.

We have cuts of all the numerous Sweepers we manufacture, also cuts illustrating the special advantages of our Sweepers, which we will furnish free of charge, further, we will furnish cuts to illustrate any special ideas of your own.

The advertisements of those entering into this contest will be submitted to a disinterested committee of three expert advertisers of national reputation, whose decision will be announced on the 10th of the month following, and our checks for the amount of prizes will be mailed to the winners. The prize-winning advertisements will be reproduced in the trade papers, also published by us together with a write-up of the winners and their firms and mailed to our entire list of customers, thereby giving you an opportunity to exchange ideas with hundreds of other advertising managers, which feature alone is well worth the little trouble necessary to enter this contest.

Remember, this is monthly and not for a short period or a season. Every contestant has 36 chances to win a prize. This is but a brief outline of our plan. Write at once for full particulars and enter the contest at once. Write for the plans, whether you wish to enter the contest or not. We believe you will profit by the ideas submitted.

We know NATIONAL Roller Bearing **Sweepers** have no equal. — **85 to 90% of the trade freely admits that NATIONALS are far superior in every respect to any other sweeper manufactured.** There is a growing demand for **NATIONALS**. Let your customers know you sell them, and you will reap for your firm the handsome margins of profits obtained in **NATIONALS**.

NATIONAL SWEEPER COMPANY
MARION, IND.

Toronto Office 48 Colborne St. | San Francisco Office 617 Mission St. | Chicago Office 1411 Michigan Ave.

FINANCE AND INSURANCE

CREDIT INSURANCE.

INSURANCE against loss by fire and insurance against the risk of death are familiar phenomena in modern business. There is, however, a new phase of the insurance question, just beginning to occupy the attention of the public. This is no less than the protection of merchants against the loss which occurs through the granting of credit. The basic principle of this credit insurance is that the accounts entered upon the books of a business firm or corporation are as essentially "property" as the buildings or stock of that business, and for the same reason ought to be insurable. As the buildings or stock may be damaged or destroyed, so may these debts depreciate or altogether disappear, through the misfortune, incompetence, fraud or death of the debtor. Insurance of credits, although not yet transacted on so extensive a scale as other forms of insurance, has nevertheless long passed the experimental stage, and abundantly proven its safe and profitable character when judiciously conducted.

It must not be understood that credit insurance, as practised, covers the whole loss of a firm or corporation. It does not cover all bad debts, but simply the loss by bad debts, which is in excess of the ascertained normal loss. In the case of a merchant, whose total sales amount to $500,000 a year, assume his average of loss by bad debts to have been one-half of one per cent., for six years past, that is $2,500 per annum. This constitutes his normal or "own" loss and is not covered by his credit insurance. If his total loss for the year insured does not exceed $2,500 he has no claim under his policy. But if his losses amount to $4,000, he, himself bears the first $2,500 and the company bears the balance or $1,500.

The similarity in principle between credit indemnity and fire insurance is manifest. Both are the provision made by prudent men against the unexpected. Credit insurance, properly understood, is no incitement to undue extension of sales, but a safeguard against abnormal loss through causes which cannot possibly be foreseen. It in effect gives an absolutely responsible endorser and strengthens the position of the insurer with his banker, who is assured that disaster cannot befall him through loss by bad debts.

A company, known as the Canadian Credit Indemnity Co., Limited, has just been formed, to undertake the insurance of credits in Canada. Its board of directors includes such men as John W. Langmuir, John F. Ellis, Peleg Howland and W. K. McNaught, of Toronto. The authorized capital of the company is one million dollars in 10,000 shares of $100 each.

FIRM INSURANCE.

A FEATURE of life insurance that is being rapidly developed in Canada is the department of firm insurance in which one or all the members of a firm carry insurance on their lives for the benefit of the firm. Firm insurance is done in two ways. The older method is the writing of what are known as "joint life" policies. The firm in this case carries one life policy, and in the case of the death of one of the partners the insurance money is paid into the firm, and thus there is compensation to the surviving partners for the loss of their colleague. The disadvantage that this form of firm insurance labors under is the fact that in case of dissolution of partnership there is no way of satisfactorily arranging the policy. The only thing that can be done is to surrender the policy, and this means a considerable loss of cash to the policyholders.

As a result of this disadvantage the joint life system is being replaced by another system, under which each partner carries an individual policy, the firm in each policy being named as the beneficiary. Then, if there is a dissolution of partnership, the different policies can be adjusted in any way the holders desire, and anyone else's name may be substituted as beneficiary for that of the firm.

The joint life system is still in use in cases where there is practically no danger of dissolution of partnership, as, for instance, when the members of one family are the partners.

Often this variety of insurance takes the form of a single policy on the life of but one man connected with a business. This is generally the active manager. In the case of a company, with a number of silent partners or shareholders, it would obviously be a heavy loss to them to lose a successful manager. They accordingly insure his life. A case was recorded recently of the advertising man of a company being the one on whom a large policy was placed. The success of the business was considered to be due to him and the company decided to put $50,000 on his life.

NOTES.

The Metropolitan Bank's head office is now located in the Canada Life Building, Toronto.

Mr. James Boomer, Toronto manager of the Manchester Assurance Co., died on September 13.

The German-American Insurance Company of New York is said to be about to enter Canada.

The Montreal office of the Imperial Bank of Canada has been transferred to the reconstructed building at the corner of St. James and McGill streets.

Mr. William MacKay has been appointed Canadian manager of the Royal Insurance Company, succeeding the late Mr. George Simpson. Mr. J. H. Labelle has become assistant manager and Mr. George Jacoby general superintendent.

The Trusts and Loan Company of Canada, Limited, have sold out their various mortgage interests in Ontario to the Toronto Mortgage Co., Limited, and will in future confine their attention to the Province of Quebec and Western Canada.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office Toronto, Ont.

Capital -	$2,000,000.00
Assets, over - -	3,546,000.00
Annual Income -	3,678,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $1,000,000.00

TOTAL ASSETS, $2,024,086.02.

LOSSES PAID SINCE ORGANIZATION, $23,896,005.32.

HEAD OFFICE, - BRITISH AMERICA BUILDING,
Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J. KENNY, Vice-President and Managing Director
P. H. SIMS, Secretary.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life ASSOCIATION.

W. H. BEATTY, PRESIDENT.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

THE CANADIAN BANK OF COMMERCE

Paid-up Capital, - - $8,700,000

Rest, - - - - $3,000,000

HON. GEO. A. COX, President. B. E. WALKER, General Manager.

HEAD OFFICE: TORONTO, CANADA.

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NEW YORK AGENCY, 16 Exchange Place.

The attention of exporters and importers is requested to the undermentioned list of correspondents of this bank, embracing all parts of the world. In connection with its widespread system of branches, numbering 110 and covering all important points in Canada and on the Pacific coast of the United States, it is thus enabled to offer them unexcelled facilities for the transaction of domestic or foreign banking business.

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It may be necessary for your staff to have fidelity bonds. We act as surety on such. We are known the world over.

Write to us for terms and particulars.

The London Guarantee & Accident Co., Limited,

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Penman's "Big Three"

Two Thread Egyptian Balbriggan Offering for Spring, 1905



Full Finished.
Tailor Seams.

Circular Cuff.
Laid Seams.

Full Finished.
Laid Seams.

Fully guaranteed Double Thread

Having this advantage over all Imported Lines—which are only Single Thread—

Consequently—wear better—fit better—and are finished better than Single Thread Inferior goods.

Boxed in White Boxes with our Pen-Angle Guarantee as above cuts.

Men's Furnisher and Clothier

Devoted to the Canadian Dealer in Men's Goods

CLOTHING
NECKWEAR
UNDERWEAR
HOSIERY

SHIRTS
COLLARS
GLOVES
NICK-NACKS

FLOWING ENDS OF TALK.

A GARMENT which can be turned at will into a frock, morning, evening or dress coat is an invention of a tailoring firm in Cape Town, which deserves at least the interest of all travelers. The change is said to be effected by the use of detachable and interchangeable skirts, which are fastened to the body of the coat by an ingenious system of lacing. In two minutes a man can change a frock coat into a morning coat, and it is impossible to distinguish the joining from an ordinary seam. The advantage of cheapness might make this ingenious invention acceptable.

A Quick Change Coat.

* * *

ONE evidence of the manner in which Theodore Roosevelt has impressed the spectacular phase of his personality upon the public may be seen in this year's style of masculine headgear. The fashionable undress hat this season is a modification of the style of headwear almost exclusively affected by the Western cowboy and later adopted by the Rough Riders. The width of the brim has been lessened to harmonize with conventional apparel, but even this concession to Eastern taste is nullified by the requirement that the hat shall be worn with the brim turned down in front and up behind, and the crown indented at the cardinal points of the compass. Possibly no other way is the popular opinion of Mr. Roosevelt so clearly expressed as by this sartorial accessory. The average American thinks of Theodore Roosevelt as "Teddy," and the popularity of the new style of cowboy hat reflects in a measure his own popularity in the role of a spectacular hero. It is to be hoped that campaign enthusiasm will not bring about other innovations in the way of chapparegos, spurs, and six shooters.—Chicago Chronicle.

The Cowboy Hat.

* * *

SOME years ago the Japanese developed quite a large trade in paper garments, which is now booming again and becoming very popular, chiefly owing to the war. The expenses of ordinary wearing apparel have increased considerably since the outbreak of the war, so that paper clothes, which are extremely cheap, are now generally worn by the poorer classes. These clothes are made of a very durable grained paper lined with linen, and though they are not actually waterproof will stand a good deal of rain. A paper suit, says the British Empire Paper, Stationery and Printing Trades Journal, costs about £1 of our money. The "riksha" coolies of Japan wear mantles of oiled paper when it rains. They cost 16 or 18 cents, and last, with a little care, a year or more. But perhaps the most remarkable of all papers which find a common use in Japan are the leather papers of which the tobacco pouches are made. They are almost as tough as French kid, so translucent that one can nearly see through them, and as pliable and soft as calfskin.

Paper Wear in Japan

* * *

IN a Dublin daily of July, 1804, is contained a sketch of the styles of men's dress prevailing at that time. The proper thing for evening dress is described as "shades of dark chocolate and olive coats made to touch the knee, with long waist, and with hip buttons rather far apart." Again we learn that "velvet collars are worn," and that "white Marseilles quilting waistcoats" continue to be fashionable only "with colored clothes." Breeches should be "of light drab and are to descend below the knee, there to be tied with a silk string." The swell of that day had to wear "silk stockings of the natural color and not those of a pink shade as formerly." For morning wear the proper thing is "a single-breasted coat cut away to show the breeches. Striped waistcoats are to be worn and are of a loud pattern." "The breeches," for morning wear, "are to be of double milled Kerseymeres with buttons at the knee and made sufficiently long to come into the Hessian boot." "Pantaloons" came in about this year.

Fashions in 1804.

* * *

A LONDON evening paper, the Globe, has been invoking the aid of the scientists to rescue us from the umbrella. Most of us would be sorry to see that much-abused appliance depart from its sphere of usefulness, for a variety of reasons. You cannot borrow a hat or an overcoat from the restaurant without incurring the risk of a damaged reputation. No such restriction obtains in the case of the umbrella. The carrying of such an implement throughout a long succession of rainy days is, moreover, excellent discipline in the gentle art of preserving an unruffled temper—a distinct asset to the business man. From the purely sentimental standpoint too, the record of the umbrella is long and honorable. It has been regarded as the advance guard of civilization; for have we not, upon unimpeachable authority, the tradition that the gamp and a pair of calfs generally constitute the earliest essay of the awakening savage in the direction of clothing? Granted that it furnishes but little protection to its owner, and that the water which it collects is deposited upon the shoulders of your companion, what does the Globe suggest?

The Umbrella.

FADS AND FASHIONS



ITH the Fall season right upon us every man must decide just how he is going to dress. It depends entirely upon his tastes, of course, but unless he cares little how he looks he is going to be confronted with a variety of offerings that will make him stop to think. In all probability he will meet first of all the novelties, and as it is out of these the furnisher and tailor makes the greater part of his profits he will have to squirm to avoid being outfitted in some things that will become him like a silk hat would a goat. He will be shown a galaxy of plates that are intended to convince any man that such and such things are "the only way." And this is where he has to use his judgment. If he is freakishly inclined he will clutch every innovation, however commendable it may be, and may work in a few of his own or his tailor's. If he is a sensible man he is going to be forced to consider the virtues of the several novelties whether he finally accepts them or not. In many cases it requires no time to discard them, but in others there may be an improvement or the combination of novelty and lack of faults may allow him to adopt a new idea.

* * *

In last month's article, in spite of the universal use of the centre slit in the coat, I deprecated it and predicted for it a limited run. Now that some opinion can be expressed, based upon actual facts, I still withdraw no jot of my prophecy. The centre slit is much used, it is true, but on very few of the men who are credited with good taste is it seen. The extreme length that has been introduced with it has told against the slit, as no sober minded man will allow himself to be arrayed in those overcoat-jackets. With some it has gone so far as to necessitate a look at the front to see whether he has an overcoat on or not. Such a style can have no more general acceptance save among the youthful than the skimpy, short military jacket had two or three years ago. I have noticed a few who are introducing slits in the sides, but not with the extreme length that accompanies the centre slit. If this is a little more worn I bespeak for it quite a run. In the cities it is likely to grow in favor, but in country towns and villages where styles run much more closely to fashion plates, it will be slow to appear, since it is not seen on any plates that have come to my notice. The man, however, who orders a plain back as in seasons past is going to stamp himself as one who considers appearance above novelty.

* * *

Another point wherein I differed from the then popular style, that of having four buttons in the front of a double-breasted coat rather than three, is being amply proven during the last two or three weeks. The four button front is far to be preferred to the three button both in appearance and in "set," and a great many men have come to realize it. Another advantage of it is that the tailor is not so liable to make an over-deep opening. This is where the "set" is improved, for the fourth button is not intended to be buttoned unless desired. As hinted, too, there is a slight dropping off in the double-breasted style due to the approach of the overcoat season, when a double-breasted coat is more or less of a nuisance. And the breast pocket is not nearly as much worn as it promised to be. The materials for Fall suits are of dark tone, often with check pattern and very often containing a brown in some part of it.

* * *

With October comes the season of the dress suit. This uniform, while it is the most easy to wear properly, is the most often donned with all manners of incongruities and bad taste. The very formality of evening dress sets very firm lines to follow, lines which inflict discomfort on inconvenience in no way but which are so often departed from through man's carelessness and lack of thought. The coat will differ in no way from last year's style, and this means a step collar, narrow tails and close fit. It would seem unnecessary to emphasize that a dress suit be a close fit, but the number of coats that are made loose at the waist line are innumerable. In no other way but with a tight waist line will the coat lie snugly and neatly, and particularly important is this in dancing. A coat that falls away at the sides or hangs loose in the back is fit only for a waiter. The best dress coat lies so tight as to carry no suggestion of the sides of the tails from the front, even though these are in sight, upon close examination, lying snugly in at the hips. There should be a distinctly visible opening between the waist and the arms when the latter are suspended at the sides. Even the plates of styles issued by some of the best tailors err in these respects and make a $60 suit look like a cast-off.

* * *

The trousers of the dress suit are loose—much looser than in the ordinary suit. The vest opening is, of course, a good U and the collar and edges are edged in most cases with two or three rows of fine wavy silk braid. White waist coats will be much worn on the most formal occasions. The shirt will be a plain white—nothing else is permissible with the best dressed men. The collar will be a straight stander, lap-front or poke, and the tie will be perhaps a trifle larger and looser than was in general vogue last Winter. Although a few men will, following a small number last year, combine the wing collar with the dress suit, I insist that it is improper, and my opinion will be supported by the only men who are known as correctly dressed men. Of course the ties will be white. Patent leather shoes or dancing pumps are indispensable. No jewelry in gold will be visible, it being accepted as correct to even forego the fob which has been so closely associated with the dress suit. Cuff links of pearl with no gold visible, as is also the shirt stud. Diamond shirt studs, and even the kid covered studs affected by a few are not what would be called proper and are confined to the "ultras."

* * *

I must say a word about overcoats, although I have not room to treat the subject thoroughly. In a general way it can be said that Chesterfields are the best for Fall and Winter. That does not exclude the short top coat of covert cloth which has its place and holds it well, but for more stylish wear the Chesterfield will control the situation. This is in fair length for Fall and a little longer for Winter. The velvet collar will be seen in Winter, while the silk facing for Fall wear is entirely optional. The belted overcoat has a small place among properly dressed men.

THE DON.

Dr. Deimel Underwear
(LINEN-MESH)

Every wearer of the Dr. Deimel Underwear is its friend and those who have worn the Fall and Winter weights are enthusiastic in its praise. It is especially invaluable during the colder seasons of the year.

There are hundreds of people in your city who are tired of the moist, sticky, enervating warmth of wool, with its irritation and constant shrinkage. These people will gladly welcome the Dr. Deimel Underwear with its dry warmth, its comfort, protection and cleanliness. Are you going to sell the Dr. Deimel Underwear to those "weary of wool" customers, or is your neighbor going to do it?

The Dr. Deimel Underwear is made in such a wide variety of sizes that we can fit everybody.

Write for descriptive catalogue and particulars of wholesale terms.

—— ADDRESS ——

The Deimel Linen-Mesh Company,

2202 St. Catherine Street,

Montreal, Canada.

NEW YORK:
491 BROADWAY.

SAN FRANCISCO:
110 SUTTER ST.

LONDON, E.C, ENGLAND:
10-11-12 BREAD ST.

THE STAR SHIRT

We have a large range in Soft Bosoms, Print and Madras with exclusively confined patterns. Also a great variety of Soft Fancy and Pleated Bosoms, in white and colored shirts.

If our Traveller has not called and taken your order, write us, we will send samples at once.

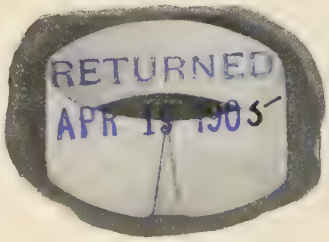
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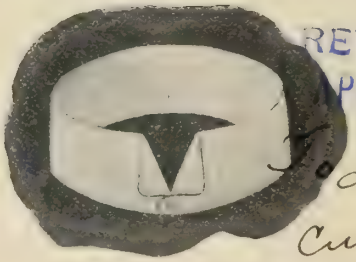
LEADING SHAPES



The "Baden Powell"
Lock Front. All Depths.



The "Nobleman"
All Depths.



The "Dominion"
All Depths.

Factories:
London, England.
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16 MOOR LANE, LONDON, E. C., ENGLAND.

Agent:
James Gilmour,
205 Coristine Bldgs.,
Montreal.

Small special orders of collars to pattern, etc., can be made and sent off by post within seven days of receipt of order.

SHIRTS AND COLLARS.

IN the domain of shirtdom for Fall and Winter, radical innovations and noteworthy developments can scarcely be chronicled. Almost everything is selling at the moment, and the demand at retail as evinced by sorting orders various according to various parts of the country. Some sections demand colored grounds whereas others eschew colors and confine themselves to staples. Plaited fronts and plain bosoms may likewise be classed in the same category.

* * *

One tendency, however, may safely be said to be common in all parts of the country if the manufacturers and retailers in large centres count for anything. There is a distinct revival of interest in the stiff-bosom fancies, a proper renaissance awakened by the strenuous campaign waged by manufacturers this Fall. Notwithstanding that across the line shirt authorities constantly urge that the soft front shirt is the January to January seller, Canada is going to furnish adequate evidence that the strong Fall and Winter seller is going to be the stiff bosom shirt. This is really the only development worthy of note in Fall business thus far. In seeking for a cause, it may be explicable on the theory that a reaction was due, the inevitable "revival of interest" had arrived after the trade had been pushed too far with soft fronts. At any rate a recent conversation with a Montreal manufacturer would show that they have all at last realized that an all year round vogue of soft fronts is inimical to their best interests.

* * *

It will be remembered that in the past The Review has pointed out the advantage of encouraging the sale of negligees in the Fall and Winter, in view of the fact that any overstock from those seasons can be worked off in the ensuing Spring and Summer. With this in view it is not at all surprising that there are a few who show reluctance in stocking stiff bosoms, believing it their better policy to promote the sale of negligees. It is more than probable though that as the season advances these will be found in the minority. If stiff bosoms become the vogue more shirts will be sold this Fall and Winter than if negligees were "it." If stiff front shirts increase in popularity this Fall and Winter, as there seems every likelihood, it means that the negligee will become a respecter of seasons and will occupy its proper sphere for Summer wear, for which it was originally intended.

* * *

Coat shirts are being pushed by some enterprising retailers who are truly interested in their trade. The public has not as yet learned their good points, but for evening wear some whites are steadily going. Is there any reason why a shirt should not be of the same handy type as a coat? Think it over.

* * *

In connection with Fall shirtdom, for the information of our provincial subscribers, it may be mentioned that our city window dressers have arranged their shirt displays with the garments surmounted by wing collars set off with the broader descriptions of neckwear. Some neat fanciful effects this Fall are made up of small figure printings on percales and cambrics, which appeal to the eye of persons of fine taste.

* * *

Spring lines of shirts have been receiving the attention of buyers during September and one or two developments are already to hand. There is an impression that a good many retailers carried over a large stock of soft goods in some quarters, which will be worked off to some extent this Fall, but that the bulk will be carried over till Spring to form the nucleus of a cut price opening Spring sale. To say the least, a season started by cut prices is demoralizing. It seems far the better policy to take losses on a bad season and start the new season with a stock new and large enough to wipe out the losses incurred before. Good merchants take a loss quickly and have done with it.

There is the comfort this year that Spring goods show enough new fashions to sell on their merits, and by all means should not be included in such early slaughtering. There is absolutely no good in holding over old stock for cut sales next Spring, better clear them out now.

* * *

In a totally different line, a noteworthy feature of Spring trade deserves continued comment. The outcome of the $9 shirt has been in a few extreme cases the offering of this line as low as $7.50, used probably as a bait. This is certainly surprising and deserves investigation, although retailers cannot be blamed for snapping up such offerings. It is an unsatisfactory feature to manufacturers, but since the practice is in use a little advice on the subject may not be amiss. Eschew plain whites and very simple patterns on all goods regularly at or below $9 the dozen. This year especially, on account of the skyward proclivities of raw cotton, the goods if not filled with color look like a cheese cloth filled up with dry starch. These goods need color to give them a pleasing appearance. When the pattern is large it leaves little of the white exposed, and the goods as a whole look much better. In cheap Madras shirts, it is better to avoid whites.

* * *

The incoming of new collar styles has given activity to this branch of trade and orders show that the confidence placed in the new styles has not been misplaced, nor misjudged as to bulk or steadiness. The wing collars placed on the market reveal lines not radically different from those recently described. Some popular ones show large wings and generous spacing. The narrow spaced small wing collar is not comfortable, although it catches certain exclusive young men. Perhaps the best style shows well balanced natural wings with comfortable front spacings. The stander, which is growing in strength shows very little lap while high-banded collars are as far away as ever from being stricken off the buyer's list; the best type of "folds" has round corners and is still keeping up its big selling record.

H. B. K. Leather Coat.

The only practical coat in the market for COLD-BACKS.
They turn into GREEN-BACKS faster than any other garments of the kind.

RETURNED
OCT - 4 1904
Cut Book 24
Page 71
and.
Gagnier Pub. Co.



"Tough as a bull's lug."
"A terror to wear."
Cut tells characteristics better than words.
Built on our own improved plans. Solid leather, corduroy collar, plaid lining and "knit wristers," which are one of the strongest features.
Catalogue shows other kinds too. It's free.

Hudson Bay Knitting Co.,

Montreal Winnipeg Dawson

IN CRAVATDOM

BUYERS visiting the markets this Fall should have carried away the impression that the new neckwear should lend itself to an orderly arrangement which would give a beautiful appearance by using it appropriately. Nothing can enhance a beautifully decorated store like good displays of neckwear. The customers will soon form a habit of visiting a store where beautiful arrangements predominate. Nothing can help trade and exert an influence so great as good displays of neckwear that daily bring new customers.

* * *

The reports that have been received from all sections of country indicate that neckwear is to be an important factor in men's furnishings this Fall. Old and new have moved off quite satisfactorily the past month, and there is a veritable enthusiasm in neckwear circles. The most remarkable feature is that there is a strong and healthy demand for finer goods.

* * *

Now buyers are using carefulness and discrimination in adding to their stock the novelties and new productions to "sweeten" their lines and make them good for holiday selling. All realize that around Christmas time the male public awaken to the fact that their neckwear attire has been woefully neglected and they become particularly exacting. It is the duty of every store to supply cravats which are cravats and not apologies.

* * *

The public are slowly recognizing the suitability of wing and standing collars to wide ties. This change is by no means general, but is gradual and sure, and involves a change in the style of silks. Small, neat effects are good, but medium and large figures are more prominent. For the holiday trade manufacturers seem to have used more taste than usual. Some exquisite things are shown in Oriental effects in very rich textures. The color combinations are exceedingly handsome, and green, brown, grey and scarlet colors have been liberally utilized. As usual, however, the same old favorite is monopolizing the lion's share of the trade and evinces no inclination of making way for less favored aspirants. The four-in-hand is as supreme as ever, and the styles shown are the lined, the French seam and the folded types. In first-class trade as well as in a good many sections for holiday trade, there is going to be a strengthened demand for wider varieties. Varieties measuring 3 inches have been seen in exclusive stores already, but it is likely that 2 to 2½ inches will be the best selling widths. These wide styles need careful handling to tie up neatly, the correct effect is a long narrow knot. In the samples of these for holiday selling dark color schemes preponderate, although the new orange and golden browns are prominent.

* * *

For evening dress mufflers and squares are shown ad infinitum. These long colored scarfs and squares are seen in the best grades and weaves of silk for wear with day clothes. They are principally in the neater effects. Some are shown in which all lining is avoided, especially in the higher grade goods. Some exclusive gentlemen show an aversion towards any goods of the muffler class which are made up, and the demand for high grade goods constantly and consequently increases. Plain blacks, as well as plain whites, are particularly dressy. The latter class are especially pleasing for the fastidious young man.

* * *

The strongest color in cravats for the moment is brown. Almost every furnisher of any importance has made a showing of this color that has sold it in large quantities. And the variety is sufficient to relieve the monotony. While brown is worked in copiously with other shades, it is to the plain color alone that reference is here made. Almost all of these are in the popular four-in-hand shape. Some are in a plain brown of a nut shade, with a fine basketweave material or a poplin effect. But the majority are worked out in self-tones, the pattern being Jacquard and the color of the design being varied through the difference in the texture. The rich nut brown is a most beautiful material, but there have been shown some most unattractive greenish-browns that not only look bad in themselves, but will go with no complexion or colored suiting.

* * *

Some election cravats are shown and strongly advertised in the United States, consisting of long black four-in-hands on the ends of which are embroidered "Roosevelt and Fairbanks," or "Parker and Davis." Every event in that country is utilized by the manufacturers to effect a few additional sales.

HATS AND GLOVES

GRADUALLY there appears to be a tendency to work back to the flatter, wider brims. Scarcely a hatter of any importance is not showing a lot of this style in his window. Some of them are very "English" in shape and will not meet with a large demand. They have brims two and a half inches wide and are almost perfectly flat with a curl at the edge. Many of the wide brims have a very sharp turn in at the edge, while others have the curl. The crown remains a good height.

* * *

Fedoras are developing a greater demand, but the derby still holds the main position, even among the young men. Brown is in good demand in both shapes, but is not creating any excitement. Many hatters are urging tweed fedoras. These are shown almost entirely in large plaids with a grey background, with plaid of darks or lighter grey or even of brown. The general tone is light and the texture very coarse.

* * *

In the buying of straw hats for next year there must be some allowance made for Panamas. Everyone hastened to knock them out, including trade journals and merchants, but the fact remains that a very large number of them sold during the past Summer. It is true as has

It's Not

Discount or Price that makes Cravats Saleable over your counter.

Will we tell you the secret?

Niagara Neckwear Co., Limited

NIAGARA FALLS

been said in these columns that they have been repudiated by well-dressed men, but as well-dressed men do not absolutely control the market, there are others to consider in the stock. The young man has favored the Panama and will to a great extent next year. What has really happened to this outing hat is its relegation to a certain class and its cheapening in the limit of price. There were no high priced Panamas selling this Summer and as long as they can be got from $5 to $10 they will sell. The remarkable sales of five or six years ago have made the sales of other years seem small whereas other than comparatively speaking they have been a good size.

* * *

There is a probability that the price of split straw hats for next season will be much higher than for the past Summer. The war has materially lessened the quantities of this straw shipped by Japan and the straw for a hat costs from fifteen to twenty-five cents more. In sennits, however, there has been no change and on his account the sennit may be the most worn next year. This will give the split a higher position but not as popular a one. Brims are going to be narrow, thus continuing a tendency commenced in 1904. The crown will be as high or higher.

* * *

A great many merchants have been troubled with gloves spotting when kept for any time or when exposed to the air. An English recipe for the curing of this is to place a little ammonia in the bottom of a wide-mouthed jar, and to suspend the gloves over it inside with a thread; cork up tight and allow it to remain until the spotting has disappeared. Care must be taken that the gloves do not touch the ammonia.

A NEW GLOVE COMPANY.

A CHARTER has been granted to the Canadian Glove and Mitten Company, Limited, to manufacture, sell and deal in gloves, mittens, overalls and underwear. Two of the names mentioned in connection with the company are residents of Ohio, and the remainder belong to Ingersoll, Ont. The provisional directors are Sherman McKenney, Angus McKay, and John Alexander Neff, all three physicians. The share capital of the company will be $30,000, divided into 300 shares of $100 each; the head office will be at Ingersoll.

A STRIKING SIGN.

BUSINESS signs are recognized as a valuabfe, permanent, publicity medium, and in this connection a Montreal firm has courted daily the past month the attention of a great crowd of people. The firm of R. C. Wilkins is alive to their advantageous situation at the corner of St. Catherine and Bleury streets, one of Montreal's busiest corners, and have erected a striking sign on the corner of their building fully 50 feet by 20 feet. The upper part exhibits their rooster 14 feet in height; an exact imitation of an English game cock, the slogan "I crow over all" being an apt part of this sign. Beneath on a black background the following, which is novel enough to hold attention: "I crow over all. Overall is the best overall overall Canada. Made here." Wisely no punctuation is included, and the crowds deciphering the sign afford at least a transient publicity.

WOOLLENS CLOTHING TRIMMINGS

THE MERCHANT TAILOR

STYLES AT HOME AND ABROAD.

A GREAT strength has developed in brown in suiting material. This was mentioned last month but from that statement was formed a misconception. Wholesale merchants have been asked for plain browns, based, no doubt, upon the information that brown was popular. This is not what was meant, however. It is not that plain browns have attracted so much attention although these are worthy of notice, but that brown is worked in as the prevailing tone or as a strong supplementary color. A great many of the pieces looked at contain a brown dot or line or a plaid effect in brown. In fact this has come to be a brown season with the number of articles of men's wear that have been and are shown in that shade. There are hats, cravats, suits, shoes, stockings, handkerchiefs, underclothing, etc., and all are favorably received. As a color for suiting material there has always been a prejudice against brown and at one time it was well founded, but with the modern methods of dyeing the color is almost as permanent as any other, and when introduced only in spots or lines it is very sightly, brightening up what might otherwise be a trifle sombre. Red has heretofore taken the place in cloth that is now occupied by brown, but so long has it been seen that men are tiring of it and sensibly turning to the soberer hue. Brown as a dot or line has much better effect than red as it shades off more gradually from the black and white that have come to be the staple mixtures in suit cloths.

* * *

The patterns that are prominent for Fall and will continue so for Spring are not by any means confined to lines and pepper-and-salt effects as was evident through the last two seasons. There is a ready acceptance of checks, and, while these may at first appear not so attractive as the lines they will gradually creep into the position of equal importance with lines. Checks are particularly suitable for tall thin men as lines always add to their tallness. As a rule the check is about an inch square and is in quite dark shades. These darker tones have the field to themselves to quite an extent, what greys are selling being mostly oxford greys. Fancy tweeds and worsteds are the best selling materials with a leaning for the time being towards the former.

* * *

Melton and beaver will be the cloths for Winter overcoats with cheviots for Fall. Meltons will occupy the higher position as being more expensive in first-class qualities. But with these there is going to be a large demand for rough finished fabrics and many of these will be in checks of dark tone. This is something new and just how it will be received is uncertain. If, however, the check is not too conspicuous it will be certain to sell. An obtrusive check on a large surface like an overcoat is too bad taste to be very popular. The short loose top coat still holds its own and will for some seasons to come. It has been found too serviceable a coat to be driven entirely out by the ever popular Chesterfield. A few belted overcoats are seen and without doubt an attempt will be made to improve on their reception of last year. It is doubtful if this will succeed save among a few of the younger set. Winter overcoats will be long and full, some of them falling in folds at the bottom. There will be a velvet collar and of course no cuffs.

* * *

Last Winter much attention was drawn to the skirted overcoat such as the paletot or surtout as they are more often called in the United States. A great many men were taken with this style and it appeared on the streets in all varieties as to detail and was used for all occasions. This Winter it is likely, however, as predicted last year by The Review, to fall back to its proper place as a formal overcoat for use with the dress suit. Here it is right in place and is even preferable to the Chesterfield, but as a street coat it is not worn by thoughtfully dressed men. It will be made with or without the velvet collar, principally without and with a cloth collar may have a silk facing on the lapels. The fit at the waist will be fairly snug as becomes the style of coat.

* * *

Trouserings are more favorably commented upon this year than ever before, the taste and good judgment in pattern and shading being of the very best. Stripes of good width and not too abrupt are mostly seen. Some Canadian trouserings examined were of this class of design and were beautiful goods. The merchant showing them spoke of a very large demand and said that he could not begin to get sufficient supplies of the designs he wanted.

* * *

Dress suits will continue to be made from vicuna or unfinished worsted with the leaning perhaps more to the latter.

WOOLLEN PROPERTIES SOLD.

AN auction of the properties of the Canada Woollen Mills was held at Osgoode Hall about the middle of September, but no bid was accepted at that time. Seven parcels were offered consisting of the woollen mill and shoddy mill at Hespeler; the woollen mill at Carleton Place, known as the Gillies mill; the woollen mill at Carleton Place known as the Hawthorne mill; the site of the woollen mill at Lambton; the manufacturing supplies, tools, raw materials and office furniture; and the manufactured stock of woollen goods.

Those in attendance at the sale were John Dick, W. D. Long, Hamilton; Thos. Waterous, Ingersoll; George Milne, Montreal; George Gillies, Carleton Place; Nicholas Garland, A. W. Bradshaw, F. W. Morley, Norman Ainley, George Smith, O. A. Howland, Wm. Turnbull,



RETURNED
OCT -4 1904

SPRING

Our travellers are now out with exclusive patterns and designs in

SUMMER CLOTHING,

Tweeds and Flannels.

FANCY SUMMER WAISTCOATS,

Single and Double Breasted.

SHIRTS,

Soft Front, Negligee, Stiff Bosom.

BELTS.

BALBRIGGAN AND NATURAL WOOL UNDERWEAR,

Canadian and Imported Lines.

CASHMERE AND COTTON JERSEYS AND KNICKERS,

Navy, White, Maroon, Green, Royal.

BATHING SUITS IN MEN'S AND BOYS',

Single and Two-pieced.

CAULFEILD, BURNS & GIBSON,

OFFICE and WAREHOUSE:
20 Front St. East.

TORONTO

FACTORY:
144-146 King St. East.

George Reid, T. W. Bailey, E. G. Coyle, Jos. Horsefall, M. Taylor, C. E. Calvert and D. A. Ferguson. Few bids were made, one of $35,000 for the Waterloo mill, and another of $1,500 for the Lambton site were refused. Twenty-eight cents on the dollar was offered for the supplies, and 51 cents for the woollen goods, but neither was accepted.

September 22, however, W. D. Long, of Hamilton, purchased the entire assets for $253,000 and possession will be taken as soon as the titles have been searched. Mr. Long was not only the largest shareholder in the company but next to the bank was the largest creditor, having a claim of $180,000. Mr. Long will either continue the mills himself or form a company to operate them.

SMUGGLED CLOTHING.

THE United States Treasury Department is very much exercised over the smuggling of clothing from Canada into the United States. The ever-willing Pullman car porter has been the go-between in almost every case and a few have recently been arrested. It is said that a large Canadian clothing house is interested. One hundred and six cases of clothing have been confiscated at Boston.

The method adopted by the Canadian house was said to be the employment of agents to canvass in the United States at prices which neglected the duty. As clothing is much cheaper in Canada than across the border, these prices were very tempting. To supply the orders a porter concealed the clothes in a sleeping car and delivered them to the agent. The business is said to have been carried on for many years.

Whether they succeed in stopping this practice or not, it is certain they will never prevent the great trade carried on by Toronto and Montreal tailors with Yankee customers who run over here for thousands of dollars worth of suits. A first class Canadian tailor is well thought of across the border and the difference in price robs their local tailors of a great number of customers.

NOTES OF THE FURNISHERS.

Shapiro Bros., tailors, Montreal, have dissolved partnership.

Henry Sandison, tailor, Winnipeg, has sold out to W P. Pease.

Thomas & Grant, tailors, Victoria, B. C., have dissolved partnership.

Geo. B. Sadler & Co., tailors, Montreal, have dissolved partnership.

A high-class, up-to-date clothing store was opened in Montreal during September at the corner of Craig and

THE CANADIAN DRESS CHART.

Article.	BUSINESS AND MORNING WEAR.	CHURCH, AFTERNOON TEAS, SHOWS.	DAY WEDDING, MATINEES, DAY RECEPTIONS.	EVENING WEDDINGS, BALLS, RECEPTIONS, THEATRE AND FORMAL DINNERS.	STAG PARTIES, CLUB, INFORMAL DINNERS.
Coat.	Morning Coat. Cutaway or sack, with covert or Chesterfield overcoat.	Frock or cutaway with Chesterfield overcoat.	Frock with Chesterfield overcoat.	Evening dress with Chesterfield or skirted overcoat.	Evening jacket with ordinary overcoat.
Waistcoat.	Of same material as or different from coat.	Same material as coat or of white duck.	Double or single breasted, of same material as coat, or of white duck.	S. B. or D. B. white or S. B. same material as coat.	S.B. or D. B. white or S. B. same material as coat.
Trousers.	With S. B. coat to match, with D.B. either to match or not.	Striped worsted.	Striped worsted or dark cheviots.	Same material as coat.	Same material as coat.
Shirt.	White or colored, quiet colors.	White.	White.	White, with cuffs attached.	Plain or pleated white, with cuffs attached.
Collar.	Wing, standing, poke or double band.	Wing, standing or poke.	Wing, standing or poke.	Standing or poke.	Standing, poke double band or wing.
Cravat.	Ascot, once over, flowing end or Four-in-hand.	Ascot, flowing end or once over or four-in-hand.	Light or black, Ascot or once over.	White tie with broad or blunt ends.	Black silk or satin with broad ends.
Hat.	Derby or Fedora, with sack. Silk with cutaway.	Silk.	Silk.	Silk or opera. Latter only to theatre.	Derby or Alpine.
Gloves.	Tan.	Tan, or light grey suede.	Grey suede.	Pearl or white glace.	Tan or grey.
Shoes.	Black calf skin or tan.	Patent leather.	Patent leather.	Patent leather shoes or pumps.	Patent leather, high or low.
Jewellery.	Gold studs, links, pin and watch guard.	Gold studs, links and pin and guard.	Gold links, studs and pin.	Pearl or mother-of-pearl studs and mother-of-pearl links.	Gold studs and links.

St. Peter streets. The style of the firm is the Male Attire Co.

A. Kopeken, clothier, Arden, Man., has removed his stock to Swan River.

James M. Paul, tailor, Oak Lake, Man., has advertised his business for sale.

Fred. Thompson, tailor, Blairmore, N. W. T., has removed to Coleman, N. W. T.

Camille Bourdon has registered the firm of L. E. Gingras & Co., men's furnishers, Montreal.

Gold & Levine, dealers in clothing and shoes, Portage La Prairie, Man., have dissolved partnership.

W. C. Hamilton, dealer in clothing, shoes, etc., Frank, N. W. T., has sold to Cobley & Smith.

Morino & Walters, dealers in clothing and shoes, Coleman, N. W. T., have closed up their business.

J. D. McKay, dealer in shoes and men's furnishings, Fredericton, N. B., has been succeeded by McKay & Co.

Mr. Edward Monahan, of White & Monahan, wholesale clothiers, Winnipeg, has been visiting in Perth, hunting and fishing.

Claims on the estate of George S. Davidson, men's furnisher, Indian Head, N. W. T., are to be filed with H. G. W. Wilson, Indian Head.

J. Walker, clothier and men's furnisher, formerly on Cordova street, Vancouver, has opened a new store in the former Drysdale-Stevenson Co.'s store.

The stock of the estate of E. Zimmerman, dealer in men's furnishings, boots and shoes, Harrow, Ont., has been sold at 71c on the dollar to H. Rotz.

A shirt and collar factory has just been started in Berlin, Ont., by H. H. Hagen, who expects to employ about forty hands when he gets everything in running order.

FURNISHERS' SUNDRIES.

THE colored handkerchief situation is very strong. There is a large demand and furnishers speak of it as one of the most satisfactory lines at present. Some very neat designs examined were of French silk with white centres, plain and designed in self tones, with borders of blue, brown, pink and red. In the border which was an inch and a half wide were diamond and square shaped designs of white. A few had tan and brown centres. A great variety of browns are shown. Fully half of the styles in the windows are what would appear at first sight as very loud, but many of them improve upon acquaintance. Solid colors are not nearly as popular as the plain white centres with colored borders. Oriental designs are attractive.

* * *

Are pyjamas gaining in favor? Judging from the showing made by retailers one must conclude that the demand has wakened up. The wearing of pyjamas is rather an acquired taste, but those who once wear them are always strong supporters. Made of a good quality of flannelette they are turned out in neat designs and with trimmings that assist materially in the appearance. Some most beautiful silk mixtures are shown for the higher-class trade.

* * *

The Dominion Suspender Co. have issued to the trade some exceedingly neat and well executed advertising cards about 13x9 inches. They go in sets of six, and each contains the figure of a girl to represent a different city. The cities are Montreal, Toronto, Winnipeg, Halifax, Hamilton and Ottawa, and each figure is engaged in the favorite pastime of the city it represents. The Ottawa girl is golfing, the Winnipeg girl playing hockey, the Montrealer skating, the Haligonian yachting, the Torontonian driving, and the Hamiltonian playing basket ball. The cards are in brown, and the figures are in colors. As wall ornaments they are very attractive, and as advertisements they mark a step forward that proves the belief of the issuers in catchy publicity.

A CANADIAN ELECTED.

AT the recent convention of the National Association of Window Trimmers of America, held at St. Louis, the first Canadian who ever held the office of second vice-president was elected to that office, in the person of


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Ans.
John Amy

A. A. Garon,
2nd Vice-President N.A.W.T.

A. A. Garon, head window dresser for Z. Paquet's stores Quebec.

The work of Mr. Garon, whose picture is given here, has attracted a great deal of attention as being of the highest order, combining simplicity, economy and effect, the three great points that go to make a successful window dresser. Mr. Garon has consented to contribute some of his windows to the window dressing department of The Dry Goods Review.

The celebration of the hundredth anniversary of the establishment of the Phoenix Assurance Corporation in Canada, was marked by the holding of a banquet on the 15th of September in Montreal, at which were present about 400 leading business men.

Spring, 1905
Fall Sortings, 1904

SPECIAL VALUES IN
WOOLENS
AND
TAILORS' TRIMMINGS

TWEEDS, SERGES,
SUITINGS,
OVERCOATINGS, Etc.,
CANVASES, ITALIANS,
ASSORTED SILKS,
HAIR CLOTHS,
SLEEVE LININGS,
HOLLANDS POCKETINGS, Etc.

Our travellers are now out with a full range of samples for immediate and Spring delivery. It will pay you to see them.

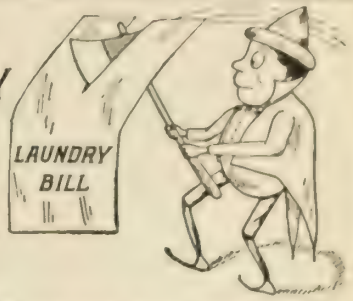
A. McDougall & Co.

Sole proprietors of the celebrated "TYKE" and "BLENHEIM" Serges, also of Salt's "YOTSMAN" Serges, the best goods in the trade. Send for samples of them.

196 McGill St.
MONTREAL.

PILCHER'S
"BIRD"
COAT SLEEVE CUFF HOLDER

CUTS LAUNDRY BILLS NEARLY IN HALF.




EXACT SIZE

WHEN A MAN TAKES OFF HIS COAT HE USUALLY PUTS HIS CUFFS WHERE THEY WILL GET SOILED OR MISLAID. "THE BIRD" SATISFACTORILY ATTACHES THE CUFFS TO THE COAT SLEEVE LINING—WHEN THE COAT IS REMOVED THE CUFFS COME, TOO.



Costs You $1.50 Per Doz. Pairs
Sells For 25 Cents Per Pair

ORDER FROM YOUR JOBBER, OR
J. V. PILCHER MFG CO
LOUISVILLE, KY

JOHN FISHER
SON & CO'Y,
WOOLLENS
— AND —
Tailors' Trimmings

WAREHOUSES:
Victoria Square, Montreal,
65 and 67 Yonge St., Toronto
55 and 57 Dalhousie St., Quebec.
and
JOHN FISHER & SONS
HUDDERSFIELD, ENG.

THERE'S A DIFFERENCE IN GLOVES.



SEE THAT YOU GET THE RIGHT KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS and MITTENS IN ALL NOVELTIES.

W. H. STOREY & SON LIMITED
THE GLOVERS OF CANADA.
ACTON, ONT.

CURRENT STYLES IN NEW YORK.

New York, September 21, 1904.

AMERICANS are great workers when they work, but it cannot be denied that they are also fairly enthusiastic about their holidays. Everyone here that can arrange matters takes a holiday that is limited only by necessity. That is why even at the present time of writing there are not a great number of well dressed men in town to stay. There are sufficient to form some idea of what they are going to wear this Fall, but when the crowds are settled down for the Winter season it may be that some of these styles may change.

As a rule the better dressed men are those who have sufficient money to dress according to their taste, and it is these same moneyed men who can afford to spend from June to the middle of September out of town. The St. Louis Fair, too, is attracting a great many of this class during this month, since the heat of the earlier season presented obstacles to an earlier visit.

However, the best tailors have laid their plans for the coming season, and while they do not by any means control the styles they keep in such close touch with conditions and novelties and with the effect they have on the more carefully dressed men that they are always in a position to judge what will be accepted and favored, and are sure to govern themselves by this knowledge.

The Fall Suit.

Although the term "Fall suit" really designates nothing definite in the words themselves, it has come to denote the Fall business suit which has been for so many seasons the sack. In the first place the materials will be and are tweeds and worsteds almost entirely, although a few are adopting what is familiarly known as cheviots, which really refers only to the finish. In these cloths the patterns differ a little from the past Spring in that they are somewhat more conspicuous, consisting of more definite colors and more decided designs. Checks are freely used and brown is one of the favorite colors. In fact brown has acquired a position of strength in every line of wear. Quite a variety of weaves are shown in brown, and this is retaining the color where otherwise monotony would drive it out.

The general characteristic of the suit, particularly in the coat, is the roominess that is shown. In spite of some tailors' plates to the contrary I doubt if there will be much shaping at the waist or any adherence to the outline of the figure. The coat will fall loosely from the shoulders and in many instances there is such an amount of extra material that there is a suggestion of folds around the hips. The feature of the coat which is at present quite prominent but which, in my opinion, has not sufficient recommendation to retain it in favor of men who dress well, is the extreme length. This is an introduction of the Fall, and as such will be sustained by a more or less extensive popular demand. It is not my intention, however, to dwell at length in these letters on what the young man or the cheaper class of dressers are wearing, but on what is approved of by those whose taste can be relied upon. For that reason I say that the thirty (or more) inch coat will be a passing fad, and has never, in fact, been accepted by a great number.

Another point that has been pushed and accepted by the popular trade and by many whom I quote, is the slit in the centre of the back. This, too, I predict, will not be long lived. At the present time there is a strong tendency to depart from it and introduce two side slits. The two styles are about equally divided among the better class, but on the streets the principal one is the centre slit.

Double-breasted or single-breasted, the depth of opening will not be great, although the efforts of tailors have been directed towards this innovation. The double-breasted coat will be much worn, but it will not take away the demand for the single-breasted. This latter will be almost square at the front corners. There will be a slight slant at the bottom but a decided corner. A greater heaviness and solidity of appearance is given by the deeper lapels and collars, and the breast pocket has come to be a matter of taste, which means that it is usually omitted.

There is not much change in the trousers from the familiar styles of the Spring. There is perhaps noticeable a trifle more smallness and shaping, controlled in all likelihood by the dislike of superfluous cloth which does not keep in position. The ankles of the trousers are fairly tight.

The Cutaway.

The position of the cutaway is rather indefinite at the present time. A number are being worn, but for some reason the prophecies of Spring are not sustained in the fulfillments of Fall. It is likely that it will settle down to the position of a medium aged gentleman's garment. In the Fall garment the narrow opening at the bottom of the front is not seen.

Overcoats.

The overcoat that is far ahead of all is the Chesterfield of loose build. It is made in good length and for Winter will be fitted with a velvet collar. The short top coat is very prominent, especially for popular trade. The belted style is but little worn among careful dressers. Skirted overcoats also form a class that is worn with judgment. This cut has not by any means the general acceptance as a garb for all kinds of wear that it once had. With the dress suit it remains the proper cut.

Initialling.

One of the strongest details of men's wear is the craze for initialling. The initials of the wearer are run in on anything he wears from his hose to his cravats, and includes his underwear, shirts, nightgowns, handkerchiefs, and almost everything that provides a free spot. These initials are extremely attractive in some designs, and add as much as a dollar to the price of the article. While the single letter is the cheaper and often the neater, the monogram is very often favored. The handkerchief that is used by preference with evening dress is the large linen kind with a well worked single initial or monogram in the corner.



Wreyford & Co.

Romain Building, TORONTO

Wholesale Men's Furnishers.

UNDERWEAR SPECIALISTS.

We can sort up your **Winter Underwear** Imported lines from $10.50 up.

OUR LEADER

Unshrinkable Natural Wool Double-breasted Shirts and Drawers, } **$13.50 doz.**

DOMINION AGENTS FOR

"Aertex" Cellular Underwear, Etc.

Good stock of GOLF BLOUSES for Ladies and latest in MEN'S and BOYS' SWEATERS.

Young & Rochester,

LONDON ENGLAND

SHIRT, COLLAR and NECKWEAR Manufacturers

Travelers are now on the road with full ranges for Spring, 1905 WASHING VESTS NEW SHIRTS, PYJAMA SUITINGS, etc

CHRISTMAS NECKWEAR

Dressing Gowns and Smoking Jackets.

Make your selection early while there is large choice of designs

English Dress Shirts at $9 and $12 doz.,

IN STOCK

Tress & Co.

High-class Hat Manufacturers, LONDON

Every dealer who makes a specialty of the TRESS hat stamps his store as high-class.

Spring shapes are here, and we are prepared to open agencies in towns unrepresented.

WREYFORD & CO., Dominion Agents

TORONTO



THIS IS THE WAY WE HELP YOU

We make Underwear that you can guarantee unconditionally. We advertise it in over 160 of the leading Canadian papers. Tell your customers that it

"Stanfield's Unshrinkable"

or *"Stanfield's Truro Knit"*

should shrink, you'll refund their money and we'll refund yours.

These are four of the ads. we're using in the leading papers. There are a dozen more. Nearly every dealer in high-class goods handles the STANFIELD UNDERWEAR. If you are not selling it you are losing an opportunity.

TRURO KNITTING MILLS CO., Limited, TRURO, N.S.

YOUR XMAS NECKWEAR

BUSINESS WILL BE BETTER THAN LAST YEAR'S

if proper efforts are made to push it.

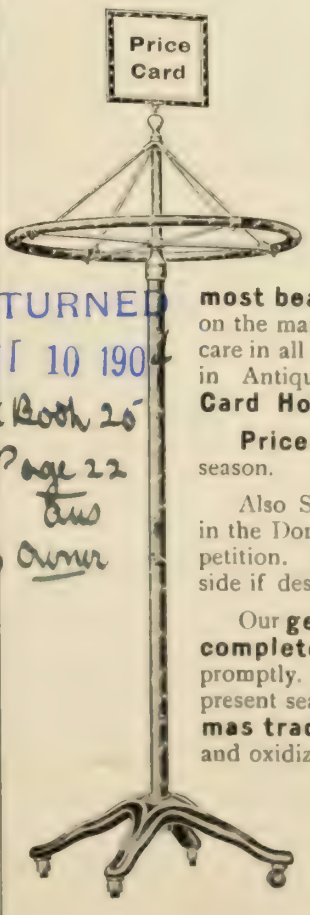
A good way to improve it is to **SELL OUR MAKE**, which includes some very nobby patterns and shapes.

STANDARD

Our $2.25 line is very popular.
Write us for Samples or particulars, or see our travellers.

THE STANDARD NECKWEAR Co.

1853 Notre Dame St., - Montreal



Our Metal Revolving Rack is the

most beautiful, as it is also **the best** on the market. It is built with greatest care in all its parts, handsomely finished in Antique Copper, with or without **Card Holder.**

Prices reduced for balance of the season.

Also Shoulder Hangers, largest stock in the Dominion, at prices that defy competition. **Name** of **Firm** printed on side if desired.

Our **general line** of Fixtures is more **complete** than ever and orders filled promptly. Anticipating your wants for the present season and the coming **Christmas trade** we have **novelties** in nickel and oxidized Display Stands, etc.

Write for large catalogue.

Clatworthy & Co.

48 Richmond St. W., - Toronto

RETURNED OCT 10 1904 Cut Both 25 Page 22 Thus to Owner

RETURN JAN 19 1 For Ow Cut Ma Page



WHOLESALE TRADE ONLY.
PAQUETTE BROS., Sole Agents for Canada.
527 Board of Trade, MONTREAL.

EXPERIENCE IS KNOWLEDGE.

IN MAKING UP

LADIES' SILK WAISTS

be sure to buy yours from THE ORIGINATOR.

Order a few samples from

HIS **I. MISHKIN.**

$5.00 to retail Silk Waist

will bring you good results, as it does others. Should you want one to retail for less with good profit advise him. He is always at your service. The address is

1853 Notre Dame Street, Montreal.

RHYS D. FAIRBAIRN (LIMITED)

Manufacturers

THE "BOSTON" FOUNDATION COLLAR

is shaped to fit the neck perfectly. Every collar guaranteed. Our representatives :

P. F. Paton, E. E. Starr, F. J. Knight, E. N. Harcourt,

carry a complete range of samples of Ladies' Neckwear, Ruchings, Frillings, etc.

Rhys D. Fairbairn (Limited), Toronto

8-10 Wellington Street East

OPEN LETTER TO ALL DRY GOODS MERCHANTS.

DO NOT IMPORT

We make American Waists on this side and sell them minus the duty of 40%.

If our travellers have not called on you kindly advise us by first mail.

THE AMERICAN SILK WAIST CO.



30
St. George
Street,

MONTREAL.

TO

WAIST BUYERS

No visitor to this market can have a right understanding of its splendid waist possibilities unless our line is given a generous consideration.

In all the essentials of waist perfection—variety and materials, beauty of designs, quality of workmanship and reasonableness in price—our offerings are pre-eminent.

We can still give 10-day deliveries. Now showing novelties for Holiday Trade.

The New York Silk Waist Mfg. Co.

40 St. Antoine St., Montreal.

WAISTS

EMBROIDERED JAPAN WAISTS.

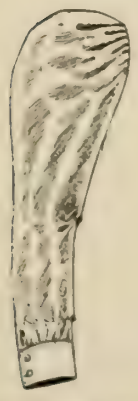
JAPAN silk waists of good quality are deservedly popular, for they have been tried and not found wanting. They wear well and it is a material that lends itself easily to any manipulation, so that anything in the way of novelty in Japan silk waists will receive a warm welcome. The new feature in these waists is the beautiful embroidered fronts, some in white and others in white and champagne. The manner of working the embroidery is new, as there is a drawn work Hardanger effect empjloyed, mixed with floral and leaf effects in filet net. The embroidered flowers and scrolls are not so distinctly novel, but the ensemble is both new and striking, and the waists are distinctly an appeal to the better trade.

Some of the more expensive ones open down the back —a style that is almost universal in the more elaborate and expensive waists, but there are also shown very smart waists with the opening in front. These waists are made with the new sleeve and one that was shirred from wrist to elbow, with puff effect above and soft frills of fine Mechlin at the wrist, is so pretty that it ought to go far towards making this new sleeve popular.

THE QUESTION OF SLEEVES.

RUMORS are rife concerning a coming change in the modish sleeves. The popularity of the Directoire models in fashionable circles is perhaps responsible for the persistent rumors that sleeves are to be modified and shorn of exaggerated fullness at the wrist. Even late Summer models show that the fullness has crept up the arm until it is at or well above the elbow. They are slowly but surely gaining in breadth, and it is predicted the day is not far distant when the waist will be all sleeves. Manufacturers are diffident over its recepfion expecting opposition from the trade; in fact, those who have made advance showing of Spring stuff say there is hesitancy in placing orders on models along this line.

In this connection a prominent waist manufacturer said to The Review: "We are showing our newest models with the complete fullness more to the shoulder, in fact here is a model which will remind you of the balloon effect in vogue some five years ago. I anticipate no serious trouble in introducing them as the bishop sleeve has rendered soiling unavoidable and does not lend itself to tight-fitting jackets at the wrist, as it crumples most easily. Another adequate reason is that monotony soon satiates and this newest touch of our fashion will prove itself in time indispensable to every type of woman."



The Leg-o' Mutton Sleeve.

There is increased talk of a return to leg o' mutton lines, with broad, full-top and closely fitted lower sleeve. This season has seen the exploiting of the bishop sleeve as well as the leg o' mutton and undoubtedly the bishop sleeve held first place. However, there is every likelihood of a change for Spring. While manufacturers are showing this new sleeve already, in case a sudden reaction comes, the goods will be made up in February or March upon an entirely different style. But this seems altogether unlikely.

Another change attendant upon this in the tailored sleeve is that the broad square shoulder effect will strengthen rather than the long, sloping round-shouldered



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Lins
Jo amer.

Christmas Novelty —Shown by New York Silk Waist Co. in sky-blue crepe de chene, shirred in front and back, trimmed with champagne wood silk lace and champagne taffeta straps showing a sprinkling of champagne French knots.

scheme in vogue not so long ago. Although old sleeves appear in some guise or other on Winter models, they are surely on the decline and it is probably their "last farewell" unless the unexpected happens and the public refuses to part with them. The separate waist's sleeve will also show a lessening of lengthened shoulder devices, if Directoire styles are the reigning vogue.

Along with the desire to get away from the exaggerated long shoulder, besides the tendency to broad sloping effects, the cuffs are to show a change. Even now many of the very newest models imported from foreign markets, show the cuff which fits the arm snugly to the elbow. The shirt cuff as well as the flare cuff will, however, be retained.

DRESS ACCESSORIES

VEILINGS.

NOTHING especially novel has been introduced since the beginning of the season, but veils of all kinds are more than holding their own and the variety of styles shown at the veiling counters in all the leading stores speaks volumes as to the popularity of veils. The made veil is most certainly the leader, and those best liked are in soft crepe weaves, as these wear better and drape more effectively than the stiffer plain weaves.

The vogue of colored veilings is by no means confined to the chiffons, but the mesh veils share it. These veils are heavily dotted in chenille, and the border is of graduated sized dots and shaded with the darker shade next to the edge and the lightest above. These veils hang full over the face from the hat brim and are about 1½ yards in length. This veil should match some tone in the hat.

The leading milliners are showing hats with the veil to match, and this is an innovation that results in the selling of a number of veils.

The drapery veils mentioned last month have proved themselves great sellers, particularly the Alice Roosevelt, and the umbrella styles. These veils are easy to adjust gracefully and can be worn either hanging over the edge or draping the crown and falling in free, graceful folds at the back.

In the illustration a veil of this kind is shown as it appears when thrown back over the crown of the hat.

The flowing chiffon veil three and four yards in length is generally adopted for driving as well as for auto wear, and it is more than probable that it will be in favor as a protection for the head and face in Winter weather. It is pretty and picturesque, and as it is not drawn close over the face it escapes the usual unpleasant results of wearing a veil over the mouth in Winter. Brown in all shades continue in the lead, but green is certainly a close favorite; navy is much worn and there are quite a number of other colors. Tangerine has not been taken up here as it has in the States, and is not much seen in veils. The copper shades are coming in it is said, and a few shot veils are shown. Shaded effects are very good.

The latest veil is very striking as it is quite out of the ordinary—too much so to have any great vogue, but is very quaint and picturesque on the right woman. It is a veil 3 or 4 yards long with coin spots the size of a 25c piece pretty thickly sprinkled over it. It is 27 in. wide and is thrown over the hat like a scarf and bowed in immense bows and long ends under the chin. The veil comes down onto the shoulders at the back and leaves the face free. The idea is evidently taken from some of the hats with gauze strings that come over the brim and tie under the chin, that some of the 18th century painters, notably Romney, show in their pictures.

GLOVES.

CURRENT Fall trade is expanding but no remarkable conditions can be chronicled. It is rather a healthy tone which needs careful discrimination on the part of buyers to avoid in a measure ruining. The many lines of leathers and fabrics are going in even quantities and the retail trade has not as yet sounded a response which would indicate any particular leaders: For this reason plunging at the outset is to be avoided, although current demand indicates the strengthening of one or two lines.

The hue and cry which has been raised to the effect that mochas and suedes are superseding glaces is almost entirely erroneous. Jobbers report current demand for glaces is about five times the volume as compared with suedes and mochas. This does not mean, however, that suedes and mochas are not strengthening. Glaces undoubtedly have superior wearing qualities and unfinished materials cannot be expected to attain a strong position with this fact in view, even if glaces are billed to satiate popular taste. What is true, however, is that there is a



The Alice Roosevelt Veil thrown back and draping the crown.

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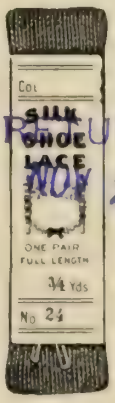
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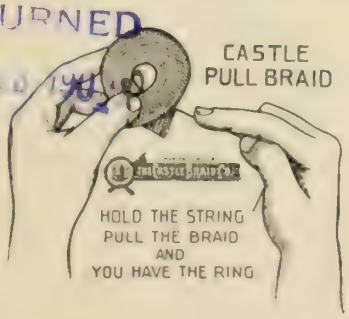






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growing feeling for mannish gloves calling into vogue a style similar to English cape goods. This is carried out by using either prick or pique seams, the first of which shows the raw edges laid together and then sewn through, the latter having one edge laid on top of the other and then sewn, both contributing to give the same over seam effect. These have been on the market some little time, but there is certainly an increasing demand in all lines for them.

The undressed, heavier skins, such as mochas and suedes are recognized by many retailers as good gloves to push for cold weather, and the small number of colors mochas can be produced in adds stimulus to their safety. Browns and greys confine attention, while the silk lined varieties are proving the most popular. Suedes for a medium weight glove are going well in the darker colors principally, as the leather does not lend itself readily to light shades, soiling so easily. These two lines are bound to assume a stronger position, but it is not wise to bank heavily upon them.

Colors in leather goods unfortunately run the gamut of the scale, but close investigation reveals the fact that special orders for matching purposes cause this condition. In this connection it is always wise to consider the dress goods stock when selecting colors, not necessarily to match popular shades, but at any rate to harmonize. An unprecedented demand is now felt for browns in all grades tobacco shades receiving the bulk of the attention. Greens are coming into favor, although the mrytle green is more often only for special orders. Navy is also in the same category, while whites are not materially lessening in sale.

Novelties, so called, although they have been on the market for years, are the cuff or gauntlet style. Silk lined gloves turned over to make a cuff are not found here in the cheaper lines, and for this reason their revival is sure to be restricted pretty well to city trade. They have the advantage of being exclusive, and while there is no utility to recommend them their sale will be of a certain limited quantity, as they match quite well with the directoire style of dress.

Fabric gloves show almost an appalling variety in material and color, and reports of leaders are tinged with the quantities of stock held. Undoubtedly all lines are selling in cashmere and ringwood gloves, mercerized cottons, silks, mittens, etc. In colors whites have been slated by some as slow, but a conversation with a prominent Canadian manufacturer revealed an opposite tendency. He said in part: "Jobbers are howling for whites to my sorrow, as it necessitates cleaning out the rooms, higher wages to operatives, and no extra pay. They are increasing in favor much to my regret."

It is interesting to note that the English fancy ringwoods in jobbers' hands this year, rendered necessary by the German surtax, compare very favorably with German goods. These bright colored knitted goods reveal a scarcity in whites and retailers would do well to cover at first opportunity. Blacks, whites, browns and reds are the favored colors and mixtures. Cashmeres, if the Winter is cold, should prove a fair leader, although there is always the objection that they do not have the stylishness of leather; still their popular price contributes to their favor. Plain colors, as well as mixtures, are all taken, tweed and homespun effects occupying their usual staple position.

Perhaps the most valuable reminder for the glove department is to urge the necessity for the proper care of gloves. A little preliminary instruction to customers will do no harm and will tend to avoid that long list of complaints which finds its fountain head at the manufacturer's door, emanating usually from gross carelessness. The following points can be profitably used by salespeople, and should tend to eliminate much trouble. Always urge customers to have gloves fitted when bought, and be careful and don't pull them on in a hurry, seeing that fingers are fitted straight and way on. Tell customers to do the same. Sell good qualities, as cheap ones mean trouble in the long run. Instruct customers in the correct way of pulling off gloves; it will be appreciated. The wrist part should be turned over the fingers and then pulled. The finger tips should never be tugged at. It might also be pointed out that gloves should then be smoothed out and stretched full length, never rolled into a ball. In conclusion, urge customers to mend the slightest broken stitches with silk, and give a stimulus to the use of glove powder and stretchers.

HANDKERCHIEFS.

MANUFACTURERS are beginning to show Spring samples. Prices are about the same as last year, and it is said that there is very little prospect of a decline. Linen and union handkerchiefs are very firm and some of the lower grades are in scarce supply. The hemstitched handkerchief with a little neat embroidery as an embellishment is cutting into the trade for scalloped and lace edges, and this is a tendency that is growing. In cheap cotton lines the scallops and lace edges are still most popular, and they are also best liked in the more expensive lines.

It looks as though the colored broidered handkerchiefs with embroidered springs to match was gaining in popularity, and that we should see more of them in the coming Spring. The fact that the vogue of white is waning and that light colors are coming into favor is said to be the cause.

TRIMMINGS.

FALL business is opening up in a most satisfactory manner, for all but the useful suits and coats are again lavishly trimmed; and even on the majority of the tailored suits there are little touches of braid, principally soutache, that in the aggregate accounts for a large yardage.

Combinations of braidings of fancy braids, cord, soutache, etc., in conjunction with passementeries, and silk braid and lace stitch trimmings, are used on the more elaborate garments, for combination trimmings offer too many possibilities to the dressmaker to be lightly discarded. Indeed this is the best field in which she can display her skill and taste.

Two or more varieties of braids worked up into trimmings with round or square pastilles of mohair braid at intervals are very much in demand, and are also showing for early Spring, as also are trimmings and motifs in silk braid and lace stitches. These last mentioned trimmings come in some beautiful color effects and combinations, such as brown and copper, brown and mode, burnt orange, red, etc., and black and white and a whole host of others.

Every description of plain and fancy braid is used and in all widths from the narrowest soutache to wide diamond and Hercules weaves; and there is no end to the patterns and color combinations in fancy braids and gimps.

The colored silk open work trimmings that came into vogue last Fall are still very popular, and are selling in all widths and in the popular colors and, of course, black and white. Velvet promises to be of considerable vogue

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SKINNER'S SATINS.

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as a trimming material, but is always edged and used with some of the above mentioned trimmings.

The latest fad is for leather trimmings, but of course this is a fad of limited application. Suede and other soft finished leathers are introduced, but they are not much used except for automobile garments. Leather colored and burnt onion cloth, used as the velvet trimmings above spoken of, have a certain vogue. For evening gowns and for dressy wear some magnificent trimmings in jets, spangles, silk embroideries, etc., on chiffon, and of silk and cloth, are seen. Jet trimmings are one of the features of the season. The touch of gold is by no means eliminated from trimming lines, and silver is also used combined with jet.

RIBBONS.

RIBBONS may well be said to reign supreme. Rumor is rife to the effect that they are showing continued strength as a trimming for the bonnet, hat and gown. They are an essential form of trimming, which nothing can displace and milliners and dressmakers are uniting in giving them new expression. Their popularity denotes the needs of the retailer and a representative stock should be had. Manufacturers also find much encouragement in the reports from Paris as well. From every source both retailers and manufacturers forward encouraging reports and undoubtedly increased interest is felt in ribbons, especially for some higher qualities. This present demand is confidently expected to strengthen as the season progresses. To illustrate their vogue the words of a Montreal manufacturer will succinctly although abruptly summarize the situation: "Ribbons are used by women from the bows on their shoes to the tip of their hats."

The demand is wonderfully centred upon lightweight lustrous finished ribbons, and this is a decidedly encouraging feature for retailers, although manufacturers express some desire for the broadening of the trade. Soft finish taffetas are easily foremost and the colors are exceedingly few in demand. Greens, browns and orange occupy an overwhelming position, and a good trade can be done in these in the various shades. Mousselines, satin taffetas, messalines, duchesse and louisines, all of a soft easily adaptable nature come in for a good demand also. New tints in the various popular colors are almost weekly innovations. Plain ribbons with expert manipulation can be made into many fancy effects.

These soft makes avoid crushing which so easily musses and creases so many good ribbons. Milliners should remember that their best profit is made by working up the ribbon stock before it is cold. Use any latent ability in making up stylish bows.

A surprising feature of the trade is the number of imported novelties which have met with success. The limited quantities they sell in has usually been a source of loss to both wholesaler and retailer and it is trusted the retail trade will not experience the same old story this year. The watered effects such as moires and ottomans are profusely used in the millinery trade in the popular colors as well as blacks. To meet the demand for the toned or shaded effects prevalent in the trade, both louisine and duchesse ribbons show a self color on one side and beautiful shaded effects approaching seal brown, dark green and yellow. The range of fancies is bewildering in some houses, but yet all agree the demand is for soft finish plain makes, with a good sprinkling of fancies.

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DRESS GOODS

FEATURES OF THE TRADE

THE fact that stocks of Fall dress goods are beginning to be broken into throughout the country is emphasized by the demands made on the stocks in the wholesale houses, where trade has been very brisk all through the month. The feature of the month's selling has been the immense call for brown in all lines, a call that began when buyers were in town for the Fall openings, when it was so great that the suppfy in some departments was wiped out, and this demand has continued all through the month, so much so that in some materials there is at present a decided shortage.

Features of The Month.

Brown in the usual run of trade is a color that is only in fair demand, and dress goods buyers, while buying it freely, had its past character in mind. This of course is good buying policy, but the result only serves to show forcibly the difficulties that beset the trade, for no sooner had the retail season opened up than the rush for brown materials struck the trade—not, as usual, from the cities first, but from the whole Dominion from Halifax to Vancouver.

Readers of The Review will remember that The Review predicted clearly when Fall lines were first talked of that brown would be the leading color.

One reason for the wide popularity of brown is the very attractive nature of the fashionable shades, beginning as they do in golden browns, shading out to lightest fawns and modes. New shades such as pain brule, burnt bread and burnt onion, are coming out, and the end is not yet as there is every indication of the vogue of brown continuing right into Spring.

Then, too, all the new trimming shades—the burnt oranges, coppers, new reds and "Paddy" greens—all tone in with the fashionable browns, and this makes it possible for women of all complexions to becomingly wear brown. Green, however, is beginning to take the place of brown in the more exclusive trades, and is likely to be in better demand next Spring—for one thing it is always a good Spring color, and many beautiful shades of it are shown in the new materials. Lines of Spring materials are fairly complete now and travelers are out on the road with them.

* * *

MANUFACTURERS have delayed showing Spring lines and importers and jobbers have been dilatory in putting out their best lines. Two reasons might be assigned, the fear of the copying of designs and in a greater measure the haggling over price. However, the lines are pretty well complete now, and although judging by initial purchases the current demand is hard to gauge, the general tendencies as well as the various phases of the different lines afford comment.

Spring Cotton Goods.

The prominence of sheer cotton fabrics in popular priced goods is remarkable and affords food for thought in discussing the better grades. While these sheer and medium-weight plain fabrics can't be said to dominate the situation, when the prevalence of fancies in these materials is considered, it closely approaches at least more than half the showing. These fancies are in profusion in cheap lines, while for the delectation of the very select some novelties in high-priced lines are a mastery of the printer's art, and show the intricacy and beauty of colored openwork effects. As might be expected, organdies, muslins, lawns, tulles and similar light and medium weight fabrics are the materials chosen.

Muslins may be touched upon as showing the openwork effect prominently in cheap lines, with a consequent lessening tendency in better grades.

Among lawns, silk-finished Persian goods deserve mention, while the demand for cotton goods having the appearance of wool, yet retaining the coolness of cotton, has brought out new fabrics classed under the newest name of crepelas. These designs are copied from the latest in French wool dress goods, and show an intricacy of woven dots as well as stripes. Magpie goods on this order seem sure of attention, while among the new colors Puritan greys look good. Silk tussores are again good also. The fancies lend themselves to ultra trade. Among sheer goods cotton voiles with of course a much heavier effect might be classed. Plain goods are seen, but interest is sure to be centred upon the terry cord stripes, woven spot effects and fancy checks. The fine dressier weaves call into prominence the Swiss spot muslins and the printed goods. Printings partake of flowered designs in two and three tone effects, while the lace cord stripes and terry cord effects are no less sure of reception. A last word emphasizes printed organdies as well.

A good many of these lace and openwork weaves in the lawns, muslins, brocades, etc., are effective in medium and low priced goods. While the demand for these soft finished, light, supple, pliable goods is predicted to amount to almost a craze, retailers must yet remember that the "stand out" effect which is heralded demands a good many stiff finished goods.

In considering goods of a stiffer and heavier finish, the fact that cheap lines are prominently showing soft finished fabrics, lends strength to the belief that the medium weights will be in good demand in better grades. Piques, canvases, madrases, etc., will be in good demand for shirtwaist suits, etc. These goods show a remarkable finish midway between the oldfashioned stiff finish and the starchless one in many lines. Mercerized goods exhibit the same tendency. Heavy, stiff effects would spell their ruin, but the new, medium weights incline to a drapy effect which is the desideratum, while giving a good "stand out" appearance. Linen suitings are heralded as good. The plain goods are not as strong as those showing the woven spots. Among the pretty combinations seen, white spots on a blue, pink or green ground look pretty, while a dark blue on a pale blue ground or a light blue on champagne.

The washing qualities of these goods must be considered, however, as many so-called pure linen goods are that in name only, and the fastness of the colors is a chimera. Ginghams show the usual small checks and overchecks, the single-fold goods being the more prominent as they avoid soiling and look better in stock. Zephyrs show many woven figures with spaced effects. These two classes will be as strong as ever for Spring.

Prices are causing furrows in many buyers' brows, but

if the new Spring lists on Canadian goods may be taken as a guide, it would seem to mean that jobbers are not going to record any serious advance.

The mention of Canadian prices recalls the words of a prominent Montreal wash goods buyer on Canadian goods: "A noteworthy development this season," he said, "is the improvement in all lines of Canadian goods. They are feeling their way in several lines, and are surely and safely occupying serious attention. Printed goods and fancies are surprisingly commendable."

* * *

Spring Lines.

MATERIALS for Spring are all very light in weight and the preference is for a bright finish, with just a suspicion of a little more firmness in it than was in demand last year. For the early trade, which is increasing in importance, light weight tweeds and tweed effects in neat designs and colorings are shown. Quite a number of indistinct check effects are noted, but there is a complete absence of the prominent white fleck and the nubs of last year. Homespuns are also featured, and also plain and fancy leno patterned basket cloths and debeiges.

Mannish effects and melanges in mohairs and lusters are represented in great variety and seem to be general favorites with the buyers. The same may be said of lustres, mohairs and sicilians in plain colors and neat fancy weaves, showing spots and small figures, and also with silk embroidered spots and figures. Lace stripes and leno checks are shown in lustres, and are likely to be good.

Sheperds checks in lustres are likely to be much in evidence for shirtwaist suits, and these are also embellished with silk embroidered spots, and in very pronounced colorings such as burnt orange, Paddy green, coral, etc.

It seems at present as though light colors would to some extent supersede cream next Summer, and both plain and spotted lustres are shown in light colorings. There is perhaps no other material that comes in such a wide range of qualities and price, and lustres can be stocked to sell from the popular price of 25c to $2 and over per yard. The movement in favor of broadcloths continues and they are very well thought of for Spring in the soft supple light weight makes that are showing. Amazons, Venetians and boxcloths will share their popularity.

* * *

Spring Silks.

SPRING creations are about ready and judging by the range, every confidence is expressed for Spring, 1905.

That this is not misplaced is certain. One of the most cogent and forcible reasons is the old standby of price. The price of cocoons renders the production of silks of good wearing qualities at popular prices feasible. Another reason assigned by a keen Montreal buyer is the vogue in large centres for silks adapted for the shirtwaist suits. Continuing, he said, "As the vogue in the large centres usually spreads to smaller towns in the following season, I look for a general gain in favor for silks next Spring." Still another reason which is bound to ultimately affect Canada, is the strong representation silks had at the proverbial fashion centres, emanating from the Spring race meets at Paris.

All lines exemplify the continued strength of soft taffetas, and there is every indication they will increase their present prestige. Among other materials Japs, Chinas, peau de soie and light weight satins occupy their usual place. Light weight satins are prone to increase in favor as a lining.

Novelty styles comprise apparently silks that are sure of more than a casual reception. The sale of neat effects in louisines and taffetas from a yardage standpoint should be good. Their vogue for shirt-waist suits in foreign centres, as well as across the line lends strength to the belief increased interest will be felt for Spring. Hair line stripes with a small figure, as well as invisible checks, or very small checks or designs comprise the neatest effects. That this tendency may bring into favor such ultra effects as tartan plaids is not unlikely. Already they are shown in large centres such as New York and Chicago and have been adopted. New weaves are likely to arise also with this restoration to favor of silks. Sombre effects in plain goods are seen, being only a natural outcome of the shaded effects in vogue in the millinery trade.

Colors, outside of the staples, deserve careful attention. A buyer on a holiday trip to Chicago reports windows of silks with such ultra shades as peacock blue, and burnt orange prominent as well as various shades of green. Although the first two are seen here they are doubtful of reception. Various shades of brown and green are to be the favored novelties.


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British and Foreign Dress Materials,
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A FIRST-CLASS SKIRT

AT A MEDIUM PRICE.

OUR SKIRTS AND SHIRTS COMBINE THE QUALITIES OF

NEATNESS, STYLE, FIT and WEAR

With **a very reasonable price**. We are offering them to the trade at prices which cannot fail to make business, while the profit is satisfactory to any reasonable merchant.

It will pay you to see our samples for Spring now in the hands of our travellers.

THE EMPIRE MFG. CO., 646 Craig St., Montreal

CLOAKS, COSTUMES AND SKIRTS

DIVERSITY OF STYLES HURTS TRADE.

THE United States trade papers, relating to the cloak trade, are loudly calling attention to the fact that owing to the delay of buyers in placing orders, the manufacturers cannot fill them in time for the opening of the retail trade. The manufacturer is only one link in the chain of supply—for he too, has to place his orders in time to have the materials he wants manufactured, and just as the cloak maker will not make up garments ahead of orders, neither will the mills turn out cloths on speculation.

The buyer over there is moving now with a vengeance, for the selling season is opening up, and he is without stock, but as all buyers are in the same predicament, and as the cloak man has in many cases to wait for cloth, it is impossible for him to give satisfactory deliveries.

The trade papers in the States lay all the blame to the door of the unfortunate buyer, but a buyer must be pretty sure before he can go ahead and place orders, and how is it possible for him to be sure, when so many and such contradictory styles are presented as have been in the States this Fall, for his choice? A buyer wants varety, and he wants novelty, but a wealth of styles, of the most diverse and opposite kinds, must make him, in self defence conservative in his buying, he must in justice to himself, wait for some indication to guide him in his choice.



Happily in Canada, the trade, this year, is exempt from the troubles that are worrying both manufacturer and buyer alike, in the country to the south of us. The manufacturers here are practically unanimous and put out the one leading style—not of course to the exclusion of novelties but as the staple coat. Practically all that were shown were the same in broad essentials, but varied and diversified by the individuality of the different designers. This coat is in strict accordance, with the prevailing fashion ideas, it is smart, and it is practical, and contains all the elements of successful selling. The buyers accepted it with a confidence that was justified, for their customers are taking it as is shown by the many repeats that are coming in daily.

The cloak trade of the Dominion is behind that coat, and the fact that it is shown so universally impresses customers with the fact that it is the right coat.

For the woman who wants something different to what the majority is wearing, or the one who can afford more than the one coat in a season, there are quite a number of wrap styles. Most retailers will show a few, and on these they may or may not make good, but their safe trade, their profitable trade, will be done on the semi-fitted coat.

Travelers are now setting out for the Northwest, and soon will be covering the rest of the Dominion, for the Spring trade. The Spring season is beginning to be of much greater importance, and Spring lines of samples are consequently very much larger than they were a few years ago.

Fashion is favoring the separate coat and skirt—not that she has altogether discarded the tailored costume, but the coat and skirt certainly stand first. Shirt-waist suits are outside this ruling as a separate waist can be and is worn over a shirt-waist suit.

Three styles of coats are likely to be shown for the coming Spring, though some of the manufacturers may for obvious reasons narrow their line down to two.

The staple—the popular coat, will be 22 to 24 inches long, and have an almost tight fitting back, and a nearly loose front. This coat will come in coverts and whipcords, and possibly also in modes and drabs in box cloths, and also a few in black.

The second coat likely to be popular is a loose sack in mannish effect—something like the short tourist coat now known to the trade. This coat presents no difficulties in fitting, provided it is well tailored, and well cut, and will take care of figures that are immature, and hard to fit. Whipcords and coverts will also be the chief cloths for this coat, but light weight tweeds will be quite frequently used. This coat will be a little longer than the preceding one, as a loose effect needs a longer length to lend it graceful lines, and about 25 to 27 inches will be the usual run.

There will also be a three-quarter coat for carriage wear, and for a wrap over light weight garments—this will more probably be developed in silk.

The styles indicated are strictly in accordance with the prevailing and indicated modes, and yet there is ample scope for the variety that is the spice of the cloak trade just as it is in other walks of life.

THE

'PIRLE' Finish

Indispensable for the Open-Air Girl.

"LADY'S REALM" says:

"The out-door girl who loves to cycle, walk and drive will never wear anything but a 'PIRLE' costume when she has once donned one. It may be the shower of May or the storm of November, her neat cloth dress will **remain unspotted** and unshrunk, and, when dry, will be as fresh as when it came from the tailor's hands."



REGISTERED TRADE MARK.

"Madge" in "Truth" says:

"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer.

"The proprietors undertake to make good any material so stamped that has been actually damaged by rain."

TO BE OBTAINED FROM THE LEADING IMPORTERS

or full particulars from

E. RIPLEY & SON, Limited,

100c., Queen Victoria Street, LONDON, E.C., ENGLAND

FALL 1904

LADIES' JACKETS

RETURNED
OCT 10 1904
Ent Book 25
Page 20
Ans
to Owner.



828 858 830

828—All Wool Kersey D. B. Coat, lined with satin finished Princess. This coat has a belt, turn back cuffs, six rows of stitching around bottom, and silk covered buttons. Black only.

858—Frieze coat with velvet collar. Cape trimmed with kersey strapping and small buttons, fly front, mercerized lining. Colors: Black and Oxford.

830—All Wool Kersey D.B. Coat, 28 inches long. Satin lining, fancy inlaid velvet tabs, silk covered buttons. Black and fawn.

WRITE FOR A SAMPLE LOT

S. F. McKINNON & CO., Limited
TORONTO.

LADIES' NECKWEAR

THERE is a great deal of washing neckwear yet on sale at the retail stores, but this will soon have to make way for Fall lines. As yet, however, particularly in the better trades, quite a little business is likely to be done in wash goods.

Fall displays are beginning to be made, and one or two very attractive windows have been shown dressed entirely with Fall neckwear. Neckwear is used largely also to brighten up and give relief to both lace and dress windows.

The trade is full of rumors of the downfall of different styles, and if you believe some of them, ladies neckwear is dead and done for; but it is a very lively dead one, so you can delay a little longer the withdrawal of this department from its prominent place in the front of the store. No doubt there is a lack of any startlingly novel effect, and that something of the kind would be eagerly welcomed in the trade, as the fact that something startling must be brought out once in a while to hold the attention of the buying public is an accepted maxim.

The pronounced success of ladies neckwear has been due to the fact that it forms a pretty finish to the neck of the dress, and at the same time it is a becoming frame for the face, and whatever novelty is introduced will have to combine these two elements to be a success. To these strong points it, in its present form, adds convenience, as a few moments and a few pins put it in place. There is not the trouble experienced that was one thing against a ribbon—there is no long process of tying and fixing.

Turndown collars are rumored to be gaining on the stock, but their advocates should remember that they are not nearly as becoming and do not admit of the infinite variety of trimmings and materials that a stock and tab does. Nor does it round the shape of the neck, cover up imperfections, and help to give grace to the curves of neck and throat so well.

Linen collars, which are another substitute spoken of, are even less likely as they are too set and formal to be used with the light fluffy styles in vogue. Even with tailored styles they are not a great success on account of their severity. Of course they are in demand to a certain extent, and some women always wear them, but on the other hand there are those who have a positive aversion to them.

If in ladies' neckwear a style, be it stock and tab, jabot, turn-down or bow, be pretty and becoming and possess some element of novelty in its make up, it is sure of a good reception.

Perhaps the basis of many of the rumors is that a firm excels in the production of one class and their trade runs in that direction. One man's personal experience cannot be taken as a guide. It is the whole field that must be viewed; and it would seem that all lines are selling. Tailored silk neckwear is good, bows are good, jabots in both fluffy chiffon, in gathered effects and in lace, also in close plaits, are popular. Stocks are seen with tabs and with butterfly bows of chiffon. To the better trade, embroidered Persian effects are being sold that retail for $1.50 and over. These are almost always relieved by touches of gold thread and the patterns are purely eastern in coloring.

Long narrow tabs are favored, and two or three curving tabs are very much used.

Stocks made of silk braid and lace stitches are among the most popular lines. These are all white, all black, champagne, and in combinations, such as champagne braid with the stitchery in black and other colors such as brown, green, blue, red, etc. A very pretty line was of Dresden braid, and white silk lace stitches.

Lace stocks are selling in quantities for the Fall trade and at all prices from 10c up. One merit of lace is that the sale of cheap goods does not interfere with those of a better grade, as it is easy to pick out the good ones. Every one knows the difference between a cheap Plauen and a good Plauen, Venise, while when it comes to Bruges and the Brussels lace the difference is as marked and as easily known as that between a five cent grey cotton and the finest Scotch cambric.

The newest of these lace stocks have tabs that may almost be ranked as plastrons, and as lapel coats and waist coat effects are gaining ground these are likely to be very much worn as they fill up the V left in front.

The large cape that has been such a popular seller is at last relinquished and the collar with epaulets and short back has taken its place. Stole ends are on many of these, and as a dressy trimming can be fashioned out of them by the dressmaker they are finding a great deal of favor.

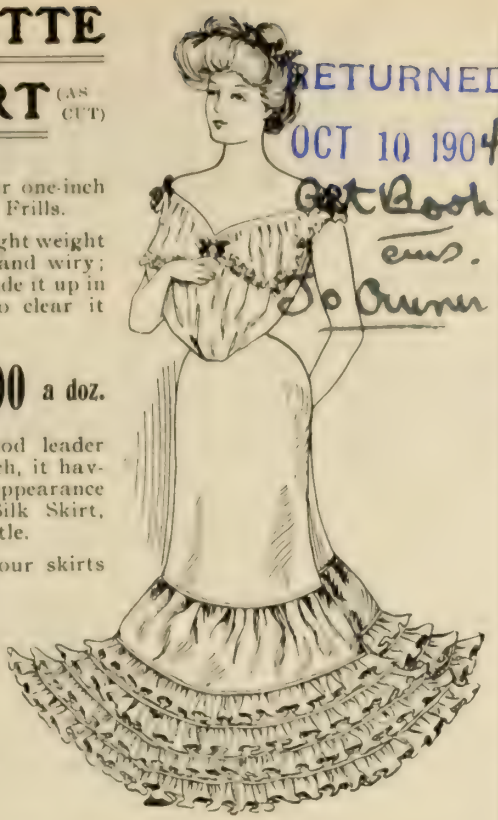
The craze for brown and green is reflected in neckwear, and like all other branches there is trouble in keeping stocked up in these colors.

The other popular new shades have hardly been touched by the neckwear manufacturers yet, but doubtless they will come as they are all trimming colors, and should be well adapted to the purposes of neckwear designers.

Ombre ribbons that have been introduced in the States have been used, and that to a very limited extent, by only one Canadian firm.

An imported stock shown in one of our retail stores caught the eye just because it was new in coloring. It was a stock and tab with nothing new in the shape, but it was of taffeta in one of the new shades—a color between copper and burnt onion. Four large motifs in the same shades and a little dull blue and gold were the trimming, one on the tab, another where the tab joined the stock and two on each side of the front. In one neckwear house some pretty brown taffeta stocks bound with white were shown.

SILKETTE SKIRT (AS CUT)



Made with four one-inch Taffeta Silk Frills.

The Silk is a light weight but strong and wiry; we have made it up in this way to clear it quickly.

Price $24.00 a doz.

A rattling good leader at $3.00 each, it having all the appearance of an All-Silk Skirt, also the rustle.

Made as all our skirts are made—"Perfect in Make, Fit and Finish" and a good generous width

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THE PUGH MFG. CO.

33 CHURCH ST., - TORONTO.

MONTREAL OFFICE, 68 Beaver Hall Hill. J. R. McKernan & Co., Agents.

"The Cheapest of Them All"



OUR

MANTLES

are all LEADERS in price, style and fit

Fit Guaranteed.

A postal will bring a sample

The Excelsior Cloak Company

Telephone No., Main 3948

452 St. James St., - MONTREAL.

Fur Repairing

Having had thirty years experience with such firms as Guenther Sons, New York; J. B. Laliberte, Quebec; Robertson & Co., Montreal, in **manufacturing and repairing fine furs,** I am prepared to supply this class of work, **quickly and satisfactorily** at **special prices to the trade.**

Correspondence solicited. Best of references furnished.

Charles Nebelung

2102 St. Catherine Street, - Montreal



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Page 19
Skirts

NORTHWAY GARMENTS

SKIRTS

People who sell Northway Skirts are unanimous in the opinion that they are the best skirts on the market to-day — best styles — best fitting — best "hanging"—best tailored, and altogether the best values. Northway garments all-round make a good line to build a ready-to-wear garment trade on, we are honest in our estimate of their worth—for we know leadership has come to the Northway garments on merit. See our travellers—visit the house—write, 'phone or wire.

JOHN NORTHWAY & SON, Limited

91-93 WELLINGTON STREET W., TORONTO.

Wholesale Millinery

THE DEMAND IS STRONG.

THE House Famed FOR Millinery

HATS—Ready-to-Wears

Select and Exclusive Styles

FRENCH CROWN SAILORS—very popular.
CREASED CROWN DRESS SHAPES,
PLAIN VELVETS, COUCHE VELVETS,
CHIFFON VELVETS, SATIN LIBERTY
RIBBONS, TAFFETA RIBBONS, PLAIN,
COLORED and SHOT TAFFETAS, OSTRICH FEATHERS, FANCY FEATHERS,
ORNAMENTS : : : : : : : :

Our Supply is Ample.

BEST ATTENTION AND QUICK DELIVERY GIVEN TO ALL ORDERS.

The D. McCall Co., Limited

TORONTO

WINNIPEG QUEBEC MONTREAL OTTAWA

The Canadian Millinery Review

THE FALL OPENINGS AND FALL STYLES.

THE OPENINGS.

WITH the object of discovering what was selling in Fall and Winter millinery at representative retailers, a good many have been interviewed after openings by The Review. Sales generally are reported as satisfactory, many embracing the golden opportunities offered.

Naturally the light ready-to-wear hats have occupied a large place in the selling end. During the past few seasons this hat has become a regular part of the average woman's wardrobe, and is regarded as such a necessity, and now it is to be wondered how women ever did without them. Every material, every shape, every color seems to have sold, and one shrewd millinery man expressed the opinion that women are at last reaching a stage in the game where they are choosing, irrespective of fashion, what is the most becoming to their own peculiar style. To be sure that has certain limitations. A large number of so-called "useful" hats have already sold, hats which withstand severe usage and still look presentable. Leather hats are in this category. Large hats generally seem to be the favorite in felts, camel's hair, etc. In the colors greens, coq-de-roche and brown have taken the best.

From an attractive standpoint dress hats have confined attention, and as to the most ultra fashionable it is as yet hard to form an opinion according to the sales recorded. "Hats are large and hats are small," and as to colors, like Joseph's coat, they are legion. The Gainsborough effect which has established itself as a most charming frame for a pretty face has sold, while the Directoire shape, with its wide brim and high crown, giving a most dignified bearing to the daintiest of the fair sex, is well taken hold of. These hats, generally built of mirror or chiffon velvet, give a most softening effect to the face, and added to the graceful and handsome long plumes and bird of paradise feathers with the favorite coq-de-roche or other new tints, make almost an irresistible combination. These fetching creations couldn't help but sell. A color which is generally well spoken of is brown. This color is undoubtedly well suited and becoming in weather with a chill in it, and the various tones it is shown in, as well as the many contrasting shades, are especially appropriate to the Fall of the year. Women who perhaps confine their purchases to but one hat have strongly banked on black hats, and the variety of these is endless.

REVIEW OF THE MONTH

THE past month generally has been devoted to the Fall openings of the retail trade. This usually is rather a featureless month in the wholesale houses, as they are awaiting the indications from the retail trade as to what lines the trend of the Fall fashions are likely to take. The weather, always a large factor in the millinery trade, has been generally favorable.

The high crowned hats are meeting with more favor than was at first expected. This is no doubt owing to the fact that they are in keeping with the picturesque Directoire and Louis styles. Brown, of course, is the leading color, and a good deal of coq-de-roche is used with it, but still there is a little hesitation about placing this shade,—a hitch that may mean something or nothing.

The more exclusive circles in millinerydom are favoring copper shades, and green is also a strong seller.

The great novelty of the season lies in the colors, and the new shades are very numerous. There are many shades of brown and yellow, then there are the coppers or cuivre shades, and oignon brule or burnt onion. There are many soft shades of red that shade into brown—such as terra cotta, brick shades, mahogany and russet. Indeed, the striking feature of the new colorings is the way in which they blend and shade into each other.

Colorings, shapes and trimmings are alike picturesque, and all show in a high degree a harmony and grace of outline and color that should make for a most successful season.

BE FORESIGHTED THIS FALL.

THE briefness of the Fall season makes the milliner's work arduous and full of responsibility. Materials must be worked up in as short a time as possible to be saleable and time must be saved in the workroom. The trimming department must produce a certain number of hats within a given time. Remnants of braid and scraps must not be neglected.

Above all there is nothing like being foresighted in your work. It means bigger sales at the beginning, a general clearing out of the first purchases before the end of this month, and then the conducting of a careful but bright sale of novelties during the next three months.

Another word would suggest that, if the criticisms and suggestions of customers would indicate that your hats are too heavily loaded with profit or that undesirable purchases have been made, now is the time to inaugurate quick mark downs backed up by a little urging, which should eliminate mistakes in quick order while the inspiration of new purchases will help sales in general. The end of this month is time enough, however, to create a tall amount of town talk, with cuts in stylish ready-to-wear hats and beautiful trimmed goods. Pounding down millinery prices at the opportune moment is going to bring the whole trade of the district into your store.

MILLINERY IN QUANTITY.

An idea of the number of new hats which are worn by members of the fair sex, may be gathered from the fact that one wholesale house in Montreal alone, during a Spring season, sold no less than 260,000 hats to their

various customers in the trade. As there are quite a number of millinery wholesale houses in Canada, all of whom must be getting a share of business, the total figures would run into a pretty respectable number.

MILLINERY OPENINGS IN WINNIPEG.

AUGUST brought forth the season's millinery openings. The windows of Winnipeg's many fine establishments presented to the admiring public headdresses in a profusion of ingenious new shapes. The flat top hat that had such a popular run is evidently out, and the high crown was a distinctive feature of the season's offering. Novel shapes, ever more unique and oftentimes really smart and pretty, are still being weaved by the industrious fashioners of millinery, whose fertility of design seems to be absolutely inexhaustible.

ENGLISH MILLINERY HOUSE SEEKS CONNECTION.

A high-class millinery house in London, England, is anxious to be put into communication with Canadian houses who might be interested in their millinery novelties, etc. They make their own original designs, using the finest materials, combined with best work, and furnish genuine millinery novelties at right prices. Address all inquiries "Millinery Novelties, care Dry Goods Review."

MATERIALS.

Ribbon is very much in evidence, and it takes yards and yards to trim a fashionable hat. Practically all widths are in use. Many hats are trimmed only with ribbons and a buckle.

Velvet is undoubtedly the leading material for the Fall hats. It is used in every way, it is elaborately folded and shirred, or the shape is plainly covered. Taffeta is often used with velvet, and a great deal of chenille is seen.

Frills of ribbons are used to encircle the high crowns, and shaded effects are produced by using three or more shades of color, often beginning with a dark tone of one color and shading out in the lighter to another color. A collar around the crown is another popular fashion that has all the effect of a high crown. A few shapes of enormous size are seen, but the moderate sizes are most favored.

The flare of the brim at the left side is another noticeable feature on many of the new shapes, and hats do not now flare off the face, but are set well forward over the brow and fit closely down over the hair at the back.

There are any amount of fancy feathers and quills; pom poms are in many kinds, but the novelty in them is made of peacock—not the feathers but strands.

The flowers most in evidence are roses, dahlias and chrysanthemums, and it would seem as though the bigger they are the more fashionable they are. Foliage in every possible combination is shown and can be had to tone in with any and every color. Berries and fruit are also shown, and flowers, foliage and fruit are all of the velvet and plush order.

Hollow jet and colored glass beads are used in great variety and novel effects are gained by the clever use of them. Cabochons in strings of chenille, both in black colors and in shaded effects, are prettier than the beads. Indeed chenille must rank next to velvet in prominence in the Fall millinery, and the new Fall colors take on an added brilliancy when seen in this fabric.

Debenham, Caldecott & Co.

Wholesale Millinery.

Assorting for the Dominion

Stocks are fully assorted in all departments at all centres.

Letter orders to Montreal warehouse or our agencies have special attention.

QUEBEC
43½ ST. JOSEPH ST.

OTTAWA
111 SPARKS ST., RICHMOND BDG.

MONTREAL
18 St. Helen St.

Caverhill & Kissock

Everything New and Nobby.

Prices Right.

Millinery

From New York new arrivals of Novelty Ready-to-wear and Plain Felt Shapes.

Ribbons, Silks, Chiffons, Velvets, Plushes, Laces, Veilings, Feathers, Pompoms, Ospreys, Fancy Trimmings, Crape, Grenadines.

91 St. Peter
MONTREAL

72 St. Joseph
QUEBEC

19 Elgin
OTTAWA

FANCY GOODS
TOYS
DOLLS

HOLIDAY GOODS

LEATHER GOODS
GAMES

IT is in the realm of fancy goods including toys, games, etc., that more new things are produced each year than in any other line. The children soon tire of a toy or a game and a new doll is a delight, however many more there may be around. The knick-knacks of the fancy goods department form the chief resort of the holiday buyer. Presents can be purchased here by everyone for everyone and at almost any limit of price, and no matter what it is it is always acceptable.

That is why it pays to have an attractive department for the handling of these goods. A good corner of the store which is distinctly separate from the other departments will be found to pay and too much attention cannot be devoted to the arrangement of it. It is not so important that this line should have the benefit of daylight, as fancy goods are, in the majority of cases, improved by artificial light. A bank of shelves up the wall will hold any amount of goods in little space and display them to advantage. If artificial lighting is used a background of dark cloth is advisable. For toys there should be an unoccupied table for the display of the workings of mechanical toys, as these make up 90 per cent of the toy stock. Hunting around for a clear space or using the floor loses many a sale. Dolls can be set up on shelves, laid in glass show cases or enclosed in upright glass wall cases, the latter two keeping the dust off the delicate finery of the model doll. Fancy work must be shown in glass cases. Leather goods are usually displayed on tables.

IN TOYLAND.

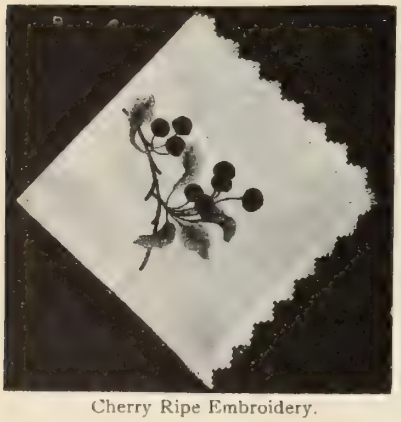
THE mechanical toy occupies the centre and all sides of the field. Other lines are merely auxiliaries to this, and for this reason a wonderful development has taken place in the ideas included in cheap and dear toys that twist and turn, swim, jump, climb, tumble and do everything else we see in life. Musical toys are strong features and will amuse the smallest youngster. Some of the cuts show a few of the newest offerings. Masks must be laid in for Hallowe'en. They include negroes, Chinamen, animal faces, clowns, and all the other weird effects. Among the useful toys is a typewriter that can be bought for a few cents and produces very creditable work.

And combined with all these novel ideas and interesting manoeuvres of the mechanical toy is a cheapness that makes one wonder how it can be done. No one is too poor to be able to afford a toy for the boy that will keep him in ecstacies for a long time. For five cents he can have performing animals, jumping figures, etc., and for a quarter of a dollar the most complicated motions are at one's command.

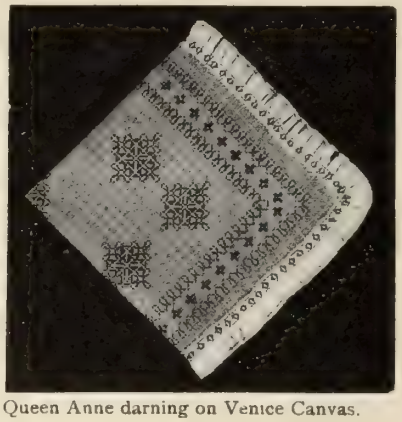
HOLIDAY SPECIALS.

FANCY goods for the holidays are becoming of more and more interest to the dry goods trade. Samples of the most attractive and novel goods contain striking creations from the Japanese and Chinese markets.

Lines of china which many dry goods men have found they can handle to excellent advantage have been very greatly enlarged this season and need to be seen to be appreciated. Cups and saucers in multitudinous designs are featured. The general line of these goods is so varied that an adequate impression is impossible and only an outline can be given of some particularly noticeable lines suitable for holiday selling.



Cherry Ripe Embroidery.



Queen Anne darning on Venice Canvas.



Katrine Embroidery.

A novelty which is gruesome enough to be enthralling is a Japanese bust in the form of a hat rack. Doubtless searchers for oddities will pounce with avidity upon this object. The variety of paper decorations in fantastic patterns leaves nothing to be desired, in fact the chief care in buying is to avoid undesirable patterns. Screens and umbrellas are in deserved prominence. Screens have sold well for import, and assorting orders are heard of already. The large 6-feet varieties are in best favor, although the smaller ones are highly spoken of.

Tobacco jars, which always demand attention at holiday time, are seen in fantastic Japanese designs and can be retailed at moderate prices. Jardinieres in various sizes and patterns are also good for holiday trade. Handsome

SMALLWARES

SKIRT BELTINGS,
DUPLEX BELTINGS,
WOOL MENDINGS,
GARTER WEBS,
LOOM WEBS,
ELASTIC BRAIDS,
ELASTIC CORDS.

Skirt Beltings

We are now making a variety of **Shaped Duplex** webs. They are made ¾ inch wide, and have a double flap, the edge of the skirt being inserted between, and as the web is shaped, the skirt fits neatly and closely to the figure, giving a trim appearance to the waist.

Our regular lines of Single and Duplex (straight) webs, 1¼ inch wide, include every variety, from the cheapest to the best.

PRUSSIAN BINDINGS,
WEBBINGS,
TAPES,
CORSET LACES,
SHOE LACES,
BLIND CORDS,
CORK SOCKS.

Faire Bros. & Co., Lt'd.

Manufacturers

Leicester Eng.

Canadian Representative: STAPLETON CALDECOTT, TORONTO

I. B. Kleinert Rubber Co.

Toronto

Manufacturers of the following celebrated brands of **DRESS SHIELDS**





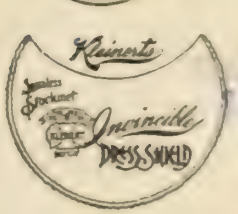
WASHABLE





DOUBLE COVERED

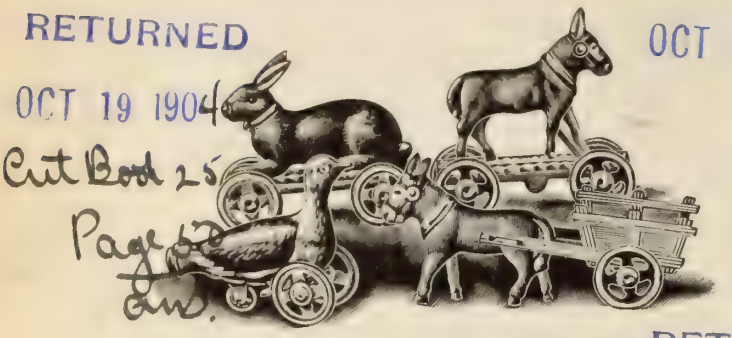




On sale at all leading wholesale houses.

tea cosies in pale blue and other colors are wonderful pieces of work. Waste paper baskets in sets of three, of square shape in Japanese designs in an unlimited range, are priced to prove popular at retail.

Advance showing is made at this early date of Easter goods, and while the various animals occupy their usual place, a distinct novelty is in the form of an Easter egg showing a hatching chicken, the whole set upon a little box which may be filled with chocolates.



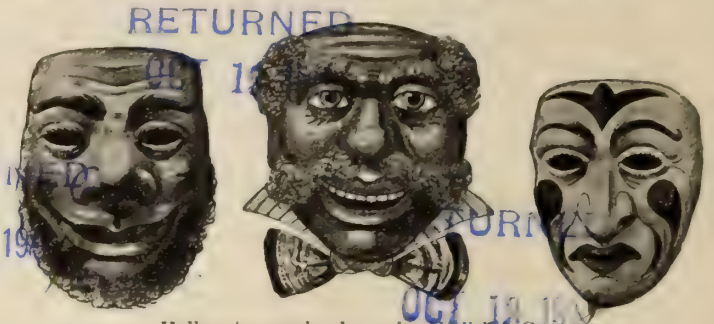
A group of 5c. toys shown by Nerlich & Co.

GAMES.

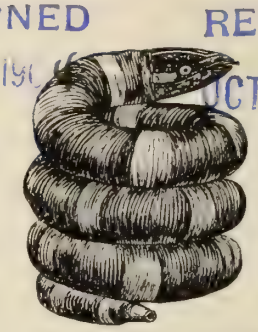
FOR old and young games are essential for the Yuletide. The season is one of festivity and joy, and while toys are not supposed to amuse grownups, they are not loath to indulge in the holiday games. Last year such games as Pit and Flinch captured the public and were sold in such quantities as to make the supply inadequate for the demand. These games are still shown and are freely selling.

But the two new games that beat them both in interest are Sherlock Holmes and Trix. The former is an adaptation of the terms that would be connected with a detective's career, such as burglar, robber, thief, run, clue, etc., and the object is to collect as many of the first three named as possible. From three to eight can play and an everpresent attention is required to succeed. It is a jolly, interesting game that demands rapidity of thought. As such it is a typical Christmas game and one of which one will not quickly tire in spite of the tension existing from beginning to end.

Trix is a more complicated application of the best points of a number of other games. Some ten distinct games can be played with the cards, each differing from the other so completely as to make the pack a never-ending source of pleasure. Each game is quiet but intensely interesting and cannot be played without thought and care. One big point in favor of the sales of these games is the fact that they are advertised in a great many of the popular magazines.



Hallowe'en masks shown by Nerlich & Co.



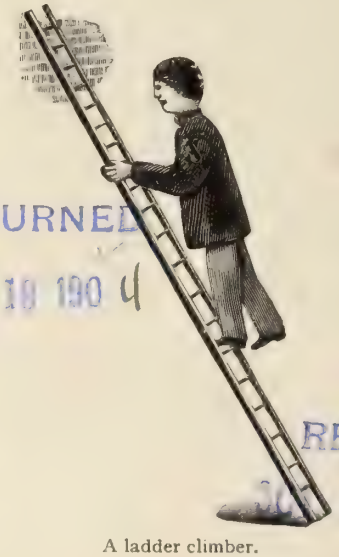
A season's novelty. A terrifying squirmer.



Trix, the new game, shown by Nerlich & Co.



A musical rabbit.

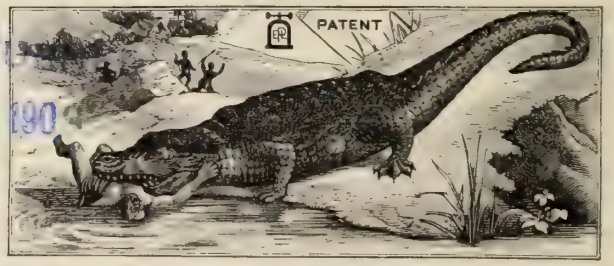


A ladder climber.

LEATHER GOODS.

IN leather handbags the envelope and avenue bags are among the most popular. The former was originally after the shape of a wallet with handles attached but has not been closed at the ends and becomes the avenue bag or much similar to it. The handles to these are two long straps fastened one on each side. A flap buttons over on one side. Some have two flaps covering two different sections.

A new design of handbag has a triple frame like some large purses. The handle is then attached to the middle frame. Another style shown in New York has a buckle at the side of the frame. Patent leather envelopes are being pushed, as well as those made of decorated leather. A handbag of Japanese frog skin has caught on, on the other side of the line, as also have bags made of calf and antelope skin with the hair on. The pedestrian bag is still sell-



A walking alligator that can be sold tor 25c.

FOUNDED 1888 RE ESTABLISHED 1892 RE ORGANIZED 1898
VOLUME OF BUSINESS 1903 EXCEEDED NORMAL
BUSINESS OF 1902, $1,000,000 00

G. E. STEVENS & CO.

SPECIAL SALESMEN.

NEW IDEA SALESMEN ALSO AUCTIONEERS

Who have Elevated Sale Proposition to High Standard Desired by Merchants

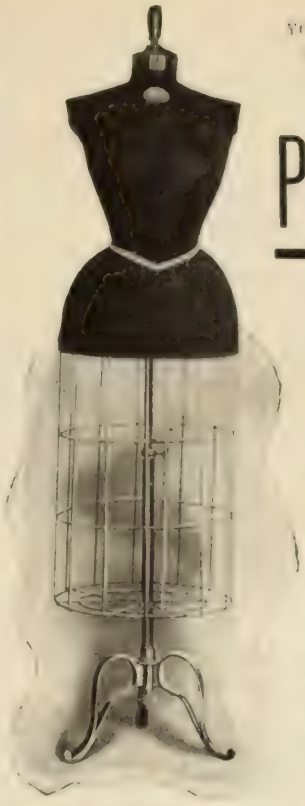


WORLD'S leading, largest and most reliable firm of sale managers. If doubted, will upon request, furnish highest references to corroborate statements, which include thousands of retailers, hundreds of bankers, a few manufacturers, scores of prominent statesmen and men of high standing in all walks of life. Also the leading trade journals.

We face you with facts and clean cut, educated gentlemen who are salesmen of good habits, experienced in all branches of the profession. Will conduct any kind of sale, but earnestly advise one of our "New Idea sales," independent of auction, to centre trade and boom business at a profit, or entire series to get out of business at cost.

Write or call at main office.

MAIN OFFICE, 2134 MICHIGAN AVE. 22ND ST. BUSINESS CENTER, CHICAGO
Phone 2532 Brown. Long Distance and Local.
Western Office, 538 Crossly Bld., SAN FRANCISCO
Eastern Office, 45 Leonard Street, NEW YORK



Suit Form No 00 R.

YOU WILL PROMOTE YOUR OWN BUSINESS BY INSISTING UPON HAVING

THE

PALMENBERG FORM

For Manufacturers and Retailers

It is made in latest shapes. Absolutely correct in style and measurements and is constructed so that operator in fitting a garment can determine the exact position of the centre lines, by pieces in front and back which can be readily top through the material of the garment which is being fitted.

This form is indispensable to **Retailers** for their store display.

Especially adapted for the walking length skirts.

The foot rest does not protrude beyond the skirt (which is so common with the ordinary forms).

Suits displayed on this form show off to the best advantage.

Write for Catalog No. 12

J. R. PALMENBERG'S SONS

FACTORY 89 and 91 W. Third St.
710 BROADWAY, **NEW YORK, U.S.A.**
(ESTABLISHED OVER 30 YEARS.)
Manufacturers of Papier Mache Forms, Wax Figures, Finest Metal Display Fixtures, etc.



About up to the Neck

in Fall business—orders coming in freely, each a distinct compliment for our line.

Don't believe in "blowing"—never did; and aren't doing so now; but what other buyers (and clever buyers, too) approve of and buy, must have merit.

Our line of FURS is well worth your inspection.

Stoles in all the staple furs, such as American oppossum, beaver, sable, Alaska sable, mink, stone marten, etc., are going to be fashionable this season. **Also the flat Coronation Muff** is the leader in muffs.

See that we send you some.

Orders for prompt shipment receive every attention.

A. J. ALEXANDOR, MANFC. FURRIER

504 and 506 St. Paul Street, MONTREAL.

Galt Robe Co.

Galt, Ont.

Manufacturers of

Standard Buffalo Robes, Rugs,

STANDARD
TRADE MARK

Cold Weather Garments.

Buffalo and Astrachan Coats.

Astrachan Cloths, and a complete range of

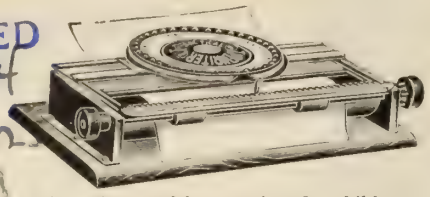
Carriage Dusters

sold by all the leading jobbers.

ing to some extent as is the Peggy. One bag has the inside purse attached to the frame.

The braided handle is in good demand, but the strap handle is more favored. Some of these are exceedingly long.

RETURNED
OCT 19 1904
Out Booth 2
Page 49



A cheap but useful typewriter for children.

A novelty in ladies' leather belts is one along which two straps of leather extend, edged with white cloth. These are usually in black or white. They are likely to take with the trade.

NOTES OF THE TRADE.

The stock of T. G. Wiskard, dry goods merchant, London, has been sold.

S. Hoffman & Son, dry goods merchants, Chatham, Ont., have been burned out

M. McGillivray, dry goods merchant, Listowel, Ont., has sold out to J. R. Grant & Co.

The stock of S. Karam, dry goods merchant, Ottawa, Ont., has been sold at 60 1-2c on the dollar.

J. H. Hamilton, dry goods merchant, Collingwood, Ont., has sold out to Kennedy & Towsley.

Lucy Leonard, dealer in dry goods and groceries, Oshawa, Ont., has sold out to W. S. Bowden.

Sentnor, Trainor & Co., dry goods merchants and clothiers, have been succeeded by M. Trainor & Co.

Richard K. Malouf and Nageeb Thoun have registered as Malouf, Thoun & Co., dry goods merchants, Montreal.

The stock of the estate of Charles Lunn, jobber in dry goods, has been advertised for sale by auction October 1.

Ernest Laing and Victor Gelinas have registered under the name of Laing & Gelinas, dry goods merchants, Montreal.

John Karley and John S. Teskey have registered as Karley, Teskey & Co., dry goods merchants, Montreal (Westmount).

The stock of Jessie Rae, dry goods merchant, New Westminster, B.C., has been sold to T. H. Smith, and a compromise has been sought.

E. W. Mudge & Co., commission dry goods merchants, have dissolved partnership, and E. W. Mudge and Thomas D. Watson have registered.

Messrs. G. D. McKay & Co., milliners, ladies' tailors and habit makers, Winnipeg, have opened up their handsome new three-storey brick building.

R. J. Deckie & Co., Vancouver, B.C., have purchased a boot and shoe factory in that city and will manufacture miners' and loggers' shoes for the local market.

The premises of the Canada Thread Co., Debresoles street, Montreal, were damaged by smoke and water in the Montreal fire on Wednesday, September 21. They state the delay in shipments will be only temporary as they have large stocks on hand in the two warehouses in the outskirts of the city.

Property has been acquired at Toronto Junction for the building of a large knitted goods factory. The excavating has already started. It is said that Yankee capital is financing the business.

Joseph A. Newman and D. A. Shaw have opened up a new dry goods store at 122 Princess street, Kingston. The interior is handsomely fitted out. Both members of the firm are native Kingstonians.

The Dr. Jaeger Woollen Co. were awarded the gold medal of the Nova Scotia Provincial Exposition, held in September, for manufacturers of high-class woollen good. There were several competitors.

Among the losers in the quarter-million dollar fire loss at Halifax on September 16, the two buildings occupied by R. R. Kennedy, dry goods merchant, suffered a loss of $9,000, while the damage to stock was estimated at $40,000.

With the additional two floors to the R. J. Whitla & Co. wholesale dry goods warehouse at Winnipeg it is conceded to be one of the largest of that line of business in Canada. It is now only a matter of a few weeks before this extra floor space will be in readiness for the stock.

A raid on the warehouse of H. & L. Freedman, merchant tailors, 3158 Notre Dame street, Montreal, brought the thieves skins to the value of about $1,450, the list including 31 otter skins worth from $15 to $20 a piece, 20 mink skins, 30 Persian lamb coats, 4 black beaver coats and ruffs of many descriptions.

On the authority of one of the directors of the Allan Mfg. Co., Toronto, the rumor that they are about to sell out their umbrella manufacturing plant, is denied. The firm have been entirely satisfied with the results of this venture from the first, and at no time have they had the slightest intention of dropping out. Fall orders, they report, have been so large that it will tax their present equipment to the utmost to fill them.

Mr. Chas. Nebelung, has opened an establishment at 2102 St. Catherine street, Montreal, for the manufacture and repair of all kinds of fur garments, etc. Mr. Nebelung has had thirty-three years' experience in the States and Canada in this class of work, his Canadian experience being with such firms as Laliberte, Quebec; and Robertson & Co., Montreal. He is prepared to execute all orders for the trade in a first-class manner at very reasonable prices.

AN AUTUMN AND WINTER CATALOGUE.

THE catalogue of Autumn and Winter fashions for 1904, sent out by Copestake, Crampton & Co., 5 Bow Churchyard, London, E. C., is an artistic, carefully prepared piece of work from cover to cover. In size 12x16 inches, and containing 46 pages, it is filled with well executed drawings of the goods handled by this house, including cloaks and mantles, waists, lace goods, trimmings, furs, skirts, dressing gowns, underclothing, infants' and children's clothing, millinery, corsets, etc. Every line represented is distinct and the figures are true to life and pleasing to the eye. The millinery department is particularly strong in this point. The paper used is of heavy stock with a smooth finish that brings out the cuts with clearness and precision. The announcement is made on the cover that electros of any cut may be had for 8d to 2s each, with full figures 3s 6d each.

AN ENGLISH HOSIERY HOUSE.

UNLIKE many illustrations of business premises, the accompanying view of St. Margaret's Works, Leicester, England, includes nothing but what is actually a part of the great hosiery business of Cooper, Corah & Sons. The works cover nearly five acres, and are thought by some to be the most extensive in the trade in the Mother Country and probably in the world. Founded in 1803 by Mr. Nathaniel Corah, grandfather of the two brothers who now manage the concern (Mr. Cooper having retired from active participation three years ago), the firm has a record of progress which may well excite the admiration of business men and the wonderment of the "man in the street."

Situate 100 years ago in Talbot Lane, the premises had soon to be vacated for larger ones and, until something like 40 years ago, the home of this industry was in Granby Street, where the Post Office now stands, when St. Margaret's Works were built to accommodate the ever increasing needs of the business. At that time the front building, which is the warehouse, and the factory on the right side of the illustration, was the extent of the works, but it was soon necessary to erect the buildings across the end of the yard. In 1882 the next addition was opened, followed by another in 1884 and still another in 1886, since which time two or three further extensions have been essential, consequent upon the enormous demands for the "St. Margaret" hosiery and novelties.



St. Margaret's Works, Leicester, Eng.

The firm adopted the words "St. Margaret" as their trade mark. Altogether there are 1,700 people employed. Being like a huge bee-hive, with everything up to date, it is considered a model factory, and those who have been fortunate enough to get permission to go through the works, have been delighted with what they saw. Cleanliness is a special feature of the place, and with good light and ventilation the operatives work under the best of conditions.

The relations, too, between employers and employed are very pleasant, and it is a rare thing for anything in the nature of serious trade disputes to affect St. Margaret's works. An insight into the mutual good feeling, and the workers' appreciation of the conditions under which they labor, may be gathered from the fact that in the Spring of this year, a magazine entitled "Yes or No" offered in its first number, a special prize of a silver brush and comb "to that girl worker in a factory employing over 200 hands" who should send a description of the place where she worked, showing to the Editor's satisfaction "that it was, indeed, the nicest place to work in, which could be found in the United Kingdom." The prize was awarded to one of the St. Margaret's works employes, and the reasons she assigned as showing that the conditions of work "could not be excelled either from an employe's or an employer's point of view", are the following :

1.—It is an extensive, airy place, covering an immense amount of ground, with grass lawn in front, and has all the modern appliances for heating, ventilation and lighting, thus enabling the workers to do their duties with the greatest amount of comfort.

2.—Sanitation is made an especial point, the floors being washed each day with disinfectants. This is a very wise precaution when one realizes that the number of employes to-day is over 1,700.

3.—The wages are paid fairly, no grinding is allowed, and no unjust spying of any sort is encouraged. Should a dispute arise, everything is fully inquired into by the masters before any stringent measure is taken, such as dismissal

4.—The masters encourage ability by asking for suggestions for new ideas from employes, and every encouragement is given for employes to raise their positions.

5.—Old hands are not discarded but given lighter work

6.—The masters keep a convalescent home in the country, where their employes may go if they wish to recruit their health

7.—The local infirmary is contributed to each week. Employes are, therefore, able to get the best medical skill and nursing—even those who pay one penny weekly

8.—Everything is carried on orderly, and in such a large place strict punctuality is insisted on, but any fines which may be incurred are handed to the local infirmary.

There is an arrangement between the firm and their workpeople that all shall contribute one penny per week to a local charity fund, and when wages are paid, the "hands" return a penny to a box placed conveniently for the purpose. Any fines inflicted for late attendance, etc., are used to augment this fund. The money is distributed at the latter end of each year, and it will no doubt surprise our readers to know that for the year 1903, this penny contribution allowed of the following amounts being paid over :

	£	s	d
Leicester Infirmary	275		
" Provident Dispensary	100		
" People's "	10		
Charnwood Forest Convalescent Home	10	10	0
Leicester Blind Institution	5		
" District Nurses Institution	5		
Surgical Aid Society	2	2	0
	£407	12	0

By this arrangement the employes are able to get recommendations, when required, entitling them to the very best medical advice and attendance, free of charge.

Cooper, Corah & Sons are makers of all classes of hosiery, both for home, colonial and foreign consumption.

THE PASSING OF WYLD-DARLING COMPANY

DURING the month of September there passed into history the firm of Wyld-Darling Company, Limited, one of the oldest dry goods houses in Canada as well as one of the most respected. It is with the regret of Canadian manufacturing, wholesale and retail circles that this successful firm has disappeared from business life.

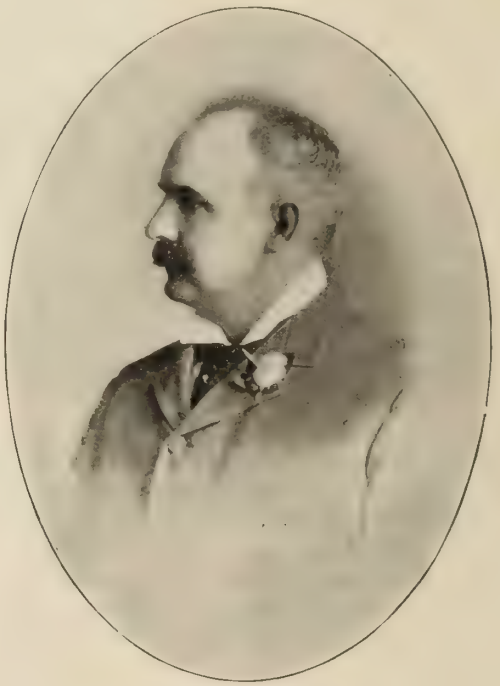


F. Wyld,
President Wyld-Darling Co.

Not the slightest trace of the causes for this step can be found in any lack of success in carrying on the business. The buying public is well aware of the esteem which this firm always retained and have not been slow in expressing their opinion both at the time of the fire and since the announcement of the sale was made. It is wholly resultant on the great Toronto fire. The destruction of the commodious warehouse at the corner of Bay and Wellington streets left them without premises for business purposes and try as they might no suitable quarters could be obtained on account of the great demand for room and the space required to handle the large volume of business to which they had attended. To make the outlook more gloomy no agreement could be arrived at with the English owners of the former lot and building, and there was no prospect of the negotiations reaching a satisfactory conclusion.

Mr. Wyld, the president of the company, has attained an age and has had a business career of sufficient duration and success to warrant him in taking a rest. Having no sons to continue his name in a sphere in which it has long been known, he has considered it best to drop the worries of a large business and retire to a quieter life. Mr Darling, the other member of the firm is unwilling to continue without Mr. Wyld's copoeration.

From its commencement Mr. Wyld has been connected with the firm, while Mr. Andrew Darling has been a member since 1888. In 1872 Mr. Wyld removed his successful woollen business from Hamilton to Toronto and opened up in August with Henry W. Darling, uncle of the present vice-president, in the old Iron Block. Six years later, in 1878, the company, Wyld & Darling, united with W. R. Brock & Co. and formed the firm of Wyld, Brock & Darling. Their place of business was on the southwest corner of Bay and Wellington streets, where the present W. R. Brock building stands. This firm continued in business for several years, until Mr. Darling joined the firm of McMaster & Co., when the name was changed to Wyld, Brock & Co. During the year of 1888 Mr. Wyld left the former firm and associated with him Mr. A. W. Grasett and Mr. Andrew Darling under the style of



Andrew Darling.
Vice-President Wyld-Darling Co.

Wyld, Grasett & Darling, occupying the large new building which Mr. Wyld had erected on the southeast corner of Bay and wellington streets and during its continuance a large business was built up. Six years ago Mr. Grasett dropped out, and the present Wyld-Darling Co. was formed. The new building had been sold to the Carnarvon

estate and so when the fire came the firm had neither l— nor building.

The dry goods house that has had the good fortune to acquire the stock and good will of the Wyld-Darling Co. is Gordon Mackay & Co., Limited, of Toronto, whose business premises were also destroyed in the great fire. Not only has the latter firm taken over the business of the former, but has also eng—ed a great part of the staff. Already five travelers, four heads of departments and several of the office staff, department assistants and warehousemen of the old company, numbering over twenty in all, have been included in the staff of Gordon Mackay & Co. and several more are expected to follow.

Gordon Mackay & Co., will, by the utilization of the three flats occupied by the Wyld-Darling Company, be in a good position as regards space, even though their new building has been considerably delayed by the recent strike. From the first of October these three flats will be taken up by the men's furnishings and smallwares departments. In the completed storey and basement of the new building will be settled the woollen, dressgoods and knitted goods departments and the present premises will contain the remainder.

The business of the Wyld-Darling Co. covered Canada, but was centred for the most part in Ontario, where the high class of goods carried and the strict integrity of the firm won the confidence of a high class of customers. The heads of departments in the warehouse were among the best in the business and were recognized as authorities in their several lines. To them Messrs. Wyld and Darling



Donald Mackay.
President Gordon, Mackay & Co.

credit a great part of the success which attended the firm's career and it is with reluctance that they part with their services.

Subscribers to The Dry Goods Review will miss the advertisement of the Wyld-Darling Co., which has run regularly since the first years of publication and for many years has appeared on the inside of the front cover. The last days of the firm were rendered brighter to the heads by the receipt of letters of regret from all parts of Canada—expressions of appreciation of the past record and business methods that have made the name of Wyld Darling one never to be disassociated with the dry goods



John W. Woods,
Vice-President Gordon, Mackay & Co.

business of Canada. Mr. Darling is still in the prime of life and The Dry Goods Review wishes him every success in any new venture he may undertake. To Mr. Wyld it is comfort and good health, and a long retention of those strong faculties and remarkable energy that came so strongly to the fore since the great fire.

PERSONAL MENTION.

Mr. Cote, of Greenshields Limited, has returned from a well deserved holiday trip.

Mr. Harry Russell has been appointed assistant manager of R. McKay & Co., Hamilton.

Mr. Calmer is again scouring the European markets in the interests of Debenham, Caldecott & Co.

Mr. Joshua Rosenthal, of the London Rubber Co., has accepted a position with the Colonial Cloak Co.

Mr. Archibald Wright, dry goods merchant, Winnipeg, has returned from an European purchasing trip.

Mr. Joseph Beaudry, of the Montreal Umbrella & Suspender Co., is in New York picking up novelties.

Mr. Geo. B. Fraser, of Greenshields Limited, is expected back from foreign markets the first week in October.

Mr. Cook, buyer for Greenshields Limited wash goods department, has returned to Montreal from English markets.

Mr. T. Jackson, formerly head of the staple department of Wyld-Darling Co., has been engaged by Gordon, Mackay & Co.

Mr. J. D. Kuppenheimer, president of the Oriental Silk Co., Limited, Montreal, leaves on the S.S. Empress of India this month for China and Japan on a business trip. It is his intention while there to establish a buying

office for his firm for the purpose of being in touch with the best markets for raw silk.

Mr. A. E. Gingrich, formerly a dry goods merchant in Toronto, has opened an office at 69 Bay street for a manufacturers' agency.

Mr. B. B. Cronyn, vice-president of the W. R. Brock Co., has returned to Toronto after a three months buying trip in foreign markets.

Mr. Moore, of the Moore Carpet Co., Sherbrooke, made a friendly call at the Montreal office of The Dry Goods Review the past month.

Mr. R. D. B. Timmins, of Timmins & Co., dry goods merchants and grocers, Almonte, Ont., paid a visit to the Toronto office of The Review.

Mr. Thos. Ryan, of the Thos. Ryan & Co., wholesale boot and shoe firm at Winnipeg, is at present on a buying trip through the eastern markets.

Mr. Lorne D. Bradwin, who has been in charge of the dress goods department in James Shea's, Hamilton, has secured a position with the T. Eaton Co.

Mr. R. C. Brassington, of W. H. Mullins' Advertising Novelties, Salem, Ohio, was a caller at the Montreal office of The Dry Goods Review last month.

Mr. H. L. Holstein, Whitney, Ont., favored the office of The Dry Goods Review, Montreal, with a call last month. His ecomiums of the paper were appreciated.

Mr. Alfred C. Bulling, of the Stobart, Sons & Co., Limited, wholesale dry goods firm at Winnipeg, left for Montreal and other eastern points on the first of October.

One of the visitors during September to the Toronto office of The Review was Mr. F. Stanfield, of the Truro Knitting Co. Mr. Stanfield was in Toronto to meet his travelers.

Mr. Markus, of the Standard Umbrella Co., has returned to Montreal after an extensive scouring of the New York market in search of novelties suitable for Canadian trade.

Mr. Alexander Bethune, manager of the John W. Peck Co., wholesale clothing firm at Winnipeg, has returned home after a pleasant few weeks recreation at his Summer home in Vancouver.

Miss Raine, formerly with the firm of A. R. Kerr & Co., Hamilton, has accepted a position with Stanley, Mills & Co., Hamilton, as buyer and manager of the ready-to-wear department.

Mr. Frank Whilpley, formerly of Sinclair, Man., has opened up a most up-to-date store, splendidly equipped with a complete stock of clothing and men's furnishings, etc., in the City of Winnipeg.

Mr. S. H. Johns, with S. D. Crothers, dry goods merchant, Wallaceburg, was a visitor at the Toronto offices of The Dry Goods Review. It is rumored that Mr. Johns was taking unto himself a wife.

Mr. B. Stanley, formerly of the Commonwealth Store at Winnipeg, has opened up a very imposing store on Main street, near the corner of Logan street, with an up-to-date stock of clothing and men's furnishings.

Mr. R. L. Smith, formerly manager of R. McKay & Co., Hamilton, has become a partner in the firm of G. W. Robinson & Co., of the same city. Mr. C. P. Hoffman has succeeded Mr. Smith as manager of R. McKay & Co.

Mr. Shaw, manager of Greenshields Limited silk department, has returned from an extensive holiday trip embracing Winnipeg, St. Paul, Minneapolis, Chicago, and the St. Louis Fair. He reports silks as strong on the other side.

A very pretty wedding took place in the Fort Rouge Methodist Church in the City of Winnipeg, September 21, when Mr. John L. Waller, the wholesale men's furnishings merchant, was married to Miss Clara M. Bull, daughter of Mr. M. Bull.

Notes of the Travelers.

Mr. W. V. Sparling has been engaged as city traveler for Toronto by the W. R. Brock Co., Limited.

Mr. H. S. Arnold, of the New York Silk Waist Co., will show late novelty waists to the trade after October 15th.

Mr. George N. Scott, a representative of Parker's Dye Works, died at Clifton Springs Sanitarium, where he had gone for his health.

Mr. John Dunnigan, traveling representative of S. F. McKinnon & Co., Toronto, has retired from the road and will reside in future at Cacouna, P.Q.

Mr. J. L. Gittleson, of the Montreal Waterproof Clothing Co., leaves the first of this month for western territory in the interests of the London Rubber Co.

Messrs. J. A. Roden, C. H. Haun, D. A. Blackburn and A. P. Porter, formerly representatives of Wyld-Darling Co., have been engaged by Gordon, Mackay & Co.

Messrs. R. J. Walker and S. D. Stewart, western representatives of Arthurs & Co., Glasgow, Scotland, are at present covering their respective routes in the Northvest for Spring orders.

Mr. H. W. Bonnell, a new addition to Greenshields Limited, is the special man from their housefurnishings department. He is calling upon the trade this month with a complete line from this department.

The engagement is announced of Miss Margaret Johnston, youngest daughter of Mr. and Mrs. L. W. Johnston, Fredericton, N. B., and Mr. George H. Ferguson, the popular traveler for the Hartt Boot & Shoe Co.

Mr. A. Glover, formerly of the D. McCall wholesale millinery house of Toronto, has been transferred to the Winnipeg branch, from which centre he will travel the Province of Manitoba, making his first trip about November 1.

Mr. S. Wener, one of the proprietors of the Montreal Waterproof Clothing Co., at the termination of a recent visit to Winnipeg presented his representative for the west, Mr. Geo. Youngheart, with a diamond ring, in appreciation of his efforts to extend the company's business.

CATALOGUES, BOOKLETS, ETC.

The foreign and colonial list of Walpole Bros., Limited, Belfast, Ireland, contains a detailed catalogue of the household linens handled by them. Fifty pages are necessary to cover the ground in intelligible form. An insert contains cuts of men's shirts, sheeting and table damask, with small samples of the material.

A booklet issued by the Onsamequin Club, Bridgewater, Mass., and dealing with their exhibition of arts and crafts has been received. It is in reality a catalogue of the different exhibits in the collection which has been gathered by this club to "encourage all movement towards more abundant life and more beautiful living." Each department is written up by an authority and presented in readable form.

A very neat booklet is that sent out by the Willcox & Gibbs Sewing Machine Co., to announce there return to the old "Willcox & Gibbs corner," Broadway and Bond streets. The cover is in a delicate tan and the same shade is used throughout the book, which contains cuts of their machines and buildings.

"What we are doing to help you," is the title of a booklet issued by the Truro Knitting Mills Co., Limited, Truro, N. S. Each page is decorated with a neat design enclosing the reading matter, which is an exposition of the merits of Stanfield's unshrinkable underwear and Truro knit underwear.

WHITE GOODS

FALL LINES.

FALL placing orders are all shipped now, and as far as the manufacturer is concerned repeats are all that are to be looked for, and these are now coming to hand, and are expected to to do so for some time yet. For some time back the trade has felt the need of some other material to supplement flannelette for the making of Fall underwear. Flannelette is one of the most useful materials known to the trade, and from it most desirable Winter garments are made. It is cheap and warm and wears and washes well, and for those who require nothing more it satisfies every demand. But the trouble is that it loses the soft pretty finish when washed, and for those who require a garment that will please the eye, in addition to its other qualities, flannelette emphatically does not fill the bill, and manufacturers have for some time been casting about for some other fabric from which to make the garments for the better class trade.

This Fall some of them are showing gowns, drawers and even corset covers made of nun's veiling, and it would seem that it is well adapted for the purpose, for it is soft and pretty and washes well, and loses little or none of its prettiness in the wash.

Of course the underwear made of this fabric has none of the elaborateness of those made of lawn or nainsook, nor is it at all desirable that they should, but they are very prettily trimmed with embroideries executed in silk on the veiling, and with fine torchon laces and wash ribbons. The gowns are the open front, yoke variety, and the soft folds the material naturally takes ,give the chief part of the effect.

Nun's veiling is not too high in price to make garments made from it too dear for the purse of the average buyer, and it seems as though this material should answer admirably for making up into better class underwear for Winter. This season it is of course put out as an experiment, and as with all novelties the price is somewhat high higher than it would most probably be if it comes into general wear. To ensure success it should be shrunk before making up, but certainly the material is worthy of a trial, for if it can be demonstrated to be a good thing, it would help to give importance to the Winter selling season, and to increased sales.

CONDITIONS OF THE MARKET.

TRAVELERS are out now with whitewear for January trade, and sample lines are unusually complete, and also unusually attractive. Just to show how the Canadian whitewear trade is growing, and how aggressive some of our manufacturers are, it might be mentioned that the travelers for one house alone are carrying with them over 1,200 different samples of whitewear and lingerie blouses—quite a respectable stock in itself.

It is hinted that stocks are not in as clean a condition as is desirable at this time of the year, a condition towards which many causes have contributed, two of which are the backward Spring and cool Summer, and the Toronto fire, which threw two large stocks into the market late in the season and at tempting prices. January, however, is four long months away, and before that time, with a little effort seconded as it is hoped it will be by seasonable weather, stocks in the hands of the retail trade should be reduced to normal, and trade prospects for Fall are very favorable.

What, however, is likely to prove a more serious matter is the fact that whitewear prices may be "spotty," owing to the drop in cotton in the past few months, and already there are indications that some houses are revising their price lists and basing their new prices on the rate at which cotton is now selling. This will give them a great advantage over competitors who may have been caught by the drop. Such a market calls for very careful buying on the part of the retailer who, by the way, is apt to think in ready-made goods that price is the whole game; when really it is only part of it.

Low prices do not always stand for actual value, for skimpy, ill-cut garments are dear at any price—not that all goods that are bought cheap are deficient in cut and width, but too often it is because the material is economized that they are low in price. Let the retailer be careful to see that the whitewear he buys has no deficiencies of this sort—even the trying of a few of the garments on would not be a bad plan.

Skimpyness is a fault that serves more than any other to discredit bought whitewear, for not only is a skimpy garment uncomfortable to wear, but the seams are always giving away, and as one customer complained, "the continual mending is more trouble than making a new one." A garment of this kind, even if you can sell it for 10c or 15c or even a quarter of a dollar less than one that has ample width, sends more trade away than it brings to your department. Less cheap trimmings and more material in the body of your garments is what retailers should demand. Appearances attract and cannot be neglected, but it is wear that keeps the customer.

GOWNS.

THE new lines emphasize the favor in which the chemise or slip-on gown is held, for almost all of the more expensive gowns are of this shape. These gowns, as the name implies, slip over the head in chemise fashion, and do not open in front. There is a beading run with ribbons to draw the gown in at the neck, and very often a wider one joins yoke and body. A new shape has a beading at the waist with some of the fullness gathered to it so that when the ribbon run through the beading is tied the gown blouses in front.

In fact when the gown has a flounce on the bottom, as some have, the difference between a gown and a neglige robe is very slight. Ribbon is a very important adjunct to the new whitewear, and in most cases washes with it. Sleeves are quite a feature and are large and elaborate. Some of the newest are really only an immense frill, and do not reach much below the elbow. Others are full and hanging and have deep flounces of lace. Valenciennes has for many seasons been the only lace as far as whitewear is concerned, but there are others this year. Point de Paris is the best of the new laces, and there is a fine machine-made Maltise that makes a very pretty trimming. Fine Torchon is used on the cheaper gowns and is very satisfactory, for besides being cheap it washes and wears extremely well.

Embroideries are more in evidence than was at first anticipated, and this must be set down to the fact that patterns are so good. Many dainty patterns in very fine

work are used, and in strong contrast are those of bold patterns in bold, heavy button and drawnwork effects — in fact drawnwork embroideries are more popular than ever, and in "broderie anglaise" some old timers are in evidence again.

SKIRTS, CORSET COVERS, ETC.

SKIRTS and drawers, trimmed with Cluny, are meeting with an exceedingly good reception. It certainly forms a moderate priced and effective trimming for skirts and drawers, but is not so well suited to corset covers and gowns. The knee flounce is universal on skirt lines, and to get the fashionable "frou" effect over the dust frill is placed another and deeper one edged with lace. A few have the circular flounce, narrow in front and deeper at the back. Flounces of five sided pieces set godet fashion and joined with insertion and flounced with lace are on many of the elaborate skirts. A bow knot or some other device of insertion generally takes the place of the motif in use last year. Motifs are used but are not as prominent as they have been on either skirts or other garments.

Fully half of the samples shown are trimmed with embroidery, and some of the patterns are very fine. Drawnwork, blindwork and button effect are the most popular. The fact that all embroideries are made in sets and that wide and narrow flouncings and insertions come to match is a great help to the designer and is responsible for some of his, or her, as it may be, happiest inspirations.

Corset covers, as usual, are very elaborate and point to the continued use of semi-transparent fabrics. The majority of them end at the waist in a wide beading and the inevitable ribbon, though they can be had with little peplums. The fashionable woman will want the short corset cover as the effort is to keep the waist as trim as possible, and to do this she will buy a short cover as well as drop the band of the skirt well down onto the hips. Corset covers will have to be extremely well cut to stay down and not wrinkle. These are little matters on which it is necessary for the selling staff to keep posted and to be able to explain, as there is said to be some complaint about short waisted corset covers.

WHITEWEAR AT THE EXHIBITION.

IT must have been a matter of regret, tinged with a feeling of resentment, to the majority of retail dry goods men, that the display of whitewear at the Toronto Exhibition was left wholly in the hands of two retail firms the T. Eaton Co. and the R. Simpson Co.

It must be confessed that these firms made a splendid use of their opportunity. They each had an immense showcase filled with the daintiest and choicest of whitewear; and shown in such an attractive manner that it furnished in itself no mean lesson in the art of display. Not only was the city dame interested, but her country sister was fascinated, and the lovely garments shown, must have been a revelation of undreamed of possibilities, to many of the women, who feasted their eyes upon them, and a revelation that ought to help the country merchant to sell better goods, for it would be given to few women to see such a display without doing a little coveting on their own account, and it is just this feeling that the retailer should be able to turn to his advantage.

FEATURES IN STAPLES

COTTON.

AS foreshadowed last month, the new prices that have been issued in cotton goods show a drop save in a few instances. The Colonial Bleaching & Printing Co.'s list was given last month, having just arrived in time for insertion. Up to the moment of writing the Dominion Cotton Co. has issued only its Magog price list, which includes prints; the Montreal Cotton Co. has not yet sent out any prices, and the Cornwall & York Cotton Mills Co. have simply met the Canada Colored prices, so that no settled prices are out apart from prints, flannelettes and a few other lines. In the lists of the Canada Colored Cotton Co. there is a drop of a quarter to a half cent. They claim that the only reason for the drop is that they raised their prices more during the recent flurries in cotton than did the other companies. But as compared with prices of a year ago there is an advance in one line of flannelettes of three-quarters of a cent, in another of a half cent, and the entire list runs about the same. Domets have dropped from a half cent to a cent. Such things as awnings, cottonades, denims, tickings, galateas, shirtings, saxonies, are all down.

* * *

The print list of the Dominion Cotton Co. contains the following prices among its leaders :

	New price.	Last Fall.	High price.
H print	5¾	5½	6
No. 1 print	6½	6¾	
No. 2 print	9¼	8	
C print	10	10	11
A duck	8½	8	
A A duck	10	10	11
Drills	10	10	
H drill	11½	11½	
Summer suiting	9½	8	9½

From this it will be seen that while there is a substantial drop in most cases from the high level prices are still above last Fall's prices in all but two or three. The lines chosen are merely representative ones.

* * *

Just what will happen in cotton is a mere guess. The past few days have seen a drop in raw cotton on account of the somewhat bearish Government report. The crop is exceptionally early and this is bringing the level down as receipts are unprecedented. Whether this will have the later effect of sending prices up remains to be seen. Competition among the United States mills will prevent too high quotations on manufactured goods, although that does not mean that cheap goods could be bought. Lancashire mills and many of those in the United States are running short time or are closed, and while this means a lowering of prices to be obtained for raw cotton at the moment it means a longer retention of the present level or a higher one, since these mills are just looking for a chance to get into the market again. Manufacturers of yarns in Carolina have put their prices up.

* * *

The United States consul at Glauchau, Germany, in speaking of mercerized goods, says :

As prophesied one year ago, the lively American demand for mercerized cotton effects continued until April,

since which time there has been scarcely a yard sold or an order booked. American buyers, after examining the manufacturers' collections and prices of mercerized dress goods, have placed no orders, claiming they can buy as good goods at better prices at home. American designs and patterns continue to be sent here and the manufacturers realize more than ever the importance of their American competitor. The exports of mercerized cotton goods from Glauchau during the past year amounted to $51,112 01, but it is the opinion of the principal manufacturers and exporters that this class of dress goods have had their day and that the return for the year ending in 1905 will show a decided decrease in their exportation from this district.

LINEN.

BELFAST linen trade is very dull at present and yet prices remain at a high level. It is impossible to lower these so as to attract trade, since the price of the raw material prevents it. The flax acreage in Ireland this year shows a decrease of 393 acres as compared with last season. For the past ten years the showing has been as follows :

	Acres.		Acres.
1894	101,081	1900	47,451
1895	95,202	1901	55,443
1896	72,253	1902	49,742
1897	45,576	1903	44,685
1898	34,489	1904	44,292
1899	34,989		

The Russian crop is yet in doubt, although there is a great deal of rain and frost may catch the crop before it matures. Crops in Austria and Germany are poor. The Canadian agent in Japan reports considerable impairment to the flax crop. It is estimated the crop will be 25 per cent. less than last year.

WOOL.

THE sixth series of wool sales now on at London, Eng., is showing a strong market with slight advances in fine merinos and superior crossbreds. The level is very firm and a further advance may take place any day. America and Germany are strong bidders.

The production of wool for export in Australia during the season ending June 30, 1904, was 995,000 bales, against 1,014,000 bales in 1902-1903, a decrease of 19,000 bales. Adding the New Zealand production, which declined from 426,000 in 1902-1903 to 372,000 bales in 1903-1904, makes the total in Australasia 1,367,000 bales, against 1,440,000 bales in 1902-1903. While the total production for export decreased 73,000 bales, the local sales dropped only 23,667 bales, viz., from 861,174 bales to 837,197 bales.

Blankets are very scarce on the market, some wholesale houses having a very few for sale. If stocks are low in these among the retail trade not a moment should be lost in laying in the Winter's supply.

TRADE ABROAD.

AN interview with Mr. B. B. Cronyn, vice-president of the W. R. Brock Co., Limited, who has just returned from a three months buying trip, elicited the following information : "The situation abroad is exceedingly unsatisfactory. Trade is very dull and the general deadness of things is reflected in every line. Cottons are difficult to buy. The Lancashire mills are running short time and stocks are low. When I left it was considered fairly certain that prices would go still higher.

"In linen conditions are no better. Belfast is feeling very much the presidential year in the United States, as that country is the largest buyer of Irish linens, and for this year, as everyone knows, trade across the line is bound to be poor. Prices are high, since no lowering is possible with the present price of flax.

"Wool is very high and going higher. What is more, the quality to hand is poorer than usual, and I am afraid that the materials made from it will show it.

"It is in silk where the strangest conditions hold. Raw silk is down but manufactured goods are much higher. This is caused by the loss which mills sustained last year in order to create a demand for silk piece goods. There is no demand at the present time for anything but a few plain goods and some fancy taffetas such as are used for the popular shirt waist suit. The trade in glaces is moderate. The cause of the poor market in silk goods is the wonderful imitations that have been produced in mercerized fabrics. As a manufacturer said to me, 'How can you expect my silks to sell with the price at which that (referring to a mercerized cloth) can be sold. Even the fancy taffetas are being closely imitated in cotton goods.'"

WINNIPEG NOTES.

OUR numerous wholesale dry goods firms are now anxiously waiting the return of their dress goods buyers from the European markets. For the past five months they have been solving their Spring dress fabrics propositions, securing for the Spring of 1905 the usual stocks of the various lines, to cope with the opening requirements of the western trade.

* * *

The travelers for the Greenshields Western Limited are now preparing for the big rush of the holiday season. They will be able to show their customers a splendid assortment of samples of the various lines of Christmas toys and the newest novelties and most up-to-date fads.

* * *

A most attractive exhibit of the Belding, Paul & Co. samples of silk embroidery work which won the prizes offered by the company at the recent Dominion Exhibition were displayed by Mr. J. R. Galbraith, western manager for this company, in the store windows of J. Robinson & Co, at Winnipeg.

* * *

The Kyle, Cheesbrough Co. western branch at Winnipeg will soon have in readiness their large commodious sample and stock rooms on the third floor of the Bulman Bros. block, and it will greatly facilitate the handling of the Spring orders for their extensive western trade.

* * *

During the last few seasons the ready-to-wear department of R. J. Whitla & Co., wholesale dry goods house at Winnipeg has been greatly hampered through the lack of room. With the extensive alterations and the increased floor space of this department they intend to break all records and promise to add greatly to the interests of the buying public in the many lines and the wide range of values offered.

HINTS TO BUYERS.

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

John M. Garland, Son & Co.

FOR 1904 fleeced lined goods, the men's furnishing department are showing their special values in smooth seam shirts and pants to retail at 50c, 75c and $1. In this same department is a large range of men's raglan coats made up from a fine dark grey cravenette, tailor finished, lined throughout, sizes 34 to 46. This line should interest buyers looking for something good to sell at a medium price.

Every house is out with lots of good things for the holiday trade, John M. Garland, Son & Co. are among the number looking for up-to-date handkerchief and notion buyers. This season's showing of handkerchiefs, dolls, albums, clocks and purses is certainly good and deserving of a look over.

Hauson socks and mitts will be found in the outfitting department at Garland's. This line needs but a word, the name does the rest.

Montreal Waterproof Clothing Co.

Mr. J. L. Gittleson, representative of the Montreal Waterproof Clothing Co. for Western Ontario, begs to announce to his customers and friends that he is starting out the first of October for his Spring trip with the finest novelties and styles that could be procured. The Montreal Waterproof Clothing Co., after experimenting in various proof cloths have adopted the "Millerain" process proofing for all garments manufactured by them. They claim that they have found this system most satisfactory. "Millerain" cloth is proofed by the British Millerain Co. of Halifax, England, who have years of practical experience in this business. Their cloth has a large sale in Canada.

Caverhill & Kissock.

Fall trade is now in full swing, following upon a propitious opening at which the novelties shown by this firm excited rare admiration.

A picture hat at Caverhill & Kissock's made of brown chenille and trimmed with a steeple bow of brown moire ribbon, finished with a long steel dart which runs through the brim and touches the bandeau was noticeable. Another large black velvet hat rolled high to the left side, trimmed with shirred silk and black coque wings, shaded to a flame color was a feature of this department. Still another was of the new blue color in three shades, trimmed with shirred velvet and the crown with shirred ribbon and a wreath of coque feathers gave an odd but very pretty effect.

Beads went well and are prone to be very popular. Ribbons of all descriptions are in demand. Moile ribbons in soft facings as well as ottomans are good property. In materials bright finished as well as chiffon velvet with the soft pile make a fashionable trimming and they have a good stock to select from.

In feathers, birds and ornaments the stock is in good shape. Paradise ospreys are quite the vogue and they look very pretty. The auto pin is a new ornament for a a.. Comb shaped ornaments in steel make a neat hat finish. Roses, owls' heads and hackle feathers have stamped themselves as new trimmings and they have a goodly stock.

The ready-to-wear department is rushed and all the popular shapes and colors have taken well. For Fall assorting this firm are prepared in the way of novelties and staples for any demand that may be made upon them for the next six weeks. White hats went well for early selling and now the demand is centred upon various shapes and materials in brown, green, black, navy and champagne. Children's ready-to-wear hats are featured.

John Macdonald & Co.

A special purchase of ladies' jersey cashmere gloves at considerably below regular price is worth attention. They have been marked close to clear quickly. In ladies' ringwood gloves they show a range of popular prices in black, white, grey, cardinal and fancies, also a large range of children's. They have a complete range of prices in ladies' cashmere gloves with dome fasteners.

Their stock of ladies', misses' and children's cashmere and wool hose in ribbed and plain is very complete. Four lines of fancy neck ribbons just opened show latest novelties. Wool goods comprise shawls, golfers, mitts, hoods, clouds, infanteries, bootees, etc., in great variety. Their special black peau de soie at 75c is now in stock.

The carpet department stock is now complete for the Fall sorting trade and consists of wiltons, axminsters, brussels, tapestry and wool and union carpets of the newest and latest designs; also a complete range of squares in axminister, velvet, tapestry, wool and union. They have just opened a special shipment of Turkey carpets in room sizes at medium prices. In linoleums and floor oils the stock never was as complete or as large and well assorted as the present. Samples can be sent on application. Lace curtains, twills and table covers are well assorted and many special lines are being shown. A special line of 8-4 linoleums consists of 26 patterns.

They are showing in their woollen and tailors' trimming department Scotch tweed suitings in all the latest designs, fancy worsted suitings, fancy worsted and Scotch trouserings in a large variety of patterns, overcoatings, in meltons, beavers, vicunas, naps, friezes and fancy makes. Special lines, 40 inch fancy silesias and Italian cloths at old prices.

They are showing in their staple department grey blankets in ten different lines from low union to pure wool; a mill clearing line of all pure wool white blankets in 6, 7, and 8 lbs. at much less than regular prices; bed comforters in good style of patterns, well made, and filled, in ten qualities; special value in black satteen at 10c, 12 1-2c, 15c, 17 1-2c, 19 1-2c; cream damask tablings well assorted, with a special quality 60-inch cloth at 25c; bleached damask tablings with one at 35c, 37 1-2c and 50c as leaders; fancy linens for the Christmas trade, em-

Something New in Hair Combs

THE COIFFURE CASQUE COMBS.

Just Passed into Stock

RETURNED
OCT 10 1904



No. 77101—Price, $4.00 per Doz. Setts.

SIDE COMBS

No.	72204.	.75 doz	pair
"	77604.	1.20	"
"	73636.	1.25	"
"	76351	1.60	"
"	75767.	1.75	"
"	61977 12	2.00	"
"	713 4.	2.00	"
"	30666	2.00	"
"	72402.	3.00	"
"	77376.	3.60	"

RETURNED
OCT 10 1904
Cut Book 25
Page 8
Line
To Order

NEW STYLE POMPADOUR COMB.

RETURNED
OCT 10 1904



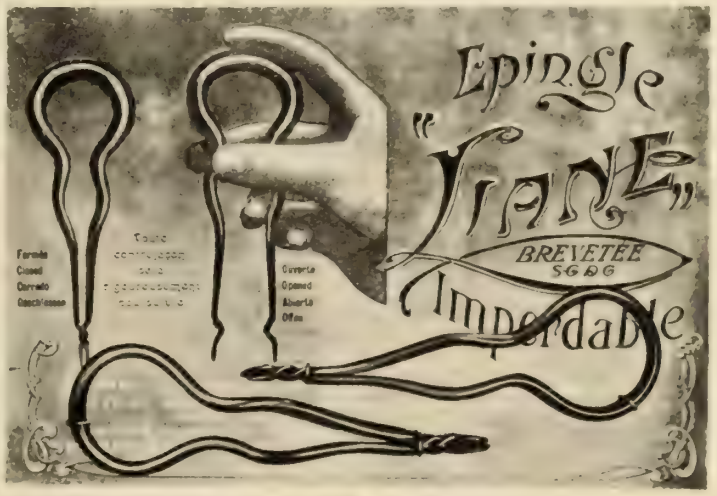
No. 6380—Price, $1.60 per doz.
No. 69584—Price, $2.00 per doz.

POMPADOUR COMBS

No	5623.	1.50 doz.	No.	77158.	1.75 doz.
"	72299/28.	1.60 "	"	5624.	1.75 "
	No. 72430.	2.00 doz.			

LA LIANE HAIR PINS.

Something very new, useful and practical.



No. 31124 Price, $4.50 per gross.

HAIR PINS

750A—	Celluloid	Hair Pins,	$1.00	per gross	70566—	Celluloid Hair Pins,	$1.00 per gross
925A	"	"	1.20	"	19316	" "	4.00 "
830P	"	"	1.75	"	1145P	" "	4.00 "
63085	"	"	2.00	"	31124	" "	4.50 "
1030P	"	"	2.00	"	41926-11	" "	9.00 "
62082	"	"	2.40	"	68887	" "	9.00 "
72044	"	"	3.00	"	1570C	" "	9.00
68824	"	"	3.60	"			

We are showing a new line of

French Perfume

which is particularly good value.

2249	Perfume,	$3.75	per 100	885	Perfume,	$1.75	per doz
1858	"	.75	per doz	2255	"	2.00	"
2224	"	1.00	"	2260	"	3.50	"
2282	"	1.35	"	2287	"	6.00	"

All the Above lines are NEWEST goods. Look them over carefully and order a sample package.

WM. CROFT & SONS, 126, 128, 130, 132 Queen Street East, **Toronto**

bracing doilies, tray cloths, sideboard cloths, five o'clock tea cloths, damask towels, hemstitch cloths; cloths and napkins to match all in stock.

In the haberdashery department they show special gents' lawn hemstitched handkerchiefs at 45c dozen; swansdown trimming, three widths, $2.25, $3 and $4.50 dozen; narrow gimp trimming, black and white; fancy silk braids in black, different widths.

In gents' furnishings they show white laundered shirts that can be retailed at 50c; black cashmere sox "Our Special," at $2.25; black rib worsted sox to retail at 25c; sweaters, black and navy, $9; four specials in cardigans, $9, $10.50, $12 and $15; heavy etoffe pants, $12, $15 and $18.

Debenham, Caldecott & Co.

This firm is much pleased with the result of their Fall opening, which was more successful than their fondest hopes could look for. Opening and following days witnessed immense crowds thronging their handsome warehouse and while stocks were well depleted they are still in a good position to look after assorting and novelty trade.

The ready-to-wear department is daily in receipt of new ideas and every conceivable material and popular design may be had. Exclusive novelties are the watchword of this firm. The newest effects such as the raised brim and the pompom effect in the three-cornered hats are taking well.

The ribbon and silk department continues most active. The range leaves nothing to be desired. Soft finish ribbons in taffeta, duchesse and louisines in the millinery widths are going well. The two toned effects in these soft makes is the latest novelty. All articles of infants wear constitute part of this department also.

The trimming department is an especially busy one. Steel and gilt ornaments in every conceivable shape continue good. Their fancy bandeaux are noticeable. Flowers such as large roses and some fruit take well, while beads have proved themselves indispensable. Coque, hackle and breast effects have proved staple, the paradise osprey being the high novelty.

Debenham, Caldecott & Co.'s pattern hats proved both novel and charming. As the most famous designers' products were imported the reputation established this year is deserved. The high crowned hat and the introduction of streamers on extreme novelties were appreciated. This firm is well prepared to look after all assorting orders.

Viyella.

A change of address of the Canadian agent of Viyella arrived too late for insertion in the advertisement. His address will, in future, be Mr. J. Frank Rupert, 60 St. Peter street, Montreal. Great success is meeting the sales of this fabric in Canada.

The McElroy Mfg. Co.

Though the old name is retained this is literally an old firm under new and aggressive management. Some of the many lines made by the old firm are being dropped and the present management intend to confine their efforts to the making of shirtwaists and shirtwaist suits, and they are specialists in these their chosen lines. Their registered mark is the word "Royal," and all waists bearing this trade mark are guaranteed perfect as to cut and fit. As their staff of designers are the best procurable styles are always up-to-date, and though lines may be shown at lower prices an examination of the "Royal" waists and suits will convince the most exacting that values are unequalled. This firm claims to be putting on the market the largest and most extensive range of Japanese silk waists, and special mention should be made of the beautiful embroidered waists included in it. These are beautiful high-class waists and are in both self and two tone effects, and differ greatly from the usual run of embroidered Japs. There are over 100 different styles alone shown in Japanese silk waists. The shirtwaist suit will be more popular than ever next Spring, and the "Royal" line contains over 300 samples of different styles and materials in white lawns, muslins, linens, voiles, lustres, and also in countless other cloths, and all staple shades and fashionable combinations and colorings are shown in this line. The McElroy Co. are the pioneer house in shirtwaist suits in Canada, and mean to continue in the leading place. Richard A Stapells is president, and C. C. Van Norman manager, of the new company.

W. R. Brock Co., Toronto.

Some specials in the linen department are as follows: No. 2 is a 3-4 size extra heavy bleached damask napkin, hemmed, retail at $1.50 dozen, regular wholesale price $2. All are of one pattern and are a manufacturer's overmake for a special contract; No. 41 is a 17x35 fringed huck towel and No. 51 is an 18x36 ditto, both to retail at 20c, regular 25c; P55 is a 20x44 hemmed huck towel, retail 50c pair, which is regular wholesale price; A1 is a 60 inch cream damask tabling, retail 25c, regular 30c, heavy weight, 5 different designs; No. 44 is a 60 inch superfine cream damask tabling, retail 35c, regular 45c; JB38 is a 72 inch extra fine bleached damask tabling, retail 75c, regular $1, seven designs, bright finish.

The woollen department has a large range of Winter overcoatings including meltons and beavers in black, blue and grey in all prices; also many fancy overcoatings in black and white tweed effects, and plain cheviots in Oxfords and blacks. Their stock of coverts and waterproof material is complete.

The smallware department is well stocked and merchants visiting the house during the fair were greatly surprised at the assortment. Some special 25 cent lines are: Startler vests; new Cairo, Brockbest and M50X ribbed cashmere hose; B107 and St. Thomas cashmere gloves; D113, D114 black, and D111, D112, B191, white ringwood gloves; special ringback and durable braces; J26 lace handkerchiefs; AA20, AA19 embroidered handkerchiefs; Frost, H, Scotchknit and gold wool socks, A170X heather ribbed worsted; A230 plain black worsted. Fifty cent specials are: 999, 2-1 ribbed cashmere hose; AG and 333 ribbed top black cashmere hose; B266 black, B274 white, B275 grey cashmere gloves; D72 heavy braces; BSX embroidered mourning, SXX embroidered white, AA22 embroidered linen handkerchiefs; S80, plain llama, S100 ribbed black, cashmere sox; WP tams. The guaranteed kid gloves Hilda and Olive are meeting with success. Large stock of dress trimmings laid in from Berlin, Germany. In ribbed worsted hose Holeproof is good value to retail

35c, Toeproof, 45c, Hummer, 50c. A new collar button that promises to be a hit is made with an end that turns after the collar is on, ensuring ease of insertion and sure hold. Ten cases of mill seconds in ladies' vests have been received and will soon be sold. A special is 1,200 pairs of men's mole pants, retail $1, worth 30 per cent more; another is 200 men's rainproofs in grey and olive, 25 per cent below regular value.

The W. R. Brock Co. report that the demand for brown in all materials is phenomenal, and it is almost impossible to keep them in stock. Plain materials and neat fancies are all good in this color and there is every indication that the popularity of brown will extend to the Spring season. Next in favor comes green, which has a prospect of becoming still more popular in the Spring season as it is shown in beautiful new tints and shades in the lighter weight materials. For Spring wear sicilians and lustres are indicated as the leading line, followed by very fine Venetians and light weight boxcloths; the latter must be fine in finish and light in weight. Leading cloths also will be all makes of panamas, cord de soie and cord de Chine, for shirt-waist suits, etc. One of the newest among the Spring fabrics are the shepherd's check lustres, shepherd's check voiles, and shepherd's check louisine silks. In lighter weight fabrics are shown some beautiful things in fine French llama cloths, silk warp San Toys, fancy coliennes, fancy voiles, etc. The travelers for the W. R. Brock Co. are now out with a complete range of the above goods for Spring at prices that it would be impossible to duplicate to-day.

In the ready-to-wear department they are busy getting out their Spring range of samples of "Her Ladyship" garments. The range is for Spring the largest and fullest they have ever shown comprising overskirts, waists, whitewear, underskirts, child's dresses and aprons. In overskirts it starts at $1.25 and runs to $10. Their lines at $2.75 to $3.50 are especially strong. Their range of waists comprises over 100 numbers, every one of which is brand new, a point to be remembered this season of fashion changes and new sleeves. In underskirts they have extra values, some of their specials at $9 and $12 being very strong; in silk and moreen goods also they are quoting low prices. From present showing they expect to about double their last year's whitewear trade as their orders are all large and for a better class of goods. Their representatives will have a full line of all these goods in their hands by the time this comes from press. In present goods they are prepared to give bargains and are cleaning up their stock preparatory to moving into their new warehouse. Customers can see the samples with the travelers or when in town can drop into the department and pick up some of the clearing lots.

L. Hirshson & Co.

Most merchants realize the necessity at all times of the year for specials to attract and hold trade. With the modern craze for specializing this has called into existence a firm whose business is to secure the best of these desirable snaps from all sources, and in turn supply them to the trade. L. Hirshson & Co., London, Eng., is the specialty house referred to. They have a Canadian branch at 58 Victoria square, Montreal, with Mr. Harris, an efficient manager, in charge. Shipments of attractive lines arrive weekly and the range comprises the gamut of dry goods and fancy lines. Almost needless to say their clientele is increasing daily as they fulfil a long felt want. The stock at all times is large and good assortments can always be had.

The Skinner Satins.

Among the various materials familiar to garment manufacturers all over the country, none is held in higher esteem than "Skinner Satins." Whether a question of price or general reliability, the linings shown by the Skinner Manufacturing Co. will bear the strictest comparison, and this fact, coupled with the guarantee that materials will wear two seasons, is a recognized safeguard not only to the maker but to the wearer. To provide against cheaper imitations, these satins have the name woven in every inch of the selvedge, and buyers always have a sure means of knowing whether linings represented as "Skinner's" are genuine.

The fact that more importance is given to the lining of garments each season in the cloak trade, buyers insisting on greater reliability in this respect, is one of the strongest reasons for the continued growth in popularity of the "Skinner Satins."

This satin is effectively advertised by the gratuitous claim of many salesmen in exploiting their lines that "it is just as good as Skinner's." If this can be urged as a strong point for any other kind of satin, it argues well for the position of the Skinner. Their Wm. G. Hamilton will call on the manufacturing trade of Canada early in November.

Greenshields Limited.

Their stock of housefurnishings has lately been added to by many new designs in carpets and squares. Oilcloths and linoleums in every width may be had. Nottingham and Swiss curtains are also ready, as well as the newest and prettiest designs in an extensive range of art muslins and cretonnes. Their travelers are now on the road for Spring, 1905, with new and complete ranges.

In the dress goods department current demand seems centred on lustres and mohairs in browns particularly with all staples running a good second. Spring lines will be shown the last of the month, and in these lustres, mohairs, sicilians and a variety of lightweight materials predominate. Voiles and crepes are strong. Prices, notwithstanding the change in tariff, are on a particularly fair basis. In the silk department novelties designed for shirtwaist suits are prominent. Small invisible checks, as well as small dots and designs, are featured. The large tartan plaids, which are the rage on the other side just now, are also seen. Soft finish taffetas and louisines—the materials favored in these changeable silks—are again in the collection. Plain materials in taffetas will undoubtedly lead, although Japs and Chinese have a good showing. Satins, which are used so much for linings, are featured.

Spring cotton dress goods samples will be seen in October. The class of goods shown is almost an equal division between sheer and heavier fabrics for the tailored garments. White as a color is good and will run more into children's and misses' goods than ever. In the first-class of fabrics organdies and muslins, both plain and printed, are strong, while silk-finished Persian lawns and India linens are in increasing strength. Silk tussores and the new crepelas are seen. Dots and stripes are good

in these lines, while magpie goods and Puritan greys seem sure of reception. Plain cotton voiles are good, but the most popular ones will be with pique cords, terry cord stripes and spot effects, as well as fancy checks. Mercerized goods in medium weights are also good, while plain linens as well as two tone effects and those with woven spots have a stronger showing.

The handkerchief department shows plain and hemstitched lawn and linen, scalloped embroidered, hemstitched embroidered, lace edged and drawn work edge. Many designs are confined to this firm. Silk handkerchiefs in narrow and broad hemstitched are a good buy. Jap silks were bought previous to the advance and are offered at prices favorable to buying.

The hosiery department offers nearly all lines at old prices. They call attention to the following lines : Soft wool ribbed hose A166 at $2.25; worsted ribbed hose K60 at $2.25; worsted ribbed hose K70 at $3; worsted ribbed hose W2 at $4.50; soft wool ribbed hose F at $4.50; children's sizes can also be had in any of the lines.

The firm are offering plain cashmere hose No. 130 at $2.25; 136 at $3.25, and 66 llama at $4.50; children's sizes in any of the lines. They show three lines of heavy spliced knees ribbed cashmere at $2.25 No. 8; at $3.60 No. 735; and $4.50 No. 14. These also can be had in children's sizes.

In ladies' and children's underwear the range shown by the company comprises almost everything. In women's elastic ribbed vests and drawers they offer good values at $2.25 No. V27; at $3 V30; at $3.60 V32; and many other and better lines. The range of children's goods is also very large, their A10 size 1 at 90c to size 9 $1.95; A15 size 1 at $1.25 to size 9 $2.80; A20 size 1 at $1.75 to size 9 $3.75, are popular lines. Combinations for women and children, black tights, are also shown in various qualities. Plain natural wool and Scotch knit vests and drawers can also be had.

The glove department has the following : In plain cashmere special lines are offered at $1.25 L20; at $2.25 L29; at $3 L36; and at $4 No. L41; cashmere with dome fasteners, special lines, at $2.25 DF24; at $3, DF32; at $4.25, DF36. The firm show very pretty range silk lined at $2.25, N20; at $3, SL1; and at $4.25, SL9; had in black, white, slates, browns and navys, also the new homespun mixtures which are selling well at $3, H50; and at $4, H70.

In plain ringwood gloves their special values are : G1 at $1.35; G12 at $2.25; G26 at $3; and SG36 at $4, and can be had in black, white and slates. Fancy colored at $2, S54½; at $3, R10, and R15. The range of children's in cashmere and plain and fancy ringwood is very extensive, and are offered in black, white, slates, reds, navys, and many lines of fancies.

The stock carried in ribbons, laces, veilings, lawn, muslin and flannelette embroideries, is very large, and values offered exceptional. Retailers can depend on getting their orders filled promptly.

Brophy, Cains & Co.

Travelers are now showing trimmings of all descriptions for Spring. The line of laces comprises the very latest. What might be called the button effect is heralded as the correct thing, and they show a complete range of this style in all grades. Wash goods are now being taken hold of by the trade and the range of this firm comprises many new effects. Linens are strengthening continually and judged by its beauty of this range deservedly so. Mercerized spots look very neat, as well as the newest plain colors in the popular shades. White, black and ecru of course remain the staple colors for Spring in all lines. Muslins in the finer grades are unique by the plainness shown, although the cheaper lines show the popular openwork effect. Mercerized cotton goods in an ever increasing range which is bound to assure their continued popularity are seen. The prices may be depended upon as giving extra value on a rising market. The volume of business already booked is large comparing favorably with a year ago.

Ribbons, which are improving continually, are boomed by the offering of specials in taffetas and satin duchesse. The hosiery department is replete with tempting offers. Two specials, to be had in both black and tan are MC and TMC. The price is $2.25 per dozen.

A specialty in a strengthening underwear market looms up in an elastic, ribbed balbriggan shirt which may be profitably retailed at 40 cents.

Truro Knitting Mills Co.

Every dealer in men's furnishings has had his underwear troubles. It is very easy to get underwear that is "guaranteed unshrinkable"; it is very hard to get underwear that is unshrinkable. Many a retailer has lost good customers because the underwear he sold, did shrink. The dealer seldom gets the opportunity to explain that the manufacturer guaranteed the underwear to him, and that he will refund the money. The customer simply refuses to deal with him again. And he is helpless to make it otherwise.

The only way a retailer can protect himself, retain his trade, and build up his underwear department, is to stock a line of goods which he personally knows will not shrink. Such underwear is made right here in Canada. The Truro Knitting Mills Co., Limited, of Truro, N.S., does make unshrinkable underwear. A dealer, who handles "Stanfield's Unshrinkable" for men, and "Stanfield's Truro Knit" for women, has two lines that are as safe as Government bonds. These brands are time-tested. They are worn by thousands of men and women, all over Canada, and have proven their quality.

"Premier" Brand of Waterproofs.

The new ranges for the Spring of the "World Renowned Premier Waterproofs" are now in the hands of all the leading merchants, and include very full ranges both of gentlemen's and ladies' garments. This year has witnessed a very distinct revival in the demand for waterproof coats. The manufacturers of the "Premier" waterproofs are also large producers of reliable rainproof goods, both for ladies and gentlemen, and these are fully represented in the Spring samples, and include many very smart novelties. Among the "Premier" samples there are waterproofs which can be rolled into next to no space, and which can be quite well carried in the pocket. Fine canton cloths are largely employed for this class of waterproof. The heavier coats for wet or cold weather show a distinct advance in point of style. In the ladies' waterproofs the development in point of style, fabric, and finish employed is quite remarkable. The firm have used some of the very finest fabrics obtainable for the purpose of these garments, and the result shows that these fine fabrics are admirably adapted to the purpose. The gar-

ments are shown in most delicate tints, both outside and for the lining. In some very excellent samples which we inspected there seemed to be much more decoration than has hitherto been the case, and altogether there is no doubt that the ladies' waterproofs of this season will deserve to rank among the most fashionable of garments. The firm do all their own proofing by the latest processes. The growth of the trade has necessitated a removal of their offices and showrooms to much more commodious premises. The new offices and showrooms are, however, only five minutes' walk from the old premises, so that buyers will find them quite convenient. Merchants can obtain copies of the very artistic "Premier" show card on application at 92 McGill street, Montreal.

Castle Braid Co.

The introduction for the Fall season of pull braids having flat edges has in no way lessened the demand for serpentine effects. The impressions here shown are supplied



Fig. 1.

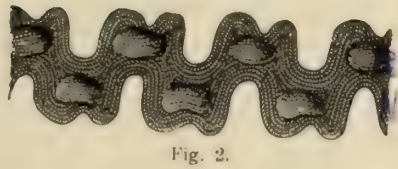


Fig. 2.

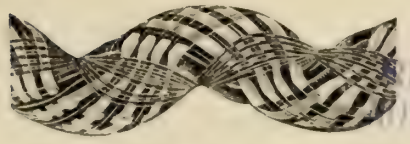


Fig. 3.

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by the Castle Braid Co., of New York, and are reported to be three of their best sellers for the Fall season.

Figure 1 can be had in twenty styles including solid colors in fancy effects ranging in widths of 3-16 of an inch to 1 inch.

Figure 2 is largely being used in white and black. The oddity of this design with its raised and oval self-colored nodules has made it a prominent factor among trimming buyers.

Figure 3 is reproduced in exact size from the original and is made in a variety of combinations in colors having a black soutache braid winding through its centre.

The Salem Co.

Fall waists for immediate delivery in silk, cotton and wool in the latest shades and styles can be had. French flannels in all combinations are good property and they offer them at attractive prices.

The men's department is filled with a complete line of shirts, collars, vests, etc. Spring lines are now on the road and the high standard of goods set by this firm is appreciated. Men's and boys' vests are offered in an extensive range at prices saving any duty on foreign goods. The neat patterns and novelties shown in their shirts make them splendid sellers. The Salem brand is the criterion of novelty and excellence.

Unique Prize Competition.

The National Sweeper Company bring to the attention of the trade for the first time in this issue their proposed plan to offer monthly cash prizes for the best three advertisements of their product appearing in the local papers of the dealers handling "National Roller Bearing" sweepers. In this day of advertising, all live dealers take advantage of every advertising plan or scheme that they possibly can and the dealers are coming to appreciate more and more every day the value of the assistance in the advertising line offered by the manufacturer and are readily giving such manufacturers preference.

The plan of the National Sweeper Company is most original. It is certainly unique and shows not only an unbounded faith of the National Sweeper Company in their product but their extreme willingness to assist the dealer in advertising "National Roller Bearing" sweepers. Every live advertising manager can benefit by studying the plan if nothing more and those who take advantage of the offer made by the National Sweeper Company do not only have thirty-six chances in a year to get a cash prize, but they have the benefit of the ideas and thoughts of the numerous other advertising managers, copies of whose advertisements will be furnished them from time to time, but it will increase the sale of this profitable line for their firms. The National Sweeper Company have led in advertising plans ever since they started in business, four years ago, which has much to do with the wonderful progress they have made and the establishment of their product on a substantial basis in all parts of the world. The National Sweeper Company will be pleased to supply full details to inquirers.

The Dominion Oilcloth Co.

The complete linoleum plant erected by the Dominion Oilcloth Co., Limited, has been welcome news to the trade, as prompt shipments of reliable goods at right prices can be depended upon. Doubtless the magnitude of the enterprise, and the energy and faith displayed in "made in Canada" linoleum are not fully realized or appreciated. It is the only linoleum factory in Canada, and one of the few in America; its installation involved a vast expenditure; nothing but indomitable energy and firm belief in the future of this trade in Canada could have carried the industry to its present condition. The latest development involved in this industry is the necessity for more adequate warehouse room, to contain complete stocks at all time, and with this end in view a six-storey warehouse 175x128 is now in the course of construction.

During this month jobbers in all parts of Canada are showing their Spring lines of floor, table and stair oil cloths, which are in greater variety both as regards colors and designs than ever before. Decorative burlaps oil coated and double-sized are economical and durable and make very attractive wall coverings suitable for dwellings and public buildings.

Geo. H. Hees, Son & Co.

Geo. H. Hees, Son & Co.'s travelers are now on the road with samples of all the newest and best in furniture coverings in all their variety of material. Lace curtains of which they are making a specialty, and carrying in stock an average of 100,000 pairs. Bobbinet and muslin

curtains, in a great variety of their own make, and upholstery supplies generally.

While largely engaged in the upholstery business, they are by no means neglecting their original business of manufacturing window shades, curtain poles, and many other kinds of goods, which they sell at a price that afford the retailer large profits.

Their new plant for manufacturing bobbinet and muslin curtains which they established a couple of years ago, has more than trebled in size and is still growing. Their goods have become very popular and they are safe goods to stock as they never go out of fashion and are very profitable to the retailer.

New tapestry goods from their plant at Valleyfield are very attractive this Fall, new patterns are constantly being added and their line grows better every year.

Worrall's Velvets.

J. & J. M. Worrall are now producing velvets and velveteen in fast black and colors. A fast black has been on the market for some time but now the fast colors are shown and having been tested the dyers wish to make known the fact. The colors will not rub off, a great desideratum in velveteens. They are also dyed and finished in high grades. This ability to procure fast colors will help velveteen sales, especially since the new process also improves the lustre and depth of tone of the cloth.

The New York Silk Waist Co.

As stated elsewhere Mr. S. A. Jacobs is now sole proprietor and it goes without saying that the reputation established for high grade goods will be maintained. Improvements are the watchword under Mr. Jacobs' supervision, and in this connection the designing staff has been increased, and the plans will soon be enlarged, ensuring in the first place the latest styles and secondly prompt deliveries which are already appreciated by the trade.

Their travelers are now on the road for early Fall repeats as well as extreme novelties for immediate delivery. Their new designing staff is showing the latest creations from Paris and New York. The beautiful effects of lustres are brought out in all the leading shades. A larger range of medium priced goods is shown than ever before.

I. Mishkin.

Business has opened up favorably and repeats on Fall silk waists are coming to hand nicely. Two specials in taffeta are offered this month,—a soft finish taffeta of light weight and good trimming to retail at $4, and a splendid good taffeta showing the latest trimming to retail at $5.

Tooke Bros., Limited.

Browns, greens and wine shades are the most popular for men's neckwear. A good many blues and greys are selling in both fancy and plain colors, a large variety of weaves and different fashions being shown. The popular makes are derbys, ranging from 2 to 2 1-2 inches. The French derby is the most popular. Puffs in both hand and shields are taking well, while flowing ends and English squares take a prominent place. Tooke Bros., Limited, have all the newest shapes and have brought out several popular styles of their own. Their factory is filled with orders and they are working overtime endeavoring to execute them.

Mr. E. Foster, of Tooke Bros., Limited, visited Western Ontario cities recently with samples of Christmas neckwear and succeeded in doing a good business. His lines were particularly popular.

A noticeable feature is the large line of fancy half hose shown in beautiful grades of tan silk embroidered. They are very strong in fancy half hose to retail for 25c, as well as in lisle threads and cashmeres, to retail at 50c. Tooke Bros., Limited, are showing a very large range of fancy underwear for Spring that will retail from 50c per garment to $3. They succeeded in securing several lines confined to them in Canada.

Standard Neckwear Co.

Business on popular priced lines which this firm make a specialty of is reported as good. Their $2.25 and $4.50 lines suit all possible tastes and make good sellers. Novelties for Christmas trade comprise fancies in browns, greys, greens and wines. A postal card connects anyone in the trade with a traveler.

Standard Umbrella Co.

Travelers are showing Spring lines and a casual inspection discloses many novel and attractive features, among which may be mentioned the following: The popular self-closer, the sliding, single bulb runner which is a growing favorite, the silk rain waterproof umbrella and a storm umbrella which braves the severest weather, the circular ribs preventing the episode of an inside out umbrella. The range of handles is truly bewildering and leaves nothing to be desired. Some specials are offered in ladies' pearls, ivories and silver mounts. The latest novelty seen in both men's and women's is acedyue, a burnt wood style. Another fad of showy proportions in the United States is the use of animals' heads. This firm shows them carved in wood and ivory and they should prove popular as they can be retailed at popular prices.

The Standard Umbrella Co. advise the trade of a new advertising novelty which will be sent to anyone in the trade upon request. It's a daisy. They also give customers purchasing a certain amount an umbrella stand, which is a work of art and aids selling considerably.

W. R. Brock Co., Montreal.

The Perfection cloth measure is having a good sale. The merits of this measure consists in its ability to measure goods in the piece without unwinding or cutting the goods in any way. The mode of operation is exceedingly simple.

The travelers are now on the road with samples of carpets, many patterns of which are confined to the W. R. Brock Co. A large assortment of rugs and mattings is also being shown. In curtains and table covers the cloth is fully up to the mark and the patterns and prices are just right

In the ready-to-wear department the buyers have done good work. Outside skirts in great variety are being shown, 200 at $2, 21 at $3, 28 at $4, etc., being especially worthy of mention. Some pretty Japanese silk blouses are being offered, and the prices at which they can be retailed should move them rapidly.

Mothers are always on the lookout for boys' woollen suits at low prices. Brock's B1, B2, B3, B4, B5, B6,

ranging in price from 90c to $1 70 will find very ready sale and will commend themselves to retailers and consumers by their natty appearance and fine quality.

In whitewear some pretty goods are being offered. One of the innovations is a complete set of whitewear, all matching, and this should take well with the better class of trade.

Wholesalers report an unprecedented demand for golf waists. Brocks were exceedingly fortunate in having a good stock at the beginning of the season, and in addition have quite a few orders still due them from the manufacturers. Children's knitted wool gaiters are a decided novelty.

A large shipment of Japanese silk handkerchiefs has been received. They retail profitably at 25c apiece and are just the thing for the Christmas trade. Excelda handkerchiefs are also popular and can be had for both ladies and gentlemen with either plain or colored borders. Knitted woollen sets, consisting of toque, sash and mittens, are popular.

A complete stock of fancy collars is shown. Bavarian and Persian effects are prominent in the display, while some pretty lines of fancy white embroidered cuff and collar sets are being shown. In mitts "Special" is particularly worthy of mention. The line can be had assorted black, scarlet and cardinal to the dozen, or in dozens of black, and retails from 12½ to 15c. Children's fancy silk hoods in some tasteful designs are on view.

Brock's staple department have been shipping out wrapperettes to their customers and, although the stock is greatly reduced, it still affords a good choice. Some good values in crashes and natural and black canvas are to be had; crashes retailing at 8, 10 and 12c, and canvases 10 to 20c.

Ladies are looking for material for Fall costumes just at this season of the year, and Venetians and boxcloths are much in demand. Brock's line of Venetian serge, retailing at $1 25, is especially worthy of mention. For those who wish a cheaper material, they are showing a special line of 54 in. blue and black cheviot to retail at $1 00.

Sunbeam velveteen and Ravenswing Italian are both meeting with a fair share of success. In the silk department chiffon, taffets and louisine silks for shirtwaist costumes are popular, as well as silk crepe-de-chene.

Woods have gone away up in price, but notwithstanding this fact Brock's value in blankets and flannels is good. Their stock of domets, flannelettes, shaker flannels, and grey and white cottons is good, their special 27 in. flannelette sheeting being something extra special.

The smallware department is showing a line of white back and side combs. These goods are popular with American ladies and are gaining in favor with their Canadian sisters. Indeed, an item in The Review appeared last month about these goods. The belt buckle stock comprises some pretty designs, Canadian emblems, such as beavers, maple leaves, etc., being especially prominent. The sets can be had in silver, gunmetal, bronze, etc.

It is not generally known that this firm carries a line of tailors' trimmings. The range is deservedly popular with the tailoring concerns in this country. Brock's have always prided themselves on their button stock.

The new skirt hanger has been shipped to retailers all over Canada. The price at which the hanger can be sold should find favor, to say nothing of the universal satisfaction given.

McLaren & Dallas

WHOLESALE DEALERS IN

BOOTS AND SHOES

and

Maple Leaf RUBBERS

Our Spring Samples will be on the road about **October 15th**, and we would call special attention to our **Oxford Shoes** in Tan, Patent and Dongola.

OUR SPECIAL BRANDS

"THE IMPERIAL SHOE," a high-grade shoe for men and women, in all fine leathers, and on newest lasts and patterns. McKay Sewed and Goodyear Welt.

"MAPLE LEAF BRAND" Solid Leather Staples. Every pair positively guaranteed.

Sorting orders shipped same day as received. Letter orders are given special attention.

McLAREN & DALLAS

Temporary premises: 74 York Street, - TORONTO

The China and Japan Silk Co, Limited.

A glance at the personality of the directorate of this firm gives ample proof that they are to occupy a permanent and reliable position in the trade, as well as filling in some respects a long felt want. Mr. E. S. Hassberger, the president of the new firm, needs no introduction. He has been long and favorably known to the trade as the successful representative of Total Broadhurst, of Manchester, England. He will be connected with the selling end of the new business, and is in a position to throughly advise the trade as to the safest and surest goods to stock from his personal experience in China and Japan. Mr. A. J. Moreland, the secretary-treasurer, has a widespread, favorable publicity, due to his position of trust, with the T. Eaton Co., Limited. For the past seven years he has been secretary-treasurer of that firm. Needless to say he is well fitted to ably conduct the finances of the new firm. To Mr. Poole is left the arduous task of buying, and his experience peculiarly fits him for such a duty. He has been a buyer for the T. Eaton Co. for the past 11 years, and during that time has explored as has no other man the interior regions of both China and Japan, where the actual manufacture of the goods is carried on. His aim is to place before the trade everything that can possibly be secured from these countries.

If the Imperial Government are prepared to adopt the preferential policy and give our products exemption from the duties now imposed or hereafter to be imposed on foreign goods, we will be prepared to grant further preference. —Hon. W, S. Fielding, Finance Minister of Canada.



in mind that we are able to give you every satisfaction in Fur Garments.

Our stock for this season's trade was never better selected or more complete.

We have some exceptional values in

Thibet Stoles and Muffs

in

White, Black and Blue Shades

SORTING ORDERS FILLED ON THE SHORTEST NOTICE

A. J. ALEXANDOR,

The Reliable Wholesale Furrier

504-6 St. Paul Street, - Montreal

HOTEL DIRECTORY.

NEIL McCARNEY, Prop. W. C. McCARNEY, Manager.

THE PROVINCIAL

Leading Commercial Hotel. GANANOQUE, ONT.

Located in Heart of Business Section. Ten First-class Sample Rooms.

HOTEL GRAND

O. F. BAKER, Prop. GALT, ONT

First-class accommodation for Commercial Men.

CONDENSED OR "WANT" ADVERTISEMENTS.

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SPECIAL FEATURE--Dress Goods and Accessories.

THE DRY GOODS REVIEW

NOVEMBER 1904



THE MACLEAN PUBLISHING CO. LIMITED
MONTREAL TORONTO WINNIPEG

VOL. XIV. NO. 11

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1905

Spring Samples

are now in the hands of our travellers and we would ask you to give them a look over, they will appreciate it, and from the large range we are showing you are sure to find some things the other fellow did not have.

Foreign and Domestic Woollens

Galashiels Scotch Suitings, Large Over Checks in Browns, stamped every three yards, Homespun Novelties, New Greys and Mottled Effects, unusual large range.

English and Canadian Prints

The unprecedented demand of last season for good Prints in smart selling patterns has called forth special attention from the buyers of this Line, and our new samples will reveal all that's new in these goods.

An Extra Special in a Lawn Blouse

Our Furnishing Department offers a fine Lawn Blouse, trimmed with Lace Insertion of good quality. All sizes can be retailed at 50c.

THE COLLECTION of new things in the Notion Department should interest Notion buyers for Holiday Goods.

Men's Furnishing Dept.

THIS DEPARTMENT embraces all that pertains to Men's Wear and is deserving of the reputation of being the best arranged Outfitting Department in Canada.

Central Canada's Reliable Sorting House.

John M. Garland, Son & Co.

OTTAWA

Canada

"TRIED BY FIRE"

WE, LIKE the glorious prairie when singed, spring up fresher and stronger than ever. The late fire which destroyed our stock at Winnipeg will cause us some inconvenience through loss of samples, but will in no way interfere with our business. All our travelers are still on their respective routes and deliveries will be made without the slightest interruption. The greater part of our Spring samples are now in our travelers' hands, and Dress Goods and other Spring 1905 lines are on the way to them

We thank our hundreds of friends, who, thinking we encountered a serious loss in Winnipeg, wrote us kind letters of condolence.

KYLE, CHEESBROUGH & CO.

MONTREAL

WINNIPEG, : : : LONDON, ENGLAND.

Fall 1904 **1904 Fall**

Canadian Woolens and General Dry Goods

Our travellers are now showing Fall samples in all lines of General Dry Goods. The Newest, Nicest and most Stylish patterns in

Women's Wear ***Men's Wear***

Children's Wear

and

Ready-to-Wear Goods

P. Garneau, Fils & Cie, - Quebec

THE ORIGINAL AND ONLY SUCCESSFUL

10c. Pattern

Be Sure You Are Right, Then Go Ahead.

But *be very sure* with regard to paper patterns. Good patterns increase your business. Bad patterns work incalculable harm.



The New Idea 10c. Pattern

has in the past 10 years achieved a reputation for absolute reliability and genuine worth that is second to none. In fact, hundreds of thousands of the women of America will buy no other, and assert that it is

THE BEST PATTERN.

Need We Say More?

We offer an absolutely first-class paper pattern, of proven worth, that sells at a uniform price, 10c.

Isn't That Attractive?

Write to us and we will make it more so.

THE NEW IDEA PATTERN CO.

Home Office: 636-638 Broadway, NEW YORK CITY.

Western Office: 232-234 Fifth Ave., CHICAGO, ILL. 202 Board of Education Building, ST. LOUIS, MO.

Canadian Office: 36 Toronto St., TORONTO.



This Piece
is warranted to be in our
Best Dye and Finish.

J. & J. M. Worrall

REGISTERED TRADE MARK.

Goods bearing
the Registered Trade Mark
opposite are guaranteed.
Look for this Mark.

Fast Colors in Velvets and Velveteens

"Worrall's Fast Blacks" are well known to the entire trade.

Fast Colors is a new achievement. The Tests have been thorough. "Worrall dyed and finished" applies only to the higher grades of Velvets and Velveteens, and the Worrall Stamp is a guarantee both of quality in the goods and of thoroughness in the dyeing. Worrall dyed and finished Velvets and Velveteens are remarkable for their lustre and depth of tone.

J. & J. M. WORRALL, Limited. DYERS AND FINISHERS. **MANCHESTER, Eng.**

Wm. Liddell & Co's

Belfast TRADE MARK Ireland

UNUS ET IDEM

Gold Medal Linens

have again proved their supremacy, the judges at the Louisiana Purchase Exposition having awarded this celebrated product

The Grand Prize

and in addition **Two Gold Medals** for superiority and general excellence.

Lovers of the best in linens should examine these goods. Full range now being shown by our representatives at popular prices.

PREMIER FINISH

TRADE MARK

NON-SHRINKABLE

PURE WOOL.

Cartwright & Warners

LIMITED.

Loughborough, England.

Manufacturers of

NATURAL WOOL UNDERWEAR

In addition to the well-merited reputation of this firm in all important markets in the world we take pleasure in subscribing to the fact that during ten years that we have represented them in Canada this reputation has been well sustained for the durability and unshrinkable qualities of their underwear.

R. FLAWS & SON, Agents, : : Melinda St., Toronto.

Established 1785.

TRADE MARK

BB

REGISTERED

BEE HIVE Knitting Wools

MADE BY

J. & J. BALDWIN, & PARTNERS, Limited, HALIFAX, ENG.

The Oldest Established and Largest Spinners of

All Kinds of Knitting Yarns

KNOWN ALL OVER THE CIVILIZED WORLD.

Scotch Fingering	Berlin Fingering	Vest & Silk Vest Wools	Cocoon and Eider Wools
Wheeling	Balmoral Fingering	Lady Betty	Ivorine
Petticoat Fingering	Double Knitting	Shetland	Fleecy
Soft Merino	Soft Knitting Wool	Andalusian	Dresden
			Mending

Also Red Letter BB Scotch Fingering and Capstan Soft Knitting Wool

specially adapted for Hand and Machine Knitting.

We claim that they will knit further and wear longer than any other make.

Wholesale Only. **Send for Samples.**

Agent . . .

Duncan Bell

MONTREAL and TORONTO

RETURNED NOV 23 1904

THE CASTLE BRAID CO. | CASTLE BRAID | THE CASTLE BRAID CO.

ALL GOODS BEARING THESE MARKS ARE RELIABLE AND HIGH-CLASS

BRAID BUTTONS BRAIDS DRESS TRIMMINGS

BRAIDS

THE MANHATTAN MOHAIR SKIRT BINDING

RETURNED NOV 23 1904

Out Book Page 4

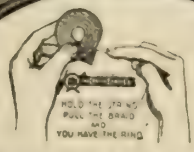
DRESS TRIMMINGS & MILLINERY TRIMMINGS
COVERED CROCHET BUTTONS
SILK CORSET LACES and SILK SHOE LACES

ASK TO SEE THE New Color Card OF THE CASTLE BRAID CO.

DIAMOND WEAVE

PULL BRAIDS

ALL WIDTHS & WEIGHTS
SOLID COLORS OR FANCY PLAIDS



CASTLE BRAID SOLD BY THE BEST TRADE

If your merchant does not have them write to us for a free sample.

THE CASTLE BRAID COMPANY, 552 Broadway, New York

MR. RETAILER

Our distribution of these two advertisements among leading magazines places our staple articles before more than

RETURNED NOV 23 1904

14 MILLION CONSUMERS

many of whom live in the great purchasing districts in

CANADA.

Do you realize how this will help you?
Prepare for the demand!

ASK YOUR MERCHANT FOR

THE CASTLE BRAID CO. COLOR CARD OF THE NEW MANHATTAN MOHAIR SKIRT BRAID



More than 90 shades to select from. Colors will match any fabric.

Leading Dressmakers and Ladies' Tailors appreciate the merits of the

New Manhattan Mohair Skirt Braid

Because it is made of the finest Mohair tightly braided, steam shrunk and dyed in the yarn. Its quality and durability are unquestioned.

Sold in 5 yd. pieces at 15c.
Can be had in reels of 36 yds.

THE CASTLE BRAID CO.
552 Broadway New York

SEND 15¢ FOR 5 YARD PIECE. POSTAGE PREPAID. OR FOR FREE SAMPLE IF YOUR STORE-KEEPER HAS NONE.

Factories:
BRAIDS—Brooklyn, N. Y.
TRIMMINGS—472 Broadway.
BUTTONS—Newark, N.J.

THE CASTLE BRAID CO.

Office and Salesroom:
552 BROADWAY, NEW YORK.

RETURNED

THE CASTLE BRAID CO. | CASTLE BRAID | THE CASTLE BRAID CO.

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The W. R. Brock Company, (Limited)

TORONTO

November Specials

300 pieces new silks, the very latest novelties for shirt waists and shirt waist suits.

250 different patterns, 38 to 46 in. Mohair Blouse goods, lace and corded stripes, in a nice selection of colors, to retail from **50c.** to **$1.00**

KG12	44 in.	Black	Etamine with white flakes, to retail at		**$1.00**
KG13	"	"	Fancy Stripe Mohairs	"	**50c.**
KG14	"	"	Etamine with fine hair line stripe	"	**75c.**
KG15	"	"	Fancy Cord de Soie	"	**75c.**
JA	44/46	"	French Eolienne to retail from		**$1.00** to **$2.00**
JA	44/46	"	" Crepe de Chene	"	**$1.00** to **$1.50**
LM	44/46	"	Fine French Voile	"	**75c.** to **$1.50**

All Wool Colored Cashmeres, to retail at **25c., 35c., 50c.**

161X	Turkish Towels		18x40,	to retail for	**25c.** per pair.
844L	"	"	20x50	"	**35c.** "
895X	"	"	22x47	"	**50c.** "

No. 2 ¾ Bleached Damask Napkins, to retail at **$1.50** worth **$2.00**

Striped Flannelettes, a clearing Mill Stock Lot, 32/33 in. to retail at **8c.** 36/37 in. to retail at **10c.**, 70 patterns. 10% below value.

THE CANADIAN
DRY GOODS REVIEW

VOL. XIV. MONTREAL AND TORONTO, NOVEMBER, 1904. No. 11

THE DRYGOODSMAN'S WARES.

MERINO.

THOUGH merino refers more properly to the sheep, it has come to denote more often the wool from the merino sheep, especially in the countries where that sheep is not found. The fabric also woven from the wool is called merino. For centuries Spain alone reared the merino sheep, it having been introduced into that country by the Romans, and so jealously was it guarded by Spanish kings that it was not until 1765 that another country procured a few specimens to experiment upon. It was through all those years a most strictly enforced law that only the wool could be exported. So highly were the sheep and the industry they represented thought of in that country that the sheep had the free run of the country, every landowner being forced to forego fences and provide walks which the sheep might use in their Spring and Fall migrations. Attended by shepherds, or unattended, if the shepherds were slow to start the movement, the sheep traveled to and from the Pyrenees and plains of Southern Spain, where the pastures were best. Traveling at the rate of eighteen or twenty miles a day, or less if feeding was good, they stripped a large tract of land as they progressed, and left the landowners with little for their own flocks. The shearing was done during the journey. In 1765 Saxony received a few specimens, Hungary in 1775, France in 1776, England in 1787, and the United States in 1802. King George III. assiduously cultivated the species in England, and in later years Australia started the raising of them. This was the beginning of the great Australian wool industry, which is the product of the Merino sheep crossed with Southdowns and Leicesters. From this country is now supplied the merino wool of the world. Merinos have large limbs and the cheeks and forehead are covered with wool. The fleece is long, fine, soft and twisted into silky spiral ringlets, abounding in oil and attracting so much dust as to make the sheep always dirty. The ram has spiral horns which do not rise above the head. The Merino is unsuited for mutton as it fattens slowly, but the fleece is valuable and on a good sheep will weigh as much as thirty pounds.

MILLINERY.

MILLINERY, while it is a word now used in connection with hats, bonnets, caps, etc., worn by women, is supposed to have meant originally nothing more than the wares handled by one from Milan, Italy, or wares coming from that city. Its derivation is usually conceded to be from Milaner, a man of Milan, but many contend that it comes from the Latin word mille, a thousand, and their contention is supported by the fact that the milliner, who was always a man, was a dealer in haberdashery and miscellaneous smallwares. Milan was, however, always noted for its silk and ribbons, and these make up much of a milliner's stock.

* * *

MINK.

THE mink is a species of weasel inhabiting northern Europe, Asia and America, and found principally in Poland, Finland, northern parts of Russia, and in Canada. The mink of the eastern hemisphere differs from that of the western in being smaller and having more white on the under part of its body. In America it is about eighteen inches in length from nose to the root of its tail or six inches longer than is usual in Europe and Asia. It inhabits the neighborhood of streams, lakes and marshes, and with its semi-palmated feet is an excellent swimmer and diver, retaining almost all of its body save its nose under water while it swims, and being able to remain under water for a surprising length of time. It lives on fish, frogs and other aquatic animals, as well as birds and poultry. It is very bold and strong, carrying a large fowl with the greatest ease. Unlike its congeners, however, it is easily tamed and becomes very fond of those who pat and play with it. The disagreeable odor as often connected with it is emitted only when irritated or alarmed. It is covered with a thick downy fur which is interspersed with longer and stronger hairs. It is of a chestnut brown color with more or less white underneath the body. The fur of those found farthest north is the most valuable as it is softer and brighter. For trimmings of fur garments, for linings of [illegible] neck pieces etc., mink fur has a place occupied by no other fur.

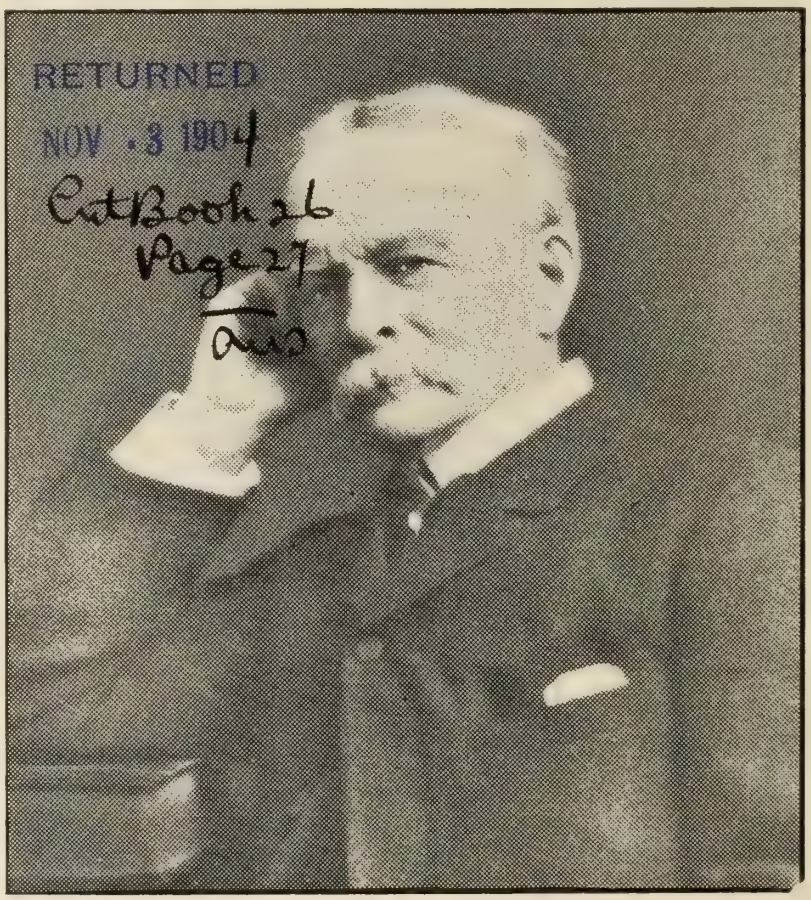
A COMMERCIAL KNIGHT.

Sir George A. Drummond, K. C. M. G.

WHEN the news of the King's birthday honors flashed across the continent, on the morning of June 24, one of Canada's most successful business men was given the distinguished honor of Knight Commander of St. Michael and St. George. That man was the Hon. Geo. A. Drummond. In every commercial interest in the Dominion, his influence has been at work for close on half a century. Yet if one were asked what characteristic about him was more prominent than another, the answer would have to be "unostentation."

Sir George, the Man.

A glance at the man himself would disclose a medium-sized, closely-knit, broad-chested man, with a ruddy face, fresh and clear as a boy of twenty, and a head broad and full, stamped with reflectiveness. The portraits of Sir George A. Drummond do not in any way flatter him, for his half century of strenuous life, striving towards higher ends, has not left a trace of worry upon him.


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Sir George A. Drummond.

It would be impossible to detail the manifold services which Sir George has rendered to the community, to say nothing of describing their value to the Dominion at large. That peculiar unostentation which has made him so little known anywhere has been described as a certain aloofness of manner, which may have tended to shade the light which usually blazes on conspicuous people. Perhaps this is one of the reasons for the serenity which marks the life, both private and public, of the newly chosen Knight. Neither the world of commerce, the world of politics, nor the world of art has held him entirely for its own, yet he may be said to have trodden every stage with success. His mind may be said to gravitate between the moral and material interests of the age, and rests in neither. In fact, it is amazing to all his friends, how in every walk of important or semi-private life, he has maintained that unfailing reticence which has often prompted the question from disinterested parties: "Who is this Mr. Drummond, and what did he do to obtain such distinction?" To reply to that would require a short history of the House of Commons, a resume of the proceedings of the Senate, an outline of the most important doings of the Montreal Board of Trade, and a chronological statement of all the meetings of the Bank of Montreal for half a century. Of the Bank of Montreal he is vice-president, yet for years he has taken the position of president, owing to the absence of Lord Strathcona in the Old Country. Perhaps his peculiar quietness on all occasions is caused by his peculiar temperament. It has prevented him from ever needing to be excused for sincere misconceptions, which are just as hurtful as dishonest opportunism. Sir George talks little himself, and being studious of human personality listens contentedly even to persons who he already knows well are boring him.

An Unostentatious Man.

Sir George has followed the policy of improving the world without noise, without the blaring of trumpets, either in the press or the pulpit, and has illustrated how good the world would be if each man was as fond of his neighbor as he is of beauty and of power; in short, if we were all as good as we are clever the machinery of life would wheel more easily on its rounds. If he had accomplished nothing else than the founding of St. Michael's Home for Incurables this alone would be a monument of which knighthood would be a poor reward in comparison.

However, though a many sided man, he is, above all, a representative of the best type of business man. One who has not only attained a remarkable success, but whose multiplicity of activities have connected him with many branches

of commerce and its handmaid—banking. Since the departure of Lord Strathcona Sir George A. Drummond has been described as easily the first citizen of Canada. He has received an honor at the hands of the Sovereign which is shared with many merchant princes of Great Britain, but it would be far too narrow a view of his services to limit the vision of his accomplishments to mere business success. In the larger domain of national life he has been a staunch Imperialist, desiring always the binding together of all parts of the Empire. To give an idea how extended and strenuous his life work thus far has been it need only be mentioned that nearly forty years ago he had attained to such a prominent place in the community as to be made a candidate for the House of Commons for one of the most important constituencies in Canada—Montreal West. It is over a quarter of a century since he was elevated to the Senate. There he has been a conservative and yet progressive force, always striking the note of sanity and dignity and reticence. While a lucid speaker he has never been styled a popular orator. The well-stored mind, coupled with the æsthetic sense and the deeper taste for literature, tends towards the nice, the exact and the polished utterance. Ben Jonson wrote of one of his contemporaries: "No man ever spake more neatly, more pressly, more weightily, or suffered less emptiness, less idleness in what he uttered." This might easily be applied to Sir George Drummond. When he speaks anywhere, on the public platform, his words are notable for knowledge, suitable gravity, and a constant sense of weight and dignity.

Sir George, the Citizen.

In the early days of the Montreal Board of Trade Sir George was a power. As member of the council, as vice-president, and as president, his weight was always felt. In fact no important movement in half a century past, which had for its object the welfare of Montreal, could leave the name of Sir George Drummond out of its history. It was just a little over a year ago that the chambers of commerce of the Empire met in Montreal, and Sir George Drummond was instinctively turned to as a merchant preeminently suited to represent Montreal as one of the delegates to that congress. It was there that he made a most notable speech, in which he struck the keynote of larger Imperialism.

His Labors for Charity.

His charitable work has been of the most unassuming character. He has been interested in public health, in the prevention of consumption, in improved sanitary conditions, and in arranging a scientific method of carrying on charitable work. He made generous contributions to charitable objects, not only to the Home for Incurables in Montreal, but in active aid to the Victorian Order of Nurses, of which he is a trustee, and of countless private benefactions. Characteristic of the broad-minded culture which he possesses, he has snipped off the frayed edges of life by his love for pastoral scenes, and has solaced himself with the country air in the breeding of blue-blooded stock. He is an ardent lover of art, possessing one of the best private collections of paintings on this continent, in the gathering of which his exacting, sound and critical judgment has aided much. He has been one of the best and most enthusiastic patrons of the Art Association of Montreal, to which body he has loaned his fine collection again and again. His counsel and support have also been of great value to the association. His success as a business man has been most conspicuous, and to commerce he has given the majority of his mental powers. Thus, it is the more gratifying to note that stocks and bonds and sugar refining have not sapped the well-spring of his being, for the things that he prizes most are the love for and the study of art, wherein his best pleasures have been found.

Lady Drummond.

A word may be said about Lady Drummond, who in most of the essentials is like-minded with her distinguished husband. In many movements, philanthropic, educational, and relating to social sciences, Lady Drummond has taken an earnest and active interest. The Countess of Aberdeen once said about Lady Drummond: "She unites with a most distinguished presence a great personal charm, gifts of rare eloquence and power." Better than that, Lady Drummond possesses a sympathetic and charitable nature; she has been a wide reader; she has studied life as she saw it, as well as many of the most complex psychological problems of the times. The Drummond home in Montreal is the scene of many of the most brilliant social and intellectual functions, and some of the most important charitable movements of the time have been initiated within the walls of that attractive mansion.

At a meeting of the council of the Montreal Board of Trade, held June 30, the president made reference to the honors which had fallen to the lot of two prominent members of the board, Sir George A. Drummond and Sir Hugh Montagu Allan, and observed that he was sure every member of the council had been greatly pleased thereat.

The council then embodied the feeling of the members in this connection in the following resolutions:

"That the Council of the Montreal Board of Trade welcomes with great satisfaction the announcement that the Hon. George A. Drummond, a past president of this board, has been created a Knight Commander of the most distinguished Order of St. Michael and St. George;

"That Sir George Drummond's record in this city—his home for fifty years—as a leader among commercial men, as a wise director and friend of charitable institutions, as an energetic and capable worker for the improvement of civic conditions, as a generous and discriminating patron of the arts, as a gracious dispenser of generous hospitalities, together with his valuable services as a Senator of the Dominion Parliament, have long marked him out as one specially worthy to be honored by the Sovereign, and that the council rejoices that the King has been pleased, in his wisdom and graciousness, to thus confirm the views and fulfil the wishes of Sir George Drummond's fellow-citizens;

"That to Sir George Drummond the council tenders its heartiest congratulations that his many services to the City of Montreal and to the country in general have been recognized by His Majesty with the order of knighthood.

"That the council is very glad that the honor which has been conferred upon Sir George Drummond is shared by a lady so eminently fitted to grace it as is Lady Drummond, whose intellectual qualifications, social and charitable work and charming personality have won for her a high place in the regard of the citizens of Montreal and indeed of Canadians in general.

"That, in conclusion, the council prays for Sir George and Lady Drummond continued happiness and prosperity, together with health and strength to enable them to fulfil the duties attendant upon their position, the discharge of which in the past has won for them honor from our Sovereign and the warm esteem of their fellow-citizens."

C. D. C.

For the Holiday Trade.

We have something to say regarding exclusive high-class ready-to-wear dress skirts. They are not the ordinary ready-mades, but are selected from our New Fall 1904 importations of **Novelty Dress Goods,** and are most modern in style and finish. We have not the space to give a detailed description, as they are made from various ranges and in a variety of styles. If you have not an opportunity of seeing them with our representatives, the surest way to get them in time is to send us an open order for the quantity required, giving particulars regarding the sizes, and we shall use our best judgment in sending you a choice selection.

We are showing two lines of Black Sateen Underskirts at special prices. You might include a sample dozen of each in your order.

BROPHY, CAINS & CO., Montreal

BEST THINGS FROM THE MAGAZINES.

THE PROPORTION OF UNIONISTS.

WHAT part of All-of-Us is the labor organization? Or, on what basis of representation does it assume representative power? On a "liberal estimate," unionists number 2,000,000, says Professor Carver, in a population recently estimated by the census bureau as barely short of 80,000,000. The proportion of unionists, then, to the total citizenship is 1 to every 40 citizens. Again, the proportion of unionists to the total of those "engaged in gainful occupations"—the technical description of what is popularly called "labor"—is, Professor Carver says, "about 1 to every 14½." To concede the ethics of the claim of organized labor to representative or irresponsible authority is, from the standpoint of the community, to confer that authority on 1 in every 40 citizens; and, from the standpoint of labor as a whole, to confer it on 1 in every 14½ laborers.—Scribner's.

EFFECTS OF THE TYPEWRITER.

THE invention of the typewriter has given a tremendous impetus to the dictating habit, especially among business men. The more ephemeral literary productions of the day are dictated, sometimes to a stenographer for transcription, and often directly to the machine. In either case the literary effects of the dictating habit are too manifest to need elaboration. The standards of spoken language, which in the days of the past stood out in marked contrast with the terseness and precision of written composition, giving rise to the saying that no good speech ever read well, have crossed over to the printed page. This means not only greater diffuseness, inevitable with any lessening of the tax on words which the labor of the writing imposes, but it also brings forward the point of view of the one who speaks. There is the disposition on the part of the talker to explain as if watching the facial expression of his hearers to see how far they were following. This attitude is not lost when his audience becomes merely a clicking typewriter. It is no uncommon thing in the typewriting booths at the Capitol in Washington to see congressmen in dictating letters use the most vigorous gestures as if the oratorical methods of persuasion could be transmitted to the printed page.—Atlantic.

ON HIRING MEN.

IN hiring new men you want to depend almost altogether on your own eyes and your own judgment. Remember that when a man's asking for a job he's not showing you himself, but the man whom he wants you to hire. For that reason, I never take on an applicant after a first interview. I ask him to call again. The second time he may not be made up so well, and he may have forgotten some of his lines. In any event, he'll feel that he knows you better and so act a little easier and talk a little freer.

Very often a man whom you didn't like on his first appearance will please you better on his second, because a lot of people always appear at their worst when they're trying to appear at their best. And again, when you catch a fellow off guard, who seemed all right the first

Dress Goods Problem

FOR SPRING 1905.

We could write a prolonged story about the dress goods question for the incoming season, but after all an ocular demonstration is the best way to get and give satisfactory proof, and we can say with the utmost confidence that our showing in all classes of dress fabrics, silks, etc., for Spring 1905 are more than usually attractive and exclusive in styles and qualities.

Our representatives are now showing a complete range of samples for Spring, and we can assure you that your commands through them will have our closest and best attention.

BROPHY, CAINS & Co., Montreal

time, you may find that he deaconed himself for your benefit and that all the big strawberries were on top. Don't attach too much importance to the things which an applicant has a chance to do with deliberation, or pay too much attention to his nicely-prepared and memorized speech about himself. Watch the little things which he does unconsciously, and put unexpected questions which demand quick answers.—Pearsons.

THE COUNTRY STORE A SUCCESS.

TWO years ago this November, John L. Wilde, a storekeeper of Williams, devised a trade-getting and trade-keeping plan. He persuaded the merchants of the town to combine into a general company, the Williams Exchange. The Exchange was to buy all produce for sale, paying for it either in cash, at the regular market value, or in currency good only in Williams stores, at an advance of 10 per cent. over the regular market value. The exchange was to supply the merchants and ship the over-stock to eastern markets. After discussion, however, it was decided to restrict the operations of the Exchange to butter and eggs, for the members believed that enough of those were bought to offset what the farmers needed to buy.

The Exchange began with the capital stock of $5,000, divided into shares of $50 each, with a paid-up capital of $1,000. With this money, it secured and equipped with the latest creamery machinery a large warehouse and a work-room, hired two competent creamery men to attend to the business of the Exchange and purchased specially coined aluminum currency of the face value of $2,000. This aluminum currency was made in the same denominations as regular coin.

One side read "Williams Exchange, Williams, Iowa." The reverse read "Good for 50, or 25, or 100, or 5, or 10"—"cents" understood—"in Merchandise." Each incorporator signed an agreement to accept the aluminum currency in payment for any and all merchandise. The Exchange began business in February, 1903, after notification to the farmers in the neighborhood that any one who brought his butter and eggs to Williams would be given twelve cents a dozen for eggs and thirteen cents a pound for butter in cash, as had been done for years, or thirteen cents a dozen for eggs and fourteen cents a pound for butter, in aluminum currency, good in all Williams stores. These stores had meanwhile laid in attractive stocks.

To-day farmers drive twelve miles to bring their butter and eggs to the Williams Exchange, passing other towns on the way. In the first twelve months, $30,000 worth of butter and eggs was bought by the Exchange of which 91 per cent. was paid for in Williams aluminum currency, and but 9 per cent. in actual cash. Almost one-half the cash was spent subsequently in Williams stores so that actually but $1,500, in currency, was paid out for the $30,000 worth of produce bought. The remaining $28,500 was spent in Williams stores within the year—the best year in the history of Williams stores. The trade of the stores is double what it was eighteen months ago.—The World's Work.

FANCY GOODS
TOYS
DOLLS

HOLIDAY GOODS

LEATHER GOODS
GAMES

THE HOLIDAY SEASON.

WHEN this issue reaches the trade it is high time to begin planning the details of the holiday season. It is generally conceded nowadays that the last week of November or the first week in December should see the formal holiday opening, and against this adequate preparation must be made. Individuality must characterize every opening, and localism plays a goodly part, but certain broad generalities apply to all, and these should not be overlooked.

In the planning and providing for the handling of Christmas trade undue haste and needless confusion must be avoided. This would lessen and clog the development and steadiness of legitimate Fall trade, and any interference with this is a loss rather than a gain. Preparations must be made early and gradually, and with this in view suggestions are made here somewhat prematurely. The incoming of special holiday goods and the troubles incident upon marking and stocking them mean much loss of time and oftentimes undue congestion in the business part of the store. If at all feasible and practicable, goods should be marked and ticketed apart from the hum of trade. A warm, well-kept cellar is often useful.



A Doll in Summer Costume.



A Doll in Ball Dress.

Shown by Nerlich & Co. and retailing at 75c. or less.

A Special Department.

Perhaps a new attractive holiday department will be a necessity, and proper attention must be paid to its arrangement. Fixtures of various kinds must sometimes be installed and some extra shelving found needful. These matters should be looked after early. With all these accessories carefully planned and followed out, there then comes the general plan for conducting a bright, practical and profitable sale.

This is the crux of the situation, and all other plans are mere accessories and entirely subsidiary. However, these general fixtures must not be slighted, as upon their practicability and thoroughness depends the real success. Without them the facilities for quickly handling trade would be impossible. For upon the rapidity with which customers are served depends the success of holiday trade financially. Every store secures a goodly quota of customers, and it is really a question of how to make every hour count.

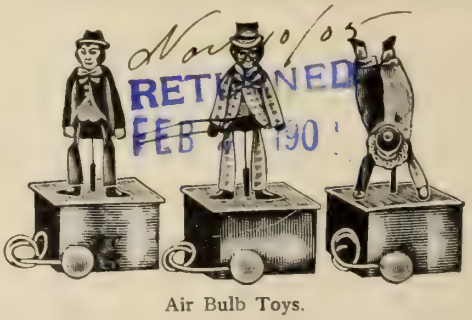
The Arrangement of Stock.

No matter what plan has been followed in displaying goods, it is imperative that they should be so arranged as to make selection and delivery easy and swift. The ideal in this direction is to make holiday goods sell themselves. This can be carried out by having everything placed where inspection is facilitated without the constant attention of a sales person. This is not very easy but is necessary, as salespeople at holiday time often have to look after more than the wants of one customer. This is a debatable question, however.



A Waltzing Pig.

Inexperienced help is mostly necessarily attendant upon the crush of Christmas crowds, and every retailer knows the annoyance such people cause. With this in view and to further facilitate trade, goods should be marked in plain figures, no matter what the policy of the store in that particular may be.



Air Bulb Toys.

Avoid Crowding.

Still another move in this direction is the avoidance of crowding displays into aisles and otherwise congesting the store, thus rendering it impossible for people to readily move about. This is a fatal error. Nothing, perhaps, is more detrimental to holiday trade than undue crowding. Plenty of floor space is not only a disideratum, but a necessity. Fixtures placed upon the counters will do much to avoid congestion.

Knox, Morgan & Co.

WHOLESALE DRY GOODS

HAMILTON, ONTARIO.

THIS IS STOCK-TAKING MONTH

SPECIAL OFFERINGS IN DRESS GOODS

to clear out odd lines.

Send for samples. Ask travellers to show them.

VELVETEENS

are much in favor. Our values best in this market. Order the "Pearl" quality at 37½c., in black and colors, it will please your customers.

HOSIERY

Get acquainted with our Hosiery Department. We have 25 and 50c. lines of Ladies' and Men's Hose which simply cannot be excelled. They will bring trade to you.

LADIES' STOCK COLLARS

Just in — some of the very latest novelties in 25 and 50c. goods.

Order now for Christmas Trade.

WE HAVE ON SALE

some good things in LADIES' FLANNELETTE NIGHT GOWNS, WRAPPERS and UNDERSKIRTS. SPECIALS picked up from manufacturers clearing lots to sell 75c., $1.00, $1.50, etc.

Letter Orders have prompt attention.

Knox, Morgan & Co.,

HAMILTON.

Established 1832.

SPRING 1905.

Law, Russell & Co.,

BRADFORD and LONDON. LIMITED

SPECIALITY

"Laurus" Fabrics.

These goods are exclusive in manufacture and design.

We are showing in these Fabrics a large assortment in Plain and Fancy Mohairs, Panamas and Silk Warp Fabrics.

SILK WARP **Lexoline** in all the latest colorings.

AN IDEAL FABRIC.

Mr. Haley will be at the Windsor Hotel, Montreal, and the Queen's Hotel, Toronto, during the months of September and October, with a complete line of our Fabrics.

THE LEADING HOUSE FOR

Rainproof Goods.

Law, Russell & Co.,

BRADFORD and LONDON. LIMITED

PROGRESSIVE RETAILING.

MOVING "STICKERS."

ONE of the most vital considerations in retailing is how to get rid of the old goods. If this problem were simple of solution a great many more successes in the dry goods trade would be recorded, and much worry saved the proprietor and salesman. In many stores a system is adopted whereby a salesman is awarded a certain percentage on all old or slow moving stock that he sells, and in some cases this has proved fairly satisfactory. To make it an assured success a great deal, however, depends upon the character and ability of the clerk. With a great deal depending upon his sales of old stock, it often happens that the customer sees nothing of the new goods unless he specially demands that they be shown to him. The clerk will hustle out the "stickers" and peg away at them regardless of all merits they possess, and of the apparent dissatisfaction of the customer. Arguments of little or great value are used and statements of little truth are commonly made.

The result of this method is that the customer, if he buys, does so with reluctance and is soon convinced that he has been "done," or he leaves with the idea that the stock carried is not up-to-date or that a small opinion is entertained of his intelligence. At any rate, whether he buys or not, and even if new stock is finally submitted to him, he retains the impression that in doing business with that firm a knowledge of what is new is necessary to pro-

A New Plan.

A different plan of overcoming this serious difficulty in the way of profit making will be submitted. It will be found advisable to make a clerk's promotion depend upon his ability to sell old goods, combined, of course, with a consideration of his general merits as a salesman. Make him feel that the old stock in his department tells against him and that every sale he makes from this stock is noticed and appreciated. In this way his ardor in selling will not be cooled nor will shelf-worn or old goods be disposed of at any cost.

One of the most difficult features of this plan is to keep touch with just what sales of these lines have been made. To overcome this a system peculiarly adapted to this must be adopted from the entrance of the goods into the store.

When the goods are opened upon receipt, each line is entered in a stock book with date of receipt and cost. Or simpler still each shipment is given a letter of the alphabet or a number, corresponding with the same letter or number in the stock book,, opposite which is the date of receipt. By this a reference to the stock book will tell just when the goods arrived. A certain letter can be assigned to each season, that is two to the year and the letter marked on the price ticket. Thus G may show that the goods were received in the Spring of 1904, and H would denote the Fall of the same year. The glance at the price would then reveal the time that the line had been in stock.

For large stores and for goods in constant demand a letter to represent the year and a figure the month, would be better. Thus C3 might mean that the receipt was in March, 1904. Such a plan would allow the culling out of "stickers" without the slightest difficulty

Watching the Sales.

In order that each clerk's sales of these old goods may be kept track of, he should be provided with two counter books. In one of these he enters his sales of regular goods, in the other those of goods that have been marked down on account of slow selling or have been drawn to his attention as lines to be pushed. To enable him to tell these special articles at a glance the head of the department should go over the stock as often as possible and on every slow moving line he should make a mark, one to be recognized at a glance by the salesman, but of course conveying no idea to the customer. When a sale of this line is made it is entered in its special sales book or if preferred, in the regular sales book with the mark preceding the name of the article.

Unless some tab be kept on these sales the clerk might be dishonest and enter goods in this way that were from the regular stock. To prevent this each entry should be marked by the head of the department with his initials, or if the quantity of goods in each piece can be marked on the ticket attached to it, the clerk can note on the ticket the amount of his sale, and his salesbook each night must correspond with these marks. While this would not be absolute proof without a measurement each night, the last sale would show that someone had marked an untrue mark and the too great quantity remaining would show with some degree of certainty who was guilty.

Recognition of Sales.

All these sales should be entered by the department head opposite the clerk's name, or on his own page in a book kept for that purpose. A percentage could be given on the amount at the end of the year or the clerk could be given to understand that his promotion and wages for the following year depended upon it.

Should his sales of old stock be very small within a given time a talk to him will doubtless increase the amount. With this must be taken into consideration the amount of old goods remaining in his department, and for this purpose every line marked with the private sign of age should be entered in his department in a book, and the sales marked off every night.

The department that has no "stickers" or the smallest amount of them reflects credit both on the buyer and on the salesman and neither of them is entitled to the whole of it. The salesman who is able to move old stock without injuring the reputation of the store is the one whose salary is too small year after year.

EVERY STROKE COUNTS.

On the wall in the salesroom of the Castle Braid Co., New York, hangs a clock on the glass door of which is an interesting device which should be an inspiration to all business men. It reads "May every stroke count as I do."

THE SALESMAN AND HIS WORK

MISREPRESENTATION.

TO the salesman who has sufficient intellect to know when he is injuring his employer, and who has an interest in the business that will make his employer's success his own, it is scarcely necessary to say that misrepresentation in the selling of goods does not pay. And yet it is doubtful if it is lack of intellect or interest in every case. Often it may be nothing but thoughtlessness or an over desire to make a sale at any cost. It seems, for the moment, such a trivial thing to say that a piece of print will wash when its washing qualities are unknown, or that a web of dress goods is all wool when it is known that it is not pure wool. It may even be that the customer will never discover the false deception as in the latter case few would be able to prove that cotton was a prominent constituent.

A salesman, when he sees a customer wavering in his determination to buy, will, on the spur of the moment, make statements which he would never make had he time to think. Immediately afterwards he may be sorry he said it, but it cannot be taken back and the customer influenced possibly by this untrue remark will purchase the goods quite satisfied with the price.

But it is safe to say that in three cases out of five the falseness of the description is discovered and in one of the remaining two there is a dissatisfaction felt that will turn the buyer against the store. In a case of discovery of misrepresentation, of course, the custom of that buyer is lost and as an angry customer can do more harm than a pleased customer can do good the bad effects spread. It often happens that the same is laid before the proprietor and while one instance may not result in dismissal very few of them will be endured by any merchant whose store is worth working in.

A customer leaving a store without buying counts so little compared with the buyer who will afterwards be dissatisfied, that too much stress cannot be laid on the advice to salesmen not to sell at any cost but to sell an article only on its merits, and above all things not to misrepresent.

In this connection is to be considered the question whether all the faults of a line should be drawn to the notice of the customer as well as the virtues possessed by that line. Without hesitation the rule can be laid down that every flaw should be pointed out. Whether an inherent objection, that is, one that is a necessary feature of the article, should be exposed is another matter. This must be left to the common sense of the salesman. It will often be found that the evident desire to be honest displayed by an exposure of the faults will sell the article, when high sounding praise would render the customer suspicious. At any rate it will create a confidence in the store and its methods that will result in increased patronage.

The public soon discovers the clerk whose word can be depended upon and is not backward in asking that that particular clerk be placed at its commands. It is in this that the clerk becomes a more important part of the business, and as his importance grows so does his salary.

The salesman who proves his ability to sell anything to anybody can often never do it the second time, and the customer will keep away from him. After a month or two his value to the store is so small that the proprietor is not long in finding out the cost. He at first may commend his dishonest clerk's selling abilities, while his estimate of the other style of salesman may be low. But while the value of the former is constantly decreasing that of the latter grows and with it the business of the store.

The clerk should not fear that his importance to the business will not be appreciated. Every proprietor quickly notices the popularity of his several clerks and sensibly bases his estimation of the value of that clerk on the way in which he takes with the public.

GIVE YOUR BOYS A CHANCE.

"SPEAKING of passing bills or dodgers, as we usually called them, recalls an incident of my first job," said Mr. X., to some friends the other day.

"Tell it to us," we all exclaimed.

"Well, this occurred when I was a lad about fifteen years of age. I had been attending school, but it was then vacation time. A friend, a boy about my own age, named William, 'Bill' we called him, lived in our block. Bill had been at work for some time at one of the leading dry goods stores of our town, and one day Bill asked me if I wanted a job as cash boy at their store. Naturally I was delighted and reported bright and early on Monday morning to Bill, who was the head cash boy. Well, it was a busy time for me. I was proud of being at work and kept on my Sunday clothes to look neat and nice. The manager noticed me occasionally and I looked forward to a busy vacation. On Thursday Bill and I were told to be ready to pass bills announcing a special sale. About one o'clock we started out from the store. We had decided that one should go east, the other west, starting down one central street and back by another. The route mapped out was a long one, but I set to work with determination to do it right. I fairly ran at times, leaving a dodger at each door, ringing the bell and away to the next house. Probably I was too ambitious, but I know I covered that route from end to end arriving back at the store about 5 o'clock. I was closely questioned about my route by the manager, who thought I had slighted my work, especially as Bill hadn't returned and did not until about 6 o'clock, just closing time. Naturally Bill had the confidence of the bosses and was not quizzed about the time he had taken. I wondered why it had taken him so long and on our way home I asked him where he had gone. Laughing at me he said he had been to the public library all afternoon. 'And what about your dodgers?' 'Chucked 'em in the sewer,' said Bill. Well, Saturday I was fired. I had worked too hard, but Bill kept his job. I soon left school and went to work to learn my trade, and by a strange chance, within ten years I owned that very store."

"And what became of Bill?" one of them asked.

"Passing bills yet, I guess. But one thing more. Give your employes a fair show. Don't form too hasty a conclusion. You may have excellent material, which time and opportunity will develop. Therefore, I say, again, give your boys a chance."

SAMUEL KIRK & SONS, LTD

Woodhouse Dye Works



LEEDS ENGLAND.

IMPORTANT TO TAILORS & CLOTHIERS

Black Italians, Alpaca, Mohair and Lustre Linings in

PERMANENT FINISH

THE MERITS OF THIS FINISH ARE—

1. Proof against Damp Cloth and Hot-pressing Iron.
2. Finish and Handle unequalled by any other Process.
3. Goods kept in stock gain in appearance.

GOODS ARE STAMPED ON THE BACK AT REGULAR DISTANCES.

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FACSIMILE OF STAMP

STRENGTH UNEQUALLED

BEWARE OF IMITATIONS

SUPPLIED BY ALL THE LEADING HOUSES IN

Bradford, London, Manchester, Glasgow.

PARIS FASHIONS

By A. E. DACAM, for "Dry Goods Review."

The New Jackets and Waistcoats—The Range of Colors—Elaborate Evening Gowns—A Few New Ideas.

IN spite of the very mild weather and the fact that the great majority of people are still wearing their blouses in the street, almost everything new in the way of costumes is being made with long, full basques or in an evolution of the Louis XVI. or Directoire coats. These are not strictly speaking tailor-made, being particularly feminine as to trimming and general finish off. In fact, the so-called tailor-made with gentleman's collar, cuffs and sleeves was never really popular with French women and is now rarely seen.



Illustration No. I.
Carriage or Evening Cloak.

Fancy waistcoats made of brocades or hand embroidered are worn under the Louis XVI. jackets and these are sometimes made with stand-up collar, plain sleeves and the back nicely finished and embroidered so that the coat may be taken off—or sometimes they are only little vests sewn inside the jacket. The buttons with which they are fastened are of great variety and are often set with stones to harmonize with their color and some of the "art nouveau" buttons are very beautiful; the vests are invariably made to end in a long point in front and short at the back.

The long jackets, even when worn without a waistcoat, are often cut open from the waist as in the illustrated sealskin coat and are trimmed with a contrasting color. They are often made with a waist belt which is half Swiss at the back, the point going upwards, and wholly Swiss in the front. The sleeves are either gigot shaped with a trimmed waist band or bolster shaped, which is rather full both at the shoulder and waist and is gathered into a cuff. The collars are either close fitting to the neck or cut in a fancy shape and turned back from the base of the neck with cuffs cut in the same form. The length of these jackets varies considerably, reaching sometimes only to a little above the knee and at others almost to the edge of the skirt.

* * *

The range of colors is very wide and of unusually bright shades. Amongst the most worn are golden brown, blue which is almost violet, purple, dull red and green; in lighter shades are pale blue, white and cream, saffron, coq-de-roche and, of course, pink is always seen.

So far velvets have not been much seen; the season is hardly far enough advanced, but they are now being ordered and are expected to be very much worn both for evening and carriage gowns. The velours-mousseline, which is not only very bright and silky looking but almost as soft as the softest silk, is very suitable to the present fashion of gathers and frills. These are also being shown in very warm colors and are mostly without design, though the Scotch plaids, the stripes being of satin, are very smart and some of them have black or white spots or are just powdered with white.

* * *

A very quaint lace evening gown was being shown the other day; the skirt was formed of two deep lace frills, or to be quite correct, of two white mousseline frills, very elaborately incrusted with lace. The sleeveless bodice was of the same mousseline simply crossed over in front, the two long ends finished with tassels falling almost to the hem of the skirt. Over this was a redingote, three-quarter length of black chantilly lace well open in front with revers of incrusted mousseline turned back from the shoulder and short bell shaped sleeves, not quite reaching to the elbow and cut open quite up to the shoulder and under which fell an under sleeve of mousseline quite a yard long and tapering to a point. This redingote was lined with white mousseline and the edges fluted and ornamented with fancy jet buttons.

* * *

Another evening gown of white mousseline was trimmed with pink and pale blue embroidery and numberless pale blue velvet bows. A string of them were taken from the centre of the back almost at the top of the decollete

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR, CRESCENT and PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

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North Star, Crescent and Pearl Batting.



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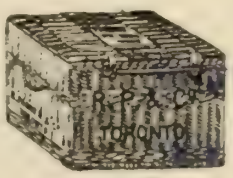
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DON'T WASTE OPPORTUNITY

You have only to ask Dry Goods Merchants and Milliners who have tried our system of dyeing and finishing dead stock, and they will tell you they never fail to have their faded and soiled stock sent here to be made new. We save you money as well as put new goods on your shelves. Our equipment is perfect and more than twenty-five years' experience proves our methods.

All kinds of dry goods, ribbons, braids, hosiery, feathers and plumes are handled successfully.



R. Parker & Co.

Head Office and Works

Dyers and Finishers 787-791 Yonge St., Toronto

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neck to the waist and continued for the same distance, ending in two long streamers.

* * *

In most cases evening gowns and blouses have a drapery brought across from under the arms to the bust, where it is tightly gathered. This mode gives an inverted V at the waist which forms the upper part of the Swiss shaped vest or belt as the case may be. These very deep belts are likely to be so generally worn that drapers are selling canvas forms, already boned to be covered at will, and



Illustration No. II.
Directoire Cloak.

although they vary slightly as to shape, all have a top point at the back and double points in front.

* * *

Illustration No. 1 is a useful carriage or evening cloak in white broad-tail, trimmed with seal bands and stole; the cape and cuffs are ornamented with black silk cord and seal buttons; the stole has a clasp of two broad-tail buttons with corded stripes and white cords and tassels.

* * *

No. 2 is a Directoire cloak with embroidered revers and waistcoat. Both the high collar and gauntlet cuffs have an edging of the same embroidered satin. The waistbelt is of a rather coarsely plaited black silk braid and the buttons are of the fur outlined with a silver ring.

BOOKS FOR BUSINESS MEN.

Manufacturing Cost. By H. L. Hall. Detroit: The Book-keeper Publishing Co. For sale in Canada by the MacLean Publishing Co., Toronto. 192 pages, half-leather. $3.00.

Old methods and old systems are rapidly giving place to new. The manufacturer, who sticks doggedly to his system of ten years ago, is finding himself sadly outdistanced in the commercial race. Year by year young firms are springing up, who, through the adoption of modern methods, are driving the older and more conservative firms to the wall.

Especially in manufacturing has there been a remarkable development amounting almost to an upheaval. Manufacturers are no longer content to know that their receipts are in excess of their expenditure. They probe deeper and strive to discover whether or not their cost of production is excessively high and wherein it can be reduced. Economies of material and time are studied.

This book on "Manufacturing Cost" has been prepared by an expert, H. L. C. Hall, vice-president of the International Accountants' Society. Unlike the majority of books on cost accounting, this volume aims at elucidating basis principles, which are applicable to any and every kind of manufactory. It is consequently a book which all manufacturers will find of value. In that it does not elaborate a system for this or that business but is universal in its application, it need not be set aside as of no practical utility. On the contrary it is a practical treatise from start to finish.

Opening with a few general remarks on the need of a system of cost accounting, on the question of organization and on the system of recording costs, the author passes on to deal with the three main items, raw material, labor and expense. Following this he elaborates the general plan for recording production and takes up supplementary operations. A chapter is devoted to mechanical devices and a method for arranging pay rolls is outlined.

Business Short Cuts in accounting, advertising, bookkeeping, correspondence, card indexing and management. Compiled by the Board of Experts of the Book-Keeper and Business Man's Magazine. Detroit: The Book-Keeper Publishing Co. For sale in Canada by the MacLean Publishing Co., Toronto. Half-leather, 157 pages. $1.00

There is a wealth of good things in this book and a profusion of new ideas, that will make the heart of the bookkeeper glad within him. The very first article has a most cheerful title and serves as a pleasant introduction to the numerous excellent articles which follow. It is headed, "Rules for Locating Errors in Trial Balances." and there are some 54 separate pieces of counsel and advice, to the brain-fagged seeker after a lost balance.

Following this are to be found sections entitled "General Rules for the Detection of Transpositions of Dollars and Cents," "A Labor Saving Method for obtaining Trial Balances," "Lightning Addition," "Labor Saving Method of Recording Bank Deposits and Cheque Withdrawals," "Special Form for Customers' Ledgers," "System of Handling Drafts," "Some Arithmetical Short Cuts."

ESTABLISHED 1791.

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Longcloths, Nainsooks,

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Sheetings,

Ready-made Sheets,

(plain and hemstitched).
HORROCKSES' name on each sheet.

Flannelettes of the highest quality.

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Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.

SEEN IN CANADIAN STORES

MONTREAL.

CLOAKS and suits deservedly had prominence at the openings in Montreal, and, although styles are distinctly characteristic in exclusive stores, there is yet a certain strong resemblance among them all denoting a recognized fountain head. All these garments show a superabundance of trimmings, silk braids seeming to be the most prominent. To adequately meet a demand for all figures, all styles are shown and it was hard to elicit just what one definite style is meeting the approval of the trade. Perhaps the short, loose or semi-loose garment about 28 inches or even shorter which The Review banked upon is proving the most ready seller. It is a coat which readily accommodates itself to all sorts and degrees of figures and alteration is also avoided. It conceals the lines of a poor figure without really destroying good figures. This coat has evidently met the approval of the great middle class trade.

* * *

A black velvet corduroy coat strapped with broadcloth with military capes and brass buttons was seen in one of the up-town windows. The shoulder capes were slashed over the shoulders and trimmed with the strappings of broadcloth. Another jacket was of tan broadcloth with tight high-cuffed sleeves and the inevitable cape over the shoulder. This coat was lined with tan farmers' satin and was 36 inches long. It was a very handsome jacket.

* * *

Very pretty black coats were seen in the popular 27 inch length trimmed with braid and gunmetal buttons. A serviceable long tweed coat was seen also. This coat had the novelty of two big roomy pockets one on each side, in which handkerchief, purse and other itineries could easily be carried, thus leaving the hands free to carry a muff. Black and tan broadcloth coats lined with squirrel skin looked very comfortable and inviting in an up-town store.

* * *

A navy blue velvet costume showed the skirt shirred half way to the knee and again a little below the knee on either side. The front was plain and resembled a panel. The coat of this very pretty suit was collarless and trimmed with black and white applique braid. The leg o' umtton sleeve was finished with a high cuff and altogether it looked stunning.

* * *

The long pelerines of fur are very popular this year and are also very graceful. The muffs are of a medium size and are seen with three tails hanging over the front of them.

* * *

Hats seen in the milliners' windows are all high crowned and trimmed with beads, wings, etc. A pretty velvet hat was of gunmetal shade with high crown and rolling brim. Its only trimming was a row of large gunmetal beads around the crown and a coque's feather held in place on the side by a steel buckle. Another odd looking hat had the high crown of dark blue felt and the brim of white beaver.

* * *

TORONTO.

THE window displays have been of unusual merit this month though in the case of Eaton's and Simpson's they have not been strictly confined to "dry goods" as these two firms have been holding housefurnishing and china sales all the month and have devoted quite a few windows to the showing of these goods. Some really beautiful dress windows have been put in and also quite a few good millinery windows also.

* * *

Dress goods windows have been exceptionally interesting because of the large show of fancy silks. These are almost all in checks and small patterns such as spots, pointelle, etc., and generally with a large spot at intervals making the check or small pattern the ground. Shadow patterns are also popular. Changeable effects are well shown. Soft taffetas in the lovely golden browns, bronze greens, and copper reds, with a small velvet figure form another line that was justly admired. Taking all the displays together it is some years since silks were so extensively featured.

* * *

Quite a feature is being made of the new crushed velvets, and besides these some beautiful dress velvets are shown.

* * *

Quite a few trimming and lace windows have been shown during the month. The most noticeable one was dressed almost exclusively with the new spangled nets. These spangled nets are the newest and latest in trimmings and there are some magnificent robes shown of them, and a particularly beautiful one in black occupied the centre of this window. There were all-overs and bands of various widths, and circular flounces festooned across all of these glittering spangles in black, silver, gold, pearl, and combinations.

* * *

With them were a few pieces in colored sequins and embroidery. These were on white chiffon, and were worked into exquisite patterns with narrow lace braids, gold beads, colored beads, silver spangles, pearl spangles, and touches of raised silk embroidery.

* * *

A lovely coat that caught the eye of all passers—that is of the feminine persuasion—was a bolero of ermine with stole in black and white silk passementerie. The most noticeable feature of this coat after the beauty of the fur was the fact that the coat had no belt but was fitted snugly down to the waist. In the same window was shown an auto coat of yetta—one of this season's novelties.

Xmas Umbrellas

Our representative will call on you shortly with our complete line for sorting and Xmas trade.

All orders receive prompt and careful attention.

THE

Irving Umbrella Company

LIMITED.

108 Wellington St. W., **TORONTO**

PEWNY'S KID GLOVES

For your Summer Trade put in an assortment of these gloves.

EVERY PAIR IS GUARANTEED.

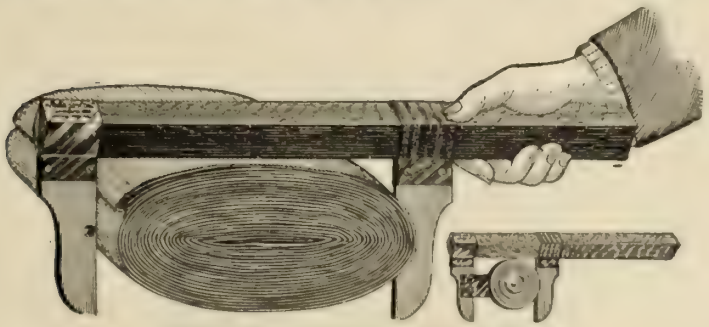
Pewny's Gloves are GOOD GLOVES.

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MONTREAL

AGENTS FOR CANADA

Putnam's Cloth Chart



PRICE $5.00 EACH, COMPLETE.

Accurately measures piece goods and ribbons without unwinding them from the bolt.

All measurements printed upon the rule just as a lumberman's log rule; works on the same principle. No book of tables to refer to as with other charts. Simplest and best.

Eight years in American market; nearly 10,000 satisfied customers.

Booklet with description and testimonials sent free on request. Address—

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Care of E. J. JOSELIN, Agt.

Factory— MILAN, Mich.

33 Melinda Street TORONTO, ONT



CANADA'S

Largest Dyeing Establishment

NO EXAGGERATION—Our statement, also Cut of Works, is absolutely true and unexaggerated.

We can save you many a dollar by re-dyeing, pressing and finishing old stocks, making them equal to new goods.

A specialty made of **Dress Goods, Cloth, Tweeds, Drills, Ducks, Cotton, Velveteen, Hosiery, Yarns, Gloves, Braids, also Feathers, Silks, Velvets, Ribbons, Laces, etc.**

All work guaranteed unequalled.

Special rates to the trade.

Send for price list.

BRITISH AMERICAN DYEING CO.

Gold Medalist Dyers **Joseph Allen, Manager**

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Our method of furnishing commercial reports to our subscribers gives prompt, and reliable information to date. Every modern facility for the collection of claims

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LEADING COMMERCIAL HOTEL. GANANOQUE, ONT.

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First-class accommodation for Commercial Men.

R. FLAWS & SON, Manchester Bldg., Melinda St., TORONTO,

Dry Goods Commission Agents.

Representing

S. & L. ASH BROTHERS, Leeds, Cloths, in great variety,

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CANADA PAPER CO.

TORONTO LIMITED **MONTREAL**

THE OFFICE END

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

FORMING A JOINT STOCK COMPANY.

A few points of interest to the bookkeeper in changing from a partnership to a Joint Stock Company or in the Amalgamation of Industrial Concerns.

By H. R. W

FROM the legal point of view, the parties applying for a charter of incorporation must be not less than three, also twenty-one years of age, and may petition the Lieutenant-Governor through the Provincial Secretary for the issue of letters patent.

The provisional directors of a company are usually the applicants for the charter, and constitute a committee, who manage the affairs of the company up to the time of the first general meeting of the shareholders, when a board of directors is elected.

A company may be incorporated under special act, such as banks or mining companies, or by letters patent under the great seal.

In case of amalgamation, the directors of the different companies may enter into a joint agreement to be executed under the corporate seal of each company, prescribing the terms, conditions, the name of the new company, the last word of which shall be the word "Limited," which must be written out in full when the word immediately preceding it is neither "Company," "Club" nor "Association," but when any of these words precede, the word "Limited" may be abbreviated, provided the letters "L" and "D" shall be the first and last letters respectively. The prefix "The" in the name of a company may be omitted where any of the three words mentioned above form part of the name. The use, or rather, misuse, of the word "Limited," has been the source of legal disputes to some extent, and it might therefore be well to call attention to the responsibilities of the directors and officials of a company in this connection. The word must be used on all the letter paper of the company, on the signs, in the advertisements, on the corporate seal, in fact, everywhere the name of the company is used.

Every company, director, manager or officer who knows of the omission of the word "Limited," or of its abbreviated form as before described, and does not comply with the provisions in regard to its use, shall incur a penalty not exceeding ten dollars for each and every offense and may be liable to a penalty of one hundred dollars for a second offense.

With their joint petition for charter the various companies shall deposit with the Provincial Secretary an original of the agreement of amalgamation, the Lieutenant-Governor in Council may then by letters patent confirm such agreement, and from the date of such confirmation the said company shall be deemed consolidated, and the new company shall possess the rights, privileges, etc., of each of the companies so consolidated.

An action pending against any one of the different companies would not abate, nor would the right of creditors be affected in any way by the amalgamation.

If the number of shareholders is less than five in any limited company for a period of six months after the number has been so reduced, every person who is a shareholder of the company during the time that it so carries on business after such period of six months, and knows the fact, is individually liable for the payment of the debts of the company contracted during such time.

The petition for charter should set forth the objects of the amalgamating companies; should state where the head office was to be situated, the provisional directors, their addresses, the nominal and paid-up capital, the number of shares and the value of each. It must be very specific, as the charter will only be granted for the purposes enumerated in the petition, and the company has no right to go beyond that unless additional letters patent are applied for through the usual formalities.

The proposed name of the company should be as short as possible, and must not conflict with that of any known company.

The Ontario and Dominion acts differ in some respects in regard to joint stock companies. Under the Dominion act one-half the total amount of capital stock must be subscribed before applying for a charter.

Usually after the required amount has been subscribed the company commences business before disposing of the balance, but if no business should be done for three years, the charter will be forfeited.

A company is governed by the laws of the province or state which granted its charter, no matter where it is carrying on business, although a fine or tax may be imposed according to the laws of any other province in which business is being conducted.

If the company's capital has been impaired, the shareholders cannot be held liable for any of the debts of the company provided their stock has been paid up in full; if this is not the case, they are liable for the unpaid portion.

Certain books are required to be kept by law.—A copy of the letters patent, a copy of the by-laws which govern the annual meeting; the number which constitutes a quorum; the time of election of directors, their qualifications; transfer of shares, etc.; the names, addresses and calling of shareholders and the number of shares held by each, the amount paid and unpaid on each share, the name, address and calling of directors and date when each became, and ceased to be, a director and a register of transfers.

These books shall during business hours be kept open for the inspection of shareholders and creditors, who may take extracts therefrom.

An annual statement must be filed on Government forms, for which a fee is charged.

It is necessary that a certain number of shareholders shall be present in order to constitute a meeting, the required number being called a quorum.

If the shareholders at the time of meeting do not exceed ten, the quorum shall be three, if they exceed ten add to the above quorum one for every additional four up to fifty, and one for every additional ten after fifty.

A few general items of interest along this line will be given in next issue.

* * *

"The clerk who hates the yardstick never makes a merchant."—Success.

CHARTERED ACCOUNTANTS' STUDENTS' ASSOCIATION.

THE annual meeting of this organization was held at the offices of the Institute of Chartered Accountants of Ontario, 27 Wellington street east, Toronto, on Monday evening, October 3, at 8 o'clock, Mr. A. G. Ross, president, in the chair.

The following officers were elected for the ensuing year: W. T. Kernahan, C.A., hon. president; F. H. MacPherson, F.C.A., hon. vice-president; A. F. Park, president; G. M. Begg, vice-president; Howard R. Wellington, secretary-treasurer; A. L. C. O'Brien and A. G. Ross, executive committee; G. Noble, librarian.

The report of the retiring president evidenced a most satisfactory condition of affairs and showed that the efforts of the Association to raise the standard of efficiency among the more advanced office men in Toronto had been highly successful.

* * *

Wealth is not acquired by speculation and splendid enterprises, but by daily practice of industry, frugality, and economy. He who relies upon these means will rarely be found destitute.—Success.

* * *

THE VALUE OF SYSTEM.

THE motto for every successful enterprise to-day should be, and is, to a great extent, "Be Progressive," or, in other words, "keep up with the times in which you live."

The tendency, however, with concerns who have been in business for a number of years, and who are also doing an immense volume of trade, is to stubbornly adhere to the old methods which have been in vogue for the past 50 years, contending that as a certain amount of success has attended their efforts so far, no change should be made. Especially is this the case in regard to office systems.

By adopting an up-to-date system and arranging the accounts in a systematic manner, statistics may be obtained in regard to the business which are simply invaluable to every progressive business man; excessive expenses in certain departments or branches, small profits on certain lines of goods, heavy purchasing, slow sales, may be instantly localized by a systematic arrangement of accounts and records.

There is, of course, in some instances, a possibility of "too much system," but with reasonable care and common sense this may be avoided.

Every new system which is put upon the market should not be adopted, as, in some cases, it will necessitate increasing rather than decreasing the staff of an office, but there are, without a doubt, systems which will produce far more satisfactory results at a greatly reduced cost than the methods now employed by a number of our leading commercial houses.

Conditions have changed wonderfully within the last few years, and office methods and systems must change accordingly to keep up with the new condition of affairs, although it is quite natural for the office man who has been running in a rut for so many years to be prejudiced against anything new along this line.

There are retail merchants running monthly accounts with customers right in our large cities to-day who rarely furnish a bill of goods with a purchase. What satisfaction is there for the customer to have a large itemized bill rendered irregularly, sometimes a month after the goods were bought, with nothing in the way of a delivery slip to check it with?

Suppose the wholesale merchant sent a lot of goods without an invoice. What would the retail merchant say?

Don't use a scrap of paper to take an order on; it does not pay. You will probably lose the memo. of your order and perhaps a customer also.

The cost of duplicate cash sale and charge books is so small that every dealer should use them, and it would be much more satisfactory, both to the dealer and customer.

Don't be too severe on "New Systems," as they are called; each system has been specially adapted to some business to reduce expense and labor, although possibly not suitable for your own peculiar business.

When your attention is called to an error in your work—when it is suggested that you might improve along a certain line of work—when you are advised to do a thing in a different manner from that to which you have been accustomed—don't flare up or go around all day with a long face; it is for your own good. Rather benefit by the suggestions; guard against such errors in future; strive to improve.

* * *

From Bradstreet's:—"Between capital and credit there is always a relative proportion. Capital is the foundation, while character, ability and circumstance govern, qualify and create credit."

* * *

BUSINESS LOGIC.

A retailer has the following in a neatly printed window card:

> I believe in Advertising when I am busy so that I will get continuous orders when business is slack.

* * *

SELF-RELIANCE A GOOD TEACHER.

WE often find that boys who have educated themselves in the country, almost without schooling or teachers, make the most vigorous thinkers. They may not be quite as polished or cultivated, in some ways, but they have something better than polish, and that is mental vigor, originality of method, and independence. They do not lean upon their schooling, or depend upon their diplomas; necessity has been their teacher, and they have been forced to act for themselves and be practical; they know little of theories, but they know what will work. They have gained power by solving their own problems. Such self-educated, self-made men carry weight in their communities because they are men of power and think vigorously and strongly; they have learned to concentrate the mind.

Self-help is the only help that will make strong, vigorous lives. Self-reliance is a great educator and early

poverty is a good teacher. Necessity has ever been the priceless spur which has called man out of himself and spurred him on to his goal.

Grit is more than a match for almost any handicap. It overcomes obstacles and abolishes difficulties. It is the man who makes an opportunity and does not wait for it the man who helps himself and does not wait to be helped, that makes the strong thinker and vigorous operator.

It is he who dares to be himself and to work by his own programme, without imitating others, who wins.

* * *

Remember to show courtesy to others, not because they are gentlemen, but because you are one.

This list is for the purpose of placing retailers, manufacturers jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,

Leading Canadian Accountants and Auditors

adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc

DAVID HOSKINS, F.C.A.
Chartered Accountant, Auditor, Financial Valuator.
27 Wellington Street East, - - Toronto, Canada.

This Space $15 a Year.

JENKINS & HARDY,
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto Street Toronto
465 Temple Building, Montreal.
100 William Street, New York.

This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,

LEGAL CARDS.

organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature

For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto

TUPPER, PHIPPEN & TUPPER,
Barristers, Solicitors, Etc.
Winnipeg, - - Canada.

ATWATER, DUCLOS & CHAUVIN
Advocates. Montreal.
Albert W. Atwater, Q. C. Consulting Counsel for City of Montreal. Chas. A. Duclos. Henry N. Chauvin.

This Space $15 a Year.

I. L. O. VIDAL.
Barrister, Solicitor, etc. Collections and Commercial Law.
Montmagny and Quebec City, Que.

Educational Department.

The following institutions for the education of business men's sons and daughters are recommended by this paper:

1889.
The Belleville Business College, Limited,
Business firms get the best results by applying to us 10 days before vacancies occur in their employ.
See Catalogue pages 21, 27, 33, 41.
J. A. Tousaw, Secretary. BELLEVILLE, ONTARIO. J. Frith Jeffers, M.A., President.

St. Margaret's College, Toronto
A Boarding and Day School for Girls.
Thorough courses in every department.
Only teachers of the highest academical and professional standing employed.
GEORGE DICKSON, M.A., Director. MRS. GEORGE DICKSON Lady Principal.

TELEGRAPHY SHORTHAND
METROPOLITAN Business College
– OTTAWA, ONT. –
BOOK-KEEPING TYPEWRITING

One inch space in this dept. $15 per year.



200 CANDLE POWER OF CLEAR, STEADY LIGHT.
The best and cheapest light for STORES, CHURCHES and HOMES.
Gives more light than a dozen oil lamps for half the cost. Makes its own gas without smell, smoke, wicks or grease.
Satisfaction Guaranteed. *Send for Catalog.*
AUER LIGHT CO.——————MONTREAL


A CHILD CAN OPERATE IT

Make Your Own Buttons
WITH THE
NEW DEFIANCE BUTTON MACHINE
Makes all kinds of covered buttons, rim, half-ball or flat, complete to make three sizes of buttons.
$7.50
Call or send for samples of our work
Defiance Button Machine Co.,
266 Greene St., Cor. 8th St.,
NEW YORK, U.S.A.

Telephone: 4519 Holborn.

GOOD STANDS WIN ORDERS

WHEN IN LONDON

CALL AT

119 Charterhouse St.,

AND SEE

The STANDS of TO-DAY.

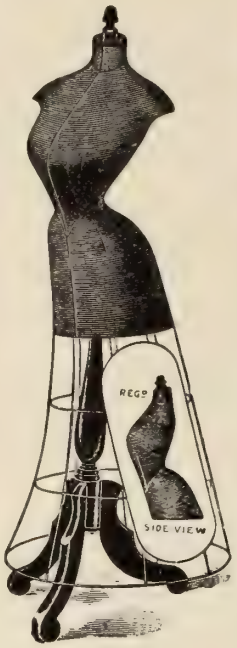
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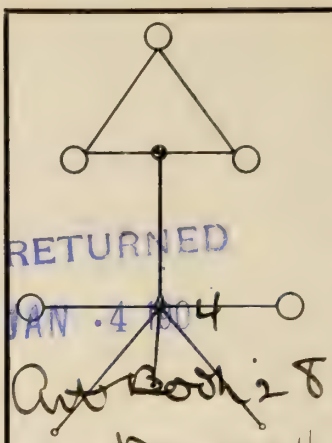
LISTS FREE

GOODWINS

HATTON WALL, HATTON GARDEN,

LONDON, E. C.





No. 605—Paris Display Stand. Price, $1.45

Spend a few Dollars

in buying fixtures. Every dollar you spend judiciously in this direction will yield excellent returns.

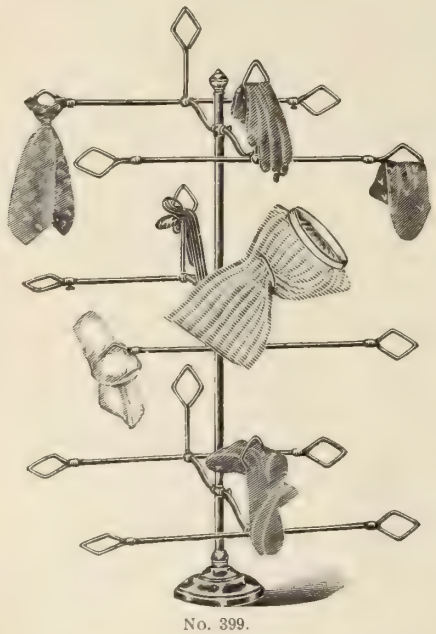
For example, the Paris Display Stand illustrated herewith costs but $1.45. It is a capital device for displaying Gloves, Handkerchiefs, Ties, Ribbons. It will return to you its cost in extra sales made in a very short time—one day might do it.

Send for our Complete Catalogue of Store Fixtures.

We design special fixtures for special needs.

THE **TORONTO BRASS MFG. CO.**

98-100 Lombard St., TORONTO, ONT.



No. 399.

Store Fixtures

No other concern equals ours for size of plant and extent of output.

It follows that we can quote better prices and offer a greater variety than any other concern in the world.

Send for Catalogue.



No. 387.

SEND FOR OUR CATALOGUE.

It costs you nothing. It will tell you what to buy. What to pay. It will suggest to you ideas for store equipment that will make yours a better store. Send to-day. Window and Interior Display Fixtures, Papier Mache Forms, Wax Figures, Triplicate Mirrors, Wall Mirrors, Stools, Show Cases, etc., etc.

HUGH LYONS & CO., LANSING, MICH.

Chicago Salesroom—238 Madison Ave. - - - New York Salesroom—679 Broadway.

WINDOW DRESSING

THE ART OF DISPLAY

INTERIOR DECORATION

SPECIAL OCCASIONS AND SPECIAL ADVICE.

By W. R. McColl

IT is now time to think of Thanksgiving preparation; and do try this season to make the spirit of this holiday evident throughout your entire store. Let the "ads" speak of it with no uncertain sound, and make the windows, ledge trims and general decoration of the establishment correspond.

It Pays.

From a financial point alone it pays to show the people that your store takes an interest in all celebrations and festive occasions; it brings it a step nearer to the people, and a large section of your public take a deeper interest in your store than you might think possible.

Every community is proud of its mercantile houses and points with pride to them while entertaining friends and visitors.

The closer your store gets to the public, the firmer that fickle but necessary public will stick to it.

Improve This Time.

The usual way too many stores attend to the Thanksgiving celebration is to put in one thanksgiving window, advertise a linen sale and let it go at that. This is very commendable—for a beginning—but the most you can say is that it is a beginning.

Go farther than that! Make your whole front and the interior breathe the spirit of the holiday and don't let your efforts be half-hearted.

Half-hearted efforts merit like results; and it is only the man who exhausts every available resource who reaps the full measure of his reward.

Having a Look Around.

During the past month the editor of this department has visited perhaps a score or more of our average Canadian towns including one of our small cities; not in a critical mood looking for faults in the window and store decorating; but rather with an eye wide open to take in every thing it scanned; and we feel compelled to say that the average country town trimmer—speaking collectively—has not forged ahead in the matter of decorating as have his brothers of the city.

According to observations he continues to show his wares in the same careless and primitive ways that were favored by the past generation.

Few of the overhead ledges are trimmed and stock thereon is piled in broken and unclassified form while in many towns the ledges are admirably adapted both in width and height for decorative treatment.

The rear wall spaces too, are left blank and uninviting and but few of the windows are properly ventilated; in fact many of them are left open in the rear allowing dust and flies an uninterrupted entrance.

Even at this early date (the middle of October) many windows are so sweated with the slightest cold that so far as showing the window's contents the glass might as well be the "ground" variety.

There are yet altogether too many old fashioned plate glass fronts, say twelve feet high, demanding top dressing and over which usually hangs, or rather droops, an unsightly awning. We noticed, however, that wherever new stores are being completed or others renovated, there is a tendency to introduce the low-ceiled window with overhead lighting and neat awnings upon rollers beneath the overhead or upper lights. This feature does away largely with top or ceiling displays upon which so much valuable time and goods are expended, with little benefit to anybody, as the beholder upon the pavement seldom looks up sufficiently



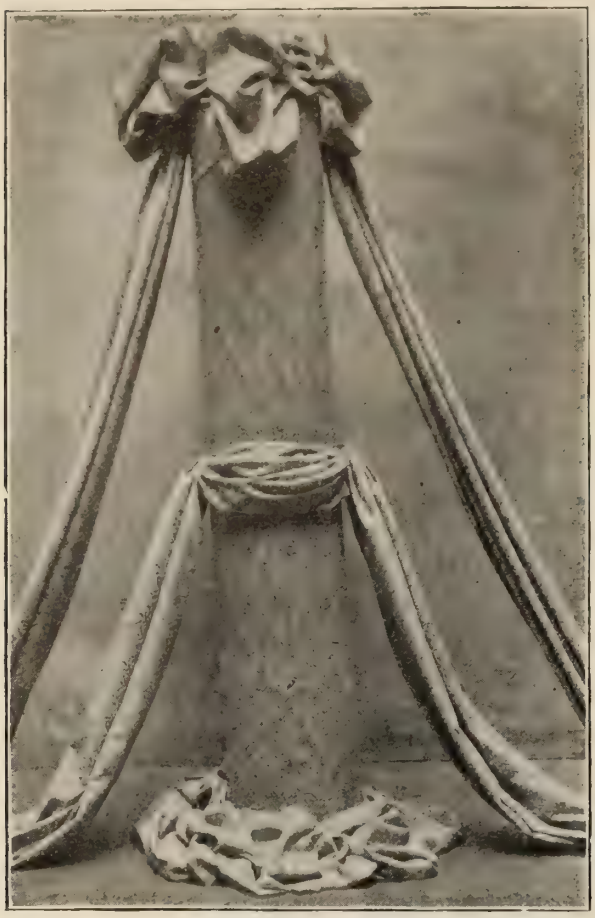
Dressed by A. A. Garon for Z. Paquet, Quebec.

The background of this display was steel grey velvet hung in close folds and extending along both sides of the window. The frames at the top were white felt with a trimming of orange silk and the ornament in the middle was bronzed. In the foreground was a small table set as if for an afternoon tea. On the opposite side was another small table. This was a most attractive display.

high to see the trim, while to those who view it at long range from the opposite pavement it matters little.

Our Work Appreciated.

I was exceedingly pleased to note the number of stores that are making use of the designs published in The Review from month to month. In several towns were noted recently published dress drapes splendidly copied in different heights of draping stands, while the ledge trims published not long ago were admirably duplicated and executed in the original colors; due credit in each case being given to The Review.



Single Fold Dress Goods Drape.

In another place two houses who had adopted the paneled backgrounds to their windows, which were the subject of two recent articles in this department, were observed.

There has been a vast amount of advice written upon this page for years which was aimed at the window trimmers' fraternity in general. Some of it has been intended for the men who have reached nearly to the top of their profession—men who preside over the decorative departments of establishments whose business runs into the hundreds of thousands. But it has not all been written for these big fellows. Many of the big fellows have a great deal to learn—all have that to do—but that is another story.

It seems as if very many small trimmers—by which term they will be referred to for the sake of brevity—must have labored under the impression that much of The Review's advice has not been intended for them. Perhaps they have thought that such treatment as was suggested for the windows was "all right for big stores" but wouldn't do for ours.

At anyrate it was not with a little astonishment that on the occasion of the trip above referred to the primitive appearance of the show windows of otherwise enterprising establishments was noticed.

Our Ideas are for Big and Little.

If he has, when reading this page every month taken it for granted that our window dressing stories and their morals are not intended for him, that they shoot over his head, he had better get rid of the idea, for his impression is an erroneous one.

There is scarcely an issue of this paper that does not contain one or more valuable pointers for every class of merchant, from the largest to the smallest. But the smallest is the one who should study it most closely, because the field of merchandising in which he finds himself is capable of the greatest improvements.

SINGLE FOLD DRESS GOODS DRAPE.

(See Illustration).

Draping stand, strawboard cylinder ten inches in diameter and 5 feet high. Commence at the base and lay material on, smoothly working to top, pin and drape material to floor to left; now carry up to centre of cylinder and bring a soft fold around its centre; then carry over to right, attach to floor and carry up to top, form a soft rippled top dressing and carry material down behind to floor and base.



Dress Goods Drape.

DRESS GOODS DRAPE.

(See Illustration).

Draping stand four feet high with circular top. On each side of the circle to left and right nail a small up-



"Quick Sales"

Illuminated Show Case

(JOHN PETZ, Patentee)

Our interior and exterior show cases pay you big dividends in quick sales and more sales by forcing attention to your goods. Our show cases possess sterling quality, durability, style, individuality and are sold at the right price. Don't let the fall months pass without equipping your store with our show cases.

Send to-day for illustrated descriptions and prices.

DETROIT SHOW CASE COMPANY,

DEPT. B

"Show Case Builders to Progressive Merchants."

482 to 490 Fort Street West, Detroit, U.S.A.

Canadian Branch - Windsor, Ontario

JOHN PETZ, Pres. and Supt. HERBERT MALOTT, Sec. and Treas.

EMBOSSED STEEL CEILINGS AND WALLS

MAKE THE

Most Handsome and Economical Interior Finish.

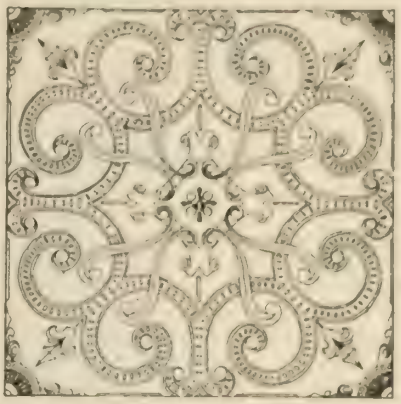


Plate No. 417

A dingy store can easily be made attractive by applying the metal over the old cracked plaster.

Send us diagram of space to be covered and we will submit a Blue Print of suitable design.

WRITE FOR FREE CATALOGUE

THE **METALLIC ROOFING Co.** Limited

TORONTO MONTREAL WINNIPEG

Do not fear to invest your money to get good light.

IT PAYS OTHERS. IT WILL PAY YOU.

Luxfer Window Prisms

The best improvement for business premises.

Send for Information



Show room magnificently lit in Ground Floor and Basement with Luxfer Window Prisms.

Luxfer Multi Prisms

The best daylight medium for basements.

See our Test Room

LUXFER PRISM CO., LIMITED

100 KING ST. WEST, TORONTO

right stick a foot high. Attach the material under the circular top to upright and drape in side pleats to V shaped foundation; finish with rippled goods. Now, using the goods folded double lay side pleating all around the circular top, making the pleats four inches wide and when completed raise each side at the centre and pin to top of upright sticks.

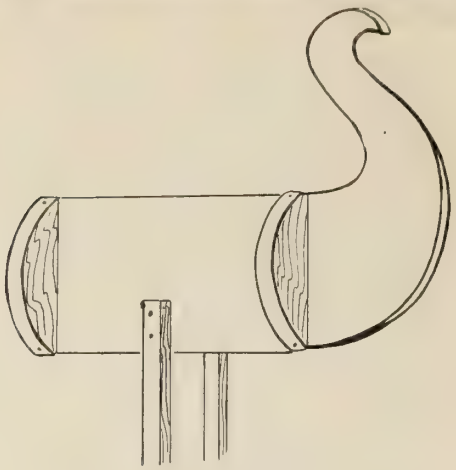


Fig. 1—A Show Window Turkey.

A SHOW WINDOW TURKEY.

By W. L. A.

FOR Thanksgiving there is usually a special window constructed, one that combines the picture with the advertising style. As a turkey is so closely connected with the season a simple method of constructing one is here given.

The frame work is shown in Fig. 1, and needs little description. Semicircles of wood are nailed on each side and two sticks form the legs. For the shaping of the body thin strips of wood or stiff cardboard will serve the purpose. The tail is made separately of thin pieces of wood.

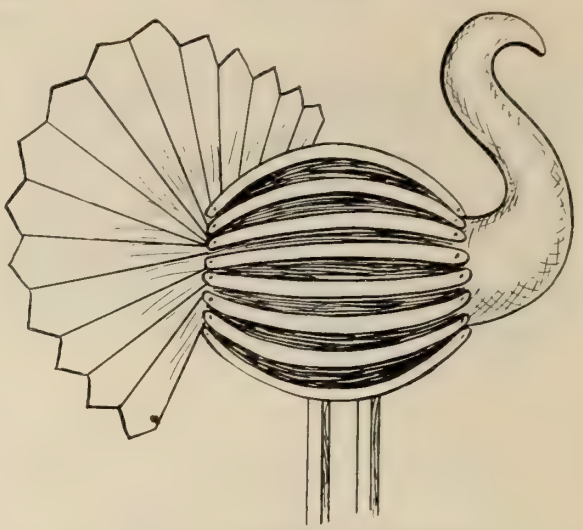
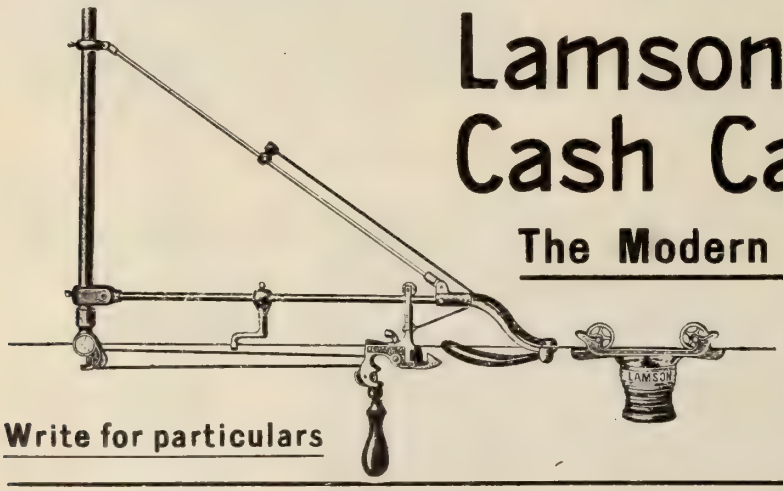


Fig. 2—A Show Window Turkey.

When the shape is constructed it can be covered with handkerchiefs, doylies or odds and ends of almost any description to represent the feathers.

A rather new idea for a muff is to have it made to open flat and fasten by means of invisible buttons or springs at the top. The idea is that it can be used for a cushion while traveling.



Lamson Rapid Spring Cash Carrier

The Modern Labor and Money Saver.

LAMSON CONSOLIDATED STORE SERVICE CO.

73 Adelaide Street West, TORONTO.

Write for particulars

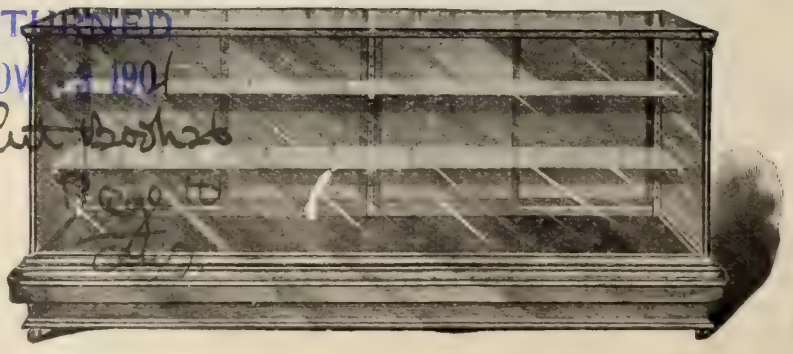
We Make Show Cases

—all kinds and sizes as required.

Our "CORONATION" show case is emphatically the finest made on this continent.

We make this case in K. D. style. The best on the market.

Send for catalogue.



We Fit Up Stores and Offices

We do all sorts of fine, high grade wood work.

All work of the very best quality. No poor work done. Estimates furnished. Correspondence solicited.

All kinds of mirrors and frames.

Bent, Bevelled and Fancy Glass.

Cases repaired.

Second-hand cases taken in exchange.

Our Famous "CORONATION" Case (Patented)

DOMINION SHOW CASE CO., 90 Church Street, TORONTO

N. R. LINDSAY, Manager
Phone Main 3611

CLATWORTHY & CO.

The Leading Display Fixture Firm



are **Sole Agents** in this **Territory** for the **Celebrated HALL-BORCHERT**

EXPANDING FORMS

Endorsed by all the leading **Fashion Establishments** of **New York.**

Get the genuine article from us and save yourself trouble

Do not forget that we carry in stock Store Fixtures of all sorts, assuring you of reliable quality and lowest possible price. We have novelties in nickel stands for the Christmas Trade

Send for catalogue.

Clatworthy & Co.

48 Richmond St. W., = Toronto

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NOV 4 1904



YOU WILL PROMOTE YOUR OWN BUSINESS BY INSISTING UPON HAVING

THE

PALMENBERG FORM

For Manufacturers and Retailers

It is made in latest shapes, absolutely correct in style and measurements and is constructed so that operations in fitting a garment over it can determine the exact position of the seams, lines by grooves in front and back which can be readily felt through the material of the garment which is being fitted.

This form is indispensable to **Retailers** for their store display.

Especially adapted for the walking length skirts.

The foot rest does not protrude beyond the skirt (which is so common with the ordinary forms).

Suits displayed on this form show off to the best advantage.

Suit Form No. 10 R

Write for Catalog No. 12.

J. R. PALMENBERG'S SONS

FACTORY 710 BROADWAY, **NEW YORK, U.S.A**

89 and 91 W. Third St. ESTABLISHED OVER 30 YEARS

Manufacturers of Papier Mache Forms, Wax Figures, Finest Metal Display Fixtures et



"PESCO"

UNSHRINKABLE UNDERWEAR

UNSHRINKABLE PESCO FINISH GUARANTEED ALL WOOL

is ALL-WOOL or SILK and WOOL.

Is ELASTIC, SOFT, and COMFORTABLE.

Made for MEN, WOMEN and CHILDREN.

GUARANTEED ABSOLUTELY UNSHRINKABLE.

Any garment shrinking in washing will be replaced.

Manufactured solely by

PETER SCOTT & CO.

Limited

HAWICK, SCOTLAND



SAMPLES . . . AT

CANADA JAMES GILMOUR, Room 205, Canstone Buildings, St. Nicholas St. Montreal

GLASGOW ADAM VEITCH, 358, Central Chambers, 93, Hope St.

LONDON ALFRED THOMPSON 11-12, Foster Lane, E.C.

[illegible] JOHN ANSTEE [illegible] Buildings [illegible] St.

Royal Oak Brand
Hosiery



A NEW FACTORY

equipped with the latest improved machinery, making the finest **CANADIAN HOSIERY** yet attempted, **SELLING DIRECT** to the Retail Trade at **MANUFACTURERS PRICES, FREE** from commissions.

The goods we make :

Cotton, Lisle and Cashmere Hose for Men, Women and Children.

Travellers now on the road with **SPRING SAMPLES** of Cotton and Lisle goods.

Why not buy the **BEST** when they are also the **CHEAPEST ?**

The Brantford Hosiery Co.
BRANTFORD, CANADA. LIMITED

UNDERWEAR



TIGER BRAND

THE TIGER BRAND

Samples of these well-known Goods are now being shown to the trade.

Elastic Rib, Unshrinkable,
Fine Worsted, Unshrinkable,
Plain Knit, Unshrinkable,
Fleece Lined, Unshrinkable.

Ontario	Quebec	Maritime Prov.	West
McCLUNG & BURNS.	P. de GRUCHY.	J. A. MURRAY.	BRYCE & CO.

THE GALT KNITTING CO., Limited.
GALT.

ST. MARGARET NOVELTIES
For AUTUMN WEAR

Ladies' Blouses

In Silk, Cashmere and Delaine. The smartest, best-fitting and most extensive show in Great Britain.

HOSIERY

of every kind.

THE FINEST SELECTION OF
LADIES' GOLF BLOUSES
IN THE TRADE.
All made in Leicester from English Spun Yarns.

Tam O'Shanters
A SPECIALTY.

Great Variety of Shapes and Colors.

COOPER, CORAH & SONS,
St. Margaret's Works,
ALSO **LEICESTER.**
66-67, Wood St., London, E.C., &c., &c.



Ladies' Wear | KNITTED GOODS | Men's Wear

FROM every section the reports regarding the opening of Fall business are highly favorable, indicating that last year's slowness is hardly likely to be duplicated. The general condition of the agricultural sections of Canada gives encouragement to retailers, and satisfaction is in a measure expressed by all regarding the opening of trade. Jobbers and manufacturers have undoubtedly experienced an advance order business of smaller volume than last year but re-orders and repeats show every likelihood of being so plentiful as to bring the season's takings to almost an unprecedented amount. As indicated last month, retailers have shown an inclination to corner which is commendable, as the stocks held by manufacturers or jobbers are not of a size which would induce slaughtering. The advice given last month still holds good regarding underwear.

* * *

Already the murmurings for Fall, 1905, underwear are heard, and judging from present conditions chaos seems likely to prevail. An impartial view of the situation indicates that the element of price is sure to cause all concerned to cudgel their brains to the fullest extent. Taking into consideration the price of wool, an advance of four cents per pound in grease is noted, which means almost 7c advance in the yarn. Using as an example a Scotch knit line running 9 lbs. per dozen, it is apparent that this means an advance in this case of 63c the dozen and when the manufacturer's margin is added we come close to 75c per dozen. This also means that jobbers who are not covered on Fall goods must pay this advance, although it is safe to say very few are in this category. In extreme cases the working out of these conditions is met in the absolute refusal of mills to accept repeat orders at any price.

* * *

These threatened and inevitable advances naturally give rise to speculation, and the question of anticipating next year's needs looms very large. The matter may be summarily dismissed, however, by urging an irrevocable waiting policy for the general trade, although it is recognized that extremely large houses will undoubtedly in a measure speculate, and perhaps owing to the quantity handled make money, provided the orders will be accepted which seems extremely doubtful. At the outset it is clearly recognized woolen goods are at present considerably higher than early quotations. The standard $6.50 unshrinkable rib is in some quarters already bringing $7.20. Granted, however, that in a general summary a further advance for next Fall of say 6 per cent is a certainty, would it be a saving to cover now? It seems not. The capital used would be worth that 6 per cent very fully when not only interest but insurance and storage is considered. The outcome will be the same old story of the same price to the retailer but with a woful lack of quality. For instance, retailers need not worry for the $6.50 line will be retained, but it is going to contain an extra amount of cotton which if cleverly done the average man will not notice to any appreciable extent, thus avoiding any serious contretemps.

* * *

Last month the question of Spring underwear was discussed and the predictions then made still show no likelihood of change. The quotations on Spring cotton lines are generally on a par with last year. Some fluctuations are apparent, however, and shrewd buyers should take advantage of these at every favorable opportunity. That these prices will be maintained is undoubtedly true. Manufacturers covered on raw cotton two or three months ago, and the prices are based on these quotations consequently any lowering seems almost an improbability. In fact as has been hinted, the most reasonable aspect of the case is a threatened advance in sympathy with the amount of raw material held which seems likely of being duplicated at higher prices. Where the supply held last year was plentiful, to-day witnesses in many cases a depleted stock.

* * *

A feature of the Spring trade is the presence of American underwear in Canada in increasing quantities. Using as an example several lines of vests around $1.25 the peculiarity is in the finish, which closely resembles lisle, having almost the appearance of silk. It is said that this is obtained by singeing the cotton thread giving a clean, hard product, thus rendering the elastic ribbed vest a veritable lisle product. If this finish is found attractive to the trade the Canadian manufacturer will quickly meet the possible competition. At any rate it is wise to produce all varieties of finishes to experiment on the taste of the public. The matter is worthy of the closest attention by our mills.

* * *

The dearth of Fall underwear this year that is a weight suitable for mid-season wear, has been felt by wholesaler and retailer. Some wholesale houses were unable to procure more than a very limited supply of this weight, and have absolutely nothing left for repeat orders. The shortness was due to a great extent to the bursting of the dam belonging to one of the largest mills, an accident which had delayed them for many weeks. The demand for this class of goods is practically over now but it was rather severely felt for a time.

* * *

Cold weather has got in its work sufficiently strong to set the Winter movement in action not only in underwear but in hosiery as well. However, it is certainly noticeable how the big departmental stores show a disposition to rush things when weather conditions are none too favorable. Prices attendant upon such conditions shock the steady going retailer. Happily these conditions are thus far avoided. The trade is going along with an even swing which betokens a healthy condition. City

UNDERWEAR

THAT WILL WEAR

FOR FALL REPEATS



We are now in a position to fill all **Repeat** orders for **FALL GOODS** in Ladies' and Children's Ribbed Knit Underwear.

CORRESPONDENCE SOLICITED

The Watson Mfg. Co. Limited

PARIS, - ONTARIO

furnishers in particular are already making preparations for exploiting holiday lines, and it is an innovation which smaller stores might do well to copy. It should mean a larger volume of trade and give vim to staple lines. It is not necessary to confine the sale to men's half hose, as women's goods of a holiday nature are bound to prove attractive. Prices on Fall lines of hosiery are continually stiffening, and future wants should be anticipated on goods that are known to be reliable.

* * *

Spring hosiery, however, now occupies the limelight of attention, and shrewd buyers when not worried over threatened advancing prices by manufacturers are busy making forecasts of Spring popular lines which, perhaps, are individually colored by orders placed. Large dealers have already covered on Spring lines, and the trade generally is becoming more interested in them, although the tendency is yearly becoming more apparent to delay purchasing. The question of colors furnishes rare food for prediction, and The Review takes the stand that colors which were favorites at the close of the last season are prone to be again strong. This has been proved continually in the past. With this in view tans and greys are certain to occupy a strong position. In this connection it must be borne in mind that the new tan is of a darker hue in sympathy with the shade predicted for shoes.

* * *

Another feature noticeable in women's and children's goods which is deserving of careful attention is the presence of white goods. Champagnes still are retained and a good clientele is going to demand them. Delicate shades of pinks and blues in women's goods are also heralded and for these discretion should be advised, although some sections can profitably stock them. In the realm of fancies the clock effect, a barbed arrow resembling the hand of a watch is particularly noticeable. Embroidered goods are to retain their popularity. Vertical stripes show an increasing prominence, due perhaps to the reason that horizontal ones have been proven to make the leg look clumsy. Prices to the retail trade call for no serious apprehension. A good bright mercerized can still be had at $1.25, while a reliable lisle thread goes at $4.50 or less.

* * *

Some opposite tendencies can be chronicled in men's lines. Lace goods, for instance, which show increasing strength in ladies' lines, are not so plentiful in men's goods. That this is only just and reasonable there is every reason to believe. Men are not fond of changing sox twice daily, and lace goods necessitate this. Trousers pick up dust readily and in turn sprinkle it on lace goods with the aforesaid consequences. This is decidedly in opposition to ladies: goods, which show the finest lisle threads and the lightest weights.

* * *

In men's goods embroideried lines are stronger than ever, and the retail trade can strongly bank upon them, as it must be apparent to all that men who formerly eschewed such so-called novelties have dropped over into the purchasing columns. Men's horizontal stripes are also again heralded and jobbers have banked upon them. No reason can be adduced to predict their failure. In colors tans and greys are to be again strong.

ABSOLUTELY RELIABLE AND UNSHRINKABLE UNDERWEAR.

GENUINE SCOTCH HOSIERY

EILDON

SPECIALLY PREPARED FOR CANADA

THE
EILDON
UNDERWEAR
STANDS
ALONE
WITH REGARD
TO
MAKE,
FINISH,
AND QUALITY.

COMFORTABLE, DURABLE and UNSHRINKABLE
ARE THE THREE
POINTS
WHICH MAKE
EILDON
THE IDEAL UNDERWEAR.

STOCK
EILDON
AND
YOUR CUSTOMERS
WILL
TELL YOU THAT
YOU HAVE
STRUCK THE RIGHT THING.

STOCKED IN
SILK,
SILK AND WOOL,
NATURAL AND FANCY
WOOL,
WHITE, GREY, AND
ART SHADES,
AND
STRIPED EFFECTS.



OUR LEADING LINE

EILDON "Guaranteed Unshrinkable Pure Wool."

These compare favorably with any other make on the market, and we give an unqualified guarantee with every garment. These are labelled "GUARANTEED UNSHRINKABLE," in addition to Eildon tab.

Sole Makers: **A. P. INNES & CO.,**

FACTORY: HAWICK, N.B. 122, WOOD STREET, LONDON, E.C. GLASGOW: 40, ST. ENOCH SQUARE.

Montreal Representative:
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Toronto Representative:
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AUSTRALIA
PATTERSON & RUHFUS,
Finders Lane, MELBOURNE
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SOUTH AFRICA
G. T. DOWELL,
JOHANNESBURG CAPE TOWN

EGYPT
MACDONALD & CO., CAIRO

PARIS
C. COHADE

CONSTANTINOPLE
G. STRATI

Crescent Brand

Hosiery and Underwear

S. Lennard & Sons

DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.

60 Yonge St., TORONTO, ONT.

"CEETEE"

Underwear Unshrinkable Full-Fashioned

Never gets hard with washing. Retains its elasticity.
Keeps its shape. Is soft and warm.
Made from fine pure wool.

We replace any that shrink. Made in light weight India Gauze, for Spring and Summer. Medium and heavy natural for Winter.

Elastic Ribbed Underwear for 1904

Our Ladies', Children's, Infants', Vests, Drawers, Union Suits, Corset Covers, Tights, etc., will be right at the top for quality, new designs, new trimmings.

Our travellers will call on you shortly.

The C. Turnbull Co.,

of GALT, Limited.

GOULDING & CO., 30 Wellington St. East, TORONTO.

JOS. W. WEY, 7 Bastion Square, VICTORIA, B. C.



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FEB 7 1905
Clothiers Furnishers
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JAEGER
Pure Wool

If you stock JAEGER Underwear you attract the best class of customers to your store.

You are sure of repeat orders.

No underselling — uniform prices throughout the Dominion.

LIBERAL TERMS TO THE TRADE.

The TRADE MARK is a genuine guarantee of purity and quality

NOTE  IT

Price List and full particulars as to terms, etc., apply to the

HEAD OFFICE FOR CANADA.

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY, LIMITED

2206 St. Catherine St.,
MONTREAL.

THE BRITISH AND BEST

WOLSEY

PURE WOOL

UNDERWEAR

Specially made for Canadian climate, in a great variety of qualities and textures. Sound English materials, never hardens or felts in washing. Defies the ordeal of the roughest and most careless laundry work.

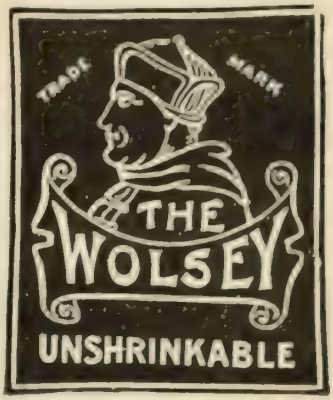
Trade mark showing Cardinal Wolsey's head on each article.

EVERY GARMENT GUARANTEED.

Does not Harden, Thicken or Felt.

A BRITISH OFFICER writes "No Underwear comes anywhere near it."

Ask your dealer for and insist on having "THE WOLSEY" BRAND.



Cartwright & Warners, Limited

Loughborough, England

Leads the Market in

HOSIERY and UNDERWEAR

for

Canada

WALL PAPERS
1904 1905

THE
WATSON-FOSTER COMPANY
LIMITED
MONTREAL, CANADA.

CARPETS
CURTAINS
WALL PAPER

HOUSEFURNISHINGS AND DECORATION

CROCKERY
UPHOLSTERY
DECORATION

CARPETS.

SPRING TRADE DEVELOPMENTS.

THE buying of spring carpets is in full swing and a large sale is reported by the manufacturers and jobbers. The most noticeable feature of the business done is the demand for high grade lines and the small quantities of cheap unsatisfactory unions that are being accepted. Time was when the twenty to twenty-five cent lines were considered a necessary part of the stock, but for the past four years this has been growing less until, at the present time, to the satisfaction of manufacturer, wholesaler, and retailer, as well as the ultimate gain of the consumer, there is a place found for very little of it. The demand for wool ingrains continues of the first-class order, the recognized merits of this class of goods, especially for bedroom use, providing it with a large list of admirers. Its wearing qualities, reversible nature, and variety of patterns and color effects are well known.

Canadian three quarter goods — Brussels and Wiltons — are being seized with avidity by Canadian merchants. All recognize the inherent merits of these goods, and are not slow to commend the manufacturers and show their approval by buyiug liberally. The two or three firms now engaged in the production of these goods are entering into their work with enthusiasm and a strong faith in their ability to satisfy the trade.

One of the most popular colors, speaking generally, is green. Red always retains a strong position, with browns, tans and such shades well to the front. Blue is well received, although the demand is based upon its suitability for certain rooms only. A blue ingrain is considered good for bedrooms. A great many of the newest patterns are small compared with what were shown three or four years ago. But while small they are manipulated in such a way as to take off too much prominence in the smallness. Art nouveau designs are new and striking and will prove to be among the best to handle. Conventional designs are prominent, and much favoritism is shown those of an Oriental nature.

The strongest thing in the market is rugs and art squares. These have now acquired a position never dreamed of a few years ago. The merchant who has never carried rugs, or never made an attempt to push them, does not realize the trade he is missing. While it may mean a little less money spent for the carpet of a room it precludes remnants, non-matching and a great deal of handling. Rugs are here to stay.

With regard to prices: there is a stiffening-up which will be felt by the retailer, but when he considers the price of wool and the difficulty of securing suitable yarn he will see that advances in carpets have not kept pace with the advance in yarns. In the United States some manufacturers are finding it impossible to procure sufficient supplies of yarns, and have in [illegible] gone on short time.



A corner in the Oriental Art Rooms of Courtan, Babayan & Co., Toronto.

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Page 35

ORIENTAL RUGS.

[illegible] rugs owe their excellence to the richness of the material from which they are made and to the identity of designer and workman, a condition essential to the highest development of any decorative art. In all of the old Persian rugs of fine design one can see this identity of designer and workman. In these cases some part of the design is always repeated, and it is impossible for a person who has worked a rug to say at which end the work was begun. In an ornament executed in the early part of the work some change can be detected in the same figure farther on, where the detail is worked out better and in some cases altered, showing that the workman found a difficulty in executing the work or desired to improve it. Scroll work and ornaments which appear confused at first are improved and made intelligible when repeated, and colors are altered in a manner which shows a knowledge of the original conception of the designer. A rug

owned by a prominent English gentleman of London contains about four and a half square yards. If one person worked ten hours per day on it it could not have been completed in less than twenty years. The labor would have cost about $2,100 and its selling price would have been about $2,500 of the money of the seventeenth century. To imitate it to-day would cost from $20,000 to $40,000.

Nearly all of the Persian rugs and carpets are made from goats' hair, and the carpet made from sheep's wool comes from Smyrna, and is made in Asia Minor. A great deal of this goats' hair comes from Afghanistan by way of Bombay, India.

In the buying of Oriental rugs the most important points to be considered are age, color, design, and quality. Few buyers have any conception of the amount of trouble and expenditure required in bringing them to the European and American markets. They are brought in caravans to Ispahan, Shiraz, Tabriz, or Teheran from the villages in the interior, and here they lie for a long time before they are taken to Tiflis, Trebizond, and Smyrna or Constantinople. Then they are assorted according to the sizes and grades and made ready for foreign shipment.

The beautiful silk lustre found in the fine Oriental rugs is due to the washing of them in the rivers and laying them out to dry on the sand. The Oriental always removes his shoes on entering the house, and so does not injure it by constantly treading upon it with the hard shoe. This latter is the cause of so many rugs in this country losing their silky effect after being in use only a short time.

THE PASSING OF THE BROOM

AN ingenious and portable air-pump will probably take the place of the old-fashioned broom in house-cleaning operations. The carpet renovators are of various sizes, ranging from 12 to 36 inches in width. They consist of a steel framework which lies flat on the surface of the fabric. This is termed a hood, and contains an expanded nozzle connecting with the hose. In the bottom of the hood is a slot about 1-100 inch in width, through which the air passes in what might be termed a sheet. It is forced into the fabric at various pressures, according to the thickness of the latter and the amount of dirt which has accumulated. The usual pressure varies from 60 to 70 pounds to the square inch. This is sufficient to blow the dirt out of and from under the covering. It passes upward through two other slots into the hood, as it cannot escape outside of the machine on account of the weight on the surface. It is prevented from escaping into the air by a cloth bag which collects it, but is loose enough to allow the air to pass through. The dirt settles into a pan especially designed to collect it. When filled, this can be readily removed, by taking off the bag, and emptied. To the renovator is attached a handle for moving it over the floor. The handle also acts as a conduit for the compressed air, the supply of which is regulated by an ordinary valve. The apparatus is usually pushed over the carpet and does its work so thoroughly that it will remove any kind of substance which can be driven out by air pressure. In several instances flour was thrown upon a rug and trod in with the feet. When the renovator was applied it apparently collected every particle of the flour.

COURIAN, BABAYAN & CO.

Canada's Only Direct Importers of Genuine

Oriental Rugs

From TURKEY, PERSIA and INDIA.

Moorish Lamps, Eastern Draperies, Brassware, etc., etc,

(WHOLESALE AND RETAIL)

Our Fall Importations for this year enable us to put before the Canadian buyers the largest and finest stock of real Eastern Rugs ever exhibited in this country.

As Native and exclusive Rug Importers we have exceptional opportun ties of buying our goods at very low prices, we are therefore able to sell Oriental Rugs 25 to 30% cheaper than others. All out of town orders always given our most careful attention.

COURIAN, BABAYAN & CO.

40 King Street East, TORONTO.

Winnipeg. Los Angeles.

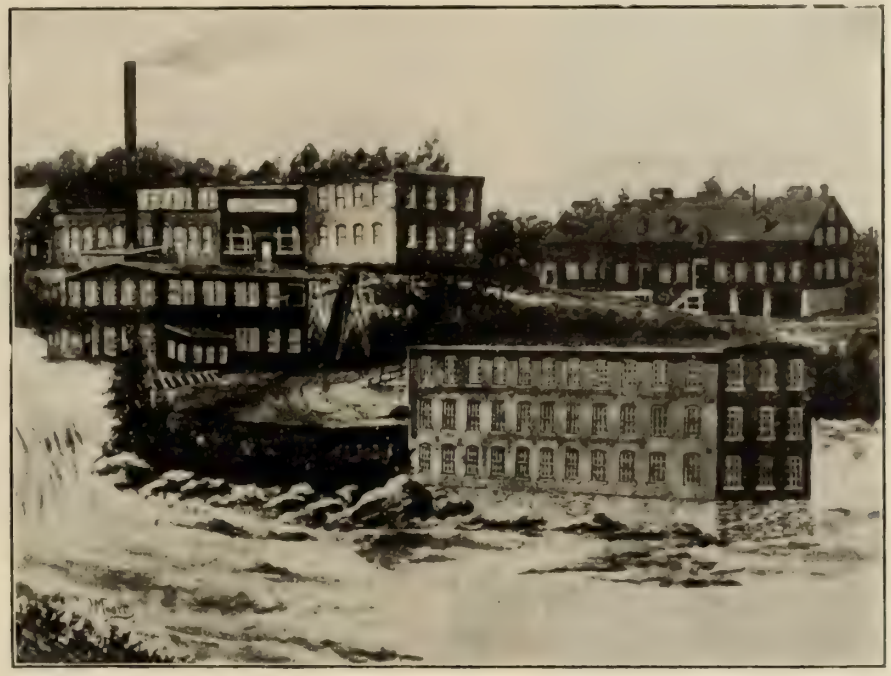
The Moore Carpet Co.

Limited

SHERBROOKE, QUE.

Manufacturers of

High-Grade Brussels and Wilton Carpets and Rugs.



We wish particularly to call the attention of the Canadian carpet trade to our **"Windsor"** Brussels. We guarantee Windsor Brussels to be full five frame, full pitch, and nothing but the best quality of worsted yarn is used in their manufacture.

Our **"Balmoral"** Brussels is the best middle grade Brussels on the market, at a popular price, and has proven a quick seller.

Our **"Kashmir"** Wilton Carpets and Rugs are the result of years of experience in manufacturing, and the rich finished appearance of this grade of carpeting makes them exceedingly popular with the trade.

Exclusive and private patterns for our customers a specialty.

Special orders executed **at short notice.**

Low price; high quality, our motto.

Spring line of patterns now on show.

Wait until you see them and get our prices before placing your Spring orders.

WALL PAPER.

HANGING FLOCK PAPERS.

By Joseph Dillon

THE first requisite is, an intelligent paperer one who has had experience in his art, and with sufficient pride in his work to make him aim as near perfection as a mortal may.

The flock itself must be handled with exceeding care, particularly avoiding repeated rolling and unrolling, which has a tendency to crack it and irreparably mar the artistic effect.

The application of the paste should be rapid and

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Page R
Dis



The Sappho—A four color pattern specially successful in self shades. Shown by The Watson Foster Co.

thorough, particularly remembering that only the best flour paste, free from various preservative agents, will insure the integrity of the delicate coloring of the flock. I strongly advise making the paste yourselves.

The edges should be trimmed after pasting, as in this way only can we be certain of an even pasting of the surface, without the danger of paste-smeared edges.

The paper should not be allowed to lie on the pasting board long after the paste has been applied, permitting the moisture of the paste to strike through the ground of the flock, and perhaps producing a permanent stain, but it should be transferred with reasonable rapidity from the pasting board to the wall, which has previously been properly cleaned and lined with good lining stock.

Probably on no one detail will so much of the success of the hanging of a flock depend as upon the careful butting and setting of the edges. Avoid rolling the edges, butt the flock true and flatten with a soft brush; avoid any extra pressure on any one part of the paper and treat all in the same manner. Any paste spots will ruin the work, and no amount of trade juggling will remedy it. Its cure lies in its prevention.

One word more, and you will have the gist of my experience in flock hanging: Avoid the hanging of flocks or any delicate goods in damp weather. The moisture is sure to penetrate the paper, thus preventing the firm grip which the setting paste would otherwise take, leading to the formation of blisters and the separation of the paper edges and causing for the manufacturer of that paper an undeserved complaint. I consider it safe to state that 90 per cent. is owing to defective hanging, and not to the manufacture of the goods.

AN ADVERTISEMENT.

IN the following advertisement used by a prominent manufacturer of the United States there are several ideas that can be made use of in retail advertising. The plan was catchy at any rate:

Have you ever been
Persuaded
Just to try
One of those
Six-fifty
Hand-me-down
Fit-anybody suits of clothes ?
Then slunk home by the back way
Avoiding your own watch-dog
And your wife's keen eye,
And had a fit
Of blues,
And wished that you were
Back upon the farm,
That you could see your mother once again,
And finally you give the suit of
Shoddy stuff
To some poor relative
And go and blow
Yourself to a
Silk-lined
Custom-made
A No. 1 west-end suit
And strutted down the street
With chesty air?
In buying wall paper.
It's just the same.
Don't be persuaded
To buy
Any old thing
Just because
It's cheaper
Or just as good,
Or copied from
——— ———
Get the real stuff
From ———.

WALL PAPER

YOU GET IT ALL IN THE STAUNTON LINE

Artistic Effects—Snappy Designs and Colorings and the variety wide enough to satisfy every demand—no matter how exacting.

A GOOD WORD FROM A GOOD CUSTOMER

Last month we booked an order from one of the largest dealers in the West, and with his order he writes: "We bought four-fifths of our wall paper stock from you and are well satisfied with your line we hope to do as well with it next season as we did last Spring." Good words and big orders reach us in every mail. This is to be the banner season for the Staunton line.

IS YOUR ORDER IN?

STAUNTONS LIMITED

MANUFACTURERS TORONTO CANADA

Window Shades

Our new Factory will be in operation January 1st. We will guarantee our Empire Brand of Opaque Shade Cloth, equal in quality to any Canadian or American make. Lowest prices for Stock Shades, Rollers, etc.

Smith, Carter & Smith, Limited
681, 683, 685 Craig St. - Montreal

DOWN COMFORTERS
WOOL COMFORTERS
COTTON COMFORTERS
BED PILLOWS
WHITE CUSHIONS
COSIES, MUFF BEDS, Etc.

FANCY CUSHIONS.



FANCY COSIES

PRICE LIST ON APPLICATION. FEATHERS BOUGHT.

The TORONTO FEATHER & DOWN CO., Limited
74 KING ST. WEST, TORONTO.

2000
Axminster Mats
14 X 30

Perfect goods, at $6.50 per doz. net.

CAREFUL ATTENTION TO LETTER ORDERS.

IMPERIAL CARPET CO.,
11 Front St. East, TORONTO.

BEDDING.

WOOL BLANKETS.

IF blanket and comforter sales at retail thus far this season haeve not equalled the average for previous seasons something is radically wrong. Cool weather has given a stimulus to early buying which should be taken advantage of. Cotton goods of all kinds, including flannelette blankets and comforters, are at a premium, but the bulk of attention just now is confined to wool blankets, and although many are covered on future needs, jobbers report a steady demand indicating many have pursued a waiting policy. Prices necessarily are higher and should be so as mills in some cases refuse orders. Some jobbers report they are fully covered and can meet all demands at old prices, preferring to please the trade rather than to take advantage of a rising market. These prices should be taken advantage of.

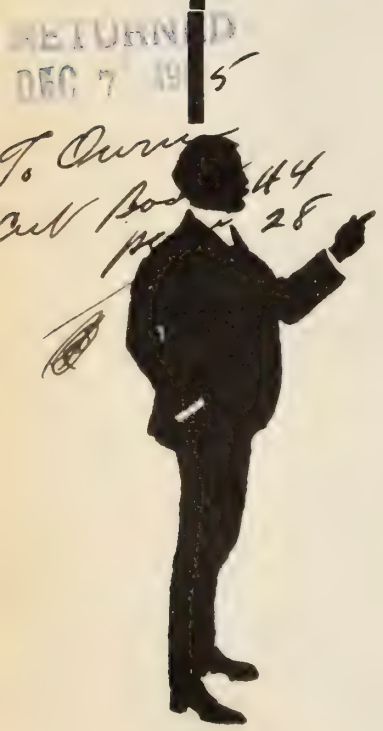
A paramount question is What can be done to foster trade and convince customers of the necessity of purchasing wool blankets at once? Naturally both window and interior displays should be utilized. The colored borders lend themselves to this very readily. String these over lines in the interior of the housefurnishing department, or pile neatly with the borders showing.

However, a most effective visual demonstration was once observed, which brought the desired results. The advance of about 20 per cent. in wool makes this apt at the present moment. A large old-fashioned balance was set up in the centre of a blanket window, balanced by a five pound all-wool blanket in one pan, and five pounds of wool in the other. A card on the wool pan read: "This wool is worth 50 cents more than when the blanket was made." On the blanket a card read: "If you buy the blanket now you get the 50 cents. If you delay we shall get it." A special sale of blankets will help this along.

This weight question is the corner stone of the intrinsic value of all wool blankets and retailers should insist on buying after this plan. Often a five pound wool blanket meant to be a 11-4 size is stretched into a 12-4 blanket bringing a 12-4 size price, yet costing the jobber no more than an 11-4 size. Such nefarious practices are almost foreign to Canada, however. Other novel catches are varigated borders and different stitching and taping on the same weight of blanket, yet various prices are asked for the finished product. These methods are rampant to the south of us.

Another point to insist upon is that borders are fast colored; some Jacquard effects are oftentimes not so. Examine the closeness of the weave and the fineness of the wool, examining strands of so-called pure all wool to be sure cotton is not mixed. Use the old-fashioned test of placing the so-called wool in the mouth and noting whether it rolls into a ball of not.

A good trade can be done just now on the shoddy or army blankets suitable for camping purposes. Every stock should have a representation of these.



The everlasting cry of cheapness isn't the only way to make business. It pays to insist on quality, and be sure in advance that everything you sell is precisely as represented. In regard to

"ALASKA" QUILTS

you give satisfaction because you get it. We have facilities for making them perfect, and we never try to skimp the quality for the sake of a lower price.

Which means—that the very best quilts are none too good for the trade we're after.

The Alaska Feather & Down Co., Limited, Montreal and Winnipeg.

WALL PAPERS

"A QUOTATION"

"Your papers are first-class —up to the mark in every respect."

A pleased customer is the most convincing "ad." Merit counts every time.

Our line comprises the most **up-to-date** in **design** and effect; and for **permanency of color** and **right prices** is unequalled.

Only mills in Canada outside the combine.

Sample Books forwarded on request, or our salesman will call on receipt of a postal.

Trade only supplied.

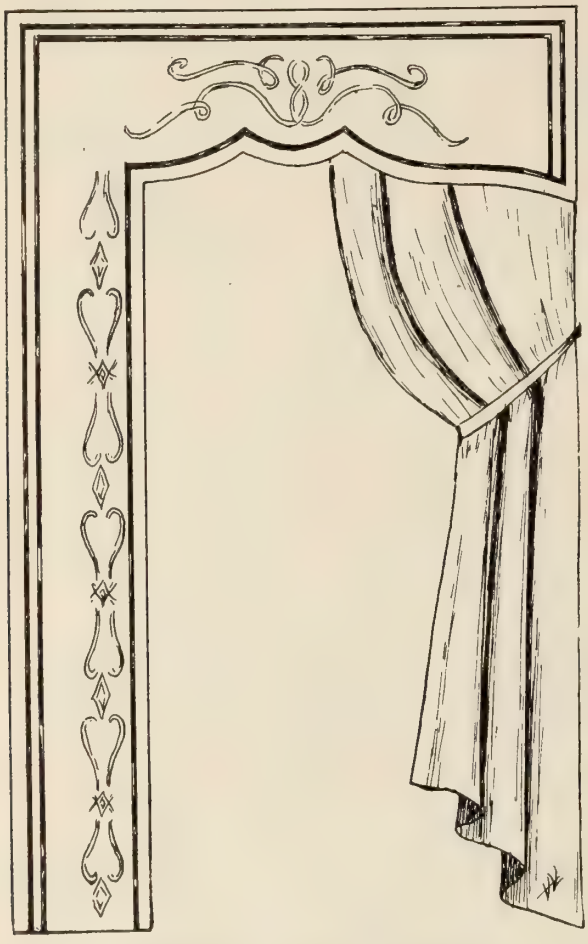
THE **MENZIE WALL PAPER CO.** LIMITED

98 King St. West TORONTO, CAN.

DECORATION.

THE CARPET IN DECORATION.

WRITING on this subject an American authoress says that one of the most important factors in the question of decoration is the law of contrast. In the furnishing of a room the treatment of the walls determine, more than anything else, what its atmosphere is to be—whether it shall be cool and reserved, as in a drawing room somewhat rarely used, where the paper may be light and formal in design; or in a library, rendered warm and livable by the presence of an insistent deeper note; or in the dining-room furnished, if possible, with an effect deep enough to suggest the substantial character of the hospitality to be expected there.



A doorway drape, with lambrequin and drapery.

In any of these or other schemes of decoration the floor covering fills exactly the same position that the pedals of a piano fill to the musician. It should be selected to soften or to accentuate the effect suggested by the treatment of the walls. Many a room otherwise perfect, has been hopelessly marred by ignorance of this.

Next to harmony, the law of contrast should govern its selection most strongly. When the walls of a room are covered with a variegated paper of a strong and forceful character, a plain carpet of plain color is usually just the restraining note needed; when the walls are covered with tapestry full of softly blended indefinite tones, the introduction of some one of those tints into the floor covering may add the one full note needed for breadth and serenity of the rooms as a whole. On the other hand, plain walls, hangings and furniture coverings may bear the same relation to a beautiful rug that a frame bears to a beautiful picture—acting as a negative yet most important background for the accentuation of its perfections.

TO MAKE THE HOME BRIGHTER.

Dollie, in a Woman's Column,
Read a discourse semi-solemn,
Telling how she might delight her
Husband, "making home life brighter."

Bits of color here and there,
Pillows on a couch or chair,
Poster pictures on the wall,
Turkish corners in the hall.

Jugs and bronzes Japanese,
Imitation tapestries,
Indian blankets ziggy-zaggy,
And burnt leather, smooth and shaggy.

Candlesticks of gilt and brass,
Bric-a-brac of delft and glass,
"These," explained the household writer,
"Go to make the home life brighter."

To a large department store
Dainty Dollie fairly tore,
Buying parti-colored freaks
Labelled, "Up-to-date Antiques."

Then into the drawing-room,
Erstwhile elegant in gloom,
Dollie, scorning fabrics duller,
Brought a carnival of color.

Husband, hastening home that night,
Heard the colors quarrel and fight,
Heard the laughter of the chairs
As he hurried up the stairs.

Burst into the room to find
Radiance that struck him blind,
As the crimson and the blue
At the pink and purple flew.

Now a shattered husband passes
Daily, wearing dark green glasses,
Looking for the fiendish writer
Accused of "making home life brighter."

GLASSWARE.

FIRING AND DECORATING LIMOGES CHINA.

A NEW kiln for firing Limoges china is being tried just now, which promises to revolutionize the whole system of firing. The form of the old-fashioned kiln is entirely changed. The saggers containing the china are placed on cars or slabs made of fireproof material, which are pushed or drawn into a hot-air chamber, whose temperature gradually increases as they are advanced towards the firing chamber. At this point a water-cooled damper lined with fireproof bricks is raised, so that the cars proceed into the firing chamber where the heat is concentrated. It remains here until the china is baked; then another water-cooled damper is raised to let the car pass out into the cooling chamber, where the cars move slowly towards the exit of the kiln. By a careful arrangement of drafts, the hot air from the highly heated saggers is drawn under the firebox thus saving all waste heat. The advantages obtained by this system of firing are (1) economy of fuel, (2) saving of time (it is estimated that china paste can be made into china, passing through the several processes of bisque, glazing, and decorating, in from thirty to forty hours), (3) cheapness in constructing

Geo. H. Hees, Son & Co.

LIMITED

HAVE IN STOCK NEW ARRIVALS OF

Cushion Tops. ***Lace Panels for Doors.***

Bobbinet and ***Muslin Curtains,*** OUR OWN MAKE, New Designs

Lace Curtain Materials, all kinds.

New Patterns of Tapestry Curtains and ***Table Covers.***

New Patterns of Chenille Curtains and ***Table Covers,*** OUR OWN MAKE, at Special Prices.

Silk and ***Cotton Velours,*** plain and new fancy designs.

Couch and ***Furniture Covers,*** new designs from ***our own looms,*** and also latest attractions in Imported Lines of these goods

LACE CURTAINS.

We make a specialty of Lace Curtains, and carry in ***stock ready to deliver*** an immense quantity of these goods, from ***20 cents*** to ***$30.00*** a pair.

We are now carrying in stock a large assortment of BURLAPS for wall decorations, also a full range of DENIMS.

Window Shades, Curtain Poles and Fixtures, Brass and Metal Goods, and a full stock of Upholsterers' Supplies.

N.B.—We sell these goods at a price that affords the RETAILER LARGE PROFITS.

GEO. H. HEES, SON & CO.,

LIMITED

TORONTO, ONT.

MONTREAL WAREHOUSE, No. 20 St. Helen St.

the kilns and repairing them, (4) the saggers last much longer, (5) a gain in the quality of the goods, (6) reducing the number of men required to tend the fires, (7) as the cars or slabs are loaded before entering these kilns, as large a force of men is not required as is necessary in filling a down-draft or old-fashioned kiln, (8) a perfect control and knowledge of all parts of the kiln can be had all the time the fire is going on, (9) this kiln can be used for every purpose in making china, viz., bisque, glazing, and decorating, this latter process being done by covering the cars with a muffler or hood.

The decoration of china has been reduced to a very fine art in Limoges. The beautiful designs—floral, fruits, and landscapes—so much admired, are produced in such quantities and so rapidly that it would be impossible to make one-thousandth part of the decorations by hand. The process of lithographing and decalcomania have replaced all hand painting, except for rich decorations and special orders. The small decorators purchase the decalcomania sheets ready prepared. They employ girls to stick the pictures on the china. After the paper has been removed therefrom the articles are fired in "moufles" to set the colors.

The large manufacturers, however, make their own decalcomania sheets, work out their designs, and control their decorations themselves. The design is cut upon a stone in the same manner as a chromo-lithograph, each color having a separate stone, which is passed through a machine. The color, which is in powder, is sprinkled on the paper after it has received the impression from the stone. Only that portion which should receive the given color is impressed, so that after the different paints are passed upon the sheets called for by the design the sheet is ready for transferring.

Much alarm was caused some time ago by lead-poisoning from the colors, but now the powdering is done under cover. The top of the tables are in glass, the backs and sides are of wood, but the front is of cloth, in which are armholes fitted with elastic bands, so that the hands can be thrust through and the powdering done without the danger of inhaling the dry colors. The work is seen through the glass top.

THE BELGIAN GLASS INDUSTRY.

THE Etoile Belge recently published an interesting article on the crisis in the glass industry in Belgium from which the following is extracted :

"During many years the glass industry of Belgium has rapidly increased. Jealous of us, the United States, formerly our tributary, developed the industry mostly with our workmen, who emigrated in great numbers and finally formed in America a union, which was successful in some disputes with the employers. Imitating the example, Belgian glass workers, on October 1, 1894, formed a federation called the New Glass Union. Instead, however, of remaining a union to resist the reduction of salaries or to assist in raising them, it became purely a political machine and an arm of oppression. Later certain workmen tried to escape from the yoke, and in their turn founded, in 1898, opposing unions. In 1900 the union attempted to force the seceders back, and, the directors and owners of the glassworks refusing to aid them, a general strike ensued July 1, 1900. After a long time the owners gave in, but not before France and England had become formidable competitors.

BANKRUPT STOCK of UPHOLSTERY GOODS.

We beg to notify the trade that we have purchased the entire bankrupt stock of UPHOLSTERY and DRAPERY GOODS of the **Wm. Taylor Bailey Co.,** late of Montreal.

We have THOROUGHLY ASSORTED this stock and intend to offer it to the trade at VERY ATTRACTIVE PRICES.

We are also sole agents for several large mills in these lines.

SAMPLES FREE UPON REQUEST

CHRISTMAS SNAPS



Toilet Sets, Shaving and Manicuring Sets,

fitted in real Ebony, Crocodile leather cases. Beautifully upholstered in silk.

We also carry a large stock of

Silverware, Clocks, Austrian Glass, and Gilt Goods.

These will complete your Xmas stocks. Our prices will please you. Ask for them.

No. 1443 — A leader at $48.00 a dozen. Write us for discounts.

THE REINHARDT MFG. CO.,

301 ST. JAMES STREET, MONTREAL.

RETURNED NOV 12 1904

MADE IN CANADA

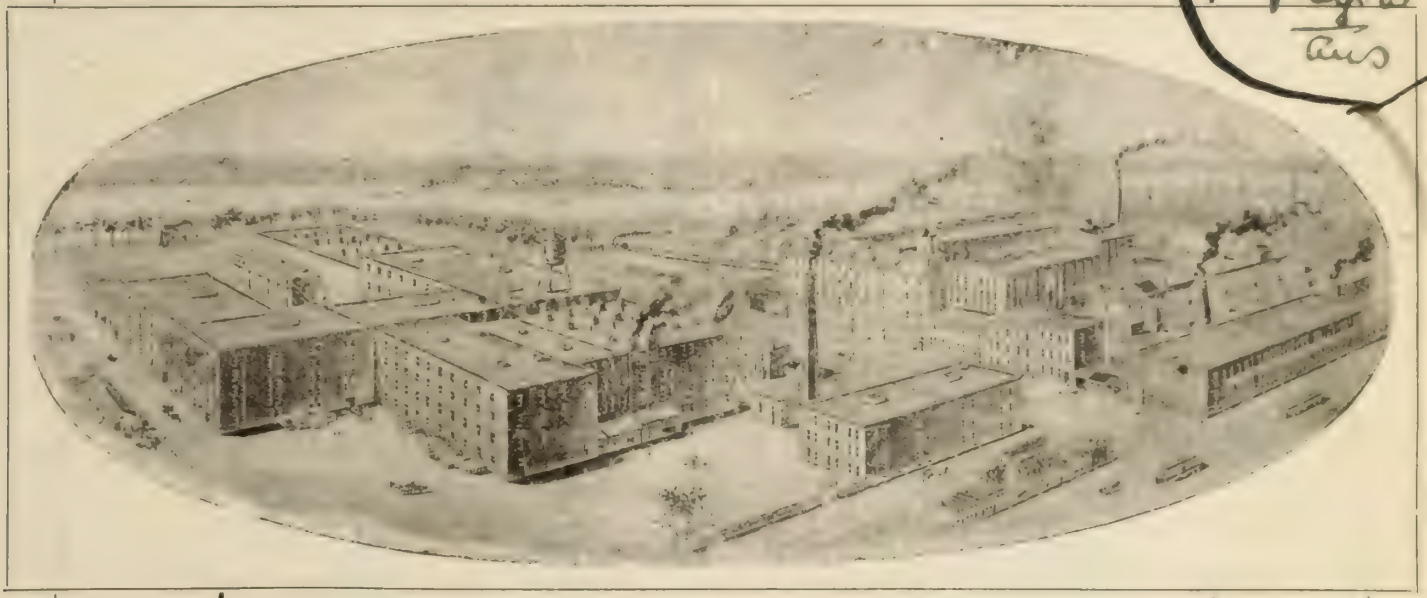
LINOLEUMS

Our new Plant, equipped with all the latest machinery for the manufacture of this line, is now in full operation, and we are turning out **Five Qualities** in both Plain and Printed goods, the equal in

QUALITY, DESIGN and PRICE

of any imported.

RETURNED
NOV 12 1904
Cut Books 2
Page 83
Cuts



Our Spring Samples for these goods, as well as for our Standard lines of

Floor, Table, Enamelled, Carriage, and Stair Oil Cloths

which will be found to contain New, Original and Up-to-date designs, are now in the hands of

The Wholesale Dry Goods Trade

and it will be to the advantage of buyers to see our samples before placing their orders for import.

We have large producing facilities and can give Prompt Delivery.

The Dominion Oil Cloth Co. Limited

MONTREAL.

Through buying when the market for FRENCH OPERA FLANNELS WAS LOW

WE NOW OFFER

65 Dozen Waists

best quality, heavy, all-wool flannel. Six large tucks on front and back; sleeve tucked; extention pleats to neck band; latest shapes. Colors: Black, White, Sky, Pink, Biscuit Brown, Helio, Lavender, Cord, Navy. Packed 6 in a box, assorted, 32 in. to 38 in. Good value at $2.75.

Our price **$1.95** while they last.

The New York Silk Waist Mfg. Co.
40 St. Antoine St., Montreal.

OPEN LETTER TO ALL DRY GOODS MERCHANTS

DO NOT IMPORT

We make American Waists on this side and sell them minus the duty of 40%.

If our travellers have not called on you kindly advise us by first mail.

THE AMERICAN SILK WAIST CO.

30 St. George Street,

MONTREAL.



THE CELEBRATED

P.D.

CORSETS

ARE THE RECOGNIZED STANDARD OF ALL

High-Class Corsets

They have undoubtedly the largest sale in all countries. This has been reached solely through the merit and high qualities of the goods.

KONIG & STUFFMANN

11 Victoria Square, MONTREAL

SOLE AGENTS FOR CANADA.

WAISTS

TRAVELERS are now on the road in search of repeats, as well as with lines of holiday novelties. It is questionable if repeats attain any material volume, as the backward weather has certainly in some sections made sales at retail slow and has left stocks in a measure unbroken. Silk waists in all materials and a wide range of colors are going well, but undoubtedly the most noteworthy development in Fall trade is the surprising strength of wool waists. Representative retailers and even manufacturers who are not personally interested in the added stimulus given to wool waists, are unanimous in according them ever increasing strength and, when the manufacturers of wool waists are interviewed, most optimistic and encouraging reports are heard. To use the words of one prominent manufacturer, "we have doubled our sales in both plain and printed French flannel waists over one year ago, and we look for a goodly number of repeats as late as January."

Features of Fall Trade.

Plain cashmeres are surprisingly good, and in this connection it is noticeable how navy blue and tobacco brown dominate the color situation. Retailers should note this development in Fall trade as it is fairly uniform throughout the entire country and offers an opportunity for expanding trade. Lustres are also in this category.

* * *

A GENEROUS amount of material is needed to fashion next Spring's creations, as waists will still be full, yet close fitting at the waist. The principal development in new styles takes its cue from these characteristics. The changes rung in on the sleeves were discussed at length last month, and it is only necessary to add that the leg o' mutton sleeve shows increasing strength daily. The leg o' mutton sleeve is the new sleeve and in seeking for a further cogent reason it is apparent that it is a natural outcome of the development in waist style, showing the outline of the waist line. This necessitates the sleeves being cut in such a way that they will not interfere. The fullness is thus pushed above the elbow and the cuff is fitted, closely following the natural lines of the arm. This conforms admirably with the broad shouldered and small waisted effect of the corsage. It certainly adds much to the contour of the figure and agrees with the general tapering aspect of the waist, altogether giving a general natural appearance. The body of the waist remains about the same. Thus far many beautiful models are shown with sleeves showing the fullness at the elbow also. This means a straight fullness from the shoulder enlarging at the elbow.

Styles.

* * *

MANY lines have already been shown the trade for Spring, but it is questionable if the volume of orders so far placed have reached a satisfactory proportion. Retailers evince more and more a disposition to delay purchasing, especially the larger firms. There is an under current of feeling prevalent that style changes may later appear as well as some new material, which they would be unable to handle if large advance orders had been placed. Manufacturers undoubtedly conform to this view, as it is likely Spring lines will be shown in sections which will enable retailers to pick up the very latest novelties. This policy may be abused and at any rate it is a wise move for retailers to cover early on staples, as it ensures them more satisfactory delivery, manufacturers thus being in a position to more adequately gauge the needed output.

Spring Forecasts.

The Review has examined with extreme thoroughness various Spring lines about to be shown the trade and while nothing is radically new there is just enough change to promote interest and enliven trade. Extreme novelties are conspicuous by their absence and all signs point to another successful season. It is undoubtedly true that spice is lent trade by changes in style and material, but when anything radically novel appears it is generally taken hold of with diffidence by retailers and places trade in an embarrassed position. Further developments will take place in the waist field as the months roll by, as designers are now busy in foreign fields and their home coming means the presence of new styles and materials. Present indications point to healthy and encouraging developments in every particular.

* * *

A MOST interesting novelty to chronicle in the realm of silk waists, and one that shows every likelihood of success, is seen in the neat checked taffetas in shades of brown and blue. This is a logical outcome of their presence in Spring silk lines, and from the feeling displayed for them this Fall in Canada and across the line during last Summer they should prove a decided success. Peau de soies in black and ivory have assumed a staple position and are safe goods to stock. The new silk known as messalines, with its triple qualities, has been tried and not found wanting, so a measure of continued approval for the better class of trade may be predicted for them.

Materials.

Lustres and crepe de chines in black, ivory and navy blue are in increasing strength for Spring, and nothing can displace them. Japs and Chinas occupy their usual place. It is noteworthy, however, that a lessening sale is predicted for Japs as the range of colors they are shown in is of a lessening variety. Black and ivory almost confine the range. Japs are practically a dead issue in high colors. It is interesting and highly gratifying to chronicle that the presence of cheap Japs is felt no more. The Review some two months ago called attention to the detrimental features of cheap Japs and urged retailers to demand better qualities, as it meant more complete and lasting satisfaction to all concerned. Manufacturers in their Spring lines are showing Japs of a silk 10 to 50 per cent. heavier and costing 25c to 50c more the garment. It is a wise move on the part of manufacturers and one that consumers will appreciate. It deserves the co-operation of the retail trade.

* * *

PIN tucks have evidently had their day. The newest models for Spring show wide box pleats and side pleats. These certainly will stand the wash much better and will emerge in a more dressy and neat appearance after being pressed. It is noticeable however that the lavish use of trimmings employed during last season has made manufacturers careful, being fearful of a reaction. Consequently in some of the ultra models trimmings are conspicuous by their absence.

Trimmings.

In these dressy models what trimmings are used partake of the same color as the waist. This tendency has not fully developed as yet, and it remains for the retail

trade to impress either the stamp of approval or disapproval on it. While buttons are not considered as good for Spring as in the past, when every designer taxed his ingenuity to place them in every conceivable advantageous spot, they are retained in a lesser degree. Self buttons in various sizes are most prominent. These are always, of course, in the same color as the material shown. Enamelled buttons in beautiful designs are also seen, while artistic designs of moulded glass have a fair showing.

* * *

Colors.

WHILE colors are a matter of individual taste and conformity to certain types and styles of complexions, dominating features are always prevalent. Retailers must always bear in mind that a fair representation of colors must always be stocked, but it is welcome news when it is irrevocably heralded that the color field is essentially limited. The Review unhesitatingly takes the stand that various shades of brown from tobacco to the light onion shade and champagne, along with a medium navy blue, will occupy the centre of attraction and confine the calls of the consumer to a vast degree. These colors have been talked in all fashion magazines ad infinitum, and women by next Summer will clamor for them, as indeed Fall trade has already proved. These colors look particularly charming in the new neat tailor-made designs. These two colors should receive the bulk of orders, along with the staple blacks and ivorys, and a few sprinklings of odd shades.

* * *

Lingerie Waists.

THOUGH travelers are now on the road with Spring washing blouses, and orders for them are coming to hand, the question that is uppermost in the mind of both manufacturer and retailer is What is to be the proper sleeve for the coming season? The manufacturer of washing waists has problems to face that do not affect the makers of silk and fabric waists. He has to consider not only the appearance of the waist before, but what it will look like after the wash, and a little difficulty in the doing up of a waist greatly affects its sale.

The manufacturer of washing waists is not altogether satisfied with the leg of mutton sleeve when it comes to be translated into washing fabrics. There seems to be considerable difficulty in fitting it to the trimming schemes. Said one manufacturer: "I think that the present shape of sleeve will be confined to fabrics and that there will be a tighter and more modified sleeve for the Summer blouse."

"On the New York market," said another authority, "it seems as though every style of sleeve almost was represented and it would be a matter of extreme difficulty to decide which is most worn, but all are agreed on the one point—the puff at the wrist will be seen no longer."

The fact that sleeve styles are by no means settled on is no drawback to the selling of waists, as it is a problem that always crops up at this season, and the retailer knows that it is understood that when orders are filled the latest sleeve will be used.

There seems to be a feeling for the tailored waists and some of them are quite plain. A material that is selling well in this style is the linen finished duck. Linen is sure to be much "en evidence" for the better waists, and embroidered linen waists—the linen of the fine handkerchief variety—are expected to be a feature.

NOVELTIES FOR HOLIDAY TRADE.

THE sounding of the death knell of the separate waist is now an old, old story; separate waists are not too monotonous to be modish. The new waists for Autumn wear are being well taken hold of and they reveal the very newest touches of fashion. The holiday novelties shown the trade this month emphasize the tendencies of fashions wonderfully well. They emphasize the vogue for trimming; they display to advantage marvellously beautiful buttons, they show plainly how the sleeve is changing and they tell the story of the popular colors.

In materials, for morning wear, the heavy cotton vestings will continue to be worn, yet mohair shirtwaists will be strong rivals. Never before has there been such a large list of materials to choose from and all seem to have fair attention. There seems unanimity among the retail trade that women must have separate waists and in assorting for Fall and picking up novelty goods, the individual buyer should be the best judge of what his clientele demands. The new wool waists and the well-tried favorites in the silk lines as well as the medium-weight cotton waists are all going well according to the city retailers.

French and Scotch flannels in various sized dots in variegated colors as well as a few stripes and plaids for the athletic girl with a good sprinkling of plain colors are good property for this Fall and continued demand is experienced. There is a distinct revival in this respect. There is no change in colors from those noted last month. A Christmas novelty worthy of mention is in ivory woollen armure cloth, trimmed in sky blue, tucked in sleeve, front and back, showing nobby collar with the wash tie effect.

In the realm of silk waists, the manufacturers have outdone themselves in producing the loveliest of soft materials in the daintiest of tints in artistic models. A few particulars best illustrate the general tendencies. A beautiful model was in sky blue crepe de chene trimmed with champagne wood silk lace and showing champagne taffeta straps as well as the champagne French knots. This model would retail at $15. A theatre model in ivory Jap silk showed the three-quarter full sleeve trimmed with 5-inch val. insertion. The neck was low showing a trimming of val. lace and China silk box pleats. Shirring completed the effect. In fact shirring is displacing the small pin tucks. A waist of champagne taffeta with an allover lace yoke of the same color with cuffs to match, the whole touched up with sky blue French knots, showed an accordion pleated front with wide cuffs. This model would retail at $10. An ivory white China silk model was beautifully trimmed in Mexican braids profusely decorated in shirrings with cuff and sleeve to match. A number of models show the yoke forming the complete shoulder, the yoke continuing into the sleeve at front and back.

WILL REPRESENT CANADIAN FIRMS.

Any Canadian firm desirous of appointing an agent for their goods in the Manchester district of England, might communicate with J. M. Waite, 33 Mosley street, Manchester. Mr. Waite has an excellent office and is well established as an agent to the dry goods trade. He at present represents five or six European manufacturers and wishes to represent a well established Canadian firm.

Caution Be sure to buy your Silk Waists from the originator

Great minds are inventing all kinds of machinery to save labor. I have created a

Silk Waist to retail at $5.00

that saves you all the talking as it sells itself and at a very good profit.

Order a few samples—the repeats are sure to follow.

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1853 Notre Dame St., - Montreal

Am prepared to meet your wants for your holiday trade.

The

China & Japan Silk Co., Limited

Toronto and Montreal, Canada

Yokohama, Japan

All the latest Chinese and Japanese Silks and Novelties.

EXTENSION !

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The continual arrival of new stock exclusively of jobs in Dry Goods in all its departments has compelled us to extend.

We have now added the 1st floor of our premises, which doubles our carrying capacity, so that, we can now offer and show a larger selection of job lines.

The **only wholesale** jobbers of Dry Goods and Fancy Goods in Canada.

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We offer every dealer an opportunity to see these Undergarments. Samples can go where salesmen cannot. Send for them. Do it now!

VICTOR MANUFACTURING CO.

Quebec

"UP TO THE MINUTE"

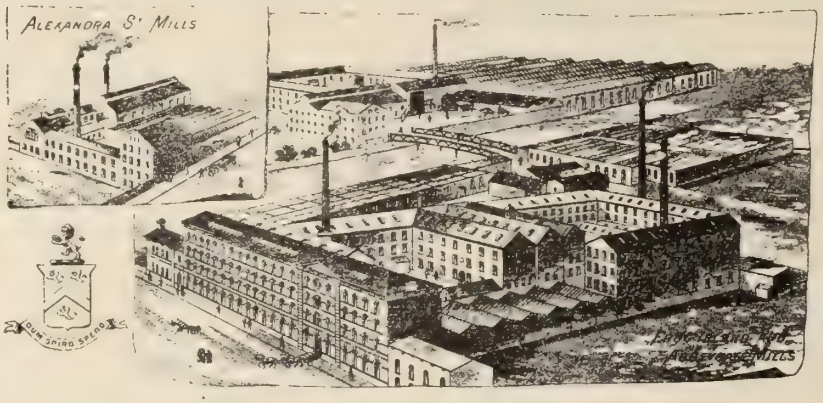
For Style, Quality, Assortment and Value, our line of

CHIFFONS, NETS, LACES, ALLOVERS and EMBROIDERIES

cannot be surpassed.

It is to the interest of every buyer to see our line before completing his purchases. Our representatives are now on their way to your city.

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I. B. KLEINERT RUBBER CO.
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Sole Owners and Manufacturers for the Dominion of Canada

DRESS ACCESSORIES

SPRING STYLES AND DESIGNS IN LACE.

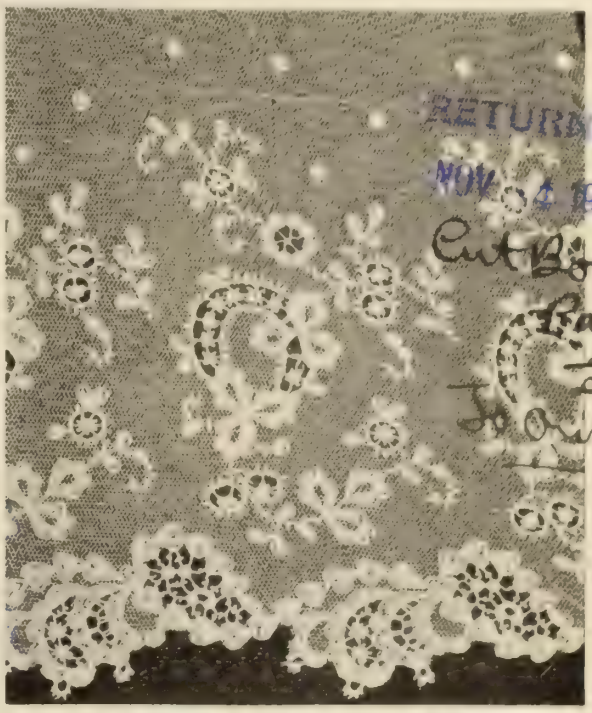
JOBBERS have been doing a fair business for Spring delivery on laces, principally of course in staple goods, of which there is no doubt about their being popular and sure sellers. The large importers and specialty houses, however, are only now beginning to make adequate preparations for Spring. Representatives from Montreal houses are in the foreign markets in search of novelty and staple laces. What the novelties will be is still a problem.

In conversation with a Montreal buyer about to leave for foreign markets he admitted that advices thus far received from foreign centres indicated that nothing radically new had yet appeared. He looks forward to another good lace season and believes all indications point in that direction.


RETURNED
NOV 4 1904

Net top laces shown by Konig & Stuffmann. Insertions and galloons can be had to match.

Vals, torchons and the various English laces will occupy their usual place for Spring and Summer selling as they are indispensable for the trimming of Summer dresses and insertions and galloons will naturally be in high demand for this purpose. From present indications the laces to be worn will be all of a light nature, chiefly in keeping with the soft drapery materials that are to be worn in Spring.


RETURNED
NOV 4 1904
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Page 31
and

Net top laces shown by Konig & Stuffmann Insertions and galloons can be had to match.


RETURNED
4 1904

Net top laces shown by Konig & Stuffmann Insertions and galloons can be had to match.

That soft fluffy effects will lead for another season is

now certain, and laces and trimmings will have it. All this points to net effects which it may be unhesitatingly said will be in high favor for Spring and Summer. Changes will be probably rung in on various new patterns. In this issue are shown some designs in new net tops suitable for both Fall and Spring. A further word about vals would indicate that the immense trade done upon them the past season would lead to their becoming more relegated to the background in ultra trade as popular trade will perhaps take hold of them extensively next Spring and Summer.

Said one lace buyer: "Styles of laces seem to be harking back to those worn in 1860, and there are any quantity of machine-made imitations of the hand-made that were in vogue then."

Lace robes, and lace coats he thought would show considerable vogue for Spring, and in variations of the cape idea most probably. Not only will these be in the Renaissance lace but in the lighter net laces also.



Paris Gown Showing the Manner of Combining Different Trimmings.

STYLES IN TRIMMINGS.

AS the season opens up there is a distinct departure from the severely plain styles shown in the early models. For street gowns braids and buttons are the chief trimmings in use. Gold buttons are to the fore particularly on misses' and children's coats and wraps. Braiding with soutache is another popular mode; indeed all the new suits, however severe, show a touch of braid as well as cloth covered buttons.

Velvet is gradually coming to the front as a trimming material, and not unfrequently it is again ornamented with rows of soutache in the same or in a contrasting shade. Burnt orange, Paddy green, and some of the new blues are used with good effect in this manner for enforcements, collars and cuffs, etc.

Suede was pushed at the beginning of the season for this purpose and also for vests, but cloth has taken its place now, and the new burnt onion, copper reds, greys and green face cloth are used to a great extent. The graceful godet flounces are among the imported trimmings and spangled with jet, and gold, they are things of beauty.

Few trimmings assume the same shape on the costume that they have in the shops, for it is to the dressmaker's individuality and artistic taste these trimmings owe much of their effect. Some trimming schemes are intricate in the extreme, and all are marvels of combination, in the matter of material and color.

The Paris gown shown gives a good idea of the extent to which this combining of trimmings is carried. The net top lace is used for festoon flounces, the points of which are caught with medallions of embroidered Venice lace. This embroidery on lace is executed in silks and shaded ribbons, and is most effective. The whole is headed by chiffon applique. The waist is an elaborate scheme in the lace medallions, applique ribbon and crochet rings.

A lace novelty that is being shown is embroidered in wool.

VEILINGS.

AS the season advances the wearing of veils becomes more and more noticeable, and it is not without a sense of pleasure that the fashion is observed. The thin edge of the wedge was inserted some time since at the fashionable watering places, and now it has been pushed so far that one finds women, who at one time never dreamed of wearing a veil, appearing both day and night in public places with as many as three veils on

The veil is one of the daintiest adjuncts of a woman's toilette. It is always characteristic of its wearer; it has an undoubted air of refinement about it and moreover it is clean and hygienic. To say that without it a woman does not look finished or that she appears less dainty and less dignified is perhaps a trifle exaggerated, but at least it is a fact that inattention to such elegant trifles as veils marks a deterioration in a woman.

It would seem as though the veil is here to stay, as it is being accepted with enthusiasm in its many kinds and forms. There is the fine, almost universal "hair net" veil, "the nose" or "kissing" veil, the "complexion" veil, the "rough weather" veil, and most popular of all the soft "drape" veil floating from the hat in graceful

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(Registered)



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DOES NOT SHRINK.

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Dayshirts,
Blouses,
Pyjamas, etc.

DAY AND NIGHT WEAR.

Wm. Hollins & Co., Limited

Spinners and Manufacturers

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Canadian Agent, Mr. J. Frank Riepert, 60 St. Peter Street, MONTREAL.

Samples and particulars can be had on application.

folds and just giving the finishing touch to the best efforts of the milliner and costumer.

Perhaps the newest veil and the one most desired by the dressy woman is the "ramage lace" veil, which ranges in price from $3 up to a most extravagant figure. The colored veil, chiefly in soft crepy chiffon that carries out the color scheme of the rest of the costume, is certainly the best liked, and many milliners are showing veils to match the hats.

TRIMMINGS.

THE better New York houses are all showing a large range of sequin applique trimmings in all styles and widths. The majority of them are on net grounds so that they drape softly, for it is the soft pliable effect that is the vogue and nothing on the stiff order can be tolerated.

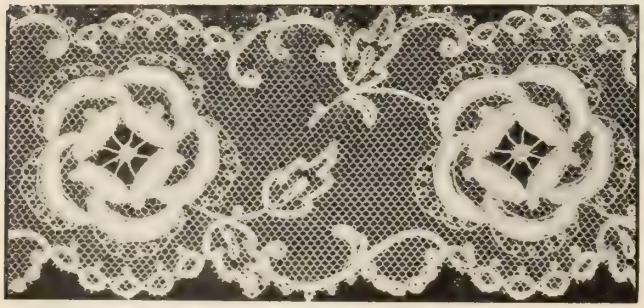
Black, silver and gold are principally shown, either in self or in combination, and mother of pearl is also shown in these trimmings. Circular flounces in these trimmings are used as a bertha on waists as well as to trim skirts. These circular flounces are in light patterns with a heavy edge.

Sequin goods are very much in demand. They are indicative of what is to follow in a more modified form for popular wear. Black sequin goods are undoubtedly the more prominent, colored goods occupying not much less than 10 per cent. of the line. Many beautiful robes and spangled nets are offered.

Braiding is one of the most popular forms of dress decoration this Fall, and braids will be exceptionally good for the coming Spring in black and colors and in all widths from 1-2 inch to 2 inches. Many of the best selling lines are shown in two or three color combinations of the same braid and are very effective when adapted to the garments.

BRITISH LACES.

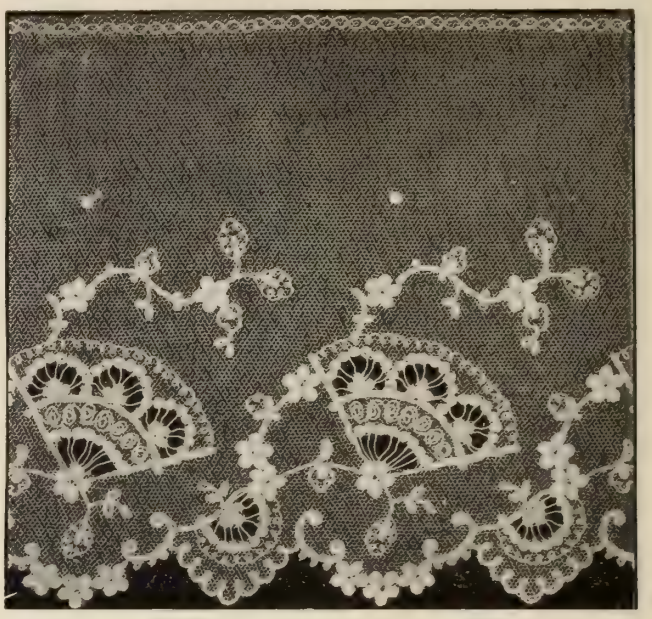
THIS is a line that has been heard little of lately, though it was in England that the making of machine-made lace was first brought to perfection. Of course those early laces were very different from the lovely fabrics made now, and would totally fail to satisfy the needs of the woman of to-day who must have an almost



Net Top Galloon of British Manufacture.

perfect imitation of the lovely hand-made laces, before she is satisfied, and she gets them too, and at an astonishingly low price.

For a long time it was Nottingham lace, and Nottingham only, but for numerous reasons, one of which certainly is the lack of enterprise in installing new machinery and following up new inventions, Germany and France have now the lion's share of the world's lace trade. There are signs, however, that British manufacturers are making an attempt to regain lost ground, and the two illustrations show what they are doing in this direction.



Net Top Lace of British Manufacture.

The laces illustrated were selected at random, out of a large line of beautifully designed patterns; and particular notice should be taken of the fineness and perfection of the finish, and the fineness and evenness of the net ground, although the laces shown are very moderate in price.

When it is remembered that owing to the preference which Canada gives to British manufactures, this lace pays, roughly speaking, only 23 per cent. duty while with the surtax added, the duty on German laces is 47 per cent. the retailer will easily recognize that it is profitable as well as patriotic to encourage trade within the Empire, by buying British made lace.

Net top laces, are the laces of the moment, and it will be seen from the cuts shown, that for beauty of design and finish these net tops compare most favorably with those of foreign manufacture. Add to this the fact that there is a preference and they have a decided advantage on this market.

The line of samples from which the originals of the illustrations were taken is a large one. The patterns and designs are registered and confined to Debenham, Caldecott & Co. for Canada.

REVIEW OF THE LACE TRADE.

THAT the confidence of the trade in the strength of laces was not misplaced is shown by the fact that the month's selling has given an impetus to retail trade which is cutting into lace stocks considerably and re-orders of a fair volume are now felt to be a necessity. Net laces are the principal feature of the season, and are shown in all widths of edging. They are especially good



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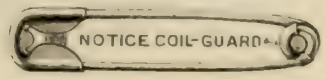
Novelties in Trimmings

FANCY **BRAIDS**, Chenille and Silk **FRINGES**, Cords, Gimps, Tassels, etc. Ornaments and Trimmings for **Furs** – new designs and best values in the market. At the old and reliable

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SAFETY PINS
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Size 2  **Size 2**

5 Sizes, Nickeled or Black.

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Mr. F. P. ROGER, Carlaw Bldg., TORONTO

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Manufacturers of High Class
Ladies' Jackets, Costumes, Skirts, Fancy Silk Garments, Etc.
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CHOICE LINE FALL SAMPLES NOW READY.
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HANDKERCHIEFS

It is positively the most extensive in this market and comprises all the very latest productions from the best English, Irish, Scotch and Swiss Markets. Any retailer wishing to secure quick selling lines of these goods should make his selection at once and thus secure the prettiest and newest Handkerchiefs suitable for Christmas trade.

PRICES RANGE FROM

30c. to $15.00 doz.

GREENSHIELDS LIMITED

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in the various flouncing widths and are much employed both on skirts and waists.

Typical of the accepted style was a blouse shown by a leading New York house, the body and sleeves of which were completely cascaded in six-inch net lace, mimosa pattern. The trade on the above class of goods does not appear to have affected to any material extent the great demand for lace appliques of the trimming order, for the best New York stores in all their displays are still showing them.

Net allovers have been well cut into for ultra trade and repeats are taxing the importing houses. Among patterns, snowball or mimosa effects perhaps lead, although many others are highly spoken of such as the Spring effects.

Heavier laces should not be neglected by the average retail trade, as these are used to some extent on the more dressy walking suits. Allovers are prominent in this class and venice and guipure laces are still in considerable demand. Popular trade accentuates their vogue. It is hardly necessary to state that all staples such as the English Nottingham varieties, torchons and vals are selling everywhere and are always in demand. White chantilly should have a representation among silk laces also.

Chantilly is a lace which is in good demand according to jobbers and importing houses. Blanck chantilly galloons are especially good for trimmings.

RIBBONS.

THE ribbon display this Fall has been unusually large and varied, and every means has been taken to bring into prominence the fact that ribbons are high in fashionable favor. Though quite a few fancies are in the field, as usual the lion's share of the trade falls to the plain ribbons.

Milliners are using large quantities of ribbon and are getting the fashionable shaded effects by using three or more shades together. There is a decided leaning, however, towards shot effects, and it would seem they are destined to occupy a much stronger position later than they do now.

Some of the newer colors, notably browns and greens are very scarce now, for they have shared in the run on these colors. Navy is another color in ribbons that is not in as plentiful a supply as the trade would like.

Some very bright soft makes of ribbons are shown for Spring and browns as well as greens in both resedas and in myrtle shades are very much in evidence.

There are quite a number of beautiful Spring like effects in greens that are almost sure to become prominent. The fashionable range shades are still in Spring lines but are placed much further down on the list of colors. The cold hyacinth blue or the Parsifal blue, as it is beginning to be called, is also much in evidence, and the rose reds are also shown. Pinks in the usually accepted shades are quite in the background, but there is a new shade something on the order of the old ashes of roses of which much is expected.

There are said to be signs of a revival of interest in fancy ribbons in the Spring, and it will be interesting to note if the future course of the trade bears this out. The wise ones in the game always go slow when it is a question of fancies, for they have a disagreeable habit of dropping out all at once.

EMBROIDERIES.

JUDGING from the liberal use of embroideries on Spring whitewear and blouses, the position of this trimming should be a strong one next season. There is always a call for embroideries for some uses, simply because of their wearing and washing qualities, but for the last few years lace has been the fashionable underwear and blouse trimming. However the Spring of 1905, it would seem from present indications, is to see a change.

Embroidery is beginning to be used on high-grade whitewear, and a beautiful skirt priced at $30 and a set at $75 seen lately in a leading store was trimmed altogether with embroidery—not French hand-worked embroidery, but fine Swiss.

It is not only the cheaper lines of blouses that are trimmed with embroidery but the better ones also. There is a new corset cover embroidery on the market. Besides the beading worked in the pattern at the top there is a beading also and hem at the lower edge.

Drawnwork patterns certainly are very much seen, but practically all kinds are shown, and there are many patterns that should not be passed over because their merit is high in all the popular kinds.

Blind work, semi-blind, broderie anglaise lacy effect, ball and button effects, etc., are all worked up into very attractive patterns for the Spring of 1905. Embroideries like laces come in sets and usually allovers, flouncings and different widths of insertions and edgings are to be obtained in each pattern.

BUTTONS.

IN the little touches that go to complete the fashionable costume, there is none more necessary or more in evidence, than buttons. All the imported models are trimmed with them, and in all fashion centres, their use is a marked feature. The new coats afford a splendid opportunity for the use of handsome buttons, and there never was a time when buttons were so much used for fur garments.

Metal buttons from the smallest sizes to 36 line, in gold, silver, and gunmetal, with enamel patterns and with turquoise, or opal centres are shown quite extensively in New York.

The principal demand, however, is for covered buttons, and they have not had such a run for many years. One United States manufacturing house shows as many as fifty thousand gross on back orders, which they claim it is impossible to keep up with. The principal demand is from 14 to 30 lines, in a great variety of shades for trimming purposes, both in taffetas and twills.



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SMALLWARES

Wool Mendings. Black, Colours, and Assorted Shades

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Put up on tasteful *cards,* or in *skeins* with an elegant band, and neatly boxed.
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SKIRT BELTINGS, DUPLEX BELTINGS, BOOT, SHOE AND CORSET LACES, ELASTIC BRAIDS, CORDS, GARTER ELASTICS, PICTURE CORDS, CORK SOCKS, PRUSSIAN BINDINGS, COTTON WEBBINGS, TAPES, PETERSHAMS, CORSET WEBS.

FAIRE BROS. & CO., LEICESTER, ENG.
Representative for Canada, STAPLETON CALDECOTT, 70 Bay Street, TORONTO

LININGS.

TROUBLES have been endless in the lining department of most stores during the past year or so. The elite trade, following the whims of fashion, have ignored the use of linings of any description, and all this has meant a lessened output. Rumors, silent but impressive, are rife to the effect that Spring styles call for a stand-out effect which will necessitate a wider use of linings than present fashion demands. There is a germ of truth in this, and at any rate a strengthening may be predicted. Not that in the realm of cotton linings silesias and corset jeans are to occupy an overwhelming place, but rather a tendency for a more extensive use of the lighter weights classed as percalines and spunglass. Silesias and corset jeans always occupy a certain staple position which even the deadening influence of the past two years could not quell.

For medium trade the beautiful effects given various grades of mercerized cottons, percalines and spunglass have created a steady clientele to whom the rustle of cotton seems like the swish of the real silk. For these cotton fabrics, principally employed for drop skirts, increased trade is predicted. While the sheen depicted so prettily on spunglass is of doubtful stability, the material from its appearance and general cheapness is a ready seller. Retailers should avoid getting a board-like finish, as perhaps the desideratum for a ready seller is a smooth fabric with a good gloss. This does not contain the same superabundance of filling and gives better service. The quality of linings, as indeed is the basic quality of all fabrics, is judged by weight and count. The eye is generally a fair test for count, and the difference between a 64x64 cambric and an 80x90 glace taffeta is readily seen.

Percalines have steadily grown in favor and have been heralded as encroaching upon the sale of silesias. In the better grades where filling is not too noticeable they are a useful fabric. The twilled finish does much to impart the desired rustle. Some have been seen with this finish on one side, and the spunglass finish on the other, forming a reversible lining. Plain goods are the best sellers in spuns and percalines. Fancies have been tried in the past with some little sorrow by all concerned.

Mercerized cotton fabrics now occupy an enviable position. The process of mercerizing has been brought to such a high pitch of perfection that the better class of goods closely imitate silk. It is stated a material has been evolved which will not crack and will withstand water. This is done by mercerizing in the yarn. Our Canadian mills have been particularly successful in mercerized goods, and the range is highly commendable. This fabric is in high favor for drop skirts and even for waists. It is this broadening aspect that the lining counter must attend to. It is somewhat hazardous to predict a return to canvases. This medium trade should be appealed to for there is a vast clientele who do not sport either satin or silk.

Roman satins, sateens, taffetines and other mercerized imitations of silk are sure sellers for drop skirts, etc. Mercerized sateens with printed stripes and figures are largely sold for skirtings.

Owing to the advent of a wider skirt more interest is being taken in moreens, moriettes and moire fabrics. They are selling in the same shades as silk taffetas for skirts and while black is staple, brown, reseda, Paddy green and blue are the leaders. These fabrics also come with stripes or spots of brilliant color, such as tangerine or cardinal on a black or brown ground, and also a few plaids are shown.

A handsome new fabric introduced for Spring and suitable for waists also is the onyx moire. This is an ombre material that shades into several colors, and should make up into very effective skirts, etc.

UMBRELLAS.

HOLIDAY time means brisk business in the umbrella department, and it is gratifying to learn from manufacturers and jobbers that retailers are responding to offerings along this line in a creditable manner. For this season of the year retailers must bear in mind that staple goods must be given a setback, and good stocks of a higher class of goods should be shown. Umbrellas sold during this month are bought entirely for utility and due to necessity, but the approach of the holiday season witnesses a large sale of umbrellas for gift purposes. An assortment of these should be shown early.

Novelties well repay stocking, and dealers show an assortment which will interest the most exacting. Caution should be duly used in choosing goods of a serviceable as well as of an ornamental nature. Quality is always remembered longer than anything else, and the seller of an umbrella whose fixtures soon become tarnished would eventually lose the purchaser for a customer.

Among the novelties in fancy handles, balls and flat-top round affairs in gunmetal in women's umbrellas seem to be quite a favorite. Some of these are inset with jewels.

Animals' heads, principally birds, in metal are well spoken of. Plain handles of a heavy description are commendable. Acedyue, a burnt wood style, is the latest novelty in this line. Metal caps usually accompany these styles. All these umbrellas showing a lavish use of trimmings should be generously used for show purposes, and there is little danger of being "stuck," as they should go well with high-class trade.

Spring lines of umbrellas and parasols are now being shown the trade in an even larger variety than ever before. Medium and cheap lines are confining the attention of the trade, and while in no branch of business is there such a marked improvement, it is undoubtedly true retailers stock and sell a great deal of cheap truck. In this respect there is room for a great deal of missionary work, and a splendid opening for a high-class educational campaign. Umbrellas, like everything else in merchandise, must stand the wear test, and cheap truck means dissatisfied customers, and inevitably spells ruin to the department. Guaranteed umbrellas, whether of silk or cotton, are satisfactory goods to handle. By no means should good cheap lines be eschewed. These have come to stay and will always occupy a staple position. The 75c as well as the $1 umbrella is a desideratum, but should not overshadow and dominate the better grades.

Colors in Spring lines of women's umbrellas deserve passing notice. While black is, of course, a favorite, green, red, blue and brown have a showing and deserve a representation, and will repay stocking. These colors in umbrellas are to match costumes, and the vogue and continued strength of brown in all articles of women's apparel would readily suggest the stocking of brown umbrellas.

A. R. BURROWS & CO.

—Manufacturers of—

Rug Fringes,
Carriage Fringes and
Carriage Dusters

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Write us for Samples and Prices.

Cotton and Linen

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LINEN is STRONGER than COTTON

THEREFORE, we are splicing our cotton hosiery with LINEN YARN, which will improve their already good wearing qualities.

You should see them before placing your orders for next season.

CLINTON KNITTING CO., Clinton, Ontario.

SELLING AGENTS:
The Richard L. Baker Co., 60 Yonge St., Toronto.

Fur Repairing

Having had thirty years experience with such firms as Guenther Sons, New York; J. B. Laliberte, Quebec; Robertson & Co., Montreal, in **manufacturing and repairing fine furs,** I am prepared to supply this class of work, **quickly and satisfactorily** at **special prices to the trade.**

Correspondence solicited. Best of references furnished.

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FRANK & BRYCE, Limited

Toronto MONTREAL Quebec

Hitchcock, Williams & Co.

The Fancy House of London



WAREHOUSES:
69 to 74 St. Paul's Churchy'd
43 to 50 Paternoster Row
1 to 8 London House Yard

MANUFACTORIES:
Warwick Lane & Paternoster Bldgs.

Established 70 years.

Special Attention to Canadian Requirements

Buyers will always find the latest Novelties in Stock, and the Specialties for which this House is so widely known, are:

**Millinery Materials, Fancy Lace Goods,
Prints, Silks, Velvets and
British and Foreign Dress Materials,
Chiffons, Ribbons and Trimmings,
Blouses, Fancy Costumes, Mantles and Furs.**

OUR CANADIAN REPRESENTATIVE Mr. Cliffe, takes a full line of samples of these goods twice a year, and if you are not now on his calling list, drop him a line at Windsor Hotel, Montreal.

Requests for Samples sent direct to London will receive immediate attention.

Hitchcock, Williams & Co., St. Paul's Churchyard
LONDON, England

SIR G. WILLIAMS, F. G. WILLIAMS,
H. WILLIAMS, A. T. WILLIAMS.

DRY GOODS REVIEW

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Canada, Great Britain and United States, - $2 a year.
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Single Copies, - - - - - - - - - 20 cents.

Invariably in advance.

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ADVERTISING RATES

Are based on $35 a page and will be furnished on application to Mr A B Caswell or to the manager of the nearest office. The value of THE DRY GOODS REVIEW as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade newspaper to advertise in. Advertisements, to insure insertion in the issue of any month, should reach this office not later than the eighteenth of the month preceding.

MONTREAL AND TORONTO, NOVEMBER, 1904.

AIDING BRITISH EXPORTS.

A GOOD example has been set recently by some of the Canadian importers which, if generally followed, would go a long way to enlightening British exporters and dispelling the doubt and uncertainty existing there regarding the latest changes in the Canadian tariff laws. A notice, in the form of a letter, is being sent by some jobbers to all the British firms with whom they deal informing them to the letter of the requirements necessary, and they are not a few, in fulfilling the law when sending goods to this country. Although no doubt the British importer is already aware of what is required of him in this direction to a certain extent at least, and more or less vaguely perhaps, yet a letter sent, as the one mentioned, coming from a customer, is going to bring the matter before him more prominently and in a more definite manner than would be possible of accomplishment in any other way.

The form of the declaration to accompany all invoices is given in full, in six clauses, as called for by the Dumping Act, with a note added regarding German goods. Below appears an invoice form, such as is required by the department, and underneath the specific directions regarding triplicate invoices, addressing and marking of packages, inserting extra goods, bills of lading, etc., concluding with the request that all regulations be carried out. If this practice were more generally observed it would doubtless do away with a lot of inconvenience and delays that at present exist. The British jobber or manufacturer would probably not appreciate such a letter, as far as the notice itself is concerned, but will recognize the spirit in which it is sent, and that it was instituted with a view to helping both parties and to obviate the vexatious delays attendant upon the non-fulfillment of the required regulations.

* * *

Every good advertisement is a paving stone in the pathway of success.

* * *

USE YOUR LARGE COMPETITORS.

SMALL retailers are continually commenting on the inroads of the city departmental stores upon their legitimate trade. Some retailers have not faced the problem, but have gone on in the old rut, carefully watching the fellow across the street, ignoring the neighboring town or village, sitting quietly by and watching express parcels come down the street, sometimes emitting a futile howl, but not taking the initiative to prevent it.

Undoubtedly the consumer is the person to be got at, and it must be clearly proven to him that his own best interests are served by spending his ready cash at home. Many and varied are the means devised, and there is undoubtedly some virtue in each. We do not propose to solve the problem, but we wish to call attention to a phase of the situation which is only too apparent.

We refer to the diffidence expressed by retailers, when in large centres, to visiting and studying the methods of the large departmental stores. Many are the excuses offered. Some ignore these stores through petty jealousy and foolish rivalry; others consider it useless to spend their valuable time, owing to a limited stay, in seeing what they consider is altogeher beyond their sphere, and utterly useless as applied to them. In this connection we take issue with retailer. While agreeing with him that the multiplicity of departments and intricacies of store management are entirely out of his scope, yet there are many and valuable lessons to be learned by a walk through one of these stores.

Moreover, the visiting retailer must not think himself unwelcome. He should mention the fact that he is in the dry goods business, and that generally insures him a cordial welcome, supplemented sometimes by a personal tour through the premises. This is certain to make him a better and wiser merchant. If he labors under the impression that his particular trade does not want a neat, up to-

date store, let him be sure to be the first to inaugurate these things or perhaps he may regret it too late. It is generally a hard problem to get a store too good for a town. In most cases such an one usually takes the legitimate business of some neighboring town or village as well as the best part of its own.

It is easily apparent that the system, order and neatness displayed by large concerns will wake up the retailer to many weak spots, which were formerly ignored. Perhaps he will return with the impression that his windows might be used for display purposes, and with the realization that they are his best and cheapest advertisements. Or he may be imbued with the idea that a more careful supervision of his stock would not be amiss, not counting the many little improvements at a slight cost which mean wonders in the general appearance of his store. He may even realize that a few fixtures are perhaps a sound investment. Old methods cannot help but be revolutionized.

By all means, the local paper should be informed as to what is being done. The dealer will find the paper quite ready to co-operate in giving him a place in its news columns. All this tends to discourage foreign dealing. It will soon be found that the catalogue will be used as a last resort—the local merchant will get the preference.

* * *

Good advertising brings good trade.

* * *

RECIPROCITY A DEAD ISSUE.

IN spite of the attention reciprocity with Canada is receiving in the United States not a word in favor of reciprocity with the United States has been heard in Canada during the Federal campaign now drawing to a close. Thirteen years ago the reverse was the case. It was then the pivotal question upon which the general election turned.

The McKinley tariff, specially designed to injure and humiliate Canada had gone into force the year before, and there were a great many people who feared that its effect would be disastrous to the trade and commerce of the Dominion. How unwarranted their fears were time has shown. And to-day there is not a politician in Canada to do it reverence, although in the Presidential campaign in the United States there are many public men who are ardent champions of reciprocal trade with Canada.

Reciprocity with the United States is defunct, and there is not a public man in Canada aspiring to a seat in the House of Commons who has the courage to make it a plank in his platform, or to advocate it in any shape or form. Reciprocity is practically dead and buried. In no province of the Dominion is there any sentiment in favor of it.

It would be unwise to attempt to foretell what the future may bring forth. We are told in well informed circles in the United States that President Roosevelt, if re-elected, will make a proposal to Canada to discuss the subject of reciprocity. It is gratifying to Canada to learn that public opinion (or perhaps it would be more correct to say commercial opinion) has become powerful enough to induce the executive head of the United States to act, but it will be a long time indeed before public opinion in Canada will be strong enough to induce even a solitary politician to champion such a cause.

Reciprocity of the right kind might be a good thing for both countries, but there is no one in Canada who believes the right kind of reciprocity with the United States is possible.

* * *

Even goods of quality cannot be sold until they are given publicity.

* * *

A RED TAPE POSTAL SYSTEM.

THE red tape system of permanent officials in the British postoffice is proverbial. Several instances of this have recently come under the observation of The Dry Goods Review, two of which might be cited. For instance, a letter was addressed to the editor of the Daily Post, London, Eng. Now while there is no Daily Post there is a Morning Post published in London, Eng., but the postoffice authorities could not deliver a letter thus addressed, and forthwith returned it to this office, stamped with the words "insufficient address." The editor also sent a letter addressed to "Mr. Harold Cox, secretary of the Cobden Club, Manchester, Eng." Mr. Harold Cox is known the world over as the secretary of the Cobden Club, but the postoffice authorities in Manchester did not know him. It was doubtless infra dig. for them to look up a city directory and get Mr. Cox's city address, and so this letter was also returned stamped with the words "insufficient address."

In Canada the postal system may not be perfection, but Postmaster-General Mulock would, we fancy, decapitate the official head of any one if he turned over to the dead letter office letters similarly addressed.

Canada is a country of magnificent distances. From the Atlantic to the Pacific it stretches over 3,000 miles, but in spite of this letters sent to this country from Great Britain, often with addresses much more obscure than those sent by this office to the Morning Post and to Mr. Harold Cox, would have reached their destination. For instance we often get letters addressed to The Dry Goods Review, Canada, and not long since a letter addressed by a business firm in London, Eng., to a Mr. John Blank, Owen Sound, Toronto, United States, was delivered by the Canadian postal authorities into the hands of the person for whom it was intended.

Surely if Canada can deliver letters which do not contain the street number of the person to whom they are sent, the postoffice authorities of Great Britain with their relatively circumscribed territory ought to be able to do the same, and particularly when the letters are addressed to well-known men.

It is a bad thing for postoffice officials as well as business men when they become so tied up with red tape

that they cannot turn over the leaves of a city directory to find the address or to do anything which necessitates their stepping aside for a moment from some established and hard fast rule. The laws of the Medes and Persians are unalterable. So, too, appear to be the methods of the British postal service.

* * *

Continuous advertising courts continuous business

* * *

A TRADE FOR CANADIAN FUR GARMENTS.

ON account of the increased interest which has taken place of late in foreign countries in Canadian products, The Dry Goods Review is to be found in the reading rooms of the Canadian Commercial Agencies abroad. In a letter which The Dry Goods Review received a few weeks ago from Australia it was stated that MacLean's trade journals were eagerly looked for by business men in that country, who were interested in Canadian trade.

In the weekly report of the Canadian Trade and Commerce Department of August 29, is a report from Mr. D. H. Ross, the Commercial Agent for Victoria, South Australia, West Australia and Tasmania. The first paragraph in that report states that quite an inquiry has developed in Melbourne for catalogues and price lists of Canadian fur garments as a result of the perusal of Canadian dry goods journals. In other words in consequence of a perusal of The Dry Goods Review.

Not only is the gradual expansion of the influence of The Dry Goods Review satisfactory to the publishers, but it is also an indication of the influence which trade journals exercise in the development of foreign trade.

Mr. Ross in his report says that several firms are waiting for the fur catalogues, and it is to be hoped that the wholesale fur dealers in this country will forward copies as soon as possible.

* * *

Work prearranged is half done.

* * *

DEPARTMENTAL READING.

THE aim of The Dry Goods Review is to cover all the ground, to provide the latest information connected with every department in the dry goods and men's furnishing trade. On this account it is important that every head of department be ensured a perusal of the paper, and to accomplish this a couple of schemes have been suggested and tried.

The best thing, of course, is to subscribe for two or more copies. At present we have a number of subscribers who take two or three and even five or six copies, so that each department can keep one convenient at all times.

To those who do not care to subscribe for more than one copy a plan successfully used in several stores is to place The Review in a special position in the office or on a counter, and to make it a rule that each department head when he removes it, leave a slip of paper with name and date in its place, no one to keep the copy longer than one or two days at a time. In this way if special reference to it is desired, the holder can be ascertained from the slip.

A few prohibit the removal even temporarily, but this is not so satisfactory since it would necessitate the examination being made after hours, and would mean that during the entire day the copy would be unused.

Some of our readers may have plans more suitable to them. If so we would like to hear of them in order that others may receive the benefit. Every department head feels it the greatest help to him to read over the section devoted to his line of goods, and some system is advisable to ensure that all have the opportunity.

* * *

Hot words from a salesman sometimes create a cold customer.

* * *

CARNEGIE'S FOOLISH DREAMS.

ANDREW CARNEGIE has been a great dreamer in his day, and particularly in his earlier days. When a youth he dreamed of great iron and steel industries, with himself at their head. And his dreams were realized. But his latter day dreams are not what might be termed practical dreams. The high living of a Scottish laird may possibly have impaired his digestive organs. He has been dreaming many foolish things of late. For example, he has been again dreaming that Canada's destiny is annexation to the United States. Nothing but a very bad dreamer could dream anything so absurd.

Mr. Carnegie should consult a doctor; or possibly an interpreter of dreams might set him right.

* * *

He is an unwise business man who uses his hands and feet so much that he has not time to exercise his thinking powers.

* * *

ADVANCE IN SEAL SKINS.

THE wreck of the steamship Mineola near Tigel Bay on September 5, while on her way from Pretropavlosk, Siberia, to San Francisco, promises to have a very serious effect upon the price of seal skins. In passage she called at Copper Island and took on board the entire catch of the Commercial Company and this has gone down with the boat.

Although no figures of the number of skins on board can be obtained it is estimated that they could not have been less than twelve thousand, as there was a considerable increase over last year's stock, which numbered seven thousand seven hundred. The entire catch for the year is placed at about thirty-six thousand, an amount which shows those lost to represent fully one-third of the supply. It can be seen that the loss of this number will be certain to send prices higher. The skins are said to be worth fully fourteen dollars each.

The number available now seems to be only about ten thousand caught by the Victoria Sealing Company in the Behring Sea and fourteen hundred on the coast. Japan will supply about seven thousand, and with the catches at the Falkland Islands and other less important points there will not be over twenty-five thousand skins, an amount entirely inadequate to supply the demand of the past few years.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office Toronto, Ont.

Capital -	$2,000,000.00
Assets, over - -	3,546,000.00
Annual Income -	3,678,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $1,000,000.00.
TOTAL ASSETS, $2,024,096.02.
LOSSES PAID SINCE ORGANIZATION, $23,886,005.32.

HEAD OFFICE, - BRITISH AMERICA BUILDING, Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J. KENNY, Vice-President and Managing Director
P. H. SIMS, Secretary.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life ASSOCIATION.

W. H. BEATTY, PRESIDENT.

W. C. MACDONALD, ACTUARY.

J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

THE CANADIAN BANK OF COMMERCE.

Paid-up Capital, - - $8,700,000
Rest, - - - - $3,000,000

HEAD OFFICE: TORONTO, CANADA.

HON. GEO. A. COX, President. B. E. WALKER, General Manager.

The offices of this Bank number 111, distributed as follows:

LONDON, ENG., 60 Lombard St., E.C., S. Cameron Alexander, Manager.

NEW YORK, N.Y., 16 Exchange Place, Wm. Gray and H. B. Walker, Agents

104 Branches throughout Canada, including the following:

MONTREAL, F. H. Mathewson, Manager.
HALIFAX, H. N. Wallace, Manager.
WINNIPEG, John Aird, Manager.
ST. JOHN, N.B., J. G. Taylor, Manager.
DAWSON, D. A. Cameron, Manager.
TORONTO, John C. Kemp, Manager.
VANCOUVER, Wm. Murray, Manager.
OTTAWA, Robert Gill, Manager.
VICTORIA, Geo. Gillespie, Manager.
HAMILTON, D. B. Dewar, Manager.

5 Branches in the United States, including the principal cities of the Pacific Coast:

SAN FRANCISCO, CAL., Arch. Kains, Manager.
SKAGWAY, ALASKA, H. M. Lay, Manager.
SEATTLE, WASHINGTON, G. V. Holt, Manager.
PORTLAND, OREGON, E. A. Wyld, Manager.

A General Banking Business Transacted.

Foreign Exchange Bought and Sold.

The distribution of its Canadian branches covering all the principal cities and towns throughout the Dominion, its own offices in England and the United States, and its correspondents in all parts of the world, enable The Canadian Bank of Commerce to offer unexcelled facilities to merchants, manufacturers and exporters for the transaction of their business.

MANUFACTURERS AND MERCHANTS.

It may be necessary for your staff to have fidelity bonds. We act as surety on such. We are known the world over.

Write to us for terms and particulars.

The London Guarantee & Accident Co., Limited,

D. W. ALEXANDER, General Manager for Canada,

Canada Life Building, - - - TORONTO.

CAPITAL PAID UP, - - $1,000,000.
RESERVE FUND, - - 1,000,000.

THE METROPOLITAN BANK.

DIRECTORS

R. H. WARDEN, D.D., President S. J. MOORE, Esq., Vice-President
D. E. THOMPSON, Esq., K.C. His Honor W. MORTIMER CLARK, K.C
THOS. BRADSHAW, Esq.

HEAD OFFICE, - TORONTO.

W. D. ROSS, GENERAL MANAGER.

GENERAL BANKING BUSINESS TRANSACTED

SAVINGS DEPARTMENT at all Branches.

ACCOUNTS SOLICITED

Drafts Bought and Sold.

Letters of Credit Issued.

FINANCE AND INSURANCE

A GOVERNMENT blue book containing official figures relating to the life insurance business in Canada has recently been issued. The report affords reliable evidence of the growth of prosperity and the systematic thrift and carefulness of our population. In 1883 the total amount of life insurance effected in Canada was only $21,572,960 and the total in force totalled $124,196,875; the return just issued shows that $91,567,805 of new policies were effected last year and that the record amount of $548,443,000 was in force.

In 1875 American companies held over one-half of the total life insurance in force in Canada, British companies nearly twenty millions and Canadian companies only $21,957,296. For the year 1903, this situation shows a remarkable change. Canadian companies held $335,638,940; American companies, $170,676,800, and British companies, $42,127,260.

Satisfactory evidences of the stability of the Canadian companies are afforded by the blue book. To-day several of them are finding a remunerative field for their operations outside Canada.

* * *

AT the forty-ninth annual meeting of the Molsons Bank, which took place on October 17, the directors had the pleasure to announce another prosperous year. A notable feature of the annual statement was the addition of $150,000 to the reserve fund, which brings that account up to a level with the paid-up capital, or $3,000,000. That is a very strong position. The net profits amounted to $457,290, or about fifteen and a quarter per cent. Two half-yearly dividends have been paid at the rate of nine per cent. per annum, and another year it is extremely probable that the bank will be in the ten per cent. dividend class. A few years ago the directors were asked to increase the dividend to ten per cent., but they preferred instead to increase the reserve fund until such time as it equalled the capital, and they were wise. The reserve of three million dollars having now been obtained, and the whole of it invested so as to be promptly realizable and available to meet any demands, the prospects for a ten per cent. dividend next year are very bright indeed, especially now that the assured good harvest and high prices promise another year of expansion.

* * *

FAILURES in Canada for the nine months ending September 30th, were 910. Liabilities aggregated $8,988,140, compared with 721 last year for $5,332,611. It must be remembered, however, that 1903 was a phenomenally prosperous year in Canada. Manufacturing failures were 225 in number and $3,642,161 in amount, against 167 for $2,090,744 in 1903; trading insolvencies numbered 665, and involved $5,060,986, which compare with 538 failures and $3,090,986 liabilities a year ago; other failures were unimportant in both years, except for a few large banks in 1903. Losses in Ontario were slightly larger than in Quebec, while British Columbia and Nova Scotia were unusually close together in this respect.

For the quarter ending 30th September a slight increase in both number and liabilities of manufacturing insolvencies was reported by the Dominion of Canada. But five branches of business showed a decrease, and in three cases there were no liabilities recorded in either year, while in six classes there was a large balance in favor of last year. The striking changes were in the wood and miscellaneous branches, due to heavy suspensions this year of saw and pulp mills. As to trading failures, the statement is much less satisfactory than that of 1903, which was an unusually good year. Only four occupations reported smaller losses, one was unchanged, and nine showed more or less increase. General stores suspended with almost double last year's liabilities, and there was a still more striking increase in the amount involved by failures in dry goods defaults. This was due to a few large failures, as the total number was not exceptional.

NOTES.

An office of the Crown Bank of Canada has been opened at Woodstock, Ontario, under the management of Mr. S. B. Fuller.

Mr. W. K. McNaught, president of the Toronto Industrial Exhibition, has been elected a director of the Sovereign Bank of Canada.

The Canadian Bank of Commerce have added another branch to their already long list in Canada. The latest branch to be opened is at Nanton, Alta.

The aggregate of the bank clearings in Toront for the week ending October 20 is $19,329,254, as against $19,790,488 on October 13 and $20,816,890 on October 6. The present situation is particularly satisfactory.

La Banque Nationale has opened two new branches in the Province of Quebec, one at Amqui, under the management of Mr. Ernest Bilodeau, and the other at Deschaillons (formerly St. Jean Deschaillons), under the management of Mr. A. A. Dionne. This bank now has 28 branches, all but one of which are in the Province of Quebec, the branch being the exception being at Ottawa.

ESTABLISHED 1874

JOS. B. REED & SONS

Insurance, Toronto

ADVANCED METHODS

Our Insurer's Advice Sheet system.
" " Safe Deposit Vault.
" " Bond (guaranteeing our work).
Free of cost to our customers.

ABSOLUTE SECURITY

We represent the strongest and best companies in existence.

Write for our pamphlet illustrating the superior advantages of our office and methods.

The W. R. Brock Company, (Limited)

MONTREAL.

Costume Materials for Spring 1905

We commend to the trade the following materials, samples of which our travellers are showing this month :

Etamines.	**Crepe de Chene.**
Voiles.	**Eoliennes.**
Panamas.	**Canvas Cloth.**
Llama Taffetas.	**Albatross Cloths.**
Corde de Soie.	**Corde de Chene.**
Figured Crepes.	**Melange Fancies.**
Wool Matting.	**Mohair Shepherd Checks.**
Voile Shepherd Checks.	**Mercerized Cotton Shepherd Checks.**
Plain Colored Lustres.	**Plain Colored Sicilians.**
Metal Printed Lustres.	**Pekin Check Lustres.**
Bedford Cord.	**Satin Striped Voiles.**
Lace Striped Blouse Cloth.	**Bengaline Striped Blouse Cloth.**
San Toy Taffetas.	**Poplins.**
Venetians.	**Box Cloths.**
Basket Suitings.	**Printed Muslins.**
Printed Voiles.	**Over Voiles.**

We are also soliciting orders for staple Dry Goods, Prints, Zephyr Ginghams, Knicker Linens, etc.

DRESS GOODS

FEATURES OF THE TRADE

SORTING orders are not of an exceptional volume, due doubtless to the fact that retailers have found the weather unfavorable and cutting into the heavier materials for Fall selling has thus been of a slight volume. Rather are the few repeats which are coming to hand an indication of what colors and staple materials are most active. Jobbers in some instances are offering special lots to keep Fall trade normal. The transition between Fall and Spring lines always means a period of slight inactivity. Among materials for high class trade broad-

Features of the Month.



No. 1.

cloths have fulfilled all the predictions made for them. One has but to glance at gowns worn upon the street to fully bear this out.

Repeats are coming in nicely on eoliennes, voiles and crepes. These goods are good property for next Spring and by no means should they be sacrificed. A steady demand is felt at retail for them now, for the making up of gowns for afternoon, dinner and evening wear. Lustres and mohairs have also gone well for early trade.

In heavier goods suitings are being taken hold of well. Window displays are prominent with a variety of them. Cheviots are also spoken highly of.

Among colors brown and its shades covers the entire field. One jobber showed The Review his order book, which stated that 37 pieces of brown to 8 pieces of navy blue had been sold in one particular fabric. Everywhere the trade feels the vogue for brown.

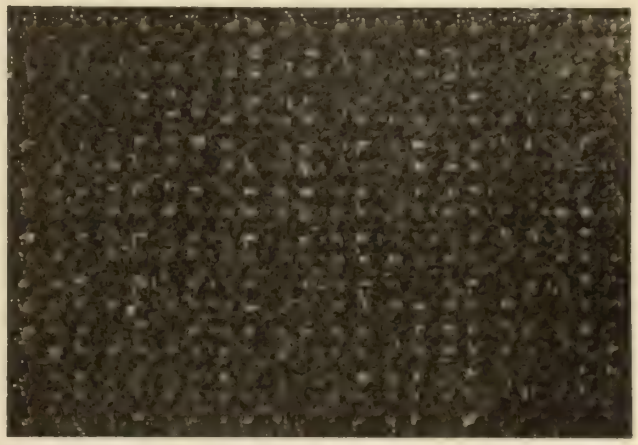
* * *

IT has been before mentioned in The Review that the Canadian manufacturers have put on the market for Spring, fabrics that are a decided advance over any they have shown before, and The Review is pleased to give by means of photo-engraving, some idea as to the appearance and nature of these fabrics.

They are made to meet the tendency towards lightweight materials and are a distinct departure from the heavier weaves that the Canadian manufacturers have hitherto produced. They are made from closely twisted yarn which gives to the fabric the firm bright finish now in favor.

Canadian Made Novelties in Fabrics.

No. 1 is a mannish effect in a fabric that closely re-



No. 2.

sembles a Panama voile. The pattern is obtained by the use of a thread of white twisted in with the black and brought up at spaced intervals.

The other sample shown is in an open fancy weave that needs a silk lining to show it up to perfection. This latter sample has the white thread twisted in with the colors, and this gives a mingled effect to the fabric. Besides black and white, these and kindred cloths are shown in rich shades of golden brown, navy and green.

* * *

BOTH plain and fancy mohairs and voiles, the latter term used in its widest significance, are stated to occupy an overwhelming position for Spring in the realm of wool dress goods. All merchants did well with these fabrics the past Summer, and they are closing their accepted season in high favor. The opening of the season, as was pointed out some two months ago, is bound to find these materials in lively demand for obvious reasons. Every jobber and specialty house shows an increased range for Spring and

Styles in Wool Dress Goods Spring, 1905.

great is the rivalry to obtain exclusive designs and novelties. These will all be shown the trade during November.

Lustres and mohairs are principally plain, although an increased showing of fancies, running the gamut from hair line stripes to shepherds checks, is seen. Melange spot mohairs are regarded as essentially novel. In our September issue is given a full discussion of the premier place mohairs and voiles occupy in Spring lines, as well as a comprehensive list of the novelties.

An increased showing is made in fancy voiles and this calls into undoubted prominence fancy etamines and eoliennes. An embroidered chenille spot did much to enliven an etamine cloth, while small silk figures in self colors looked pretty in a range of eoliennes. Some are seen also with splashes. The popular colors are gray, sky, fawn, navy and brown, such weaves as crispiners have also been introduced in all colors. Another light, airy fabric along this line, suitable for street wear, is silk warp gloria, a material which very closely imitates silk. A pleasing feature of some of the high class eoliennes is the beautiful effect of the shades.

Lightweight broadcloths and venetians are again in the Spring range alone with sicilians. A sedan finished boxcloth is spoken of as a permanent finish fabric. This means a decided boon to many ladies' tailors and dressmakers as sponging will not affect it.

* * *

Velvets.

CHIFFON velvets and velveteens are spoken of by jobbers as going well and that repeats are to hand. It is trusted retailers will have no trouble in disposing of stock as among the costumes one sees here in Canada velvets are none too prominent. One reason for this is that velvet is too light in weight for our climate, but certainly the style favors velvet for costumes, and also velvet trimmed suits. Very probably more of velvet will be seen in the early Spring.

Undoubtedly from a yardage standpoint velvets are very strong for they are extensively used as trimmings, and the millinery trade is lost without them. The small retailer is hardly yet alive to the strong position of velvets, but fashions travel fast in these days. A large Toronto firm had recently a splendid window in brown velvets. All shades of brown were in evidence, in plain velvets, paune, cords, etc., but all in mid browns. The relief was obtained by creamy laces and shadded trimmings and foilage.

* * *

Wash Goods.

THERE has been a marked hesitation displayed by buyers about placing orders for washing materials for 1905, for in both buyers' and sellers' minds there is more or less uncertainty as to just what particular classes and styles are to be leaders. As a result buying has been limited, and selections for Spring are in a backward state as buyers are waiting for a little more light, and are cautiously feeling their way. The weather experienced for the last two Summer seasons has not been of such a nature as to encourage enthusiastic buying of Summer cotton goods. Cotton fabrics, that is all fabrics away from what are regarded as staple lines such as prints, galateas, etc., are exhibiting the same tendency so pronounced in the woollen lines, namely, the tendency towards a lightweight fabric, and many lines will be in evidence that are not new in appearance, only in very much lighter weights than Canadians have hitherto been accustomed to. This is specially true of mercerized fabrics, the waistings, etc., in poplin and satin grounds, with stripes of jacquard patterns. These are in evidence for the coming Spring, but in much lighter weights.

Though it will not be such a pronounced white season as the past two or three have been yet the demand for white materials is sure to be very large, and it would not be a matter of much astonishment if white was in greater vogue than at present; seems probable, particularly if there comes a seasonable Summer. White is still extremely popular with smart dressers, even now, and in the past two or three seasons its usefulness has been amply demonstrated for Summer wear. Here in Canada there is an absence of smut and smoke that makes the wearing of white economical, and as there is no color problem to tackle as in the washing of colored goods, there is a great deal in favor of white for Summer wear.

Colored cotton materials are growing in favor for the fact that white has been worn so largely and so long is bringing colored goods to the fore. Cotton voiles are very prominent in the new lines and deservedly so as they have all the crispness of the worsted fabric. Besides the plain colored cloth, the printed voiles are very much in evidence, and also voiles with embroidered spots and small neat patterns. These plain, printed, and embroidered voiles form the first choice of the majority of buyers, particularly in the high class trades.

Etamines in very fine weave and also printed and embroidered are also well thought of. Indeed what may be termed woven effects are placed as the leaders in cotton dress goods for 1905.

In these woven fabrics is a new fabric in granite or marl effect like a chambray or gingham, only it is woven and is not like it as far as the cloth goes. This is selling well and is one of the cotton novelties of the season. All the above lines show handsome embroidered styles.

Embroidered Swisses in all white, and white with a colored figure in 30-inch and in 40-inch are likely to be good sellers, but not quite so much in popular favor as they were last season.

In printed goods the trade will be largely confined to the above mentioned woven materials and printed muslins will only occupy a very minor place. Organdies in the better grades will have a high place, and Louis XV. and pompadour patterns and colorings will be closely copied and followed, and some there are, and by no means the least attractive, that are close copies of the shape and tints of natural flowers.

Leno and warp printed stripes and small bars and checks are also to be popular. The checks, however, are all small, and there is little or nothing of the broken check or plaid order.

Though some buyers, particularly those buying for a high-class trade, rather frown on linens for the coming season, believing as they do that they have reached the height of their popularity, and that the trade wants a change, there seems to be no doubt about the fact that they are likely to have a good run with the popular trade. Not perhaps in the high-prices effects at 50c, 75c and $1 a yard, but in the cheaper lines and in unions also. These

DRY GOODS REVIEW

has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a Special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

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Dry Goods Review,
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SMALLWARES | JEWELERY | STATIONERY

We can keep you supplied with the newest, brightest and best selling goods on the market for these departments. :: :: ::

G. A. Weese & Son

44 YONGE STREET - - - TORONTO, ONT.

FEATHERBONE

Made by an entirely new process, combining the most up-to-date methods of American and Canadian factories. Sample orders solicited.



THE
Reid Featherbone Manufacturing Co'y.
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Manufacturers of
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THE
'PIRLE' Finish

Indispensable for the Open-Air Girl.

"LADY'S REALM" says:

"The out-door girl who loves to cycle, walk and drive will never wear anything but a 'PIRLE' costume when she has once donned one. It may be the shower of May or the storm of November, her neat cloth dress will **remain unspotted** and unshrunk, and, when dry, will be as fresh as when it came from the tailor's hands."



REGISTERED TRADE MARK

"Madge" in "Truth" says:

"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer.

"The proprietors undertake to make good any material so stamped that has been actually damaged by rain."

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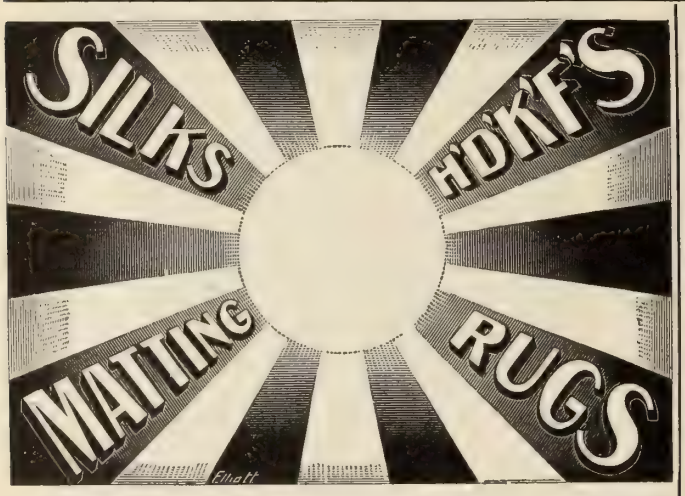
E. RIPLEY & SON, Limited,
100c., Queen Victoria Street, LONDON, E.C., ENGLAND

"OUR MEN"

are now on the road with samples of all the most exclusive Novelties for Spring in Dress Materials, Silks, Ribbons, Fancy Cottons, Linings, Laces, Etc. Some of our leaders in Dress Fabrics are Silk Warp Effects in Voiles, Eoliennes, Poplins, Crepoline Taffeta Cloths, Embroidered Plaids, Etc. Our Fancy Cottons are shown in an exceptionally large range in all the newest patterns and colorings of French, English and German Manufacture. We have a range of British made laces which are registered and confined to our customers. Inspect our range before placing your orders.

Debenham, Caldecott & Co.

Corner Bay and Wellington Streets, TORONTO.



K. Ishikawa & Co.

Manufacturers and Importers of

Japanese Silks,
Silk Handkerchiefs,
Rugs and Mattings.

24 Wellington St. West, - . TORONTO, ONT.

New and Elegant Designs
in
Spring Suitings
for
Men and Women



MANUFACTURED BY
HARRIS & COMPANY, Limited
ROCKWOOD, ONT.

SOLD BY
DIGNUM & MONYPENNY,
8 Colborne Street, - - TORONTO.

fabrics though lacking some of the silkiness of the pure fabrics, presents almost as good an appearance and at a much smaller price. The opinion is expressed by buyers that the generality of waistings sold will be white, and that when colored fabrics are asked for the whole costume will be what is wanted. There is a feeling for lightweight sateens and mercerized cloths in shepherd's checks much on the order of those seen in silks and these are likely to take with the popular trade.

* * *

CONDITIONS in the silk market are improving steadily as the season advances, and there is evidence on every side that silks are occupying a much more prominent position than they have done for some time past. Not only is there a large demand for silks for cutting up purposes—for blouses, skirts, neckwear, etc., but besides the popular shirtwaist suits, which are still being worn, there is a large demand also for evening and reception gowns, indeed it would seem that we are nearing the time when the all-silk gown is to be a prominent factor. In some makes and in popular colors there is a decided scarcity—a scarcity that is not confined to the Canadian market, for cables to Europe bring the reply that it will be March before orders can be filled there.

Silks and Velvets.

The showing of silks, at retail, cover a much larger range of weaves and designs than heretofore, and fancy silks and novelties in color combinations are daily gaining ground. The vast majority of them are in patterns suitable for shirtwaist suits and chameleon or changeable effects are beginning to be very prominent. There are a vast number of check small designs, more of them on the fancy order than in Shepherd's checks, though they are well shown.

A window display made recently of this class was of silks all of the one pattern, viz., a check so small as to be almost invisible and in every color and combination. These had almost the effect of a shot. The beautiful colorings in millinery are reproduced in these silks, there are orange and green shots, bronze greens, hunter's greens, coppers, wines, burnt onion and serpent blue, etc. The interest of the trade is centred in the soft makes and there is no denying that they are decidedly in the lead. The stiff heavy taffetas, etc., are only bought by those customers who have the old-fashioned idea that weight marks the quality of the silk.

Very bright weaves are also much in evidence. The new silks are all on the soft order, and the list is long—there are chiffon taffetas, glace taffetas, messalines, louisines, tamolines, paellettes, surah weaves, satin soiled, and many others. These are all ordered out for Spring wear, as well as the fancies suitable for shirtwaist suits and it is certain that silk fabrics will occupy a premier place for the fashioning of such suits. Spring silk collections have evidently been made with this in view, and that this confidence is not misplaced we feel certain.

Retailers must bear in mind that in urging the adoption of shear materials for the undoubted call that will come for shirtwaist suits, the impression need not necessarily be given that these checked effects are to occupy the strongest position in silk fabrics. Plain taffetas should receive the bulk of attention and the superior finish given them by manufacturers is one of the greatest factors in popularizing this vogue. What is certain, however, is that the strength is bound to be further increased for Spring.

Soft makes of silks are heralded and urged by all in the trade but retailers must not forget that a goodly clientele insist upon a silk which gives the desired rustle and soft makes are woefully lacking in this respect. Plain taffetas will certainly see a good finish in first place for Spring. Present sales at the retail counter bears out this prediction Louisines, the cross between soft mousselines and crisp taffetas fall naturally into second place, then come a host of soft makes of silk. It may be that the crisp taffetas will be ousted before the season is entirely over, but at any rate it is almost certain that the majority of the trade will be done upon them for next Spring and Summer. Soft makes of silks are steadily gaining in favor.

Still another line of silks which make up prettily for shirtwaists are lightweight silk crepes. Evening shades are most attractive. A narrow crepe jacqueline known as sozeuse is especially noticeable in novelty silks for shirtwaists. Its sponsors testify to a good call at this early date.

* * *

EARLY Spring trade always sees a fair movement of suitings, and every indication points to an exceptional movement from a yardage standpoint for Spring, 1905. The past season closed with them in strong demand and retailers as well as jobbers have banked upon them liberally. Early placing orders show retailers have ordered in no sparing quantity. This confidence would seem not to be misplaced, as strong favorites at the end of a season generally open well the following season The hue and cry for mannish effects lend strength to this belief.

Suitings. Spring

Spring collections exhibit a complexity and range that renders it certain jobbers as a whole have every confidence that the movement bids fair to exceed any previous sale. There is no especial change in the range of fabrics shown but rather an increased size of the line. Mohair suitings, established as being light in weight and cool and comfortable, are in good demand. This durability renders them a popular fabric. They give an effect which compares every favorably with high-class worsted materials. Basket suitings also readily commend themselves. The high class worsted suitings are also due for increased sale due to the general move in this direction. Fabrics of 54 inch variety are being taken well in many grades. Shell cheviots also range in this category and are worthy of more than passing notice. While The Review, of course, refrains from giving suitings in general a foremost place, it is at any rate fair to state that a lively interest is felt in them and an increased clientele seems assured.

Plain colors predominate and brown, navy and black occupy an overwhelming position.

To the Trade

"Imperial"



RETURNED
NOV 18 1904
Ent Book 26
Page 97
Ans

Velveteen is to be supreme as a Dress Material for every occasion during the coming winter. Some one has said:

"The supremacy of the Velvet gown is positively assured."

This favor to Velveteens is a just tribute to their merits.

You can confidently recommend "Imperial" Velveteen to your customers.

John Macdonald & Co.

Wellington and Front Sts. E., TORONTO.

Velveteens

Established 1849





"Imperial" Velveteen has finish, depth of color and bloom, produced by a special process of dyeing and finishing that is creating for it an extraordinary demand.

In colors we have it in two qualities, and in black eight qualities.

We herewith reproduce the different shades in stock as near as we possibly can.

Samples and quotations sent on application.

Every quality guaranteed fast color and fast pile.

See that every piece is marked "Imperial" Velveteen Superior Silk Finish.

This Velveteen is controlled and sold by us throughout the Dominion of Canada.

John Macdonald & Co.

Wellington and Front Sts. E., TORONTO.

CLOAKS, COSTUMES AND SKIRTS

THE FALL OUTLOOK.

RETAIL business in the cloak and suit departments is now in full swing, and the fact that garments are moving out to the satisfaction of buyers is evidenced by the number and frequency of repeat orders—orders that are keeping the manufacturers well employed. Though travelers are as yet covering only the more distant parts of the Dominion, and Spring lines are not as full nor as representative as they will be later, they are meeting with a good reception and some nice sized orders are resulting.

A marked feature is the inquiry for shirtwaist suits; indeed in some cases where samples have not been included in the line travelers have been asked for them, and have written in to the firms they represent for the samples to be expressed to them. Where this has been done satisfactory orders have been the result. Of course these have been in sicilian and mohairs, for silks have not yet been shown. The feeling, however, in both the retail trade and in the manufacturing houses is that shirtwaist suits are going to form a strong feature of the Spring season.

Said one manufacturer of great experience: "The leaders for the next season are going to be the separate coat, the shirtwaist suit and the separate skirt, and the coat can either be worn with a shirtwaist suit or with blouse and skirt."

Coats made of covert cloths are now in high favor and this favor will be most marked in Spring. Box cloths will also be in evidence, and for the loose mannish coat there will be tweeds and tweed effects. The checked backed covert is regarded with favor for the Spring trade. It is selling in the States for Fall, but is hardly heavy enough for the Canadian season.

Among novelty coats put out now for the city trade are ¾ coats in the semi-fitting and in the modified tourist styles—that is in the tourist that has a much tighter fitting back and is also further confined to the figure by a belt that extends all round instead of being confined to the back only.

Velvet in tan, burnt onion or golden brown was used as the trimming, and some were further embellished by rows of soutache on the velvet. Both cloth covered and gilt buttons are pretty freely used, and the newest gilt ones are conical in shape.

There is a decided call for brown in suits that is somewhat difficult to fill, as brown in all materials is decidedly scarce. The extreme popularity of this color comes rather as a surprise to the whole trade, as it has always been held as only a minor seller.

The Canadian garment trade seems generally to have escaped the peck of troubles that has fallen to the lot of both buyer and manufacturer in the country to the south of us—troubles that seem to be the outcome of putting too many styles out. It takes, as all who are conversant with the trade know, quite a large number of garments to stock a style on a selling basis, and buyers are not going to do this until it is reasonably sure that a style is right, and as there was such a diversity and such a multiplicity of styles shown when sample lines were put out buyers just nibbled at them until the openings were over and there was some chance of seeing which were the favored ones. Now that the selling season is on comes a rush of re-orders that the manufacturer is having the greatest difficulty in filling, and this difficulty is further aggravated by the fact that the woollen manufacturer has also been waiting for his orders from the converter, and that buyer's orders have in the garment manufacturing houses to be shelved until the woollen manufacturer can make the material.

Those in touch with the trade who know the great importance of deliveries up to date will be able to realize the disastrous effect of this state of affairs.

THE CLOAK TRADE IN TORONTO.

ONE of the most progressive industries in the Queen City, and one that gives employment to a large and an increasing number of hands, is the manufacturing of ladies' cloaks and suits. The majority of the work people employed in this industry are of the highly skilled type, and the wages paid are correspondingly high—indeed it is said that the women operatives in the cloak factories earn the highest wages in their class.

The quality of the garments made also ranks high, and the manufacturers point with pardonable pride to the perfect manner in which they are finished and tailored.

It is 10 years or so since J. Northway & Co. started the first cloak factory in Toronto with 12 employes, and now they have about 300; while S. F. McKinnon & Co., who have been established 7 years, now employ 160. The Consolidated Cloak Co., which started in the business 6 years ago, now have 150 employes; and the Merchants' Mantle Mfg. and the Continental Cloak companies, who both started 5 years ago, now employ respectively 100 and 125 hands. Besides these there are the Merchants' Dyeing & Finishing Co., Ladies' Ready-to-Wear Novi Modi, Canada Cloak Co., the Globe Co., and others, who employ a smaller number. Altogether the number of employes in the cloak industry, in Toronto alone, must total up to considerably over 1,000 hands.

A DIARY OF THE CLOAK TRADE FOR THE LAST TWENTY YEARS.

JUST imagine the length and volume of a record that follows the turns and twists of the cloak trade for the last 20 years, and it is only those who are connected with the trade who can gauge its value or interest. The cloak trade was very young when this diary was commenced, and I believe only cloaks were then made, the separate skirt and the suit and costume trade being comparatively recent developments.

This valuable diary describes the fashions for each Spring and Fall, and tells just when and how they came out. It shows all the changes and fluctuations of and all the fads in cloaks, their rise, decline and fall for all the time since it was commenced.

Those who make a study of feminine fashions, know how they run in cycles, and what a knack they have of harking back to old styles—though it is invariably an old

What we said in the October issue of this journal we repeat this month :

Repeats of Fall and Winter numbers are receiving prompt and careful attention.

26 in. to 28 in. Coats, Demi-fitting back and Tourist Coats 26 to 28 in. and three-quarter lengths, are correct for this season.

To those who buy early, we shall be in a position to show samples for Spring 1905 shortly. See our lines before you place any orders.

We want your business. That's why we advertise.

LETTER ORDERS RECEIVE PROMPT ATTENTION.

THE Merchants' Mantle Manufacturing Co. Limited

LADIES' READY-TO-WEAR

Coats, Costumes and Skirts.

36 WELLINGTON ST. E. and 1, 3, 5 LEADER LANE.

TORONTO, Canada.

THE writer was in a store a few days ago showing Underskirts. The merchant took our $18.00 Silkette Underskirt and showed to a lady customer standing near. Without looking at it she said : "Oh, I'm tired of ready-made petticoats, they are all so narrow." When she saw the width of ours she ordered one.

MORAL.— Handle the Underskirts that are extra wide and "Perfect in Make, Fit, and Finish," not the narrow, poorly made stuff that drive your customers away from ready-mades.

PRICES, $6.90 to $54.00 doz.

Quick deliveries.

Our travellers cover Canada.

See them or write us for samples.

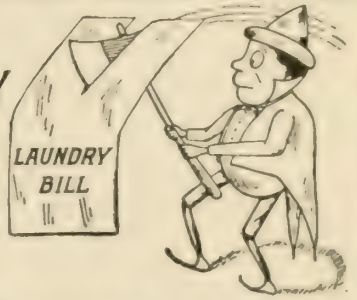
The Pugh Mfg. Co.

33 Church St.,

TORONTO.

PILCHER'S "BIRD" COAT SLEEVE CUFF HOLDER

CUTS LAUNDRY BILLS NEARLY IN HALF.





WHEN A MAN TAKES OFF HIS COAT HE USUALLY PUTS HIS CUFFS WHERE THEY WILL GET SOILED OR MISLAID. "THE BIRD" SATISFACTORILY ATTACHES THE CUFFS TO THE COAT SLEEVE LINING—WHEN THE COAT IS REMOVED THE CUFFS COME, TOO.



Costs You $1.50 Per Doz. Pairs
Sells For 25 Cents Per Pair

ORDER FROM YOUR JOBBER, OR

J. V. PILCHER MFG CO

LOUISVILLE, KY

style with modern innovations and only copying the main features—can appreciate how valuable a book of reference this diary is.

Mr. Calkins, the managing director of the Merchants' Mantle Mfg. Co., who has kept this interesting record, says that styles each year are becoming more sensible and practical, and that when he turns over his diary to the record of seasons long past he wonders how the trade managed to sell the garments made then, for he is sure the 20th century woman would decline to have anything to say to them.

The keeping of such a diary shows the deep and intimate interest that binds a successful man to his business and, judging from the rapid growth of the cloak trade in Toronto, this is not the only diary that could be consulted.

MURMURINGS OF SPRING.

ALTHOUGH many cloak lines are already in the market for Spring, a few firms have refrained from early showing, although the general type is forecasted even at this date. In conversation with a Montreal manufacturer, some interesting views were disclosed. He thought no type would be settled upon till at least December. "However," he continued, "while I don't imagine all Canadian manufacturers are going to bank upon and protect their customers in pushing one good style, yet the most suitable length for a Spring cloak is a 22 or 24 inch coat and that is undoubtedly what will be the correct length. This short coat will be tight-fitting, hardly the old corset model, however. Another style which will occupy a staple position is the butcher coat. These general characteristics are bound to be carried out by every Canadian manufacturer alike. Each will place distinguishing marks upon his models. In regard to the length, sound judgment commends it for the consideration of buyers generally, for short women a 24 inch coat will not cut off their length perceptibly, while for the tall, slender figure it is certainly a smart style.

THE SHIRT-WAIST SUIT.

THE shirt-waist suit again promises to be a leader in the trade next Spring and Summer. It has obtained a strong hold on the city trade this Summer, and there is every indication that it will hold this trade in future and also that its vogue will extend to the country trade as well.

Though there are certain fundamental lines to be observed, the cut, style, and finish of the shirt-waist suit is varied, and affords considerable scope for individuality in make and trimmings. A shirt-waist suit can be charmingly simple, or by the additions of trimmings and embellishments, it can be made extremely elaborate.

Those first to be taken into account are the silk stuffs that have claimed the shirt-waist suit as their own. These include soft taffetas, shepherds and small fancy checks in taffetas and louisines, satin liberty, pongees and the new tussores and many other novelty silk fabrics.

Lustres and mohairs in both plain and the many fancy weaves will be very prominent and some of the best sellers are sure to be picked from the wide range in these materials.

Of course, wash fabrics occupy a large space in the manufacture of shirt-waist suits, and almost all of the popular wash fabrics have been pressed into service. Linens, cotton voiles, zephyr ginghams, etc., are all shown. The new sateens and mercerized cloths in shepherds checks are sure to be popular as these simulate the checks in silks. In linens it is the coarse crushes and etamine weaves, as well as linen duck, line zephyrs and other cloths. Many cloths that duplicate woollen fabrics are made into smart shirt-waist suits.

Though of course different materials call for a difference in the mode of treatment, the general lines are essentially the same of whatever fabric the shirt-waist is made.

The particular feature of this season's suits lies in the shape of the skirt. The lines are wide and full and depart radically from those of a year ago. Broad, flat pleats are stitched down to a little below the hips and below there they spread out in loose full lines. Some few show arrangements of patterns, but the pleated styles are most in evidence. Nun's tucks and groups of wide tucks are seen around some of the skirts. Wash braids, heavy laces—many of them two-toned, as well as faggotting and fancy stitches are used.

The waist, of course, adheres to the shirt-waist principles and is easy fitting. The drooping shoulders have given way to the broad effect and the sleeves follow those of the plain tailored shirt-waists, the untrimmed lines of which are shown in another part of the paper. The broad up-and-down pleats either stitched down all the way or only to the bust line, are the most accepted treatment and this is varied to the designer's fancy.

THE QUESTION OF STYLE.

RETAILERS are fully aware that their cloak section is kept alive, not so much by the wearing out of garments, but by the changes in style, "that indefinite something" which is oftentimes the bugbear of a peaceful business life. With the latter part of the preceding sentence in view, too many vagaries in the style of cloaks means not only trouble to manufacturers but spells ruin to the retailer.

In this connection it is not only interesting but instructive just at this time to sum up Fall styles not only in the Canadian market, but across the line as well. It is safe to say, buyers across the line this Fall, when they came to market were confronted by an array of styles which in point of diversity, had never been equalled in the trade. For their delectation were presented all lengths from extremely short to extremely long, and various types and various distinct styles—in fact, everything from a tourist coat to a Directoire model or Louis mode. With what result? Business for manufacturers has been more than disappointing, in some cases being placed at one-half the previous season. This inevitably is going to affect the retailer. He has no model to bank upon and to push. With such conditions it is only natural that retailers placed orders with only a delicate regard for quantities

In the Canadian market such disastrous conditions have hardly approached, as at least two types of cloaks have dominated the market. However, many companies have worked out their own ideas and if the style question is not more carefully and earlier settled, trouble might readily ensue.

From this preface, it may readily be deduced that a uniformity of style for both Spring and Fall seasons is a

desideratum. Such a view almost seems like a vain chimera, but if the co-operation of retailers can be obtained, and a little fostering of the consumer indulged in, there is no adequate reason why such an experiment might not be carried to a successful issue. If the design be new and practical, and incorporate the best from foreign markets adapted to Canadian needs, and the price afford the retailer a good profit, such an event would lose its chimerical aspect. These matters to be sure each need careful working out but this Fall's results tend to prove such a contingency is possible.

Retailers must embrace such a uniform condition as nothing less than a boon. It would eliminate the furrows from many a brow, caused by the worry involved in knowing just what Canadian cloaks to buy. With one good Canadian style of cloak, he can then go ahead and confidently tell his trade, "This is the style" and there is very little doubt but what such a course would boom trade. It must be borne in mind, however, that by no means is a uniform use of accessories advocated, rather is the length and general selling qualities regarded as the uniform desideratum. The various types and designs in the accessories incorporated by various manufacturers must be used not only to attract but to sustain a varied clientele and afford that distinguishing exclusive touch which charms the heart of every woman. Retailers' past experiences bear out not only the trouble but the loss involved when no particular type occupies a dominant position. Unfortunately women are not bound to buy just what is most becoming, that part is only recognized when the style of cloak shown them is recognized as the most fashionable.

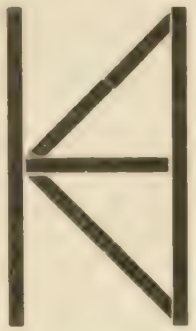


Novelty Cotton Material—A design popular for Art Tickings and Bedroom Draperies.

NOVELTY COTTON MATERIAL.

IN the accompanying illustration The Review takes pleasure in showing its readers a pretty sample of an attractive cotton material, which is very popular at the present time. The goods are shown in a large variety of colors in twills and patterns and are used for art tickings and bedroom draperies, etc. It has met with large sales. The design shown is No. 1865 of the Colonial Bleaching and Printing Company's line.

A PUZZLE



This curious looking figure stands for the only difference in the names of the two lines which we manufacture.

Take away the right hand vertical and the horizontal bars and you have the principal letter in the name of our line for ladies.

Or, take away the two oblique bars and what is left forms the principal letter in our line for gentlemen.

Can you guess it ?

Here is the answer :

SKIRTS for the ladies.

SHIRTS for the gentlemen.

Our samples for Spring 1905 now in the hands of our travellers, comprise one of the most complete ranges we have ever offered to the trade.

No pains or expense have been spared in making them as good or a little better than those of any other manufacture.

Our skirts are **patterned after the latest styles** from a choice range of materials.

Our shirts are the kind that **look well** and **fit well**—two important factors in shirt making.

We offer these goods **to retail at a popular price.**

If our travellers have not reached you yet, write us, and we will send full particulars.

THE EMPIRE MFG. CO.,

646 Craig St., MONTREAL LIMITED



* This department is conducted and prepared by Mr. J. C. Kirkwood, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. He will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticise advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

LESSONS IN ADVERTISING.

(Continued from last issue)

THAT plain type is desirable and effective for advertising is shown by the fact that it is used largely by advertisers whose expenditures are among the thousands of dollars. Among the styles of type which can be used effectively are old-style Roman, light-faced Gothics and Latin Antique. Not only are these types well adapted to advertising pages, but also to the very highest grade of artistic work. It is interesting to note that almost all frequent advertisers in the dailies are identified with some special face of type.

A—Type.

Some of the common and popular type faces are known as De Vinne, Jensen, Post, Roycroft, Old Style, Gothic, Ionic, Antique, Italic, Pica, Nonpareil, Agate. Some are most useful for "display," others are "body" type. Herewith are provided specimens of the type faces named :

The Wanamaker Christmas Show for children this year is called "The

Example of 12-Point DeVinne Series.

Man in the Moon." It is a story told in pictures, and as a consequence the store is

Example of 12-Point Jensen Series.

Constantly crowded with a throng of delighted little ones—brought

Example of 12-Point Post Series.

there, of course, by their mothers and sisters who come to buy. On the fourth

Example of 12-Point Roycroft Series.

floor is the first picture—the little girl who lived in the Land of Nod and who started out

Example of Old Style Pica Series.

to find who was the man in the moon. She is depicted

Example of 12 Point Gothic Series.

Sound asleep in her little white bed, and the pictures that follow

Example of 12-Point Ionic Series.

are what she saw in her dream. There is the Village Church with

Example of 12-Point Latin Antique Series.

its loaded Christmas tree; then the Country of the Fairies that she went

Example of 12-Point Harvard Italic Series.

through; next the Red Grotto, the Green Grotto, the Merry Gnomes and the Goblins'

Example of 12-Point Series.

Den. After that Paradise Glen, with lovely colored birds floating through the air, then the Crystal Cave and the Arctic Regions with the Aurora

Example of Nonpareil.

Borealis, and, finally, the Man in the Moon. The Wanamaker Christmas Show for children this year is called "The Man in the Moon." It is a story told in pictures,

Example of Agate Series.

The foregoing are useful as examples. It is not necessary to study them in an effort to memorize the styles with their names. Their quick recognition will come with their use. It will suffice in the meantime to note the different styles and to consider their different effects, and to contrast them. It will be found expedient to clip this exhibit of type faces and to paste same on a card or in a book for reference later on.

There is another aspect of this question that must be dealt with, namely, the designation of type sizes. The old method of type measurement was by a distinctive name. Thus type sizes were known for example as :

An advertising man is a born optimist.

Pica.

It his business to see the possibilities of things.

Long Primer.

An advertising man is a born optimist. It is his business to see the possi-

Nonpareil.

An advertising man is a born optimist. It is his business to see the possibilities of

Agate.

The modern system of designating the size of type faces is called the Point System. Thus type is said to be 8 point, 10 point, 12 point, 18 point, 36 point, 48 point, 72 point, and so on.

There are in theory 72 points in an inch of space. Thus a 36 point type would measure one-half inch in depth, a 24 point face one-third of an inch, a 12 point face one-sixth of an inch, or, to state it differently, there are six lines of 12 point type to the inch, four lines of 18 point type, two lines of 36 point type.

An appreciation of the point system of type measurement is desirable in that it enables the constructor of

MERCHANTS MAKE MORE MONEY

We offer YOU the opportunity. Here is good evidence—extracts from typical letters of merchants we work for:

FROM WINDSOR, N.S.

"The month of September—as compared with last year, is about $400 ahead of last year. In the face of hard times (a shut down in the cotton mills) and a firm selling out, not too bad."

FROM MONTREAL, QUE.

"In the matter of our ads would say that we appreciate your very able ability to write them. They are certainly high class and deserve the highest credit." "Our August trade was about 2½ per cent. over last year."

FROM ROUNTHWAITE, MAN.

"I am very much pleased with the work you have done for me, and I feel that you have given me a great deal for the amount I have paid you. Your ideas and suggestions, too, have been helpful, and I have appreciated them.

"I believe my advertising money is now being better spent than ever before, and that the plan which you put into operation for me should work equally well for any general store, and

"I can heartily recommend both you and your work to all enterprising merchants."

The first letter from a merchant in a small city, the second from a merchant in a great metropolis, the third from a merchant in a small town, all are alike in expressing their satisfaction with what we have done and are doing for them.

And no matter how large or how small your business is, we will help you make more money by increasing your trade.



When we say this, we are offering you no untried experiment. It's a straight, honest, business proposition—we offer to do for you what WE ARE DOING for others.

It is not alone by the advertising we prepare that we will PROFIT you. As our customers will tell you, the business-getting suggestions we give, the helpful aid on the troublesome, puzzling, daily problems of store management and policy, on money-making plans, on special advertising plans, etc., are worth all they pay us. To get you to

Try Us

we are going to cut our regular terms in half, so that you will pay us but a trifling amount, no more that an evidence of good faith—it may be less than a dollar a week, according to the number of ads. you use.

You Can Take No Risk.

To give you absolute assurance that you make NO mistake in giving us the trial, we make this guarantee:—

If you are not satisfied at the end of three months that we can accomplish what we promise, and if you do not think we have given you MORE THAN your money's worth, you have but to ask it and WE WILL REFUND ALL MONEYS PAID.

Could we give stronger evidence that IT'S YOUR SUCCESS THAT means our success?

If you are interested in increasing your trade, write us. We'll only work for one merchant in a town—write us NOW.

CHILD & FALL

Advertising - Business Building.
WAKEFIELD, MASS.
Canadian Offices: Room K, 10 Front St. E., Toronto.

National

Roller Bearing

Carpet Sweepers

Cut Book 29 RETURNED To Owner
Page 60 FEB 2 1905

Gold Medal

The highest award on carpet sweepers as an article of furniture, ornamental as well as useful. Also as an article of household utility.



Gold Medal

The highest award on carpet sweepers for quality of materials, elegance of finish, simplicity of parts and efficiency in operation.



RETURNED FEB 2 1905

GRAND PRIZE

The supreme prize in sweeper group.



RETURNED FEB 2 1905

The Triple Medal Line

The Grand Prize and Two Gold Medals, as above, have been awarded by the International Jury of Awards of the Louisiana Purchase Exposition on **National Roller Bearing** Carpet Sweepers, the highest award ever made Carpet Sweepers. This is an incomparable honor for **"NATIONALS,"** having been on the market but four years, a record not even approached, let alone equalled, clearly demonstrating the superiority of modern ideas, applied in modern features, along modern lines, of the quality and finish to stand the most severe test. And, yet, this is but a confirmation of the verdict of the thousands of dealers who are selling our product and who have always pronounced it far the superior.

The Grand Prize and Two Gold Medals will not add to the price of **"NATIONALS."** Our high standard of quality, workmanship, finish and general extreme simplicity which gained for us this highest honor, will be maintained.

Mr. Buyer,—Thousands upon thousands of women, the users of sweepers, have daily visited our booth and examined our goods. Our demonstrators have shown and explained the merits of **"NATIONALS."** The opportunity has been presented, as never before, of making comparisons, and our visitors—your customers—have gone home with the fact firmly impressed upon their minds, that in **"NATIONALS"** they can obtain something different, something better and all that is good in carpet sweepers. Don't **you** want to meet the demand of your customers? It's The Triple Medal Line.

NATIONAL SWEEPER COMPANY

MARION, IND.

Toronto Office 45 Colborne St. | San Francisco Office 617 Mission St. | Chicago Office 1411 Michigan Ave.

advertisements to indicate to the printer in a definite, intelligible way just what size of type to use. For example, a certain display line would look well, so the writer determines on a 36 point. So he indicates on his copy that he wishes a type measuring one-half inch high. Or it may be that a 24 point or an 18 point or a 36 point size is wanted, meaning thereby a face measuring one-third, one-quarter or one-half an inch in depth.

To illustrate there are here given examples of differing type faces and sizes with the names and sizes in points indicated below :

Advertise

Example of 48-Point Devinne Series.

ments Should be busi

Example of 24-Point Devinne Series.

nesslike. There are no frills

Example of 18-Point Devinne Series.

About business. Is

Example of 36-Point Jensen Series.

is a matter of fact, direct. It is

Example of 18-Point Jensen Series.

Not only foun

Example of 36-Point Post Series.

dation, but the Super-

Example of 18-Point Post Series.

structure, as Well, of

Example of 24-Point Roycroft Series.

modern Civiliza-

Example of 24-Point Extended Gothic Series.

tion. Men who sell

Example of 24 Point Avon Series.

Are in earnest. Those who sell are in earn-

Example of 12-Point Series.

est. Those who earn their money by labor know that it

Example of 10-Point Series.

is hard to get, and they part with it as a necessity to their

Example of 8-Point Series.

being. To be sure, they do not spend it reluctantly or gingerly, but they part with it

Example of 5½-Point Series.

It will be found useful to clip these examples and to paste them in a book or on a card for future reference.

There is another feature of some type styles that is worth noting, namely, that some are "extended" while others are "condensed" :

As a necessity

Examples of 18-Point Gothic Extended Series.

to their being. To be sure, they do not

Examples of 18 Point De Vinne Condensed Series.

The "extended" letter has width, the "condensed" is narrow. Sometimes the advertising constructor wishes a word or phrase in a certain size of type to go in a single line. With an extended letter it may not be possible, with a condensed letter he may achieve his will, and at no sacrifice of strength.

Type is still further distinguished by the terms "upper case" and "lower case," the former meaning the capital letters, or "caps," as they are commonly called ; the latter meaning the smaller letters which accompany the capitals.

Possibly what has been written on the subject of type will be sufficient for the student for the present, but the subject is by no means exhausted.

(*To be continued.*)

STRIKING ADVERTISEMENTS.

HAVE you ever picked up a newspaper to find your eye immediately arrested by an advertisement which stands out bold, clear and inviting? It will not lose itself. It catches the eye at every turn, and at

Unless
money's
no object

No young man objects to getting for $10 a Fall overcoat that was anywhere from $14 to $25.

We've about 200 such coats, sizes 32, 33 and 34 chest ; and the lot includes both tan coverts and medium length blacks and Oxfords.

$10.

At the same time, most any young man of the same size can pick out a Fall suit to his fancy — the stock's complete.

$12 to $25.

Rogers, Peet & Company

every look it pleases. By and by you read it, even though you are not in the market for the wares it proclaims. Not a big advertisement either, there is not even an illustration Tells its story briefly, smartly; doesn't weary you, and leaves an impression of favor. Look at it again and you find that it is exceedingly simple—indeed it is difficult to imagine anything much simpler.

I am submitting this month two or three examples of the advertisment that is in my mind, and invite the reader's close study of them. Note the "white space" that surrounds them, the simple border, the plain type—a type face known as "old style.' Any printing office can reproduce this style, and as I see it, many a mrchant would do well to employ it. Such advertisements even of moderate size, are quite as effective—more so in fact—than

large sized ones that have no attractiveness about them. At any rate, the style of advertisements illustrated is worth cultivating.

WHAT NEW YORK STORES SPEND IN ADVERTISING.

A conservative estimate of the amount of money spent by the big department stores in Greater New York is as follows:

John Wanamaker, $500,000; Siegel-Cooper Co., $400,000; Simpson-Crawford Co., $400,000; R. H. Macy & Co., $350,000; Adams Dry Goods Co., $300,000; Bloomingdale's $300,000; Hearn, $250,000; Enrich Bros, $200,000;; Frederick Loeser & Co., Brooklyn, $200,000; Abraham & Strauss, Brooklyn, $100,000; Rothenberg & Co., $175,000; H. O'Neill & Co., $150,000; Saks & Co., $100,000; B. Altman & Co., $100,000; A. D. Mathews' Sons, Brooklyn, $100,000; Chapman & Co., Brooklyn, $100,000; Stern Bros., $75,000; H. Batterman, Brooklyn, $75,000; Lord & Taylor, $50,000; Koch & Co., $50,000; Arnold, Constable & Co., $35,000; small departmental stores, $150,000. Total, $4,160,000.

The Swish of a Silk Petticoat

Something eminently satisfying to the wearer in the rustle and frou-frou of a Silk Petticoat.

These attractive new ones possess more than the rustle—they are full of style, with their accordion and umbrella flounces and pretty trimmings of lace, plaits and ruchings; and the prices are quite within reason.

At $5 Taffeta Petticoats, in all the new shades or black, deep accordion-plaited flounce or circular ruffle, with plaits.

At $6.50 Of gloria or taffeta; deep graduated flounce, with two gathered ruffles at bottom.

At $7.50 Of Pongee, in natural color; soft, clinging and light weight; deep umbrella flounce, with gathered ruffle at bottom.

At $8 Of taffeta, in light or dark shades, also black; deep umbrella flounce with plaits; gathered plaited ruffle at bottom.

Root & Carmack,
181 Prospect St.

The expenditure is about twice that paid for rent by the big stores. Advertising is exceeded by only one other item of expense—that of salaries and wages which is about double the advertising appropriations. Practically all this publicity is newspaper advertising.

THE PROBLEMS OF YOUR BUSINESS.

By Irving C. Child, of Child & Fall, Advertising Specialists

CONSTANTLY coming up in the course of every business are the interesting, yet perplexing and difficult problems, whose correct solution means so much towards success—or failure.

How much easier it would be, how much worry it would save, if you could turn for aid to someone whom you knew to be competent to tell you what is best, and show you the course which will make a profit, and the one which will entail a loss, and give the reasons why.

Suppose, for example, you have in mind the adoption of a new plan. You would like to know if another merchant has used a similar plan under similar conditions, how it worked out, and in what particular the plan could be varied and improved upon to suit your particular conditions.

To whom can you turn for helpful assistance? You cannot go to your competitors. Your friends are not competent to advise you. It is on all such points as this that the true advertising expert proves so helpful and so profitable to the merchants for whom he works. He knows.

The true advertising expert does not confine his efforts to writing advertising by any means. That is but a part of his work. The value of his services lies in the competent advice and help he gives on these multitudinous problems, all important, and in the fact that advertising he prepares is prepared to meet the special conditions which confront each business and is along the lines which will best promote it.

His mind is trained on these lines. It is his daily task to do these things. His success depends upon his being correct. He is in constant touch with merchants of all conditions, and both large and small: he knows what plans are working successfully and the conditions they are working under, he devises new plans and adapts old ones, he understands how to find points of loss and how to stop them, he suggests new ways to make money, and in innumerable ways works for the betterment of the business he identifies himself with.

Is it strange that such men—men whose every energy is trained along the lines of business promotion—can help to success merchants who, their attention divided by the multiplicity of their affairs, can give but a small portion of their time to the promotion of their business?

Wallach's Hats

This Autumn has seen a great revival of the Light Colored Hat.

Not all hatters knew it was coming—we didn't Know it, but we Believed it strongly enough to make up the fullest line in town.

We have Havana, Java—all the good shades in all right shapes.

$1.90—$2 90—$2.40

Proper and Popular Shades in Gloves

WALLACH'S
Nelson Street.

Canadian merchants are enterprising and progressive, and we feel positive that it is only necessary for them to really grasp and fully appreciate just what he does for them, when very many will take advantage of the advertising specialist's services.

SHOWERPROOF GARMENTS.

IF any additional proof were needed to attest the popularity of showerproof garments the past month has given ample testimony. The retail trade seems to have awakened fully to the fact that showerproof garments are seasonable articles and should be carried in stock all the year around. It is fully recognized that showerproof coats as made now by skillful



A Three Quarter Model, shown by National Rubber Co.

manufacturers are garments of great utility and appeal not only to the aesthetic but to the practical instincts of both men and women. The continuing repeat orders on all grades makes this assertion more valuable and bears testimony to the widespread purchase of raincoats by buyers in all sections.

In looking over samples either for repeats or Spring business which are being shown to the trade now, discretion should be used in accordance with local conditions. It must be remembered that only the movement of the fabrics and styles as a whole can be given and that local conditions may sometimes render some of the innovations urged impractical. In fact many shrewd merchants insist upon manufacturers conforming to their own particular views after a stylish garment has been banked upon.

* * *

In defining and settling upon any particular style of garment which may be banked upon as the newest and the safest model, one is met at the outset by the different demands from the various sections of the country. What might be called the three-quarter coat as well as the one reaching to the hem of the garment are undoubtedly the best sellers with the latter having the largest output. This may be made perfectly clear when it is realized what a protection the long full coat is to a lady's dress, making it acceptable for the great middle class, while the other coat meets the demand of a more particular class who insist upon novelty and exclusiveness. There is also an advantage in the latter coat for short figures. Another coat which is being exploited again for Spring is the short corset coat about 26 inches in length. It had a fair sale last Spring but is hardly meeting with the same success this season.

* * *

While these are the general rules followed by all manufacturers, the diversity of styles produced is almost beyond comprehension. Though each manufacturer shows for Spring certain styles characteristic of his own factory, and, in a way, distinct from his several competitors, there are certain strong resemblances among them all, denoting a recognized fountain head of fashion, an acknowledged authority beyond whom there is no appeal. Judging, however, from the embarrassment of styles shown, one definite style seems not to have been settled. That this may arise from the fact that Paris even has not pronounced upon any particular style is perhaps feasible. At all events it is a generally recognized axiom that too great a diversity of styles hurts trade. The Canadian trade, however, is not confronted by any such threatening calamities. The medium and the long coat cover the field and it is a perfectly legitimate aim that manufacturers should strive to give individuality to their lines. Enough variety can thus be attained to give spice and vim to the trade which is highly salutary and commendable. This spice is given sometimes by a peculiar weight or color of material but usually by the many fancy effects rung in on a certain sleeve, an odd style of cape or collar, a touch of braid here and there, on odd buttons placed in advantageous places. The extent to which these novel effects are employed is endless. Consequently the discussion can be summarily dismissed by stating the whole tendency in ladies' garments is towards fancy effects. In men's goods as noted last month an opposite tendency is at work. Plainness yet neatness is the desideratum. Next month will be given an accurate summary of the tendencies of Spring business as well as the most popular materials, colors and styles.

MADE IN CANADA



NEW SPRING RANGES OF RAINPROOFS AND WATERPROOFS
ARE NOW IN THE HANDS OF OUR TRAVELERS.

Head Works:
MANCHESTER, ENGLAND.

Head Office, Warehouse and Factory for CANADA:
92 McGILL ST., MONTREAL.

Western Stock Room:
216 Portage Ave., WINNIPEG, Man.

RUBBER

ARLINGTON

COLLARS, CUFFS, Etc.

WATERPROOF

Superior to linen. Do you carry them? If not, why not? They're the very best made.

AGENTS:

Eastern: DUNCAN BELL, Montreal. Western: POWER & CHANTLER, Toronto, Ont.

NATIONAL BRAND

Rainproof and Waterproof Garments for Ladies, Gentlemen, and Children. Newest styles. Made in all shades. Three-quarter or full length. Trimmings to match.

Large illustrated catalogue and price list on application.

NATIONAL RUBBER CO., 524 Craig St., Montreal.

RAINPROOFS

Buyers who want reliable Goods should ask for those proofed by the

'Cravenette' Co., Ltd.

and stamped—



The "Cravenette" Co., Limited, affix their stamp only to such goods as are suitable in quality for Rainproof purposes.

Therefore, this stamp is a guarantee not only of Rainproof properties, but also of the quality of the material.

The "Cravenette" Co., Ltd., BRADFORD, Proofers to the Trade.

INDUSTRIAL CONDITIONS IN BIRMINGHAM

By H. B.

BIRMINGHAM is the home of many British industries, and during times of general trade depression it seldom happens that work is short in all of them. At the present time, however, trade is very quiet all round. Manufacturers of light articles, such as jewelry, light brass goods and the thousand and one knick-knacks which the central great city of England supplies, are feeling the benefit of the customary demands for the Autumn season and the Christmas trade, but on the whole business may be regarded as flat, stale and unprofitable. The depression consequent upon lavish national expenditure in a great war with ever increasing foreign competition, seems for the moment to have practically paralyzed the home industries and Birmingham is suffering throughout her commercial system, as a natural consequence.

* * *

In countries whose business limitations are fairly defined, trade ebbs and flows in great waves of certain volume, but the steady decline in the output of some of our local industries and the sharp and ever sharper foreign competition which this country experiences as the result of her "unprotected" condition, is bringing Mr. Chamberlain's great scheme of tariff reform more and more within the range of practical statesmanship. We are suffering not merely from the depression which is to be generally looked for after years of plenty terminating in a big war, but also from the excessive dumping of the surplus stocks of other countries, who, when Birmingham was regarded as the "toy shop of the world," used to look to her as a source of supply, but have now become her fiercest rivals. This change in the relationship of the hardware city towards those who were once her customers, combined with the pinch she is experiencing in the home trade, is causing her to turn more and more to "protection" for relief, and when the time comes for Mr. Chamberlain to make his appeal to the country upon the question of fiscal reform, Birmingham will be found practically solid at his back.

* * *

Government requirements have kept the military gun trade fairly busy, and happily a recent order to restrict the output of the new army rifle, so far as the Birmingham manufacture of it is concerned, has been rescinded, or at least modified, in view of the coming Winter and its privations. Otherwise the gun trade would have been in a sorry state. Sporting guns have been in poor demand considering this is the season for them, but orders for cartridges have been sufficiently large to prove that to economy rather than to any decline in the sporting instinct, must be credited the unsatisfactory condition of this important Birmingham industry. On all sides the cry is the same—"Money is scarce." Luxuries must therefore be curtailed. So the man that is ordering a new motor car dispenses with a new gun.

Large orders for finely appointed rolling stock for South American railroads and steel bridges for the same lines have enabled railway carriage builders to face the situation with greater equanimity than otherwise they might have done, but bridge builders and producers of structural materials, girders, joists and ties and angles and channels throughout the Midland district, though partially occupied, cannot be said to be busy. There is a fair demand for heavy iron founders work in some quarters, but signs of a general revival throughout local iron industries are not yet apparent.

* * *

Heavy sales of War Office stores have had a depressing effect upon the saddlery trade in the neighboring town of Walsall, and though some cycle companies have been able to submit good balance sheets, rumors of cheapening the make of cycles for the Spring season point to special efforts being made to suit buyers who have been affected by bad trade.

* * *

The button trade was once peculiar to Birmingham, and probably the active output is greater to-day than ever it was in certain lines. In this connection it is satisfactory to observe that Plant, Green & Martin, Limited at the recent annual meeting of the company, were able to report a most satisfactory year's trading and to declare a dividend at the rate of 11 per cent. per annum on their ordinary shares, after making liberal provision for all contingencies. There is hope also in last month's official trade returns. While the exports of the country show an increase upon last year's returns for the same period and imports have diminished, Birmingham has benefitted by an increase in her output.

* * *

We are indebted here to Mr. P. W. Ball, the Canadian Government commercial agent stationed in Birmingham for much public information regarding Canada. Mr. Ball has recently given a very clear explanation of the effect of the regulations recently issued by the Canadian Customs Department to give effect to the "anti-dumping clause" of the tariff act. In effect Mr. Ball explains that the new regulations have been framed in the hope of assisting British manufacturers and effectually crushing the dumping so extensively carried on by American producers in the past. The friendly attitude Canada is adopting in her commercial relations with the Mother Country is gradually being understood and appreciated by our too conservative hardware community, and, as the reports of the many special agents who have recently been dispatched to examine on the spot into Canadian possibilities of trade, are thoroughly digested, there is little doubt closer relations and much personal friendship will result. In promoting these objects Mr. Ball is a very important factor in our midst.

SEEN IN THE "GRAND PRIX d'AUTUMN"

By One Who Was There.

Paris, October 10, 1904.

FOR an Autumn race meeting the weather was ideal, there being enough sun to show off the costumes to advanatge, and a sharp, crisp air that made it possible to wear Winter furs and heavy velvets with a certain amount of comfort. It is rarely that a gathering of even fashionable Parisiennes has presented a more brilliant "tout-ensemble" than was the case at Longchamps. This was partly owing to the fact that bright and daring colors



Coat in reseda velvet, embroidered waistcoat and lace vest. Skirt of cloth in same shade, two velvet bands one ornamented with red cherries and leaves. Hat reseda velvet buckle and white feathers. Worn at Longchamps.

were well to the fore, (purple and mauve, olive and reseda greens, deep, bright blue being well represented, as well as red, which latter was more especially used for hats), and also to the richness of materials employed.

Such a profusion of soft, sheeny velours, mousseline, draperies of rich laces, soft looking ermine capes and stoles, and to crown all cloaks, boleros and tail trimmings of that jewel of all furs, Russian sable. Long directoire cloaks, as well as redingotes, were much in evidence, but smarter than all were the swallow tailed coats made with deep revers and worn over Louis XVI. waistcoats.

A Swallow Tail Model.

A charming model in swallow tail style was made in reseda green, the skirt being of cloth, rather full but clinging and having a deep band of velvet at the hem. The jacket was of velvet, tight fitting with a three-quarter length basque cut away from the hips and tapering off to rounded ends. This basque was finished off in exactly the same way as is a gentleman's dress coat. The front of the jacket was open with wide revers falling into pleats and showing collar and vest made of narrow lace frills, ornamented with velvet buttons, studded with brilliants. The sleeve was rather full, being gathered into the armhole and finished from the elbow with lace frills. With this was worn a large picture hat, the high crown having a band of box pleated velvet round it towards the top and three ostrich tips shading from green to cream were posed as the left side.

A Rich Swallow Tail Costume.

A particularly rich costume was composed of a brown cloth skirt, very full, being made with alternate bands of gathers and tucks for about 20 inches below the waist and a band of green velvet taken all round about 6 inches above the hem. The band itself was about the same depth and ornamented with motifs composed of red velvet cherries with their leaves and a design in brown and green chenille. The bodice was in green velvet with swallow tails reaching to the hem of the skirt, trimmed with two rows of brown embroidered buttons. Over this was worn a sable stole and cape, lined with ermine, just thrown open to show a vest of cream lace. The large brown felt hat, well raised at the left side, was trimmed with two very handsome feathers shaded from brown to pale green. Nothing could be more rich looking and at the same time more picturesque.

Smart Russian Sable Bolero.

Very smart also were two Russian sable bolero capes worn by sisters. They were simply crossed over at both front and back, leaving a small V shaped yoke at the neck which was filled in with brown velvet, and this cross-over bolero had the effect of being cut in one with the cape which formed a bell shaped sleeve, reaching to the elbow, from below which fell a deep frill of cream lace. Finishing the bolero was a corselet of brown velvet, closely gathered and very high, being finished in a point at the waist in front. The fur that was folded over was fastened to this corselet under a brown velvet rosette. With one of these boleros was worn a purple skirt made with bands of narrow tucks, carried around below the waist, the tucks themselves being vertical. The hat was of purple velvet with a wide brim well rolled up at each side and a high crown looking a little bit like a large boat-shaped hat, trimmed with long white feathers. Worn with the other bolero was a cream cloth skirt, very full and trimmed with a row of sable tails

Now Patented by Canadian Letters Patent No. 89346

THE THREE IN ONE

TRADE MARK

Patented Sept 27, 1904.

Combination Pompadour and French Dip Comb.
Can be used either for



Full Pompadour.



Left Dip Effect.

ONE COMB FOR THEM ALL





Right Dip Effect.

We beg to call the attention of the trade that we are the sole manufacturers under this patent and all other combs of the same nature are infringements on our rights.

ANOTHER WINNER



OGEE
Trade Mark.

OUR NEW SPRING LINE, INCLUDING MANY NOVELTIES, IS NOW READY.
FOR SALE BY ALL THE LEADING JOBBERS.

MAX G. COHN & CO.

Manufacturers of Combs and Hair Ornaments.

CANADIAN OFFICE:
GEO. H. EVANS,
232 McGILL ST., MONTREAL.

486 Broadway, NEW YORK.



I have just returned from a most successful personal trip through the West, where I picked up many sorting orders for quick shipment for Fall trade.

On every hand I have been complimented on the excellent quality and appearance of my samples.

A LEADER FOR THIS MONTH

Mink Marmot Stole, 30 inches from neck, 8 inches wide in back. The finest imitation of mink ever produced. Price, with flat muff to match, **$18.00** the set.

We pay half charges on all long distance telephone orders or enquiries.

Fill in the gaps in your stock now, before the demand sets in in real earnest.

A. J. ALEXANDOR
EVERYTHING IN FURS
504-6 St. Paul St. - - MONTREAL

Galt Robe Co.
Galt, Ont.

Manufacturers of

Standard Buffalo Robes, Rugs,



Cold Weather Garments,
Buffalo and Astrachan Coats,
Astrachan Cloths,
and a complete range of

Carriage Dusters

sold by all the leading jobbers.

just above the hem and a brown frieze toque trimmed with brown velvet rosettes and tips. In very good taste was a white cloth gown, with cape and sleeves trimmed with sable tails and rosettes of gold and green velvet carried down the front. The tucked skirt was raised to show from 6 to 8 inches of Japanese sable hem.

An Elegant Demi Mondaine.

One of the smartest of demi mondaines wore a mouse colored velvet costume. Around the full skirt about 6 inches above the hem was a deep insertion of motifs, making a waved line and embroidered in art shades of chenille and silk. The bolero was an elaborate arrangement of velvet tucks and gathers and lace frills. With this was worn a chenchilla cape and stole, also trimmed with lace. The very chic hat was wide brimmed, as indeed they almost all are, and both crown and brim sloped down at the back. The only trimming was a scarf of blue mousseline-de-soie, with grey shades in it, draped round the crown, brought down over the right shoulder under the chin, back again over the left and from centre of back falling to well below the waist.

Several evolutions of the tri-corne were seen, some with round, semi-ball-like crowns, others very flat, with part of the brim turned up and down onto the crown. A few toques, of which the most striking was of brown cloth and chenille trimmed green velvet roses.

A SCOTCH VISITOR.

MR. THOMAS OGILVY, JR., of Thomas Ogilvy & Sons, Aberdeen, Scotland, woollen merchants, is spending a few days in Toronto inspecting the Toronto house of Thomas Ogilvy & Sons. This is Mr. Ogilvy's first visit to America, and his opinion of Canada is very high. He says that as soon as he entered Canada he felt at home, and has during his stay been treated well by a generous, open-hearted people. Of New York, where he landed, he has nothing good to say. "Over there," said he, "there seems a lack of human sympathy, a rush and roar that is carried on at all costs, a scheming and planning that is purely selfish. I was very glad to get out of the country, and will go direct from the train to the boat as I leave America."

In speaking of the woollen business he said: "The woollen trade in England is entirely unsatisfactory, and has been for a couple of years. It is all caused by the South African war, and it will take us some time yet to get things in full swing again. Everything else is just the same. There is at present, however, a bright outlook for next year, and I think we will be doing as large a business then as we did before the war. Wool has gone up very much—100 per cent. in two years—and one would naturally expect woollens to be very much higher than they were last year. This would be the case were it not for the poor business done. As it is we all keep our prices down to capture as much trade as possible.

Mr. Ogilvy, as a member of the Gordon Highlanders, woollen trade, save in the West of England, where antique methods have led to the downfall of what was at one time an immense business. The cotton situation is improving, but Lancashire is still in dire straits."

Mr. Ogilvy, as a member of the Gordon Highalnders, was interested in our army system, and expressed himself as delighted with the regiments in Toronto. He spoke enthusiastically in favor of outside officering of regiments, instancing the good effects on his own Highlanders.

YOU SHOULD BUY

"The Sovereen Goods"

Nothing to equal them on the market. Do not get fooled into giving your order to other people. Send us your "Repeat Orders," they will be attended to with promptness and to your satisfaction.

THE OLD RELIABLE

The Sovereen Mitt, Glove & Robe Co., LIMITED.

DELHI,——————ONT.



The BISHOP

Fur Robes and Fur Coats

Your jobber has them

—Look for the Bishop Label.
—If you don't find it, don't take the goods.
—Safety and sales are in the Bishop Label.

The J. H. Bishop Co., - Sandwich, Ont.

Wyandotte, Mich. Tientsin, China 354 Broadway, New York



ASSURED SATISFACTION

to **Wearer** and **Seller** is the verdict of all who handle our

CLOTHING

See our Spring Productions for Season 1905.

DONALD FRASER & CO.,

Warehouse—Cor. McDermott & Rorie Sts., WINNIPEG.

FACTORY, MONTREAL.



JOHN W. PECK & CO.

LIMITED

MANUFACTURERS OF

Clothing, Fur Goods and Shirts, Hats and Caps

Montreal Winnipeg Vancouver

During the past two years we have established a name for ourselves in the shirt trade.

Line for 1905 has been selected from the best productions of Canadian, American and Austrian factories.

Be convinced by an introduction to our Spring line before placing your order.

JOHN L. WALLER & CO.

WHOLESALE MEN'S FURNISHINGS

WINNIPEG, MAN.

NOTES OF THE GREAT WEST

ARRANGEMENTS have just been completed between E. B Nash, president and manager of the E. B Nash Co., Limited, Mr Carson, of Pasadena, California, and Mr. Naylor, of Chatham, Ont., for the forming of a large company under the name of the Nash-Carson-Naylor Co., Limited, which will take over the business of the E. B Nash Co., Winnipeg. Sprott, Ralph & Chrysler, architects, have just completed plans for the extensive improvements to the present premises. The interior will be entirely remodeled, and in the Spring the depth will be greatly extended, the large store on the corner of Main and Alexander avenue adjoining the present store will be taken over at once, and the entire front will be taken out and a new one put in, which will be one of the finest in the city, giving a glass frontage of 100 feet for display purposes. When the store is completed it will be one of the handsomest departmental stores in Canada. Mr. Nash has been in business in Winnipeg for a number of years, and is well known to the buying public as an enterprising and pushing business man. Mr. Carson's wide knowledge of buying and selling systems will be adopted, and larger stocks will be carried and every modern convenience will be installed. Mr. Naylor is connected with one of the largest departmental stores in Ontario, is thoroughly conversant with every branch of the business. He is now actively engaged in the business in Winnipeg. The firm of Nash, Carson & Naylor, Limited, will be an important factor in Winnipeg business houses.

* * *

Geo. E. Ellis & Co., Winnipeg, who were formerly located in the Bulman block, which was burned to the ground Oct. 11, have moved to the Odd Fellows' block, corner of Princess & McDermott streets, where they have secured ample accommodation to facilitate the handling of their western business.

* * *

The Kyle, Cheeseborough & Co. branch at Winnipeg are now located in temporary quarters in the Strong block, 231 Fort street, having moved there shortly after their $15,000 fire in the Bulman block.

* * *

Mr. A Glover and Mr. H. K. Irons, both representatives of the D McCall Co branch at Winnipeg, left November 5 on the respective trips through the Province of Manitoba

* * *

The late Fall opening on Oct. 17 of the D McCall Co's wholesale millinery branch at Winnipeg proved a tremendous success A splendid assortment of the latest Fall and Winter shapes in the beaver, velvet and black hats were laid out in the most attractive order in their beautiful sample rooms in the Greig building on Arthur street

* * *

The Winnipeg Importing & Jobbing Co., having found their former quarters inadequate to their requirements, have now moved to 228 King street, where there present accommodation will greatly facilitate the handling of their extensive western business

* * *

The Ames Holden Co., wholesale boots and shoes firm at Winnipeg, are now adding two floors to their comparatively new warehouse on McDermott street as having found their accommodation inadequate to the demands of their business

* * *

For the first time for over 20 years was the south wall of the Rialto block exposed to view when the great retail hardware store of the J H Ashdown Co was burned to the ground on Oct 11 The energetic and pushing men's furnishings retail store under the name of Geo. J. Hyndman & Co., which is located in the Rialto block, suffered slightly from the effects of water and smoke They soon saw that there was a suitable and available opportunity for displaying on this wall, a fire sale advertisement which they immediately took advantage of. The turn in the Main street at this point causes the Rialto block to be seen a very long way down South Main street, a fact which greatly added to the conspicuous nature of this advertisement gotten up with appealing directness and simplicity. The splendid display window which was always neatly and attractively dressed was now ornamented with nothing but sale bulletins announcing the big inducements brought about by the fire, and the curiosity of the general public was most intense as regards the ascertaining to what extent the stock was damaged to bring about such a great value sale The whole enterprising scheme proved a most profitable innovation, through which a splendid turnover was realized.

* * *

Cummings & Sellers, fashionable furriers, Toronto, have opened a Winnipeg branch at 318 Main street, under the management of Mr. D. C. McKenzie, who welcomed the public at his formal opening Saturday, Oct. 22, at 318 Main street, south of the Leslie Furniture Co. store.

* * *

Mr. James Campbell, Mr. J. S. Burns and Mr. J. H. Elliott, buyers for the different departments of the R. J. Whitla Co., wholesale dry goods house at Winnipeg, have just returned from their purchasing trips through the British Isles and the continent.

* * *

A $20,000 fire has occurred in the departmental store of F. A. Maber Co., Winnipeg. Much groceries and dry goods were destroyed. Tenants residing over the store had some difficulty in escaping, and several sensational incidents occurred in getting out the children and sick people. The weather was bitter cold The insurance was $14,000 on the building and $14,000 on the stock

DRY GOODS AND PREFERENCE.

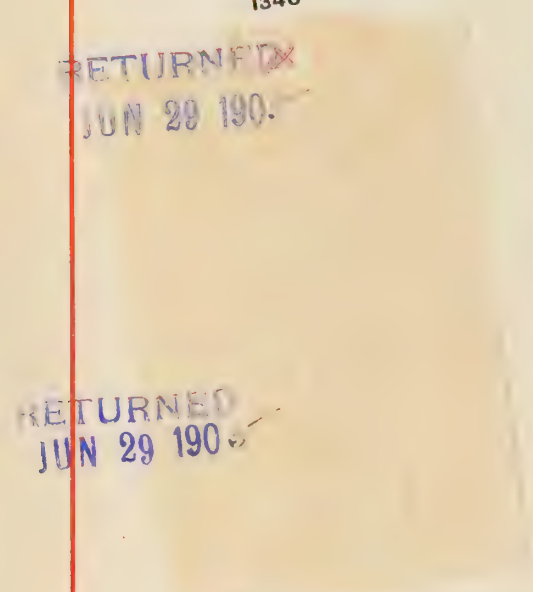
Secretary Morley of the Toronto Board of Trade has received the following official ruling as to the working of the preference on dry goods importations

"Goods certified for entry under the British preferential tariff are to be placed in packages by themselves that one or more of such packages may be shipped in the same case along with other goods if the enclosure of such packages be noted on the invoice of outside package containing the enclosure and also on the [illegible] invoice."

Penman's "Big Three"

Two Thread Egyptian Balbriggan Offering for Spring, 1905

1346



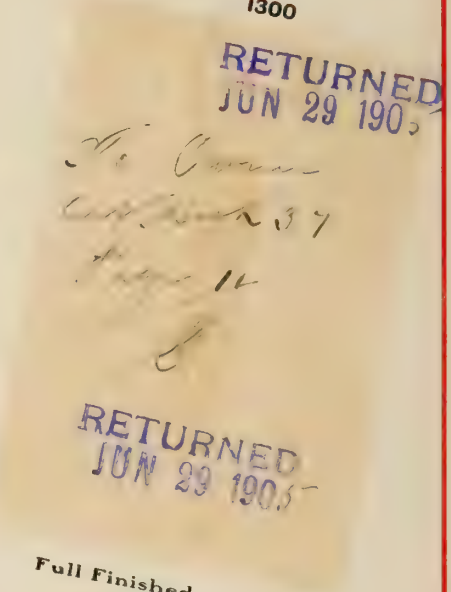
Full Finished.
Tailor Seams.

1309



Circular Cuff.
Laid Seams.

1300



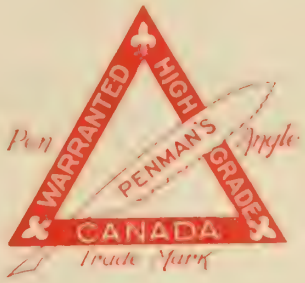
Full Finished.
Laid Seams.

Fully guaranteed Double Thread

Having this advantage over all Imported Lines—which are only Single Thread—

Consequently—wear better fit better—and are finished better than Single Thread Inferior goods.

Boxed in White Boxes with our Pen-Angle Guarantee as above cuts.



"Explanation"

On the page opposite we reproduce the

Penman Manufacturing Company's

October advertisement which appeared in the

Dry Goods Review.

Owing to the Brown color of the Egyptian Yarn not coming out to our satisfaction and in justice to our advertiser we take much pleasure in reproducing last month's advertisement.

Men's Furnisher and Clothier

Devoted to the Canadian Dealer in Men's Goods

CLOTHING
NECKWEAR
UNDERWEAR
HOSIERY

SHIRTS
COLLARS
GLOVES
NICK-NACKS

ODDS AND ENDS OF TALKS

THE newest thing in umbrellas is one that will fold up so small as to make it a pocket edition. A Minneapolis man is responsible for it and the promoters are confident of making it a great deal more than a toy. The umbrella is thirty-six inches long and by ingenious schemes will fold up, frame and all, into a small case that fits the coat pocket.

A Pocket Umbrella.

The handle and ribs are simply fine, but very strong, steel tubes in sections which telescope into one another. The wooden handle is hollow and receives all the rest of the umbrella when shut up. The covering is of finest silk and thus can be confined in the smallest of spaces. The case is constantly carried in the pocket, and the owner is thus protected not only from the most sudden showers but is insured against thieves, or more properly speaking, borrowers. It is almost certain that were the invention introduced into "old London", the fortune of the promoters would be made within a few weeks. In Canada storms are not of such a sudden nature as to catch the careful man very often. An umbrella with a crook to hitch over the arm is convenient enough in this country and the innocent freedom allowed in promiscuous borrowing affords a man sufficient opportunity to supply his needs on a rainy day.

* * *

IN Canada the co-operative system has not attained the position that it is seen to hold in other parts of the world. Co-operative stores are frequently met with in England, and employes are often banded together for the mutual benefits of co-operation in different lines. One of the latest of these schemes has developed in Australia where labor runs capital and incidentally the entire country. The employes of the Bendigo Co-operative Distribution Society have united in an idea which is innocent in nature and has its merits. Each member of the club, which is called a clothing club, contributes a shilling a week to a fund. At stated intervals, possibly every week, as there are fifty-two members, a ballot is conducted and the lucky number receives a suit of clothes or a dress of a certain value. The newly clothed member likely remains out of the ballot for the following year. To make the plan fair no ballot should be taken after the first year since no member would require a suit a couple of weeks after he received his last suit and it would be disastrous for him to remain without a suit for almost two years, as he might if it were left to chance. The merits of it all lie in the certainty of the new suit a year, and the saving of a shilling a week out of the wages which will be sure of devotion to a good object.

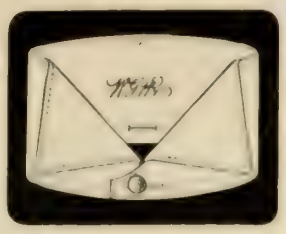
Co-operative Clothing.

* * *

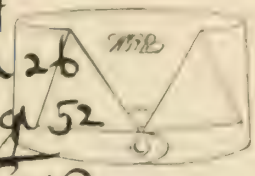
A USUALLY serious, interesting writer in an English trade newspaper devoted to men's furnishings has come forward as an advocate of the insertion of shields in the sleeve seyes of jackets and coats, other than overcoats. Everyone is familiar with that requisite part of a woman's dress and the woman herself will quickly explain the necessity of it, buy why should man be loaded with any more clothing than he now wears and cover up his armpits with a material more or less impenetrable by the air? The writer who saw its benefits says: "The inevitable moist heat in the axilla or armpit, has always been a source of trouble. It is precisely here that a coat first begins to lose shape and get wrinkled and untidy looking. The introduction of shields for this use would add very little to the cost of any coat, and the effect would assuredly be good for business." How many men are seriously troubled with perspiration in that part of their body, and how many well-dressed men find their coats "go" there first? The smallness of the cost is no consideration, since if it were a good thing a man would have it at any cost. The real reason is in all probability exposed in the last part of his last sentence. It might be good for trade, that is a tailor might make a few cents a suit more by the extra profit on the shields, but even this is doubtful, as a twenty-five dollar suit would not sell for an extra fifty cents with the shields, and the tailor would stand to lose some of his profit. It would not do to let the consumer learn that he was easy enough to be "worked" for a few extra cents of profit.

Shields for Men.

RETURNED NOV 5 1904
RETURNED NOV 5 1904
Cut Book 26 Page 52



Always at the Top.



TRADE W.G.R. MARK

HAVE YOU RECEIVED OUR FOLDER ON WING COLLARS?

IF NOT, WRITE FOR A COPY.

PREPARE FOR THE DEMAND ON THESE STYLES.

WE CAN DELIVER THEM **NOW**.

HOW IS YOUR WHITE SHIRT STOCK?

HAVE YOU PREPARED FOR YOUR FULL DRESS SEASON?

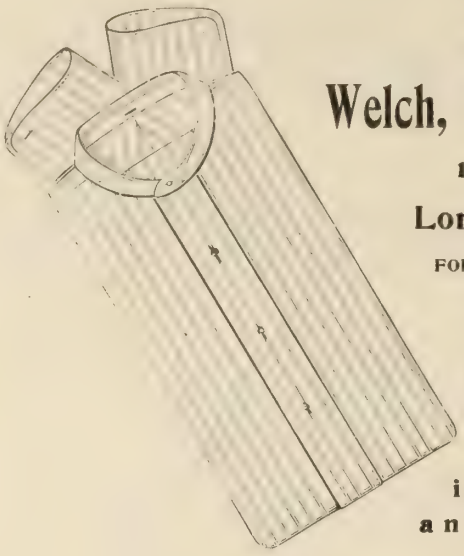
WE CAN GIVE YOUR WANTS IMMEDIATE ATTENTION.

WRITE US ABOUT IT.

The Williams, Greene & Rome Co.

LIMITED

BERLIN, ONTARIO.



TRADE MARK

Welch, Margetson & Co.

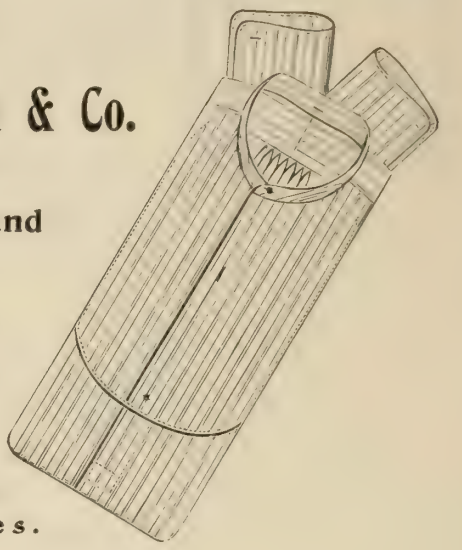
16 Moor Lane

London, England

FOR

Fancy Colored Shirts

in all styles and varieties.



AGENTS

James Gilmour,
205 Coristine Buildings, MONTREAL.

Manufacturers of
SHIRTS, COLLARS, TIES, BRACES, Etc.

J. Sheasgreen,
921 Thurlow St., VANCOUVER, B.C.

FACTORIES:
London, England; Londonderry, Ireland.

Dr. Deimel Underwear
(LINEN-MESH)

It is especially invaluable for the colder seasons and has the peculiar property of at once appealing to a very large and intelligent class of people as something superior to any other underwear they have ever worn.

The peculiarly pleasant sensation of wearing linen next to the skin is so foreign to wool that once a person wears the Dr. Deimel Underwear he becomes an enthusiast on the subject, and before one is aware of it, scores of his friends are asking for the goods.

The Dr. Deimel Underwear is made in such a wide variety of sizes that we can fit everybody.

Write for descriptive catalogue and particulars of wholesale terms.

ADDRESS

The Deimel Linen-Mesh Company,

2202 St. Catherine Street, Montreal, Canada.

NEW YORK:
191 BROADWAY.

SAN FRANCISCO:
110 SUTTER ST.

LONDON, E.C., ENGLAND.
10-11-12 BREAD ST.

FADS AND FASHIONS



AST month I closed with a short word about overcoats, but the question deserves a far longer paragraph than was allowed it in that issue. First and foremost stands the Chesterfield, the best general wear overcoat that was ever introduced. Its sphere is in all walks of life and for all occasions. Any attempt to drive it out would be met by an even stronger resistance than that which has kept the fold collar strongly entrenched in spite of the dictates of manufacturers and fashion makers, together with the assistance of the retailers. The Chesterfield for Fall is not as often adorned with the silk lapel as formerly. For Winter it will be constructed very loosely and will be seen at its best when extending to about three inches below the knee. There may or may not be a centre seam, the one piece back being a favorite among younger men. Stripes and checks and other fancy effects are very strong, but black melton will be for highest class wear. There are at present and will be during the Winter a great many belted overcoats. Young men show a particular fondness for it on account of its breaking away from straight quiet lines, but outside of this class it will be used only as a motoring or driving coat, the belt allowing a fullness that is comfortable to a man when sitting down. Another style of overcoat which is worn entirely out of its proper place, in my opinion, is the skirted style. A number of men have been trying to introduce it as a popular style coat, at least have been wearing it on every occasion, and at that, usually in striking shades and even fancy patterns. The adopters have not, as yet, however, passed the "stagey" class except in the case of a few tailors whose best advertisement is their own clothes, and who wear skirted overcoats for somewhat the same reason that they would run cuts and large capitals in their paper advertisements. The skirted overcoat is excellent with the evening suit and frock coat but apart from that it is safer to leave it alone.

* * *

I have been asked to give a fuller description of what is proper for evening suit. In my last letter I described the coat and there is little more to mention save that the trousers be large and the waistcoat be adorned with two or three fine rows of braid if desired by the wearer. There are in addition several small points in the making of an evening suit that constitute the differences between a first and second rate tailor. There are a number of features that must be observed much more closely in the evening than in the ordinary suit. It is a comparatively small matter how the top of the trousers of a business suit are made, but this portion of the dress is all important in the uniform for formal occasions. Every man knows the difficulty of keeping the shirt front in perfect shape but has few ideas that will be of use to his tailor. The top of the trousers should be quite loose so as to let the shirt front slide inside when the wearer is seated. The band should be as low as is possible without exposing it below the vest; and the shirt front should be as short as will fill up the vest front. This is where the made-to-order shirt finds its strongest position. By careful making there can be allowed three or four inches between the shirt front and the trouser band, sufficient to prevent most of the crumpling and discomfort. High class tailors are attaching a loop of elastic to the bottom of the inside of the vest, to be fastened to a button in the front of the trousers. This will prevent the vest and trousers parting company. Another little detail worth considering is the bottom button on the coat. The evening coat is not made to button at any time, as a sufficient looseness to allow of buttoning would mean that the set of the coat would not be close when unbuttoned. Still when an overcoat is worn the under coat must be fastened in some way. To admit of this the bottom button takes the form of two buttons (if that is not too Irish) fastened together with a covered cord three-quarters of an inch in length. The cord passes loosely through a small buttonholed hole thus placing a button on each side of the material. The inside button can then be pulled through and fastened in the button hole of the opposite side of the coat, firmly fastening the sides but leaving them some distance apart.

* * *

An English authority on men's wear lays down the general rule that the width of the bosom of the dress shirt should be an inch less than one-quarter of the chest measure. A forty-inch chest would wear, therefore, a nine-inch bosom. This may do for a general rule but the height and measurement of the chest itself is most important. The high, round chested man has the most trouble with his shirt front since it is practicably impossible to build a shirt to fit his curves. Too wide a shirt front means a badly fitting vest and a ditch or two in the front after a few minutes' wear. The only solution of the problem where there is great difficulty seems to be to purchase a shirt of good fit and suitable width, and to have the vest made to fit it—an inch narrower on either side.

* * *

Several attempts have been made of late years to break in on the "monotony" of evening dress by introducing innovations that will induce a man to drop his last season's suit and purchase "the newest." In England colored material has been tried with no success of a permanent nature. Knee breeches have been pushed by some becomingly-calfed men, and all kinds of oddities have gained a temporary prominence in the cut of the vest, the material of the shirt and the arrangement in the shape of collar and tie. This year I have been shown some fancy evening material that was described as the very latest. The manufacturer has sense enough to stick to black but he has tried to work in a little inconspicuous pattern after the manner of a herringbone. But it won't "go." Black—plain black material is the suiting and plain white is the collar, tie and shirt. And there it should remain, and we have the satisfaction of knowing that there it will remain.

THE DON.

CURRENT STYLES IN NEW YORK

New York, October 25, 1904.



F course at this season of the year the leading topic of dress is the evening suit. The season cannot be said to commence in anything like its full swing for a couple of weeks yet, but preparations are already under way for many of the season's festivities and the man who intends to be present has to attend to his dress for the occasion by getting things in shape some weeks before.

Naturally men put off the donning of the evening suit with all its formality and change from the freedom of Summer until the last moment. It is not that he is not comfortable in the "swallow tail," but that it carries with it a restraint that is felt somewhat keenly for a short time, after the golf links and mountain climbing. The average man dislikes the feeling of Winter and the closed in season, and the evening suit is the sign of its approach or presence.

We all know how little is changed from year to year in the dress, and its accessories, and yet we all feel the necessity of some little variation if only to satisfy ourselves that we have donned something new for the new season. A man can wear his evening suit from hat to boots year after year (if it will last him) and be just as correctly dressed the last year as he was the first. True there is usually some little change in the shape of the skirts from year to year, but very many men are not controlled by this and make no effort to change the smallest detail in this respect.

The Evening Suit.

Try as they might, fashion makers have been unable to alter the material used for this suit. Plain black unfinished worsted or vicuna are the materials and will continue so. On the newest models the skirts slant down form the centre of the hips and the bottom is finished off in a curve. The shoulders are built up to a good breadth, the silk on the lapels extends to the edge, and the fit is close in every part. The lapel is stepped, the roll style being only a fad as it is seen now.

The trousers are of good size and almost shapeless as far as shrinking and curves is concerned. They slant almost straight down from the hips to the ankle. There may or may not be a strip or two of braid down the sides. Pockets are an almost never used feature and for this reason as well as to prevent the flare of side pockets, the style is perpendicular. Hip pockets are usually omitted, but there is a small band pocket for the watch.

Nothing has occurred to alter waistcoat styles. The black vest is single breasted and is usually trimmed with two or three rows of narrow braid. The white vest has, however, become the more common. It is usually made double-breasted, with a collar and has three buttons, which are always pearl on the best dressed men, every touch of gold or color being omitted in the evening suit. Some effort has been made to introduce gilt buttons, and pearl buttons with gold centres, but only a few have turned from the all pearl.

Shirt, Collar, Cravat, Etc..

As has happened during every season for a number of years there is sure to be some prominence given the pleated shirt. A few men have worn it for years and heartily support it, but the plain white is the safer and is the choice of the select. The general idea of plainness fights hard against any frills or furbulows. It is unnecessary to argue about the propriety of one or two studs. As a rule the one stud shirt is preferred, but there is no objection to the two if it is the choice of the wearer. In England, I understand, they get quite worked up about a small detail like this, but we don't seem to have time to fight it out here and a man does as he pleases.

The collar is always the lap front, straight stander or poke. The former is seen more often, but a great many who can do so with comfort are showing favor to the poke. I thing I mentioned some time ago the effort to put the wing collar on a level with the straight, but it has met with a just result. A wing collar cannot be worn with the evening suit by a careful man.

There is little change in the cravat, unless it be that it is wider and more loosely tied. This is to a great extent a matter of choice but I notice that the loose two-inch tie is gaining in popularity among the men whom I watch for styles.

Boots and gloves remain the same as last season. The former are preferably buttoned patent leathers, and the latter plain white glace.

The Handkerchief Problem.

Styles have changed decidedly since the time of the old silk handkerchief worn conspiculously in the vest front. There are still quite a few men who cling to the silk on account of its lightness and the small space it occupies, but most have found the yellowness objectionable, and no one who cares for his appearance shows his handkerchief at the bottom of his shirt front. The most favored style now is to use a plain white linen handkerchief and to keep it in the inside coat pocket, out of sight and yet convenient for use. If a silk handkerchief could be kept white it would perhaps still be above all others.

The studs worn in the shirt and the links in the cuffs are pearl without a vestige of gold showing. Even the connecting parts of the links are best of pearl. Diamonds in the shirt front are vulgar to say the least, and such oddities as kid covered studs or whole pearls set in gold are almost as bad, simplicity is to be sought for in every detail.

Cravats and Collars.

A great partiality is shown in large cravats. Ascots and onceovers are particularly strong and are shown in shades that would have told against them last year. For formal day wear the favored shades are white in self tone designs or light and dark grey. Most beautifully delicate materials are made up in onceovers for this class of wear. Four-in-hands are not unusual as wide as 2 3-4 inches, but few men can tie these neatly and 2 1-2 inches are worn much more freely.

The wing collar for day wear is advancing as the Winter approaches. Folds will not be supplanted entirely but every high class furnisher is specializing on wings.

RETURNED
JAN 19 1905
To Owen
Out Book 24
Page 3



Three out of Four

of your customers, who want Winter Underwear, would be perfectly satisfied if you sold them

"Stanfield's Unshrinkable"
for men

"Stanfield's Truro Knit"
for women

If they want Service—no other woolen underwear wears as long as Stanfield's.

If Comfort—Stanfield's is cut in all sizes to fit all figures, so you can correctly fit every customer.

If Warmth—there is nothing that keeps out the cold and retains the natural heat of the body better than the woven texture of **Stanfield's.** By drawing the perspiration from the inside of the garment to the outside, where it evaporates, it prevents chill.

If your customers are accustomed to buying the expensive imported goods, tell them that **Stanfield's** give equal service, comfort, and all around satisfaction, AT LESS COST.

If your customers are used to buying cheaper grades, you can readily prove that **Stanfield's,** at even 50 per cent. more, will give double the service and satisfaction.

We aim to help you sell more of our goods by keeping their merits before the public—and you will see our advertisements in over 160 of the leading Canadian papers.

TRURO KNITTING MILLS CO.
LIMITED
TRURO, N.S.

Some Standard Sayings

HIGH CLASS STANDARD CRAVATS

STANDARD NECKWEAR leads in sales wherever shown

The newest styles and shapes are in our line

A choice range of Silks, English, French, Japanese and Germani

Nobby goods in endless variety from which to pic

Dozens of customers can be attracted to your Xmas windo

Although we make the best, we have also a cheaper lin

Reliable, up-to-date goods which are "Made in Canad

Do not purchase until you have seen **STANDARD NECKWEA**

STANDARD NECKWEAR"

SPECIAL Values for Christmas trade. :: Full particulars cheerfully furnished by mail, or see our representatives.

The Standard Neckwear Co.
1853 Notre Dame St., MONTREAL

THE Richard L. Baker Co'y.

THE HOSIERY AND UNDERWEAR AGENCY OF CANADA.

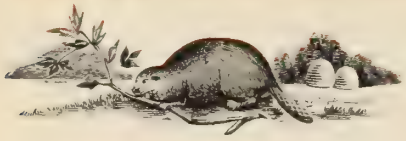
60 Yonge St., Toronto.

Representing the following Manufacturers :

S. Lennard & Sons, DUNDAS, ONT.

Manufacturers of **Crescent Brand** *HOSIERY and UNDERWEAR.*

Stratford Knitting Company, LIMITED. STRATFORD, ONT.



Manufacturers of MEN'S, WOMEN'S, BOYS' and GIRLS' KNITTED GLOVES and MITTS.

BEAVER BRAND

Clinton Knitting Company, LIMITED. CLINTON, ONT.

Manufacturers of RIBBED WORSTED HOSIERY.

J. M. Eisenstuck, CHEMNITZ, SAXONY.

Manufacturer of WOMEN'S, CHILDREN'S and MEN'S COTTON, LISLE and SILK HOSIERY of all descriptions.

Bean & Stewart Skirt Co., LIMITED. ST. STEPHEN, N. B.

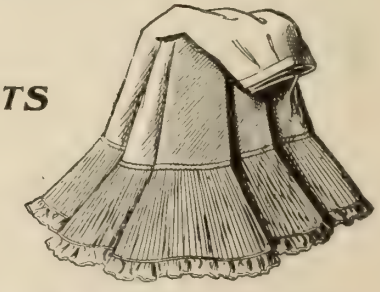


Manufacturers of

LADIES' BLACK SATEEN SKIRTS

Latest New York Designs.

The Best Cut Skirts in the Market.



Soliciting a continuance of your esteemed orders, we are, yours truly,

THE Richard L. Baker Co'y.

THE HOSIERY AND UNDERWEAR AGENCY OF CANADA.

SHIRTS AND COLLARS

AN interesting development in shirtdom as attested by one keen manufacturer who is quick to interpret the signs of the trade, is the acceptance by good trade of the coat shirt for Spring. It has been recognized for some little time as a ready seller for evening wear, and many suggest there is no valid reason why it should not have a place in Summer lines. Across the line it has enjoyed during the past Summer a goodly clientele and all signs point to its vogue here among fashionable trade. To use a manufacturer's words who is interested in its development: "Is there any good reason why a man should be compelled to pull a shirt over his head, muss up his hair and during this undeniably ridiculous position often squirm and double himself up to accomplish the art successfully?"

* * *

Spring shirt tendencies have already been well discussed and nothing radically new has appeared to disturb the even swing of trade. Enough new designs and colors have appeared to create sustained interest and the boys on the road have met with fair success. Locality plays a strong part in Spring selections and as noted last month light and dark effects as well as plain and pleated are subject to this. It is simply a question of buyers catering to the individuality of their locality. For ordinary wear the pleated bosom should prove more popular, while for outing the plain front is considered proper.

* * *

Stiff bosoms, as The Review has predicted, are gaining in favor for Fall. Retailers seem to have co-operated with manufacturers, and the result is that present window displays partake entirely of stiff bosoms. Scroll work on champagne blue or white grounds occupy a foremost position with a variety of variegated dots and stripes on an endless number of grounds running a close second.

* * *

It has been pointed out clearly in the past that a January to January sale of negligee shirts while beneficial in a few respects, is on the whole detrimental, meaning a lessened output and a consequent loss of profit. Silently, but surely the fold collar has crept into the same category in collardom and from its general acceptability has won its way into all classes. While recognizing that to oust this collar from Winter sales is almost an impossibility and not to be attempted, still the same reasoning applies as in the shirt trade. However, the thin end of the wedge has been implanted in the wing collars which have been heralded forsooth by a host of trade journals and manufacturers. The Review does not attempt to belittle their undoubted strength, in fact The Review forcibly advocates that wings are the proper type of collar to form the line of demarcation between Summer and Winter. It is apparent that the threatened elimination of almost every other type of collar by the fold collar, while avoiding any feature of overstocking, means a lessened output of collars. If a separate collar style can be established for Winter it means increased business and greater profits. Besides this customers will find stocks brighter and fresher and their interest in the collar stock can be immeasurably increased. This point is worth while considering.

* * *

Many and various are the objections raised as to the feasibility of the scheme. The Review is told the wing collar soon breaks and is altogether uncomfortable. Manufacturers have vied with each other in producing styles with which it is hard to find fault. The style of wings shown by prominent retailers runs the gamut of ingenuity but it looks as if the moderately large, generously spaced tabs will prove the staple sellers. In the rush and craze predicted for wings all styles are going to go, and it is not till the season is well advanced that any particular style may be said to dominate the situation. Every indication points to the increased vogue of some form of the wing model and The Review thoroughly believes the crucial moment has at last arrived when it will pay to stock this style. By no means is it suggested that a lessened stock of fold collars should be kept, as for business wear it has been irrevocably proven that no model has yet been evolved which is more comfortable. Retailers may consequently expect a continued free call for them.

* * *

Some collars have been seen with double button holes, which while by no means an innovation, is cutting quite a wide swath. Both a perpendicular and horizontal slit in the back is used, accommodating any style of button.

* * *

"Rubber collars," said one manufacturer, "are slowly becoming more and more popular. It is apparent they are being worn in the city, town and country by many classes of men and boys. Some are of such superior finish that it is with great difficulty that they can be told from the linen article."

* * *

It has often been asked what is the superior merit of an all linen collar over one lined and interlined with cotton. It certainly feels pleasanter on the neck and wears better. Cheap collars are inclined to blister after the third or fourth laundering. Like all things that have merit the all linen collar costs more but many will have it

IN CRAVATDOM

EXCLUSIVENESS is the rigid demand for holiday trade which is now interesting retailers. Manufacturers have evolved novel effects in various weaves, which are already being well taken. The richness of colors and oftentimes the boldness of patterns is remarkable, while again the beautiful subdued tones is indescribable. It all means retailers must exercise extreme care to avoid overbuying. Every indication points to a good, healthy holiday trade, and what is important, a profitable one. The return to large scarfs brings with it better prices, and if not a larger percentage certainly a larger profit in amount. Just at this time all that it is very gratifying that there seems to be so little objection to pay more for neckwear. Retail trade now is in a very fair condition as regards and holiday orders are coming in very satisfactorily.

RETURNED
NOV - 3 1904
Cut Book 26
Page 23
To Gagnier Pub Co



Pinto Shell Cordovan Mitts and Gloves

Have the greatest PULL

In the trade for

Toughness unapproached.

Are boil proof, scorch proof, rip proof, tear proof, rain proof and wind proof;

Still possess warm, light, flexible and pliable qualities.

PINTO SHELL CORDOVAN the greatest trade PULLERS.

None genuine without this brand. H.B.K. BRAND

Hudson Bay Knitting Co.,

Montreal Winnipeg Dawson

Buyers insist upon new things, both in color and design, and the extent to which this demand has been met is truly bewildering. It is clearly a season of special colors. New shapes are constantly coming out and meeting with a measure of success, but the four-in-hand undoubtedly holds its grip on the top rung of the ladder, although English squares and flowing ends are increasing in favor. The four-in-hand is occupying its old position, as retailers will testify, and every description of it is still going well. It seems to fill the bill for a vast clientele and no style has yet been evolved which is more practical or sensible. As noted last month, widths of 2¼ or 2½ inches are increasing their sales. The extent of this varies according to locality and character of trade. The wider varieties are for ultra trade, and a limited sale is predicted due to the difficulty of making a neat knot.

* * *

Regarding colors cravats follow in the wake of other fashions, and manufacturers are keen in introducing shades which have been successful in other lines. In this connection the vogue for brown suitings has lent continued strength to brown neckwear, generally plain but oftentimes with polka dots or scrolls. Burnt orange and onion shades following upon their success in ladies' neckwear are also going well. Plain colors with stripes and various designs in contrasting colors are selling. Pearl grey and dark gunmetal are also extremely popular shades, while shades of wine and green occupy no mean position.

* * *

Burnt orange is the novelty of the moment, and is shown by every manufacturer in shades varying from what should be called a brown up to yellow. The lighter brighter shades are rendered less objectionable by the interweaving of black or dark brown. A few frosted effects in this shade are exceedingly attractive, at least at first glance, while some watered patterns will sell themselves. It will be well to use judgment, however, in the purchase of these conspicuous colors as they are no more than fads and will die out after the holiday season. Greens are strong and are promising a fairly well extended sale. Spot patterns are, at the moment, the favorites, with round spots of different sizes the best of these. There is a steady demand for grey and will be all through the year. Grey is the safest color of all to purchase. Japanese designs are spoken well of. A new shape shown is a puff tie that can be worn with any kind of collar. When used with a fold collar the band can be detached and the cravat is fastened to the collar button with a hook.

* * *

The attempt of some of the manufacturers to remove



A Collar and Cuff Button Window—Dressed by A. A. Garon for Z. Paquet, Quebec. Size of window is 6 x 8 x 11.

the extra discount that is usually granted on holiday goods has met with failure. It was fully expected that all would agree this year to a withdrawal of the 10 per cent. discount, as there is a brisk business and no mill goes begging. It is rumored, however, that one large firm refused to fall in with the idea and it had to be dropped.

HATS AND GLOVES

I like the man who stands four-square
To every wind that blows;
Who does not dodge and duck his head
As on his way he goes.

It is not for his virtues rare,
Ah, no, 'tis none of that;
It is because I like to stand
And watch him chase his hat.

* * *

When the brown hat was introduced a great run was predicted for it by a great many dealers, and to show their faith in their own opinions they stocked largely in it. That accounts for the entirely brown display windows arranged by some high-class hatters. They have done their best for it, and have been enthusiastically assisted by manufacturers. United States trade papers have boomed the shade and advertising has been indulged in without regard to expense. It is even true that in some towns in the United States the clothiers and furnishers and their salesmen hav ediscarded their black hats and taken to brown. All these things have had their effect, but the strongest factor has been the commonsense shades which have prevailed during this season. In spite of all thsi ,however, the brown hat has disappointed the hatters who have had such faith in its success. It has sold and sold well, but it has not set Canada on fire. No amount of booming will bring in any color to drive out black. Sales of brown are perhaps one to six as compared with black, but that is the limit, and it will never go any further. Next Spring, again, it will be seen, but it is extremely doubtful if it will be any stronger than it has been this Fall. The brown hat does not look at its best with a black suit oro vercoat, and, and a man is not going to buy either o fthem to match his hat, but rather the other way aroiund.

* * *

There is a much greater demand for soft hats than a month ago. Young men appear to be developing a re-

It's the detail
in finish,
construction
and packing
from choice silks
through the hands
of high-salaried
expert cravat
makers that
sells them over
your counter and
increases your
business.
Not indifferent
cravats purchased
at low prices,
catchy discounts
or dating.

Niagara
Neckwear Co.
LIMITED
Niagara Falls.

newed fancy for their old love, the fedora. It is seen now in wide brims almost entirely, and for the most part in black, although various shades of brown are really better in the fedora than in the derby. The crown tapers in to the top and has the conventional dip. Some are pushing the tweed hats, and are showing them in good, sensible shapes and inconspicuous patterns. A new hat is in the fedora shape with narrow curled brim and round crown, called the "Oxford Grey," perhaps because it is not Oxford grey but rather Cambridge grey.

* * *

Don't forget that the big thing at present in the hat business is the class of display you make in your windows. Have a window or at least a portion of a window devoted exclusively to hats. These divisions of a large window can be satisfactorily effected by a mirror, a light wooden laticework, an ornamental wooden fence sloping down to the front, or a few lengths of ribbon radiating back from a low point in the front. One plan is to arrange the hats on two stands of baby ribbon suspended from the ceiling, but fixtures are always to be preferred. There are regular hat fixtures and nothing can beat them. The individual stand is the best, the height of these slanting down to the front. Don't show too many hats together. A small neatly printed card containing price or name of hat, stuck in the band improves the appearance and relieves the stretch of blackness. The floor can be either hardwood highly finished or some soft material over it. In fact the hat window can be decorated in almost any way.

* * *

The season for knit gloves is on and should be taken advantage of without delay. It is the first of the season that sees the largest sales, and in some seasons they have all been during November. White and drab wool as well as the fancies will sell well this month. When the weather gets too cold many will go to gauntlets, etc. There is always some sale for the fancy knit white wool gloves.

A TWENTY THOUSAND FUR ROBBERY.

INFLUENCED and doubtless emboldened by a number of successful fur robberies throughout the country, it has remained for clever Montreal thieves to eclipse in magnitude all previous fur robberies. On the morning of October 27 it was discovered the premises of Chas. Desjardines & Co., Montreal, one of the largest fur houses in the world, had been relieved of expensive mantles, boas, pelerines, rugs and the like to an extent aggregating about $20,000. Haste had evidently been found necessary as furs totalling $5,000 in value were found in the yard. Like a number of previous fur robberies the affair was evidently carefully planned and carried out by experts. It was noticeable that the cream of valuable goods was carried off and the proper time had been chosen. Traces were found of an entrance from the rear, but thus far by what means the goods were carried off is a mystery.

Detectives have been put on the case, but no developments are at hand. These robberies partake of a systematized and organized body, as everything goes off without a hitch and mystery shrouds them all. This series of robberies parallels a similar campaign in the United States one year ago.

Scotch Made



HENDAWICK UNDERWEAR

Scotch Made



101 Reasons.—

There are one hundred and one reasons why you should be selling **HENDAWICK UNDERWEAR**, but they roll themselves into one, "Best goods and best value." It isn't altogether what one pays for underwear rather what one gets for what he pays. In the case of HENDAWICK UNDERWEAR, your customers get absolute perfection, in material, manufacture, finish and durability. Nothing left to be desired

SHIRTS, DRAWERS and COMBINATIONS for WOMEN, MEN and CHILDREN

in WOOL, MERINO, SILK, and SILK & WOOL.

Our Canadian Agent is ready to quote and submit samples. Write him.

JAMES HENDERSON & CO., HAWICK

Canadian Agent, T. H. FORLONG, 388 St. Paul St., Montreal. **SCOTLAND.**

THERE'S A DIFFERENCE IN GLOVES.





SEE THAT YOU GET THE RIGHT KIND.

STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make **MOCCASINS** and **MITTENS IN ALL NOVELTIES.**

W. H. STOREY & SON

THE GLOVERS OF CANADA. LIMITED

ACTON, ONT.

Wreyford & Co.

Romain Building, TORONTO

Wholesale Men's Furnishers.

UNDERWEAR SPECIALISTS.

We can sort up your **Winter Underwear** Imported lines from $[illegible] up

OUR LEADER

Unshrinkable Natural Wool Double-breasted Shirts and Drawers, } **$13 50 doz.**

DOMINION AGENTS FOR

"Aertex" Cellular Underwear, Etc.

Good stock of GOLF BLOUSES for Ladies and latest in MEN'S and BOYS' SWEATERS.

Young & Rochester, LONDON ENGLAND

SHIRT, COLLAR and NECKWEAR Manufacturers

Travellers are now on the road with full ranges for Spring [illegible] WASHING VESTS NEW SHIRTS PYJAMA SUITINGS etc.

CHRISTMAS NECKWEAR

Dressing Gowns and Smoking Jackets.

Make your selection early while there is [illegible]

English Dress Shirts at $9 and $12 doz.,

IN STOCK

Tress & Co.

High-class Hat Manufacturers LONDON

Every leader who makes a specialty of the TRESS [illegible]

Spring shapes are here, and we are prepared to open agencies in towns unrepresented.

WREYFORD & CO., Dominion Agents

TORONTO

Spring, 1905
Fall Sortings, 1904

SPECIAL VALUES IN

WOOLLENS

AND

TAILORS' TRIMMINGS

TWEEDS, SERGES,
SUITINGS,
OVERCOATINGS, Etc.,
CANVASES, ITALIANS,
ASSORTED SILKS,
HAIR CLOTHS,
SLEEVE LININGS,
HOLLANDS POCKETINGS, Etc.

We have still a big quantity of Fall goods left, and any firm wishing to complete their assortment will benefit by paying us a visit.

A. McDougall & Co.

Sole proprietors of the celebrated "TYKE" and "BLENHEIM" Serges, also of Salt's "YOTSMAN" Serges, the best goods in the trade. Send for samples of them.

196 McGill St.
MONTREAL.

To Clear Before Stocktaking

3,000 yds. Worsted Trouserings, at - - 50c.

5,000 yds. Worsted Trouserings, at - - 60c.

WRITE FOR SAMPLES.

JOHN FISHER, SON & CO'Y

5 Victoria Sq., - MONTREAL.

Woollen Department

Spring lines now ready for 1905.

Throughout our immense assortments of Woollen goods and Tailors' Trimmings there is an indefinable something, an air of distinction, which instantly commends them to merchants who buy on the basis that right goods is a mighty argument towards winning and holding better trade.

Our travellers are already booking liberal orders for Spring Delivery, and have every reason to believe that their range of Scotch Tweeds and Worsted Suitings is unsurpassed in variety, quality, and price.

GREENSHIELDS LIMITED

MONTREAL

WOOLLENS CLOTHING TRIMMINGS

THE MERCHANT TAILOR

STYLES AT HOME AND ABROAD.

THE demand for brown has been just what the Dry Goods Review predicted two months ago—a fad for the moment. While it lasted it is true that it developed a strength that was inconvenient to many wholesale houses, but already it has fallen off to quite an extent. At that time merchants were advised to buy carefully and in not too large quantities. The wholesale houses are now rather low in supplies of brown and will re-stock in small quantities only, as the requirements of the market will have materially decreased by the time the new stocks are received. They bought only a limited amount and would not reorder until that was sold as they were fairly certain that it would not long be asked for. Both for suits and overcoats brown sold well, and there are still orders for overcoating of that shade.

* * *

Some of the nobbiest trouserings that have ever been offered are shown this Fall. In general they have quite pronounced stripes either wide or in line widths. The parts of the pattern usually stand an inch apart. Many materials are of a solid black or very dark grey background with broken lines of white every inch. Some are shown in self tone black, effected by a fancy weave. The shades are, as a rule, darker than has been shown for the past season. The cut of trousers is roomy, tapering gradually in down to the ankle where the fit is quite snug. There is no shaping save below the calf.

* * *

The favorite overcoating for Winter is melton in black and dark blue shades, especially the former. Popular trade is demanding fancy worsted and the ready-to-wear branch is catering freely to this by producing some very neat effects. The patterns are either inconspicuous broken threads about a half inch apart or invisible checks. The colors used are always black and white. The fancy material seems particularly adapted to the belted style of overcoat which is taking so well with young men The very dark grey of a couple of years ago seems to be regaining favor and many pieces of it are carried by good tailors. The grey consists merely of white hairs here and there in the cloth. The cut is of large dimensions and reaches some inches below the knee.

* * *

There is a very strong movement in the realm of fancy waistcoats. This is a line that is now a steady seller all the year round and should be carried much as cravats and shirts. Summer and Winter have their different styles, but still it is the fancy vest. Some of the newest styles are in knitted effects in solid black or with dots of red, blue, or purple showing up from beneath. Many are bound with wide braid while others have a margin of cloth about an inch and a half in depth extending back of the button holes. The vestings shown are so varied and of such particular merit that it is little wonder trade is good. Some have a raised pile, usually in black or dark grey with a depressed pattern of lighter grey, blue, red or green. This gives a kind of shot effect since the pile will conceal the pattern at certain angles. A number of fancy weaves in solid black or with spots and broken unobtrusive designs in color are effective and sure to sell. These styles, together with many more of just as great merit, are procurable in the ready-made vests. A number of high-class furnishers are pushing leather vests for certain uses, and to increase the sales are showing them in all colors and in soft finish

* * *

Spring vests are on the road and reveal not a great number of novelties, but a high-grade of excellence. The cut will be single-breasted with or without collar, but many of the double-breasted styles will sell. A rather new cut is double-breasted with a very long lapel. The opening is as high as usual but the outside laps over to a greater distance than usual, throwing the two rows of buttons far apart at the top, but slanting in well towards the bottom. A button is sewn on the under lapel just where the outer one crosses it, and by buttoning the outer one to this that disagreeable flare common to double-breasted vests is avoided. The bottom of the vests is usually V shaped. Tan shades promise a great strength during the Spring and attention should be paid to this as the supply was short at the end of last season. The trade in white dress vests has increased wonderfully, this style now being recognized as an important accessory to the dress suit. A few fancy materials in self tone white or cream are shown in these. Some very natty silks are certain to be excellent stock.

* * *

A good stock of dressing gowns, smoking jackets and bath robes should be laid in for the holiday season. These articles have taken a place as gifts that make them necessary to every first-class furnisher's and clothier's stock. Men appreciate them as they would few other things, since they are to many of them a luxury and yet such a comfort. These little extras in a stock are what demonstrates the difference between a progressive and an unprogressive merchant.

* * *

High-class tailors report a good trade in light grey suitings with a large check pattern. Dark tweeds and worsted have had the larger run among the general trade and will continue to hold their high position. Grey is a shade that always sells as a great many men will wear nothing else.

JIM THE TAILOR'S PRICE CARDS.

BUT for its location on a dingy side street, Montreal's modest little tailoring establishment known under the firm name of "Jim the Tailor," would bid fair to attract attentive if ludicrous publicity due to the generous, if peculiar, use of price cards in the window is of any importance. The proverbial 2x4 window is dressed with an orderly array of suitings, etc., which are rendered remarkably striking as each has fastened to it with a huge safty pin a sheet of scribbling paper upon which is scrawled in the latest phonetic style some clinker induce-

ments. The hand of a master, if in an embryo state, is betrayed, as some of the following attest.

As a starter you may read, "God Bless dear old Ireland and Jim the Tailor." Near this is the choice—

"Where are you going my pretty maid ?
To Jim the Tailor, sir, she said."

To assure one that full value is given several addenda say: "Hole one not a half one fit like se paper on se wall;" to avoid crowding perhaps, "Please don't call all at ones but one at se time." He guarantees the wear thus : "A real handsome suit sure will last 5 years no bogie." Material is thus attested : "Worsted cord not to be equal in price and stuff." It must be said price is given both in English and Canadian money, one card reading "£2 or $11.50."

The sign at the door reads : "Never to late to mend—Jim the practical English ladies' and gents' tailor."

CANADA WOOLLEN MILLS AFFAIRS.

LAST month The Review reported the sale of the properties of the Canada Woollen Mills to W. D. Long, Hamilton, for $253,000, and the appeal of Geo. F. Benson, Montreal, against the sale on the ground that the sum paid was not as much as might have been received, as well as that Mr. Long, as an inspector, was debarred from using his inside information to his own advantage.

Mr. Benson offered $275,000 and appealed to Referee Cartwright to set aside the sale. This was refused and an appeal was then made to a higher court, Judge McMahon giving his opinion. By him the sale has been set aside and a new auction is to be held.

It is evident from the price offered by Mr. Benson, and from the amount at which the several properties were held by Mr. Long, that the latter had made a good bargain, and it is no doubt on the ground that his position as inspector gave him an advantage over other purchasers that Judge McMahon decided against him. It is probable that the matter will be fought out to the highest court.

Mr. Benson holds shares in the company to the amount of $65,000, and his firm is a creditor for $25,000.

GARMENT WORKERS MEET.

A MASS meeting of over two thousand men and women employed in the clothing industry assembled Sunday, Oct. 23, in Montreal, to discuss ways and means of improving the conditions of the garment workers in that city. The meeting was held under the joint auspices of the Contracting Tailors' Association and the United Garment Workers of America.

Conditions in the clothing industry were painted in their blackest form, one man saying that hundreds of garment workers were out of employment and the rest were employed half time. Of course a drive was made at the encouragement given to emigration under such condi-

THE CANADIAN DRESS CHART.

Article.	BUSINESS AND MORNING WEAR.	CHURCH, AFTERNOON TEAS, SHOWS.	DAY WEDDING, MATINEES, DAY RECEPTIONS.	EVENING WEDDINGS, BALLS, RECEPTIONS, THEATRE AND FORMAL DINNERS.	STAG PARTIES, CLUB, INFORMAL DINNERS.
Coat.	Morning Coat. Cutaway or sack, with covert or Chesterfield overcoat.	Frock or cutaway with Chesterfield overcoat.	Frock with Chesterfield overcoat.	Evening dress with Chesterfield or skirted overcoat.	Evening jacket with ordinary overcoat.
Waistcoat.	Of same material as or different from coat.	Same material as coat or of white duck.	Double or single breasted, of same material as coat, or of white duck.	S. B. or D. B. white or S. B. same material as coat	S.B or D. B. white or S. B. same material as coat.
Trousers.	With S. B. coat to match, with D.B. either to match or not.	Striped worsted.	Striped worsted or dark cheviots.	Same material as coat.	Same material as coat.
Shirt.	White or colored, quiet colors.	White.	White.	White, with cuffs attached.	Plain or pleated white, with cuffs attached.
Collar.	Wing, standing, poke or double band.	Wing, standing or poke.	Wing, standing or poke.	Standing or poke.	Standing, poke double band or wing.
Cravat.	Ascot, once over, flowing end or Four-in-hand.	Ascot, flowing end or once over or four-in-hand.	Light or black, Ascot or once over.	White tie with broad or blunt ends.	Black silk or satin with broad ends.
Hat.	Derby or Fedora, with sack, Silk with cutaway.	Silk.	Silk.	Silk or opera. Latter only to theatre.	Derby or Alpine.
Gloves.	Tan.	Tan, or light grey suede.	Grey suede.	Pearl or white glace	Tan or grey.
Shoes.	Black calf skin or tan.	Patent leather.	Patent leather.	Patent leather shoes or pumps.	Patent leather, high or low.
Jewellery.	Gold studs, links, pin and watch guard.	Gold studs, links and pin and guard.	Gold links, studs and pin.	Pearl or mother-of-pearl studs and mother-of-pearl links.	Gold studs and links.

tions. The employers were exonerated from all blame, as they too were suffering. A one-time employer stated that he had been forced out of business by the competition. He characterized it as a shame that the Montreal clothing workers, who paid high rent and taxes, should be compelled to compete for a livelihood with people who lived outside the city and did not depend upon garment making for a living.

A member of the Contracting Tailors' Association said that it was no use for their employes to demand higher wages and better conditions until competition with unfair trade was stopped. After several resolutions

EXCELSIOR MILLS CLOSING.

MR. G. H. BISHOP, selling agent for the Excelsior Woollen Mills, Montreal, writes that the mills were not to close down Oct. 15 as currently reported, but that the taking of orders would cease at that time, the mill running on until these were filled, which would not be for two months more.

Mr. Bishop claims that it is the preference that is to blame for it all, and that the increase in tariff came too late to benefit them. He asserts that the mills have not shut down on account of their inability to supply the class of goods that is demanded.

The mill is to be sold either entire or with the machinery removed.

NOTES OF THE FURNISHERS.

Michael Connolly, clothier, Montreal, is dead.

Louis Cadieux, men's furnisher, Montreal, is dead.

A. J. Smith, men's furnisher, Lethbridge, N. W. T. is dead.

S. Weaver, clothier, Vancouver, has been succeeded by M. Cameron.

Schater Bros., clothiers, Gladstone, Man., have assigned to C. H. Newcombe.

Fire did some damage to the store of Hodgens Bros., clothiers, Clinton, Ont.

The Oxford Clothing Co., Oxford, N. S., is running full time with their new machinery.

Charles A. Workman has registered under the name of C. A. Workman & Co., clothiers, Montreal.

A meeting of the creditors of the Star Shirt & Overall Co., Montreal, was held on the 11th inst.

A. J. Hill, merchant tailor and men's furnisher, Collingwood, Ont., has assigned to F. W. Churchill.

McPherson & Sons have opened a new store for woollens and men's furnishings in Vancouver.

Mr. Thos. H. Rumford, merchant tailor, Forest City, Ont., has been married to Miss Amy Morgan, Lucan, Ont.

Florence McCarthy, St. John, N. B., is continuing the business of Butt & McCarthy, tailors, under the same style.

John McDonald, formerly with Andrews & Co., has opened up a men's furnishing and clothing store in Brandon, Man.

The Excelsior Woollen Mills, Montreal, are closing down on account of their inability to secure the necessary orders.

Mr. William F. Higgins, merchant tailor, St. John, N.B., has been married to Miss Laura May Galbraith, of the same city.

Evans & Co., clothiers, Galt, have made an offer to their creditors of 50c on the dollar. Their liabilities are about $14,000.

Colwell Bros., men's furnishers, Halifax, are building a 20 foot extension to their building. They have added a hat and cap stock.

The British American Hat and Cap Mfg. Co., Montreal have dissolved partnership. Harry Popkin and Ike Solinsky have registered.

J. H. McBrady has opened a new men's furnishing establishment in Fort William. The best of fixtures and interior decoration are used.

Mr. Harrison, a New Brunswick merchant, has leased the store formerly occupied by John McMillan in Moose Jaw, and is starting a clothing store.

Joseph Durand, formerly manager of the Canadian Glove and Mitten Co., Ingersoll, Ont., has gone to the States. Joseph McKay is the new manager.

Messrs. John Fried and Walter D. L. Wright, of the wholesale hat and fur firm of Fried, Wright & Co., London, have dissolved partnership. Mr. Wright continues the business.

NEW FIRM NAME.

A charter has been granted Grafton & Co., Limited, to manufacture, buy, sell and deal in clothing, whitewear, shirts, mantles, millinery, dry goods, carpets and similar commodities, and to acquire the business now carried on by Grafton & Co., Dundas, Ont. The provisional directors are James Beatty Grafton, James John Grafton, William Arthur Davidson, and Charles James O'Connor. The share capital is to be $500,000, divided into 5,000 shares of $100 each. The head office will be Dundas.

CATALOGUES, BOOKLETS, ETC.

A NEAT little 6-page folder has been issued by the Williams, Greene & Rome Co., Berlin, Ont. Four of their leading wing collars are shown with short description, and surrounded by some dainty color work.

Wm. E. Orr & Co., furriers, Toronto, have sent out a small booklet of eight illustrations of fur styles for men and women. The paper is of very heavy stock and the cuts are excellent works of art. The cover is grey and neatly lettered.

The catalogue of W. & D. Dineen Co. for 1904 and 1905 contains a well illustrated descriptive list of the furs and their prices shown by the company. The cover is in shaded red with a beautiful picture of a lady in white furs and dress.

A small leaflet of the Old Bleach Linen Co. is devoted to their new line of art towels.

The October "specials" of the H. B. Claflin Co. contains an assortment of special lines for this month including linens, handkerchiefs, ladies' collars, holiday goods, cut glass, and silverware.

PRESENTATION.

On the evening of October 5 a presentation was made to Mr. Foreman, who is severing his connection with the firm of D. Morrice, Sons & Co., to take up an appointment with the Cataract Refining Co., of Buffalo. Mr. Foreman was presented with a purse of $200 in gold by the members of the firm and a gold watch by his fellow-employes, and they joined in wishing him every success in his future sphere of employment.

STAPLES

COTTON.

COTTON remains still the most uncertain quantity in the raw material market. Even those who have been so confidential airing their views for the past year and a half have decided that they know no more about what will happen than the novice. Arguments do not seem to stand for anything. One man who has always been considered something of an authority will predict higher prices and support his statements with the most lucid arguments, but next day an equally authoritative source is reported as saying prices must come down, and although he has fewer strong arguments the trend of the market has supported him. Cotton is quoted now at 10.20 for spot, a price that is 65 points lower than at the beginning of the month.

* * *

The arguments used by "bulls" are plausible and numerous. They say that the crop is going to be not over 11¼ million, and that the difference between that and last year's crop will not equal the extra demand that was unsupplied last year, and is now clamoring the more loudly; that while the south is holding some cotton, it has become wealthy enough to hold it until holders get their price; that supplies on hand at the beginning of September were never as low; that labor is more expensive; that the country can afford to pay high prices for goods. A cotton authority writes The Review from Philadelphia: "I am informed that one of the greatest movements ever known in the cotton markets is about to be consummated. Cotton is going up, up, up. The December option is in the hands of a few men, who can put the price to any figure they select. That these men are not in the habit of selling anything cheap is an assured fact, and there is every evidence that they will, before the last day of December, cause December cotton to sell at a figure that will astonish the commercial world." Sully and Brown are the cotton bulls again, but while the latter is a strong bull in talk he is reported to be taking small profits.

* * *

On the other hand, the bears maintain that the crop will reach very nearly, if not quite, 12 million bales, and that this will mean greatly reduced prices. One large New England miller maintains that if the crop is that large it will bring the price to 6½c, basing a crop of 10 millions on 9½c. The United States Government report places the condition of the cotton crop at 75.8 per cent., which would mean a 12 million bale crop. The Journal of Commerce estimates almost the same condition. These reports are 10.7 per cent. and 3.1 per cent. higher than last year. There were 560,000 bales in sight one week in October, compared with 379,000 in the same week last year. The closing down of the mills has had a great effect on the keeping down of cotton prices, and will always be used as a drag on speculation.

* * *

It is certain that stocks both in Canada and the United States are low in almost every line of cotton goods. The mills have been idle so long across the border, as well as in England and Canada, that supplies have been well exhausted. It is rumored that a New York commission house has ordered a certain line of cottons from a Canadian mill for export to Japan, paying the full price asked by the mill.

* * *

All the price lists have been out for some time, and wholesale orders have been placed that show that there is little hope in the possibility of lower prices. Wholesale houses have ordered freely for Spring and nothing of great importance is liable to happen to influence prices to the trade. Two changes have occurred since the first lists were offered. On account of competition denims have been lowered one cent in price within the past week or ten days, and about the same time an advance of ⅛ to ¼c was recorded in grey cottons possibly on account of a shortage in that line. The medical profession will feel the advances in absorbent cotton.

SILK.

Better things are expected of silk goods during the approaching year and season than have prevailed for a few years. The fine dress silk trade is good, and if regularity of price can be sustained in the raw silk market there will be further improvement. This promises to be attained to some extent, but it is found extremely difficult to get spinners and manufacturers to meet. Raw silk prices have fluctuated so rapidly and unreasonably that the mills have been unable to place any set price on their productions from week to week. Just as soon as raw silk goes up there is a curtailment in production. This has had an excellent effect and at present there is an evidence of a more stable price list.

* * *

An immense business has developed in silk shirtwaist suitings. These are undoubtedly the backbone of the increasing demand for silks, and on their success depends that of auxiliary silk lines. So large have the orders been on certain colors that a firm of manufacturers who sent a re-order in recently were told that it could not be filled until March. Silk linings, underskirts, etc., have been picking up, and are now satisfactory stocks. European demand for silks is increasing and it is a sure thing that 1905 will be a good silk season.

* * *

Advices from St. Etienne, France, report that ribbons are advancing in price. On some lines an advance to the extent of 10 per cent. takes place immediately, and on others at an early date. These advances are due not to scarcity or cost of raw material, so much as to the increasing demand and inability to fill orders on time.

LINEN.

Business in linens has been more satisfactory during the past months. No concessions of any importance have been allowed, but buyers in many cases held the opinion that prices would have to come down. Their steadiness has, however, shown them that they cannot hope for a reduction in the near future. It is not likely, either, that there will be appreciable advances since the later movements of that kind have been met with a curtailment of the demand. The crop of flax in Russia is now said to be of promising quality. Sales of house linens have been large and the quality in demand has been good. In some cases it has been found a matter of some difficulty to properly fill the orders in these goods. It is expected that delayed orders will come in during the next few weeks and that the tone of the linen market will improve.

It is hinted that Russia contemplates placing an ex-

port duty on her flax amounting to £4 a ton. This would mean a serious advance in the cost of manufacturing and mills would be met with the question: Would an advance in cloths be feasible? It is doubtful if it would be endured by the consumer, who after all controls the market.

WOOL.

The Yorkshire Daily Observer in commenting on the wool market says: "The heavy buying for America, which still continues, helps to keep the market still, and also keeps out the home consumers, who are naturally averse to setting up a competition that could result only to their disadvantage. Reports from Sydney give no promise of relief as far as botanies are concerned, and prices are exceedingly firm. The same is the case with regard to crossbreds, the demand for which is rather slow. English wool of all descriptions is going to America in considerable bulk, and there is even some inquiry for the long neglected Down sorts. Mohair is at present quite inactive, but there is a rather better inquiry for alpaca.

"In the export trade the yarn situation is one of exceeding difficulty, and there is no indication of any immediate relief. In the struggle over prices spinners cannot possibly give way, as they are already at rock bottom, and the question that is being anxiously asked is: How much longer can the consumers keep out of the market? Particulars for mohair yarns continue to come to hand with rather more freedom, but very little is to be obtained in the way of new business. The Botany trade has slackened off a little.

"In the piece trade there is no material change, the complaint still being that business is exceedingly slow."

Advices from Australia state that at the second sale of the wool auctions for the season, Oct. 17, 13,000 bales were brought forward with active demand. The basis of values established at the last sales was maintained for fine merinos, while bold descriptions and lambs were disposed of at somewhat reduced rates.

Windeler & Co. report that at the fifth wool sales in London good merinos opened firm at 5 per cent. advance, while inferior sorts sold rather in buyer's favor. Crossbreds ruled very strong, and especially in the case of low qualities the grease, frequently at an advance of 5 per cent. During the sales the difference between better and inferior merinos became more marked. Crossbreds were 5 per cent. higher than at the opening. The strong position of the market is due more to the scarcity of raw material than to prosperity in the consuming countries, the value of goods does not respond, and the position of manufacturers still remains exceedingly difficult. Consumption is reduced, owing to short supply and an unprofitable turnover. The impression remains that merino wools will gradually come into more favor.

For Canadian washed fleece wool 23½c has been paid, and 15c for greasy. Pulled brushed wools bring 25c. Two years ago fleece wool was worth only 12c.

WITH THE TRAVELERS.

A VICTORIA CROSS HERO.

ON the 7th of November, 1900, the Royal Canadian Dragoons under Major-General Smith-Dorrien, were engaged in an action with a Boer command near Carolina, Western Transvaal. During the fighting, the Boers were reinforced to such an extent that the British were outnumbered, five to one, and General Smith-Dorrien decided to retir to Belfast, their stationary camp. "A" squadron of the dragoons, under Col. Lessard, with two guns of "D" Battery, in charge of Captain Morrison, R.C.F.A., and the Colt machine gun in charge of Sergt. Holland, were detailed to form the rear guard, and protect the transport in retiring. By this time the Boers were gradually outflanking the dragoons who were up to their eyes in fight, the field guns firing as fast as they could load. This did not keep the enemy back, and with a determination unprecedented in the campaign, the Boers came down on all sides, ce the gallop, firing as they came. It was guns they were after and they made straight for Capt. Morrison's 12-pounders. The guns were limbered up, and started off as fast as their now thoroughly tired horses could gallop, but the Boers kept steadily gaining, and two troops under Lieutenant Turner, V.C., were ordered to dismount and hold them back at all costs. This only checked the advance of the enemy a few minutes, as the flanks kept getting closer, and gradually galloped through them. As a last resort, a troop under Lieutenant Cockburn, V.C., and the Colt gun, were ordered to stop the flanks, and give the big guns a chance to get away. Bullets were whistling and cracking like fire crackers, and the enemy, about 500 in number, came on as determined as ever. Over 30 of the squadron had by this time been taken prisoners, and several were killed and wounded. The Colt gun with Sergeant Holland, which had been doing yeoman service all morning suddenly became jammed by a defective cartridge; to fix it was only a matter of a few minutes, but the Boers were coming on like an avalanche. Seeing it could not be fixed in time, Sergeant Holland detached the barrel from the carriage, mounted his horse, and galloped off with the gun, under a hail of Boer bullets. Out of the troop of thirteen men who were with him, he was the only one to get away, all the rest were killed, wounded or taken prisoners. For this act of saving his gun and foiling the enemy, from turning it on the main column, which was about 1,000 yards away, Sergeant Holland was awarded the Victoria Cross.

This Mr. E. J. Holland now represents the Rooster Brand from Eastern Ontario to the Soo via the Ottawa Valley, with permanent sample room at 338 Sparks street, Ottawa.

NOTES.

MR R. S. Switzer, formerly with Henry Morgan & Co., Montreal, is calling on the trade for the British firms Welch, Margetson & Co., London, Peter Scott & Co., Howich, Scotland, and Gow & Co., London, Eng., whose Canadian agent is Mr. James Gilmour. Mr. Gilmour's friends will be sorry to learn that he has been ill for some time and has not yet been able to return to his duties.

Mr. Charles A. Steele, traveling representative of Loewenberg & Co., wholesale fancy goods dealers, Victoria, B. C., has been united in marriage to Miss E. Rowe.

Through a mistake in the October Dry Goods Review Mr. J. L. Gittleson, of the Montreal Waterproof Co. was noted as having gone on the road in the interests of the London Rubber Co. This should have read in the interests of "this firm." Mr. Gittleson has no intention of changing his position, and will be found calling on the trade as usual.

Wholesale Millinery

..OUR.. OBJECT

— **From now** till end of season the one object before us is to **clean up stock** in all departments.

Buyers will find our offerings throughout the house such that will make a visit most profitable.

The D. McCALL CO., Limited

For Spring 1905

Our European Buyer has just returned having arranged for a

SPLENDID RANGE

of Samples, consisting of STRAW HATS, STRAW BRAIDS, FLOWERS, MILLINERY AND DRESS TRIMMINGS, Etc.

OUR TRAVELLERS will start out about November 10th with above lines.

ALSO a complete assortment of our special lines of SILKS, RIBBONS, VELVETS, VELVETEENS, FEATHERS, Etc.

Letter Orders receive special attention. WRITE US.

Debenham, Caldecott & Co.

43½ St. Joseph St., QUEBEC.

Richmond Building, 111 Sparks St., OTTAWA.

18 St. Helen St., MONTREAL.

The Canadian Millinery Review

THE FALL OPENINGS AND FALL STYLES

REVIEW OF THE MONTH.

FOLLOWING upon propitious openings and a fair amount of trade at retail, came a spell of warm and favorable weather which has materially lessened October's millinery output. Although weather conditions have undoubtedly affected trade temporarily, there is the consolation in this case that the business must come later. Retailers and wholesalers are fairly unanimous in this respect, excepting the inevitable few who insist trade follows the barometer and that when unfavorable weather comes and business is poor, just that much business is lost. Perhaps it may be that fewer trimmed ready-to-wear hats will be sold as a consequence, but even that is doubtful. At any rate, if these find a sale during November it is going to cut a serious inroad into the taking of dress hats and trimmings, which would hardly be either profitable or commendable.


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The Deauville

A smart and pretty effect is shown. A small toque with a trim of ecrasille interlacings. The only trimmings used on this model are strings of jet beads and a large cord of Paradise, affording on the whole a very stylish idea.

Undoubtedly many retailers have a goodly supply of trimmed and untrimmed ready-to-wear hats and the pressure of a fair supply of straws on the street would make it extremely probable that some extra inducements should be made to move stocks of ready-to-wears. It must be clear to all such retailers that hesitation should not be indulged in. Cut profits in two and commence slashing at once, as styles will change and hats carried over are simply a dead loss. That all sections are not in the condition is attested by a fair number of orders reported by jobbers. These are probably, however, the result of under purchasing by a few retailers till style elements were safely settled. Such orders as these call for brown and green ready-to-wears in beaver, felt and camel's hair. The coq-de-roche shade of trimming has been taken hold of well.

Both retailers and jobbers now look forward to a bright sale of novelty goods and dress hats, to offset an undoubted slowness of trade during October. The next month will decide the fate of the high crown hat, and The Review expresses the opinion it will confine its sales to certain types. The crowned hat is in the realm of a carriage hat, and certainly is inappropriate to a vast number of purposes and people. Velvet hats should be pushed and all the many accessories which go to make a profitable trade should be urged. Ostrich feathers, pompoms, aigrettes and the endless amount of steel and gilt buckles, as well as beads, roses, etc., should be plentifully displayed. Any odd wants should be picked up from jobbers at once, although it is hardly likely that many stocks are in a depleted condition.

SPRING MURMURINGS

EVEN at this early date, the murmurings of Spring millinery are heard in the jobbing trade. Buyers are straggling home from foreign fashion centres and markets, and before Fall trade is well over travelers will be showing samples of Spring millinery. Many travelers will be out this month with staple lines and a few choice and sure novelties.

The Review has talked with some of these shrewd forecasters and it is learned that radical innovations as regards style, material and color have not been attempted in foreign circles. Novelty there is in everything pertaining to Spring millinery, but it is rather a natural and logical development of past conditions. Shapes partake of the many lines shown this Fall and straws will follow the general outline of many beavers and felts seen this season.

"Perhaps the most noticeable novelty," said one

buyer, "is the return to the low English sailor hat which however I consider very doubtful of reception here."

Among natural developments in trimmings may be mentioned the strengthening of ribbons. All are agreed that ribbons are to reach the zenith of their popularity the coming season. The most potent evidence of this belief is the independence of ribbon manufacturers, and the fact that advances reaching 10 per cent. in a few instances are already recorded in some lines, and in others advances are expected daily. This, said a millinery importer, is solely due to the large number of orders placed. St. Etienne, say, reports from that ribbon centre, is extraordinarily busy with ribbons for millinery purposes and the bulk of the orders are coming from the United States.

Though the forecast is made that fancy ribbons will have a large sale yet it is said by those who are likely to know that it will not be the warp prints and pronounced effects, but rather changeables, and shots in bright soft makes and in ottomans, which are expected to be very largely used.

The demand for ribbons already exceeds the supply. Soft brilliant makes, such as taffetas and mousselines are heralded. These naturally are most applicable for rosettes and shirring if an all silk ribbon is employed. Among novelties in ribbons for which a sale is predicted, the various shades and ombre effects in millinery widths are banked upon. Paris is at present wild over these, and even this Fall has seen a fair sale of them here. Consequently there is every likelihood of their opening strong in the Spring.

Moire francaise ribbon in shot effects is another style which is feeling a revival of interest due to the reign of ribbon and will doubtless have a certain sale.

The mushroom shape will undoubtedly be seen in Spring lines and many buyers are strongly talking the chiffon hat, as well as the low crowned sailor. In case the latter is a success, it means an increased use of English straws, as England has been particularly successful in producing this style. Besides this the benefit of the preference will be felt. Turbans will again be good. Flowers are always extensively used, and it is noticeable that the large roses are to be retained. Ombre effects are the novelty in this respect.

Should the very large roses shown take with the trade it must mean that the high crowned hat is to be the leading shape next Spring for they would be quite out of place as a trimming for a low crowned or mushroom-shaped hat. As a matter of fact it is Paris that for reasons of her own, is pushing both the high crowned hat and the large rose. It is, it is said, France against Germany again and in a trade war this time. The Germans lately have been cutting largely into the French flower trade, and as the Germans excel in the manufacture of small roses and small flower effects generally, while France is unrivalled in the production of large ones, and as the fashion followed for the last few seasons for small flowers has made German competition very keen, she is endeavoring to oust a trade rival by changing the vogue and introducing large flowers.

Perhaps as far as the very small roses which have run successfully for the last two or three seasons now she will succeed but it is a moot point as to whether the very large ones will supplant them in popular favor, and, if shapes are to be only of medium height, it does not look rosy for them next Spring. Most probably the medium sized rose will come to the front again and the trade seem to have most confidence in it.

Kid as well as sequin plays a strong part in foreign fashion circles among trimmings, and it is likely the tendency will be followed here to a limited extent.

Advices from Paris say that khaki and bluet are the coming colors, and this seems reasonable considering the present popularity of brown. Brown and the shades leading up to it will certainly be featured, and Parsifal blue which is more or less of a bluet shade is gaining ground as the Fall season advances. Green is also largely represented on the syndicate card and in many shades. Among colors likely to be prominent are "helio," which is to some milliners an indispensable Spring color, mauve which is said to be gaining ground, and bordeaux or wine shades, or as they are likely to be known in the Spring, the faded rose, or raspberry reds.

It is yet very early to speak of Spring colors, and these are indications rather than positive predictions.

THE MONTH'S STYLES.

THOUGH quite a few high crowned hats are seen, yet the tricorns and toque effects, that are dear to the heart of quite a number of women, are most in evidence. The Napoleon is another shape that was largely shown at the supplementary openings but not in the small and freakish effects shown in the early Spring. These Napoleons are larger and more becoming. The brim flares high in front and comes down over the hair at the back, and both brim and crown follow the elongated Napoleon shape.

For the description of the following hats that were on view at the supplementary openings The Review is indebted to Miss Nevin of J. D. Ivey & Co.

A Napoleon of white beaver had brim and edge bound with white sheared lamb, thickly sewn with black passementerie drops. The trimmings were just a touch of black velvet held down by jet cabochous, and at the left side of the front poised on the edge of the brim was a stiff curled feather rosette in black.

An extremely smart and at the same time an extremely new shape was a "jockey cap" in mink and velvet. The crown was of the fur and the brim of shirred emerald green velvet. There was a shaded ribbon of orange and green twisted around the crown ending in a chou centred with a cabochou on the left side at the back; drooping over the hair was a feather shaded from emerald green to blue at the tip.

A lovely large picture hat was of "borderie Anglaise" on ivory taffeta. The crown was a square of this embroidery and two other squares were placed on the upper and under the brim exactly facing, and the rest of the brim was covered with finely shirred ivory velvet. There was a shirred velvet collar around the crown and a Russian sable body with the head at the centre of the back going round the crown and the tail and one paw on the brim at the right side at the back.

Though white is not so much in evidence this Fall as last yet a great deal is seen. Fur is also coming into general use as the season advances and quite a large number of fur trimmed hats were shown at these openings.

S. F. McKinnon & Co., Limited

Toronto, Montreal, Quebec, Vancouver, London, Eng.

WHOLESALE MILLINERY

AND

MANUFACTURERS OF CLOAKS AND SKIRTS



Our facilities for prompt delivery in our Manufacturing Dept. are well known.

Send for Sample lot of Cloaks and Skirts.

We have some special clearing lines in Millinery and Millinery Novelties.

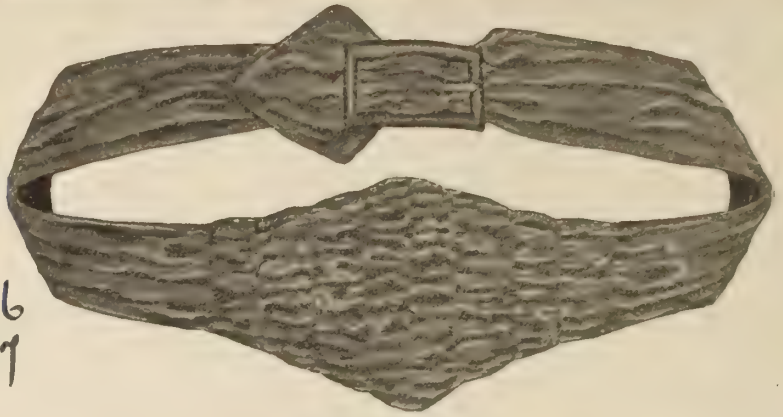
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J. M. Alexander, Pres. Geo. Caldbeck, Vice-Pres. Chas. Reid, Secy

Directors—John S. McKinnon, Wm. Guthrie, Alex. MacKie.

7390—2.25 doz.
Black Poplin.
Buckles—Black, Nickel, Gilt.

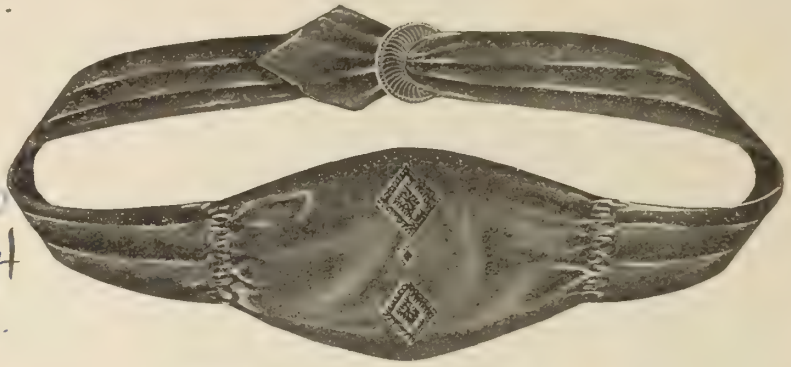
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Shirred Belts from 2.25 to 10.50 doz.

7383 - 4.00 doz.
Black Taffeta,
Moire Lining.
Silk Crochet Ornaments.

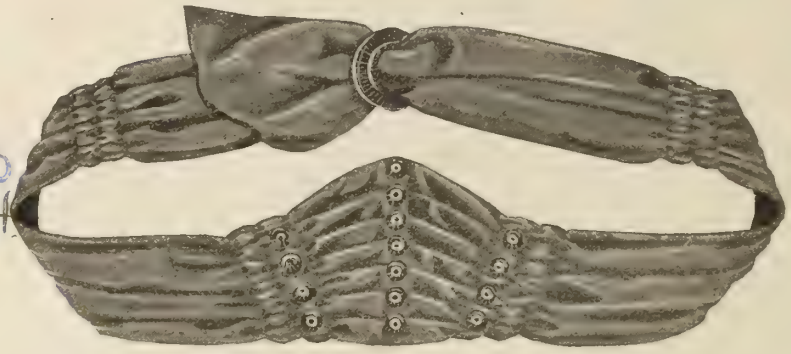
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Crush Belts from 2.00 to 13.50 doz.

7403—6.50 doz.
Black Taffeta, Shirred, with Crochet Buttons and Ring.

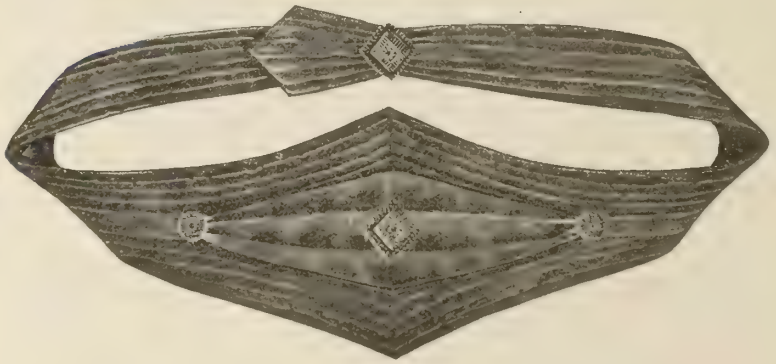
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Folded Belts from 2.00 to 12.50 doz.

7375—7.50 doz.
Black Taffeta.
Silk Crochet Ornaments.

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NOV - 3 1904



Four of our One Hundred and Fifty Styles.

WRITE FOR SAMPLES.

FLETT, LOWNDES & CO., LIMITED

TORONTO

MANUFACTURERS OF **BELTS AND NECKWEAR.**

LADIES' NECKWEAR.

MOST manufacturers of ladies' neckwear are rushed to the limit, some so much so that they have withdrawn their samples for the present, as they already have as many orders as they can possibly execute. This rush is having a disastrous effect on the production of the novelties that are about due for the holiday trade, and it is only now that managers have managed to go down to New York in search of new ideas.

It would be difficult to particularize any special novelty, but every popular idea is taken up and worked for all it is worth. The new colors are very slow in making their appearance in neckwear lines, but this is owing to the difficulty experienced in obtaining these shades. However, some pretty taffeta stocks in brown and tangerine, brown and green, white and brown, white and green, are now making their appearance. There is quite a run on the stock with a bow in front both in taffeta and in lace stocks with butterfly bow of accordion pleated louisine or chiffon. In this last style there are some wonderfully dainty little affairs shown, particularly where the lace is embroidered with spangles.

Tailored styles and bows in black are also featured, but with the exception of blacks, brown and Paddy green the call seems principally for all white.

Stocks with a bias piece of taffeta tightly folded and either confined with tabs or pulled through rings are something of a novelty.

In New York there is a disposition to revert to the soft, fluffy jabots in lace, silk and chiffon. These jabots are now losing their flatness and are assuming a more puffier style. Some shown have long full ends of soft bright silk trimmed with pleatings and puffings of chiffon. Sometimes the stock is of silk, too, but more often it is of lace. In the cheaper lines good use is made of valenciennes.

The high linen collar with the four-in-hand tie is what the Parisian women are said to be wearing for morning, and for dressier wear they are turning to dainty little chemisettes of lace. While the stiff linen collar is always worn here by a small minority, it seems very doubtful that either the American or Canadian women will take up the idea. Instead they will most probably take to the embroidered turn-downs of the Buster Brown and Pulley variety worn with the string tie. There is a large contingent that is wearing this combination now, and the demand for string ties is very hard to keep up with. Brown, green, coque-de-roche and red are the popular colors, and changeables and tiny checks are expected.

Should Canadians copy strongly the Louis styles now so much worn in France, next Spring will see the adoption of the surplice, or the waist, rucked across, which leaves a V shaped opening in front. Should this waist be adopted, then the chemisette must follow and will be seen in Spring lines.

WHITEWEAR.

ORDERS for flannelette underwear have hardly been up to the average this year, except from the Northwest. It is from this section also that as yet the repeats have been received. Weather in Ontario has been too mild as yet to induce any great call for flannelette underwear, and besides its popularity seems to be somewhat on the wane in the more settled portions of the Dominion.

There seems to be room for the introduction of a new material for Winter underwear, if only a suitable one can be found. It must, however, possess a number of useful qualities, viz., it must be warm, light and soft, and be capable to being worked up into attractive and at the same time not too expensive garments, and last but not least it must wash and wear well,—quite a formidable array of qualities to look for in one material.

The sale of bargain underwear is still going on, and the latest sale is in flannelette garments, and is being held by a large Toronto departmental store. The prices are so low, considering the styles of the garments sold and the cost of the material that goes into them, that the sale is attracting quite a little bit of attention in the trade. It is said the garments in question were not made in Toronto.

CORSETS.

THE progressiveness of the Canadian corset manufacturers is shown by the firm hold they have on the trade in all grades that can be profitably made here. In the popular priced lines, particularly in the generally sold dollar line, they are certainly in the ascendant. In high grades, largely because of the many models that have to be carried in corset stocks, and of the army of designers and fitters required in their manufacture, the more expensive corsets still have to be imported.

The time is near now when corset manufacturers will begin to prepare their Spring models, and still there is no sign of the radical change so confidently predicted in some quarters, back to the old style curved-front corset. Some modifications there are, but they are far from radical, and only serve to bring the straight front into conformity with the changing styles in the outer garments. The waist is nipped a little to give a smaller effect, but it is in the cut, and is more apparent than real, and does not alter materially the size of the waist line.

The additional height at the bust is another change, but when an authority talks of this feature the caution always follows that though corsets are higher from the waist line up, there is no high bust effect, and the change does not raise the bust a fraction of an inch. The corset is so made that it surrounds and encases it.

The latest change is, however, the longer back, which seems to be regarded with great favor, particularly for full figures.

To realize to the full the changes made and pending, a good print of the fashions worn in the time of Marie Antoinette should be obtained and studied, for that is the figure that corsets are being shaped to attain. The new models in French corsets that are now making their appearance are all straight fronts—almost, one may say, exaggeratedly so, in spite of all the vaporings of the daily press on the subject. The opinion of corset buyers not only here but also over in the States is overwhelmingly in the favor of the straight front, and the corset buyer for Marshall Field & Co. only voices the opinion of the trade when she says: "Straight fronts by all means, for it would be utterly impossible to approach our customers on the subject of curved steels." Another well known buyer says: "I am positive we shall never return to the curved steels that were once used, for they are both uncomfortable and unsightly."

NOTES OF THE TRADE.

H. S. Robinson, of the Robinson & Lindsay Co., Toronto, is dead.

Mr. N. H. Bermes has sold the Berlin Dye Works to Nelson Schaefer.

B. Glasserman, dry goods merchant, Winnipeg, is removing to Regina.

L. E. Lortie & Co., dry goods merchants, St. Johns, Que., have suspended business.

The stock of the estate of Charles Ounn, dry goods jobber, Winnipeg, has been sold.

Mrs. Elias Bookstein has registered under the name of E. Bookstein, dry goods merchant, Montreal.

Meir & Co., dealers in dry goods and clothing, Owen Sound, have sold out to R. H. Benson & Co.

Stanley Mills & Co., departmental store, Hamilton, have had a small loss by fire; covered by insurance.

W. L. B. Young has been admitted into the firm of Henry Young & Co., dry goods merchants, Victoria.

R. B. McComisky & Co., manufacturers of combs, Granby, Que., have been burnt out; partially insured.

The corset business of Belcher & Snider, Toronto, has been put into the hands of the Bias Corsets, Limited.

Fire which broke out in the blouse factory of A. Gagnon, Ottawa, did damage to the extent of about $2,000.

The strike amongst the silk waist operators of the American Silk Waist Co., Montreal, has come to an end.

The stock of Miller Schwartz, wholesale dry goods and smallwares merchant, Montreal, has been damaged by fire.

W. H. Cameron, dry goods merchant, Southampton, Ont., has removed his stock to larger premises across the street.

Smith Bros. & Co., dry goods merchants, Goderich, Ont., have failed; liabilities are expected to reach about $10,000.

Mrs. J. F. Ross, dry goods merchant, Vancouver, is giving up the retail business and is continuing in ladies' garments.

J. W. Colcott, St. Thomas, Ont., has sold his stock of dry goods, groceries, etc., at Shedden, to Robert Baird of that place.

T. W. Brady, Winnipeg, Man., grocer and dry goods merchant, has sold out his grocery stock and is removing his dry goods to Hamiota.

Almost the entire stock of dry goods, etc., to the value of about $35,000, belonging to Kirk & Whitman, North Sydney, C. B., has been badly damaged by water and fire.

A silk cargo valued at $1,470,000 arrived at Vancouver on October 11, on board the steamer Empress of Japan. The cargo consisted of 525 tons of raw silk and the balance silk goods in the manufactured state.

Ogilvie, Lochead & Co., dry goods merchants, Brantford, have purchased the large stock of R. W. Robertson & Co., of that city, valued at $40,000. Captain Robertson will devote himself to his financial interests.

Wims & Co., dry goods merchants, Campbellford, Ont., are closing out that business on January 1, and have already opened up a new stock of general dry goods in Belleville. They will not handle men's furnishings or clothing, but will push ladies' ready-to-wear garments.

At the annual meeting of the shareholders of the Montmorrency Cotton Mills Co. the following directors were elected: Lieut.-Colonel F. C. Henshaw, H. M. Price, John T. Ross, R. Forget, N. Rieux, Alex. Pringle and Edgar McDougal. Lieut.-Colonel Henshaw was elected president and John T. Ross vice-president.

RHYS D. FAIRBAIRN (LIMITED)

Manufacturers of LADIES' NECKWEAR

SILK CHIFFON FOUNDATION COLLARS

THE "ONTARIO" PRICE, $4.50 GROSS NETT. THE "BOSTON" PRICE, $6.40 GROSS NETT

Both Collars shaped to fit the neck perfectly.

The **"Marlborough."** It's the latest Tie, samples shown by our travelers.

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To Owner
Book 29
Page 50



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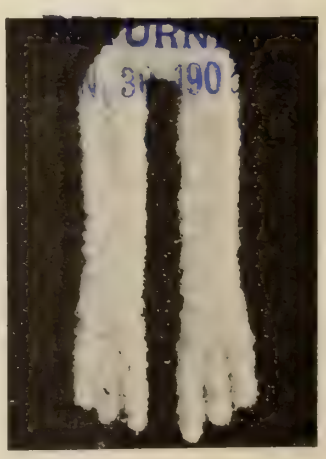
Headquarters for NEW YORK, U.S.

OSTRICH PLUMES

Both Amazon, French and Demi Plumes.

Feather Boas, Stoles, Pompons, and Novelties.

Write for prices.



Correspondence.

In this department we publish questions submitted to The Dry Goods Review and Men's Furnisher, the answers to which will be, in our estimation, of general interest to the trade, and which entail no comparison between the production of different manufacturers. We are always pleased to provide required information on anything connected with the dry goods and men's furnishings trade. Questions will be answered only in this department unless a special request be made for answer by mail.

P....., Oct. 7, 1904.

Editor Dry Goods Review and Men's Furnisher:

Would you kindly tell me what you consider to be the value of brown as a material for a tailor to lay in a stock of just at this time? I would be greatly obliged if you could answer immediately, as I notice some remarks made by you last month on the popularity of brown and I have as yet bought very carefully and have found only a limited demand. I think if I had a stock of it to push I could do more.

Yours truly,

Answer—While brown has had a good run in many parts of the country and wholesale houses report large sales, they have themselves been very careful as to the amount carried. They realize that it is a fad that will pass and in fact has almost passed at the present time. Small quantities only should be carried of such novelties. We would advise you to be controlled by the local demand. If browns are not asked for there is no need of pushing them as they will only take the place of other goods if sold.

R....., Octo. 14, 1904.

Editor Dry Goods Review and Men's Furnisher:

I would like if you could decide a question on which there is a bet between A and B. A bets B that the Spring price lists in cotton goods are as high as they were for last Spring. Who wins?

Yours truly,

Answer—B wins. Most of the lines in the Spring lists for 1905 have dropped from 5 to 10 per cent. Some are unaltered, but those that are changed are lower.

G....., Oct. 18, 1904.

Editor Dry Goods Review and Men's Furnisher:

Please answer the following questions:

1. Do white dress vests have three or four buttons?
2. Is the number on the black vest different?
3. When is the white and when the black worn?
4. Name some manufacturers of white dress vests, and are ready-to-wear dress vests satisfactory?

Trusting you will accommodate me with the answers I am

Yours sincerely,

Answer—(1) White evening dress vests are made with three plain pearl buttons. (2) The black evening dress vest has four and sometimes five buttons. It is necessary that the black vest be kept more closely fastened as being single-breasted the opening is in full view in the centre of the front, and any part of the shirt front would be quickly seen through the black. (3) It has generally been accepted as the correct thing to wear the white vest only on the more formal occasions, but of late it has become an evening vest for any occasion, although the black is perfectly proper. (4) The names of manufacturers have been forwarded by mail. If a ready-to-wear white dress vest fits it will be satisfactory, providing it is not too cheap. Like anything else, however, it must suit the wearer.

H....., Oct. 24, 1904.

Editor Dry Goods Review and Men's Furnisher:

I would esteem it a great favor if you could give me authentic answers to the questions below: (1) What is the value of manufactured linens exported from Ireland, Scotland, Germany and the next largest exporting country in linens for 1903 or 1902?

(2) Are the choicest and best linens of to-day made in Ireland or France?

(3) Does the flax grown in Puget Sound, Washington, compare with that of Belgium or Ireland in quality?

(4) What length of time is required for grass bleaching of linen?

Thanking you in anticipation.

I am yours, very truly,

Answer—(1) By this we take you literally that you wish to know the entire exports from these countries without reference to Canada. Ireland exported linen manufactures in 1902, $148,240,100; in 1903, $140,464,400. Belgium, exported hemp and jute and the manufactures thereof to the value of $15,948,000. The complete figures for the other countries cannot be obtained save from the countries themselves. However, the following figures may be of interest to you. To the United Kingdom in 1902 Germany exported $224,414; France, $187,948, and Belgium, $207,479. By far the greater part of Belgium's exports in these lines is in linen yarns.

(2) The finest linens made in France are the finest in the world. These include such lines as cambrics. Ireland is unsurpassed for damasks but for these imports much of the yarn from France and Belgium.

(3) No flax grown in the United States has been found entirely suitable for linen manufacturing. Belgium grows the finest quality, Ireland next and Russia the poorest but the most.

(4) The time required to bleach linen is from three to four months, and for heavy linens six months.

Montmagny, Que., Oct. 24, 1904.

Editor Dry Goods Review and Men's Furnisher:

Please insert in your paper that I will be in need of some furniture shortly and that I would like to receive catalogues of good furniture. If you could give me the address of a few good houses, you would oblige me very much.

Yours truly,

A. BELANGER.

Answer—A list has been sent by mail.

PERSONAL MENTION.

Mr. Evans, of Ladies' Wear, Toronto, is in New York.

Mr Lewis Stuffman is now in the European markets in search of novelties for Spring trade.

Mr. B. Wilson, of Caverhill & Kissock, has returned from a short buying trip in New York.

Mr. Baker, of the Flett, Lowndes Co., Toronto, is on a business trip to New York and Boston.

Mr. Palmer, of Debenham, Caldecott & Co., has returned to Montreal from foreign markets.

Mr. Michael Murphy, of the wholesale dry goods firm of J. & M. Murphy, Halifax, N.S., is dead.

Thomas McWhirter, dry goods merchant, Georgetown, has been married to Miss Traill, Walkerton.

Mr. Cockburn, of Cockburn & Rae, wholesale milliners, Toronto, has just returned from France.

Mr. Geo. H. Hees and wife are taking a trip through Egypt and other countries during the Winter months.

Mr. J. Mishkin has left Montreal for New York in search of the newest materials and styles in silk waists for Spring.

Mr. Lewis Dexter, St. John, N.B., has been appointed treasurer and manager of the McGinnis Cotton Mill, New Orleans.

Mr. E. E. Ross, vice-president of the Parisian Corset Mfg. Co., Quebec, has returned from a business trip to Winnipeg.

Mr. Moller Kokeritz, of New York, has opened an office at 65 Dalhousie street, Montreal, for their lines of fancy goods.

Mr. J. L. Gittleson and Mr. Wener of the Montreal Waterproof Clothing Co., were visitors at the Toronto office of The Review.

Mr. Kershaw, formerly designer in the Canada Woollen Mills, Waterloo, paid a visit during the month to the Toronto office of The Review.

Mr. J. A. C. Poole, of China and Japan Silk Co., left on the 21st ult. for Yokohama, Japan, where he intends to establish a buying office for his firm.

Mr. J. D. Kuppenheimer, of the Oriental Silk Co., sailed on the 19th ult. for Japan, where he intends opening up a branch office for this company.

Mr. S. A. Jacobs leaves shortly for New York in search of novelties in Spring creations. This firm already has a designer in that market picking up the latest ideas

Mr. Harris, of Harris & Co., woollen manufacturers, Brockville, Ont., paid a visit recently to the Toronto office of The Review. He reports Spring business as very good.

Mr. E. Foster, of Tooke Bros., leaves about the 1st of November for British and European markets in search of novelties in neckwear and men's furnishings for the Spring and Easter trade.

A branch of the United Commercial Travelers is being established in Vancouver. It is expected that a charter will be shortly granted and the grand organization meeting will be held during Christmas week.

Mr. Joseph Mackay, late of Gordon Mackay & Co., has been appointed representative for the Canadian Glove & Mitten Co., Ingersoll. Mr. Mackay's friends in Orillia tendered him a farewell supper before his departure.

Mr. Francis Deimel manager of the Canadian branch of the Dr. Deimel Linen Mesh System Co., has returned to Montreal after a flying trip through the Maritime Provinces and Ontario. He brings glowing reports of a successful business.

Mr. J. Cars, superintendent of the American Silk Waist Co., has returned to Montreal from a tour in United States markets. He comments on the pernicious influence American politics has upon business in that country, but looks for an improvement later.

Mr. D. Weiman, for many years with Fisk, Clark & Flag, New York, and for the last five years superintendent of the Tim Co., Troy, N. Y., has joined the American Silk Waist Co. He superintends the manufacturing department and his abilities in this line are unquestioned. He is known as an expert on China silk waists.

Mr. John Fisher, for many years head of the firm of John Fisher, Son & Co., of Huddersfield, England, and Montreal, Toronto and Quebec, Canada, has severed his connection with the Canadian end of the business, which is now solely in the hands of Mr. F. W. Fisher, the son mentioned in the firm name. The business will be conducted as heretofore, and under the same name. Mr. John Fisher intends to devote his time to the English business.

INQUIRIES FOR CANADIAN TRADE.

THE following inquiries have been received at the Department of Trade and Commerce. Persons desiring any of these addresses will please quote the office under which the inquiry appears and the number.

Inquiries From Commercial Agent, Melbourne, Australia.

2. The Agency Department of one of the most important Australian firms, with branches and offices in various states, desiring to make its sample collection in its existing agencies a representative one, is anxious to secure the sole Australian representation of Canadian manufacturers, who desire to exploit this country. The firm in question does a very extensive indent business, and at the present time holds several British and Continental agencies, particularly in hardware and dry goods lines.

Inquiries Received at the Department of Trade and Commerce.

22. A French firm wants reliable agents in Canada to sell artistic engravings and frames.

27. A French manufacturer of shirts and underwear wants an agent to sell his products in this country.

28. A man expert in the silk trade, speaking French and German, wants employment as seller or buyer in a good Canadian house, good references.

29. An experienced man wants to buy laces in France for Canadian houses.

32. Wanted by French manufacturer of silk, laces and haberdashery, agents in Canada to sell their goods on commission.

39. A French manufacturer of waterproof cloths for hospital supplies wishes to open up with a house willing to push the sale of his products in the Canadian market.

41. Wanted by a French firm manufacturing silk and ribbons, good agents in this country.

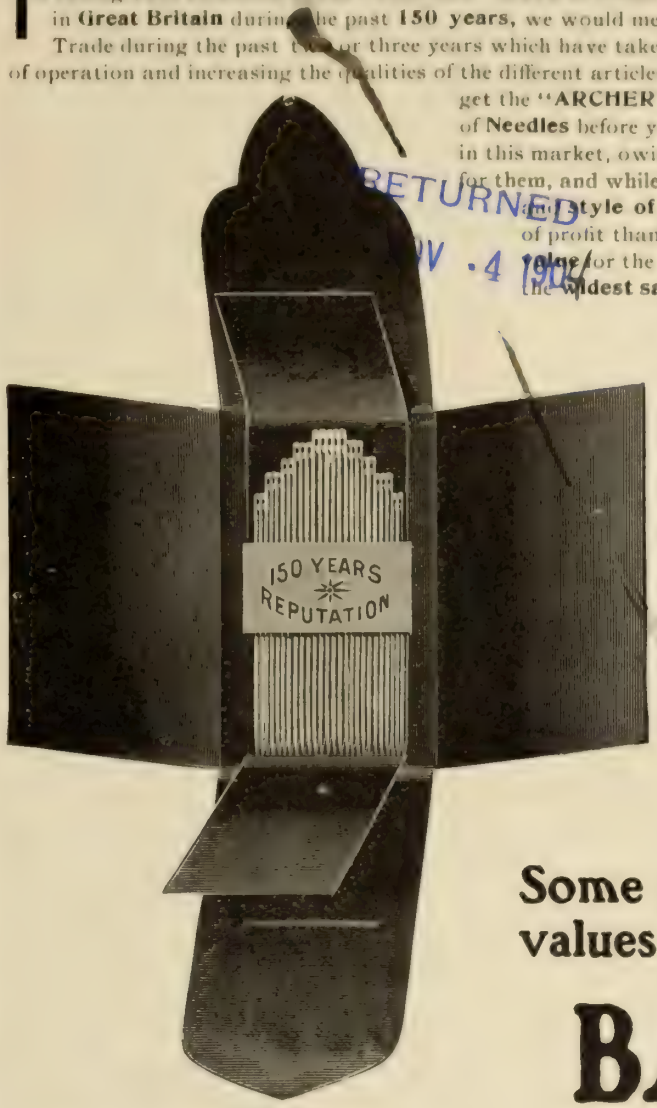
Inquiries From the High Commissioner for Canada.

151. A firm of yarn, twine, line and cordage manufacturers from all classes of hemps, flax, cotton, jute, etc., are

Ho! Attention! Needles

IN calling your attention to the "ARCHER" Brand of **Needles** of all kinds, which have had an unsurpassed reputation in **Great Britain** during the past **150 years**, we would mention the many changes and amalgamations in the Needle Trade during the past two or three years which have taken place. These changes have resulted in reducing the cost of operation and increasing the qualities of the different articles so manufactured, and out of this shake up or changes we get the "ARCHER" Brand of **Needles** for Canada, and in placing this Brand of **Needles** before you we are offering you a line of **Needles** not hitherto sold in this market, owing to the very high prices that have heretofore prevailed for them, and while having the very **highest** reputation for **quality, finish and style of packing,** and which, while being sold at a closer margin of profit than this class of **Needle** usually is, the aim is to give the **best value** for the money to be had, the **best of satisfaction** in usage, and the **widest sale** of any line on the market.

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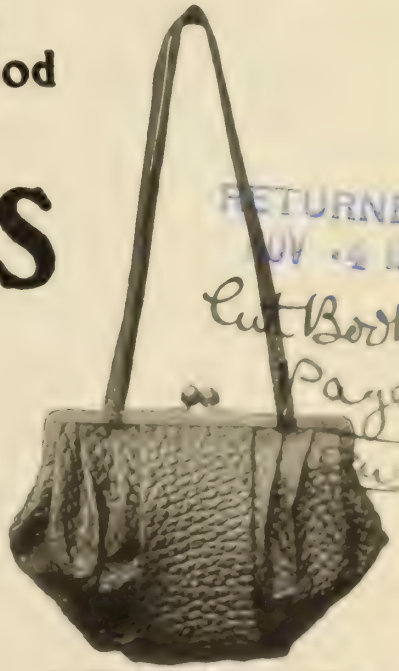
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BAGS

No. 647	Black Pebbled Leather, with Chain	$ 1 80 doz.
" 179	Black Imitation Walrus Leather, with Leather Handle	2.00 "
" 50	Black Calf Leather, with Leather Handle	2.25 "
" 96	Black Calf Leather, with Leather Handle	4.00 "
" 322 5	Black and Brown Leather, inside Pocket Purse (new and very special)	4.50 "
" 350 7	Black only, Inside Pocket and Purse, Fancy Striped Lining	4.50 "
" 117 6	Black, Fancy Plaited Leather Handle	6.00 "
" 350 6	Black, Brown, Grey, Leather Handle	7.50 "
" 117 7	Black, Fancy Plaited Leather Handle, inside Pocket and Purse	8.00 "
" 72	Black and Brown, extra large size	9.00 "
" 660	Black, Brown, and Grey, Leather Handle, inside Pocket with Purse	10.00 "
" 610	Black, Leather Covered Frame, Leather Handle, inside Pocket and Purse	12 00 "
" 2126	Black, with Leather Handle, large Acorn Clasps	15.00 "
" 611	Black, Leather Covered Frame, inside Pocket and Purse	16.50 "
" 612	Same as No. 611, only larger	21.00 "
" 2241	Black Seal Leather, flat shape, 2 inside Pockets, with Card Case and Purse	36 00 "
" 2217	Black, extra large, Walrus Leather, inside Pocket, Leather Covered Frame, Highly Finished	36.00 "



No. 2[illegible] In Black, Brown, and Tan. Price $7.50 doz.

Also splendid line of Purses, to cost from 25c. per doz. to $60.00 per doz., including a full line of Ladies' and Gents' Card Cases, Ticket Purses, Coin Purses, Gents' Bill Folds, Wallets, Letter Cases and Bill Books.

WRITE FOR SAMPLES AND PRICES.

WM. CROFT & SONS, 126, 128, 130, 132 QUEEN STREET EAST, **TORONTO**

desirous of getting into communication with buyers in Canada.

160. A firm of wholesale and export boot and shoe manufacturers make inquiry respecting trade openings in Canada.

Inquiries From Birmingham, England.

83. A very large firm manufacturing boots and shoes wishes to appoint an agent in Canada for the sale of their children's and ladies' boots.

Inquiries From the Curator, Canadian Section, Imperial Institute.

93. A firm of worsted and woollen manufacturers asks to be placed in touch with Canadian importers.

D. H. Ross, commercial agent for Australasia, says: "While the quality of Canadian cotton duck is quite equal (in many cases superior) to that produced in the United States, and Canadian discounts are slightly higher, the export business to Australia is capable of considerable expansion. It seems that all exports are under the control of a New York firm, and the latter apparently are not anxious that Canadian cotton ducks should have direct representation in this country. If manufacturers are in any way desirous of increasing their Australian trade they should take steps to make improved arrangements and remove the disabilities under which their goods are now placed. The older brands of United States duck were first introduced, and are ordered as a matter of course, and many importers are entirely ignorant of the excellent qualities and good value of duck 'made in Canada.'"

The commercial agent for Jamaica says that boots and shoes in the better and middle grade should be placed in separate cardboard boxes, then packed in convenient sized cases, paper-lined. Invoices must always disclose the exact contents of each case.

The commercial agents for St. Kitts, Nevis and Virgin Islands says that Canada could do a much better trade than is at present done, but the keen competition of American exporters is a matter seriously to be reckoned with. The quality and price of Canadian goods are considered on the whole fairly satisfactory. What is wanted is a medium priced boot ranging in value from the cheapest to $2 a pair. For ladies what are known as Oxfords, polish and buttoned, and for gentlemen bals and Oxfords, in dongola leather, are the kinds mostly in demand. The tariff is 11 per cent. ad valorem.

ELABORATE SHIRTWAIST SUITS.

Shirt-waist suits, of white lawn and muslin, that are classed along with the suit proper, are, if anything, more elaborate than ever this year. Shirrings as well as tuckings are used, and the waists copy the more elaborate fancy blouses. The skirts generally show a short train and are long and full. Tuckings, shirrings, and lace are used as trimmings and Oriental lace is coming into vogue as well as Valenciennes and fine Mechlin. There is always a call for this class of suit in Canada and practically all the year round they should be in stock.

Ecru and champagne shades, royal and cadet blues, golden browns and pea greens are all staple shades, and are shown in almost all of the many fabrics adapted to the fashioning of shirt waist suits.

JOINT STOCK COMPANY.

Spencer's Arcade, Victoria, B. C., the dry goods business formerly carried on by David Spencer, Sr., has been converted into a joint stock company on account of the advanced age of Mr. Spencer. The nominal capital is $250,000. The firm name is David Spencer, Limited, and the board of directors will be: David Spencer, Sr., managing director; Chris. Spencer, T. A. Spencer, J. W. Spencer, J. V. N. Spencer and David Spencer, Jr. The latter are all sons of the former proprietor, who remains at the head of the new company. Mr. Spencer has been in business in Victoria for thirty years, and during that time has built up a remarkable trade. The new store is one of the finest on the Pacific Coast.

MONTREAL RETAILERS WILL HAVE BANQUET.

A GLOWING tribute to the natural expansion of the Montreal Retail Dry Goods Merchants' Association is the announcement of the directors that a banquet will be held in the Place Viger Hotel on the evening of the 24th November. With their usual business foresight the association has planned that the event will serve as a mutual intercourse between wholesalers and retailers. To this end leading wholesalers have been invited and have already signified their intention of attending. Additional spice will be lent the affair by the presence of Mayor Laporte and several noted politicians. A glance at the personality of those in charge renders it certain that the banquet will prove all that fondest hopes can desire.

The committee having the banquet in hand are: J. O. Gareau, president of the association, and the directors E. Laing, U. Rouleau, A. Giroux, W. U. Boivin, Thos. Oakes and E. Viau.

NEW QUARTERS FOR MILLINERY HOUSES.

THE trade may look for great changes in the locations of a number of Toronto wholesale millinery houses before long, if all the rumors flying materialize into bricks and mortar. A stormy opening day like the memorable one experienced last March will not be of much importance; for practically all the large millinery houses will be either just next door, or just over the road.

The centre of the millinery trade is likely, it is said, to be located before long in Wellington west, between Bay and York strets. Cockburn & Rea are building a little to the east of Debenham, Caldecott & Co., and it is rumored that J. Green & Co., of London, are to build between this and J. D. Ivey's, while D. McCall & Co. are to build, it is said, on the vacant land east of S. F. McKinnon's. While there is no official information of this last rumor, it is not denied, and it is known that McCall's find their present warehouse too small for their rapidly increasing trade.

G. Goulding & Sons are coming into the neighborhood also. They are building a handsome fireproof warehouse, to replace their Bay street premises, a little further west than W. R. Brock & Co.'s new warehouse.

BOOTS AND SHOES

STOCK A SHOE DEPARTMENT.

IN a competition held by the Dry Goods Reporter of Chicago on "How I Would Stock and Operate a Shoe Department in a Department, Dry Goods or General Store," the second and third prizes were awarded to the following essays. The awards were given for good ideas, not for good English.

Second Prize.

I find that a shoe stock will hold more dead sellers in comparison to the money invested than any other stock in a store. Sizes that are bad are always left in good styles and so many styles bought nowadays finds many or some styles not good sellers at all. First, to operate, I would try to buy shoes from houses who carry stock on the floor and are able to fill re-orders at once. Starting to purchase a stock $3,000 to $3,500 is plenty to invest in first purchase; then find out what your trade demands. Have your salesmen give you a list of shoes needed once a week or three times a month, then re-order. Keep new goods coming in—in comparison to sales made during that period, order only sizes sold. This will keep your stock full as far as money invested, the same at all times, until you are ready at the close of the season not to carry certain lines. For instance, in low grades latter part of July or early in August is the time to clean up. Now to buy shoes from factories that only make goods to order and do not carry stock on floor; I find you have to carry too much of these lines and more money is invested than needed. When you want to re-order, you have to wait from six to eight weeks to get them. No shoe department can afford to do this. Buying from houses that carry stock on floor and are ready to fill your re-orders at once—two pair this size, three pair this size, and so on—in a few days you have your shoe stock complete and ready to do business with good sellers. Otherwise buying large quantities from factories that do not carry floor stock, you buy some shoes that do prove to be just what your trade demands, and having your money invested in them, you try and sell them, some at a loss or very small profit, and then miss many sales because you have not what your trade demands. You will find in making your first purchases that you should buy good line staple shoes for men, women and children, as the ordinary person wants a sensible shoe. Your finishing touches could be on a few novelties to feel your way as to what is demanded by your trade, and touch novelties lightly at the first, as the majority of the popular class of trade want shoes to wear (while there are some who buy shoes to show, especially high grades). If your store caters to the popular trade in farming and walking class, good shoes, solid leather shoes, good neat styles, are what they want. In managing the department make up your mind to guarantee every pair of shoes to give the customer their money's worth, and any time your customer brings back a pair that did not give satisfaction, make it right if it takes a new pair—give it to them; if a partial loss so much the better. Anyway, make your customer satisfied as no department in your store will cause you as many complaints as your shoe department, but by adhering to the right every pair of shoes sold by you, will help to make the department stronger and helps the store in general. It is true you will have some people who will ask you to satisfy them on kicks who have not much to kick about, but that is up to you. Not many people make a complaint who are not warranted to do so, as many stores do not give the satisfaction to your customer that they should, and every pair you make good, ask the house you buy of to make good to you what is your loss. Those that do, keep on buying from them, those who do not, keep those kind of shoes out of stock. Whenever you find a lot of shoes on hand not selling, and you are anxious to sell them, have a bargain tables. Have these shoes taken out of boxes, placed on counters, with placard, "Prices at reductions—your choice, this lot so much, this lot so much," and so on. Keep women's, men's, boys', girls', children's separately. Have sizes that are in each lot on each placard. This will sell them. Your trade who want a pair of shoes at a low price, not so particular about the style, will find this counter, if your salesmen forget to call their attention to it. Sizes marked on each placard help your salesmen quickly to tell where the size wanted is placed. You will get rid of shoes that are not good sellers on your shelf, and the kind your salesman don't show as much as you would like. Also tell your customer that you repair all rips free of charge on all shoes sold by you. Don't buy any shoes of any kind that are not strictly all leather inner and outer soles, as any paper stock you sell will tell on your sales in the future. Keep your stock free from jobs, unless you can buy a lot you can sell all in a few days, as jobs and samples that sell are hurting your sales on regular lines and your remnants of jobs are the things that make your stock look tough and your department the same. When you buy jobs and samples you hardly ever get the sizes assorted the way you would like; this is the reason you will have remnants left, and you have to sell them because you bought them; and they will keep your department company for quite a time before you are rid of them all, and there is no doubt they hurt the sales of the regular department. Certainly very large stores who could sell 400 or 500 pairs samples in a few days, they are warranted in buying samples, but not ordinary stores with $3,000 or $4,000 stock. Keep tab on your stock; watch the styles that are good and those no good. Watch your sizes. Keep your eye on small sizes. Have your salesmen keep stock. Clean up shoes; never show a dusty shoe to a customer. Have surroundings in the department neat and clean. Make it a comfort to shop in your shoe department. Have polite and courteous salespeople.

I follow the above plan in my shoe department, now two years old, I am doing quite well, and have no "plugs" for sale and quite a growing department. Have seen in the past many shoe departments not run like mine, but I will get nearer 100 cents on the dollar when times comes to sell than they will, and we carry no shoes we do not show, but there are many shoe departments that have shoes on top next to ceiling or somewhere that no customer ever gets a chance to buy, as they are busy buying styles they want, and salespeople find it easier to sell the new shoe bought this season and just arrived.

HINTS TO BUYERS.

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

John Macdonald & Co.

JOHN MACDONALD & CO. have bought a big quantity of the over-made production of the Canada Woollen Mills, consisting of thousands of yards in black, blue and grey friezes, worsted and tweed suitings, and women's costume suitings. These goods are new and are now being shown to the trade greatly below mill price.

Their staple department is showing a large variety of Canadian, English and American wrapperettes and waistings, in all the latest colors. In white all pure wool blankets they have a few hundred pairs left to sell at less than regular price. They show grey blankets in ten different qualities from low union to best all wool, and comforters in muslin, sateen and Turkey chintz. Two special lines of cream damask tabling are quoted 21½ and 25c per yard. A Turkey red and white tabling sells at 30c per yard. They have 100 pieces 17 in. dark stripe and check crepe towelling to clear at 6¾c per yard.

Two special numbers in pillow cotton, plain and circular, 40 to 46 inch., are shown. Fancy linens for the Christmas trade include d'oylies, 8, 9, 11 and 15 in., round and square; tray cloths, 95c to $4 doz., and sideboard covers $2 to $6 doz.

In their carpet department they are arranging the price of several lots for their annual stock taking sale, commencing Nov. 9. In these lots are carpets, linoleums, floor oilcloths, mattings, table covers and lace curtains. In the meantime they are showing a line of 50 pieces 8-4 linoleums in 9 patterns at 23½c per square yard, also 1,200 pairs of lace curtains, 3½ yards long, at 70c per pair.

They are showing for the Christmas trade sterling silver mounted umbrellas, ladies' fancy collars, taffeta neck ribbons 36 in. and 42 in. wide in all shades, and ladies' golfers. Their special is in black peau-de-soie silk. Their guaranteed lines of black taffeta silks, colored foulard silks and tamaline silks in all shades, are complete. Kid gloves, tucked apron lawns, ladies' silk blouses, lustre and flannel blouses, and ready-to-wear silks in great variety are in stock.

They are showing previous to their semi-annual stock-taking, clearing lots in several lines of plain and fancy dress goods, including tweeds, fancy mohairs, voiles, etc., all new goods. Also oddments in cashmere and wool hosiery, ladies' and children's vests, valenciennes and torchon laces.

Brophy, Cains & Co.

The Spring dress goods collection in the hands of this firm was selected with a view of fulfilling every want from the lowest priced goods to the finest novelty goods brought to Canada. Suitings, blousings, etc., come in all staples, and many exclusive weaves. Voiles, etamines, sicilians, eoliennes, etc., which are to occupy a staple position, are seen in many exclusive designs, which is the watchword of this firm. Embroidered chenille spot etamines look very pretty and melange spot mohairs deserve mention. A good fabric is silk warp gloria in all shades. Permanent finish boxcloths form another exclusive showing of this firm. Wool and silk and wool crepolines on the crepe order can be had in the very highest qualities and very light shades.

Blousings show a wonderful complexity. Sheer silk organdie or cabanas in cream, champagne and black make up very prettily. A 23 in. sozeuse crepe jacqueline in all evening shades is another attractive novelty for blouses and shirtwaist suits. In the realm of cotton goods fancy stripes, knicker and knop effects contribute to the charm of novelties. All grounds show these various effects. Fabrics are of thin gauzy materials, and make up well. A prominent popular priced material is poplinette. Samples of any of these lines will be sent upon request.

The silk department is making extra efforts for Spring. This firm show taffeta in a wonderful range, along with the many soft makes in a lesser quantity. Fancies such as small checks are also banked upon and an exclusive line is shown in shot silks, principally in taffeta and popular colors.

Kyle, Cheesbrough & Co.

Mr. Kyle, Sr., European buyer for this firm, writes that burnt onion, cinnamon, tan and brown are perhaps the most sought after shades in Europe to-day. There is also a strong feeling for greens in reseda and bottle green shades. Combinations of brown and green make a very pretty effect. This firm thoroughly believes these colors will predominate in Spring orders. Their Spring collections of dress goods and trimmings comprise many novelties in these shades. For neckwear and millinery wear the bright shades of green and coque-de-roche are among the leaders.

This firm impress the trade that all Spring purchases were made previous to the last rise in wool, and further that, as long as their contracts hold, customers will be given the benefit.

In trimmings they feel that silk braid effects and mohair mixtures will be good sellers, with sequin trimmings a strong favorite for evening and dress wear.

They have made ample preparation for the holiday trade. They have lately put in stock some new Paris and Brussels gowns in lace, silk, crepe de chene and voile. Shipments of neckwear, pompons, cushion cards, perfumed sachets, etc., in fact all goods extremely salable for holiday trade, are constantly arriving.

Debenham, Caldecott & Co., Toronto.

Debenham, Caldecott & Co., report to The Review that their travelers are now on the road with a full range of samples for Spring from both their London warehouses—a range that is much larger than they have ever sold before. An examination of these lines of beautiful dress goods, is in itself an education, and the delicacy and beauty of the shades and colors shown fully accounts for the wide reputation that this firm has acquired. Great attention is paid to the mounting of samples, and though the line is large, because of the convenient manner in which the samples are mounted, no time is wasted in going through them—a matter of first importance to the busy man who has to wade through set after set in search of values, and materials that will not linger on his shelves.

Plain Amazons are to be a leading fabric, and this firm are showing them in no less than 39 shades. Then there are silk wrap voiles, taffeta cloths, voile bordure, fancy canvases, check hopsacks, poplin de Chine, marl tweed, double cashmeres, ombre Pekins, and many others. In such a range it is a matter of extreme difficulty to discrim-

inate, but all the aforementioned novelties should be seen by alert buyers. Silks and ribbons are to be most important factors for Spring, and in these lines Debenham's fame is well known. The shade cords are a work of art, and here it might be mentioned that all circulars, price lists, etc., are printed at the west-end London house. Their popular line of colored taffeta justifies its name, "Ideal," and comes in 120 different shades. Some of the many fancy weaves showing for Spring are satin Orient, louisine imperial, Pailliette, satin soleil, serge glace, and many others. Though the cotton market is still rather high, the fact that reduced prices are maintained in their lining department speaks well for this firm's management of the European markets. Debenham Caldecott's noted taffetine is down, and some other lines also. A special novelty introduced is onyx moire—a most effective material for both waists and skirts. Other prominent lines are Roman satin, satin electro, regal taffeta. Linings are becoming of great importance and all merchants should make a special point of seeing these cloths.

A special feature of this firm's very large range of laces is a special collection of British laces, designed for and registered and confined to Debenham, Caldecott & Co., showing that beauty of fabric and design is not confined to Switzerland and Germany. Tariff advantages make this a valuable range. This firm is also showing a very large range of laces, stoles, lace collars, fichus, etc. Merchants requesting samples of any of these lines will receive prompt attention as this firm does a very large letter order business.

The W. R. Brock Co., Toronto.

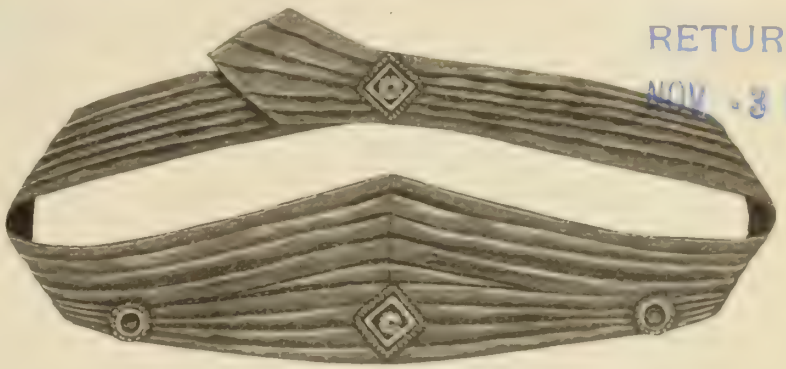
In the linen department they are showing three special lines of Turkish towels, 61X—18x40 size, retail 25c; 841L—20x50, retail 35; 895X—22x44, retail 50c. These prices are 20 per cent. below regular value. They are in plain heavy weights, bought out of the regular way and will make good leaders.

The flannelette department has secured two lines from Canadian mills of striped flannelettes, accumulated stock in the mills, which they are offering as follows: No. 1A, 32-33 inch, retail 8c; No. 2A 36-33 inch, retail 10c. These prices are lower than when cotton was 6c a pound, in fact only 1-4c higher than when the bottom dropped out of flannelettes 18 months ago. There is no chance of securing more as they cleared up the entire mill stock. They have just passed into stock 1-2-inch cushion check ginghams in sky and white, navy and white, red and white, yellow and white, green and white, pink and white, and black and white, retail 12 1-2c. These are scarce and are in great demand for Christmas trade. No. 5 is a 28 inch mercerized and schinered sateen, retail 12 1-2c, in black and a full range of colors. It has a very bright, glossy finish and is extra value.

In the smallwares, hosiery and underwear department they are stocktaking and offer a lot of bargains to clear out certain lines rather than enter them in the new stock books. There is no old stock. Specials are shown in ladies' ribbed goods: vests, H, retail 45c, Startler retail 25c, D retail 20 2c, Champion, K81 and Stampede fleece lined underwear, retail 50c. Heavy wool socks, retail 12 1-2c to 50c. Bearsail and Knitsail, retail 20c. H. Oilproof, Blizzard, Frosty and Southbreat, retail at 25c, and are extra value. A10 is a leather lined mitt, wool top, retail 15 50c. 5-25X is a black overall with bib and double front, retail 75c. This is the month for sweaters, which are shown here from 50c to $2.50. A boy's wool, retail 50c is good value, in cardinal, navy or black. Pineapple stitch retails at $1. Worsteds, H20, H30, H40 and H50, black, white, cardinal and navy, retail $1. Two leading lines of hosiery are Peetop and VNH heavy rib for boys or girls, largest sizes retail 25c. A210 and A230 are two lines of men's worsted socks retail 25c. Suspenders in glass cabinets containing 3 dozen, are supplied to the trade. Way's mufflers and Wolsey and Britannia under wear are in large stock. There is a clearing lot of men's natural wool underwear, No. 91, to take the place of Penman's which is so scarce. All sizes retail $1.



A novelty in a taffeta belt embroidered with steel beads shown by Flett, Lowndes & Co.



A bodice effect tucked belt with silk crochet medallions shown by Flett, Lowndes & Co.

The dress department has just taken into stock a handsome assortment of fancy silks for shirtwaist suits, including shepherds checks and a large variety of colored, plain and fancy striped messalines, striped libertys and plain mousselines, also a number of novelties for evening wear. They are also showing a large range of handsome lace lustres and stelians in black and white, white and black, plain black, navys and greens. Also a number of cream grounds with colored spot embroidered in.

In fancy tweed skirts their Rosa at $2 is very special value, cut from an imported tweed of green mixtures. Ellen at $2.75 cut from grey and brown tweed will also be a very successful number. They are showing a Vienna skirt in black and navy trimmed with tabs, cut 9 gore full flare for $2. This number is run as a special. In vienna

skirts their range is most extensive, running in price from $2 to $7.50, making a specialty of skirts from $2.75 to $3.50. In black and white voile skirts also they are strong, showing these goods at one price, $3.50, and for style, fit and workmanship leave little to be desired.

In waists their range is larger than ever and prices cut closer. They are showing a black Jap silk trimmed with wide tucks and black silk insertion for $1.50, which should not be judged by the price, as it is worth 33 1-3 per cent. more money. In lustres especially and white muslins they are strong and so far have met with great success. Their stock of course is all new, and cut on the very latest lines. The sleeves in these waists, etc., are all the new sleeve, not an old sleeve waist being in the warehouse. This is a point merchants cannot be too careful about, as for next Summer the call will be for the new sleeve almost entirely. Their range of shirtwaist suits consists of 8 styles only, in different cloths, but for style and price they are something entirely new, being marked so low that they are simply irresistible to a buyer who buys for values.

Willis, Nelson & Co., Glasgow.

There come to The Review circulars from Willis Nelson & Co., ribbon specialists, Glasgow, Scotland...circulars which are being sent to the Canadian trade. These are exceedingly attractive, even striking. They are handsomely lithographed. The colors of ribbons are illustrated by small pieces of the ribbons themselves, arranged most harmoniously. A generous piece of ribbon is added to allow the customer to determine by actual "feel" the quality.

Willis Nelson & Co. have provided an advertisement of striking character, and one that proclaims the genius of their advertising manager. The reading matter of a third circular is decidedly British in its display, but has a new world smack to it. American display, so the reviewer thinks, excels British styles.

The American Silk Waist Co.

With an enlarged staff and new blood, this firm is busily preparing for the Spring season. In dressy waists, which they specialize, their aim is an educative campaign for more expensive and satisfactory goods, and bids fair of being successful. A line for Spring is composed of a large variety of fancy dress waists to be retailed at $25.00. Among a host of staple goods, a taffeta waist of exceptional finish could be profitably retailed at $3.49. A large variety of fancy dress waists to be retailed at waists will also be shown..

Debenham, Caldecott & Co., Montreal.

This firm is prepared to fill all sorting orders. Even at this early date they have had to repeat on many lines of beavers and felts in popular shades such as brown and green. An undoubted call is to come for dress hats and materials for fashioning them are still in stock. Ostrich feathers are indispensable and they can supply them in all grades. Long black pompoms are also good property and retailers' interests can be looked after. Any odd wants in the millinery trade can be attended to. The silk and ribbon department is replete with many good things.

Spring lines in millinery will be shown this month. Their buyer has returned from an extensive tour of foreign markets and his predictions and selections may be relied upon by the trade. Straws and straw braids are in their usual variety. A novelty in straw shapes is heralded in the low sailor. Among the trimmings flowers in various shaded effects are good. The large rose is still used. Among colors to be shown helio in the bordeaux shades are to be prominent. Chiffon hats are also banked upon. The trade can depend upon seeing a millinery range fully up to the firm's standard of excellence.

Jaeger Pure Wool.

Dr. Jaeger's Sanitary Woollen System Company, 2206 St. Catherine street, Montreal, are showing a fine range of new designs in ladies' coatees, golf blouses, stockinet jerseys and similar goods in smart styles and colorings. The accompanying cuts will give some idea as to the styles.



Dr. Jaeger's Sanitary Woollen System Company, Limited.

L. Hirshson & Co.

As a result of increased business the above firm has felt it to be a necessity to provide more ample and commodious premises. Another storey has been leased over their present premises, 58 Victoria square, Montreal, and they are now in a more adequate position to look after their increasing clientele. This new move has also afforded an opportunity for further increasing their job lines of dry goods. Among the many new lines added the following are worthy of mention: Rugs, military outfits, hair brushes, shirts and hosiery. This gives them a most complete stock and affords retailers an excellent opportunity to enliven trade by desirable snaps. This firm is claimed to be the only specialty house of its kind in Canada. Their aim is to furnish desirable and seasonable job lines at opportune times to the trade.

The New York Silk Waist Co.

Travelers for this firm are now on the road with a full range of novelties for holiday trade, comprising Jap silks at all prices, messalines, peau de soies, crepe de chenes, mervellieus and all the light woolen materials.

This firm is now devoting its entire time and energy to the exclusive manufacture of waists, and their range

shows quite clearly the amount of care and time they have given the waist business, which could not be done by other than specialty houses.

Tooke Bros., Limited.

Tooke Bros. are introducing a novelty in the way of a puff tie that can be worn with fold collars, straight standing or wing collars. When worn with a fold collar the band can be detached and there is a fastener to hook over the collar button, as in the usual shield tie. This is an entirely new departure, and this firm are the originators of same.

They are giving a discount of 10 per cent. on Christmas neckwear, and as the usual discount is only 5 per cent., 30 days, this is a splendid opportunity for merchants to put in a good stock of black neckwear to carry them over the Winter and Spring trade, as this special discount will be withdrawn January 1.

They show a large range of men's embroidered half hose in tans, modes, slates, browns, navy and black, which can be retailed at 25c, 35c and 50c per pair. In fancy cashmere half-hose they have some beautiful tan shades, while their plain black half-hose are hard to duplicate for value.

They are the sole agents for Canada for Guyot suspenders, and have a good stock on hand. They also have other excellent makes—President, Police, English, handsewn, etc. In underwear they show a fancy line for Spring of needle rib in brown, tan and sky blue. These goods can be sold at 75c per suit. They also carry in stock the Wolsey and other makes.

A new departure is announced in the fact that this firm has started the manufacture of fancy and crash vests. It is needless to state these will partake of the same high excellence which characterizes their other lines.

The National Rubber Co.

This firm is in a strong position to look after all repeats in every style and color for showerproof garments. Travelers are now out for Spring with a comprehensive range, showing many exclusive styles. The three-quarters and full length garments are both shown, but decided individuality is lent by the many added features which denote superior garments. Materials run the gamut of the scale with every fashionable color. The range is such as to make the brand "National" a standard of excellence.

Konig & Stuffmann.

A tour through the warehouse of this firm in Montreal, disclosed much that is novel in laces, dress trimmings, etc.

Net top laces in white and ecru with a sprinkling of black are found in high favor and the range leaves nothing to be desired. Numbers 3353, 3398, 3372, 3375 in ecru and number 3391 in net white are particularly noticeable. Venice and guipure galloons and festoons are extensively used, especially for flounces along with chantilly. Snowball effects and the finest imitations of hand-made lace are characteristic of net tops. Heavy shoulder collars have a strong representation, the circular or belted shape being novel as it is easily adaptable to various positions.

Among the range of staple laces which have an entire floor devoted to them, vals and torchons, naturally are strongest. Embroideries continue good and will be extensively used as a trimming for Summer dresses. The finest trade is catered to in their range. Among trimmings brown and green have had an unparalleled run and they can look after all repeats. Every color line a representation in their stock. Button effects are still selling. Crochet buttons are seen in all sizes to be used as a trimming. Among ornaments frog effects still confine the bulk of attention. Braids too are going well. The narrow widths of wood fibre insertions are in high favor. The extensive use of sequin is well provided for by a strong stock. Silk laces are seen in a wide range.

Hand made laces or real laces for the attire trade are wisely catered to. The finest goods obtainable form a part and prices run beyond $35 per yard in many instances.

Neckwear and Suspenders.

The Niagara Neckwear Co. are showing a magnificent line of high-class Christmas cravats put up in single boxes.

The Niagara Neckwear Co. are showing very wide four-in-hands of the French style. From 2 to 5 in. in width is demanded by the best trade.

The Dominion Suspender Co.'s Christmas lines are excellent, containing exclusive and new fixings and webbings.

Courian, Babayan & Co.

The only firm in all Canada devoted exclusively to the sale of eastern rugs and art goods is Courian, Babayan & Co., with stores in Toronto and Winnipeg. This firm imports direct and has thus the advantage of better prices and more satisfactory and fresher goods.

Everyone who has used an Oriental rug knows the sat-

SIMPLE ACCURATE INEXPENSIVE



Measures accurately, without unwinding, all kinds of fabrics wound in the piece, from ribbons and dress goods to carpets and linoleum, leaving the piece in as perfect condition as when new, avoiding the labor of unwinding and rewinding, and the unsightly appearance and conditions which always follow.

Is mathematically correct and the only perfect system invented for measuring goods in the piece.

It is so simple that a piece of goods can be measured in one-eighth the time required by any other method.

Will save many times its cost in one general inventory.

Is invaluable for measuring part pieces of wound piece goods.

Should always be used when receiving new goods as proving the accuracy of the mill measurements of the yards charged in the invoice.

Is an absolute store necessity and it is a pleasure to use it.

SOLD BY

THE W. R. BROCK CO., Limited

MONTREAL and TORONTO.

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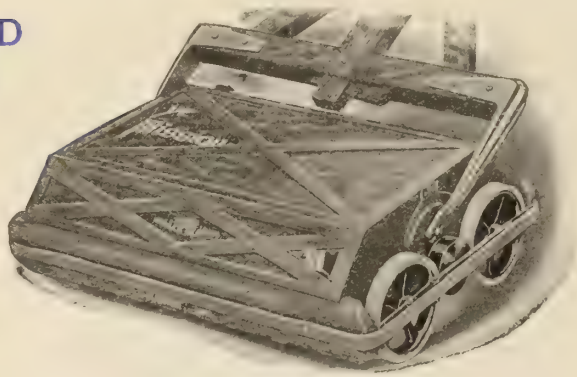
isfaction it gives in wear and appearance. It is not unusual for it to last seventy-five years, and it is certain never to weary the possessor. There is an individuality about it that makes it a constant centre of interest. Absolutely unfadable, original and rich as it is, it is an ideal rug for any room, and pays for itself in a few years.

Courian, Babayan & Co. keep a very large assortment in all sizes and qualities, as well as draperies and other art goods, and are selling them wholesale or retail. Merchants are cordially invited to call at either of their stores when in town and see the stock. The best of attention will be accorded all visitors and prices will be found unusual for genuine eastern rugs. A visit will be found full of interest.

National Sweeper Co.

The "Ye Mission" Roller Bearing Carpet Sweeper is unusually strong, made of the finest grade quartered white oak, including the handle, finished in weathered oak which will not mar, scratch or check, and the finish can be maintained indefinitely by an occasional application of floor wax. Lettered in old English with old gold bronze. The metal trimmings, including the wheels, are finished in oxydized copper, which will not tarnish, peel off or rust.

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"Ye Mission" Sweeper.

The handle will never come loose, as it is fastened in the Mission style with wooden wedges and pins.

The furniture protector is made of russet grain leather to match trimmings. Especially desirable for its ornamental design and while an article of utility, is not out of place in a room where the furnishings are of the Mission style, such as a den, dining room, etc.

The National Sweeper Co. have established a branch office and warehouse at 617 Mission street, San Francisco, in charge of Baker, Aust & Simpson, who are a most popular trio, being well and favorably known throughout the entire coast.

The jury at the St. Louis Fair have awarded the National Sweeper Co. the grand prize in the sweeper group and two gold medals.

Stauntons Limited.

The demand for burlap wall coverings has created an extensive demand for a reproduction of burlap and other fabric effects in wall papers, and goods of this description are taking the place of the plain ingrains to a very large extent. These plain fabric treatments have a decorative value which ingrains do not possess, and the effect when hung is exceedingly rich and artistic. The use to which these goods can be put is quite varied. Where a dado is desired a plain burlap treatment is very useful. The goods are also used for upper third work above a stripe of other wall hanging. In other cases the lower portion of the surface is decorated with the burlap effect, and the upper third with some bold and rich design for a frieze.

Some very handsome designs of this class are being shown by Stauntons Limited, Toronto, and they have already met with appreciative orders from the trade. This firm sell their goods only to wall paper dealers

Plaid Goods.

An interview with the Castle Braid Co., of New York City, elicited the following information: "Ten weeks ago this firm announced that plaid braids would without a doubt be the style for the Fall season. The majority of trimming buyers were rather skeptical about such an announcement, but the far seeing managers in the larger retail establishments took advantage of the situation and bought only in fair quantities. A revival of the plaid shirtwaists finds most of the retail trade without these dress goods."

Mr. Henry W. Schloss, president of the Castle Braid Co., with great foresight perfected plans for making plaid braids in all widths. These braids can be utilized in connection with any kind of plain fabrics for women's wear. Storekeepers who have no piece goods in plaids need only suggest the trimming of a waist or garment with a plaid braid, and the would-be purchaser of the dress goods will be perfectly satisfied to take the trimming as a substitute, which not only costs less but can be replaced by other material.

Viyella.

A flannel that has taken the fancy of English buyers to such an extent that its name is a guarantee of excellence, is "Viyella." So popular has it become that "Viyella" is all that is used in speaking of it, the addition of the word "flannel" being unnecessary.

Mr. J. Frank Riepert, 60 St. Peter's street, Montreal, is the Canadian agent, and he predicts for it just as much prominence here as abroad. Already it is well liked where it has been used, and window displays of "Viyella" are frequently seen. In addition to its good qualities as a fabric it is a ready seller on account of the large advertising which it always receives.

Caverhill & Kissock.

Many choice novelties are at hand to interest buyers desiring to "sweeten" original purchases. The ready-to-wear department is well depleted, but re-orders have been made and stocks are in fine shape to supply demands. Millinery trimmings for dress hats such as paradise ospreys, wings, quill effects, beads, flowers, etc., can still be had. The ribbon department shows a stock replete with choice offerings in acceptable materials. Taffeta, louisines, duchesse, mousselines, and all soft, shiny makes can be had. All novelties such as toned or ombre effects, moires, ottomans, etc., are in a wide range.

Spring millinery lines will be shown the trade the latter part of the month, and retailers may depend upon getting all that is new. Travelers are also showing raincoats in all styles; umbrellas in a wide range, and whitewear for early trade.

The Reinhardt Manufacturing Co.

A firm from whom numerous profitable side lines can be obtained is the Reinhardt Mfg. Co., 301 St. James street, Montreal. Among a host of novelty lines they mention their toilet, as well as shaving and manicuring sets. The fittings are in real ebony, enclosed in crocodile leather cases, contributing to an artistic whole at reason-

able prices. Their stock is complete in all jewelry novelties, as well as staple silverware and clocks. Those desiring premium goods would do well to consult this firm. Another complete line is Austrian glass and gilt goods in an endless and inconceivable variety.

This firm desire to announce an addition to their upholstery and drapery departments which, during the past two years, have been carried as side lines in an extensive range of fancy goods. To do justice to an ever increasing trade, they have now made these departments especially prominent. In this connection they have lately purchased the bankrupt upholstery and drapery stock of W. L. Bailey, and this affords a splendid nucleus for a strong department. This stock has been assorted and many bargains can be had. Samples will be gladly furnished upon application. In addition they have secured the sole agency for several larger mills in these lines.

Greenshields Limited.

In the dress goods department such materials as boxcloths, velvets and velveteens, can be had in all popular colors.

The firm's dress goods buyer has lately returned from an extensive tour of fareign markets, and the range of samples in wool and cotton dress goods for Spring exceeds any previous selections. Lustres and mohairs occupy a first position for shirtwaist suits. They show both plains and fancies. Eolienne, voiles and etamines and suitings in every conceivable variety are also shown.

The silk department takes its cue from the fashion of shirtwaist suits. Exclusive dainty patterns are the watchword. The strength of small, almost invisible checks has been noticed, and taffeta, tamelines, louisines and other soft makes of silks come in designs which will make up beautifully for shirtwaist suits. Browns, navys, greens and black and white are some of the favorite colors employed in contributing to an artistic whole.

Spring cotton dress goods samples partake of the general completeness of the line. Many exclusive designs are shown in organdies, muslins, lawns and linens. Spot effects, tiny cords and pique cords are prominent in fashioning these materials. Mercerized goods in medium weights are also good.

In the underwear department they offer women's ribbed vests and drawers, No. V27 to retail 25c, V30 to retail 35c, V36 to retail 50c, V39 to retail 75, and V11 to retail $1. Children's vests and drawers are also shown in many qualities. Purchasers should not delay buying as prices are subject to an advance on all repeats made by this firm.

In the fabric glove department plain and buttoned cashmeres in white, slates, greys and Oxfords, plain wool gloves in black, white, slates, navys, browns and reds, and fancy wools are shown.

The handkerchief department shows many exclusive novelties for holiday trade. A wide range is seen in scalloped embroidered, hemstitched embroidered, lace edges, drawn work effects, and the much called for corset cover handkerchiefs. Stocks are in condition to supply all demands for Christmas trade.

Retailers in need of assorting for Christmas trade are invited to inspect this firm's laces and embroideries. Samples of Spring lines are now in their travelers' hands and they will interest the keenest buyer.

Specials of exceptional merit are offered in plain wool hose—No. A110 to retail 25c, No. A117 to retail 35c, No A119 to retail 50c, and in ribbed No. A166 soft make to retail 25c, K60 worsted to retail 25c, K70 to retail 35c. As these goods cannot be repeated at old prices, early purchasing is advised.

I. Mishkin.

Business is reported as good. Attention is [illegible] to a line of $5 taffeta silk waists. All orders can be looked after. Repeats on all Fall lines can also be handled. Preparations are now being made for Spring and the newest in material and design will be shown the trade.

W. R. Brock Co., Montreal.

Brock's report that there is an unprecedented demand for golf waists, and wholesalers are finding it exceedingly difficult to keep stocks assorted. The goods can be had to retail up to $2.75 each, and some very nice combinations of colors are being shown.

Brock's range of dress goods for Spring is now on the road, and is pronounced by many to be the best ever shown by the house, and this means a good deal. The range embraces all the latest novelties in blousings, suitings, etc., and the buyers have seen that the prices are right. Owing to their being two warehouses occupied by this company, they are able to secure lines at very low prices, as they can

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word first insertion, 1c. a word each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittance to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

SELLING AGENT WANTED.

THE Largest Manufacturers in the World of Cocoa Fibre Mats and Mattings; William Goodacre & Sons, Limited, Ceylon Mills, Victoria Docks, London (England), require the services of a representative for the sale of their goods in Canada. Application to above address. (11)



Showing how to sew fasteners on hat

LADIES' HANDY HAT FASTENERS are advertised to the consumer in all the leading magazines. Write for special prices to dealers. All leading jobbers sell them.

Manufactured only by

THE FAIR MFG. CO., 42 6th St, Racine, Wis., U.S.A.

Christmas | **FANCY LEATHER GOODS**

Best selling novelties in Ladies' Wrist Bags Canada has ever had. The **ENVELOPE, PEDESTRIAN, AVENUE** and **VANITY FAIR** Bags. Anything in Fine Fancy Leather and Sporting Goods. Send for samples.

The Western Leather Goods Co.,
Royal Arcade, 101 King St. W., **TORONTO.**

handle very large quantities, and they always give their customers the benefit of these reductions.

Carpets are all that can be desired, and the line of linoleums is up to the high mark of excellence insisted upon by the house in every department. The patterns are excellent and the values A1.

Showerproof cloths, such as cravenette, etc., are in great demand just now for costumes and coats, and Brock's range is an excellent one.

Belt buckle sets in cut steel are going exceedingly well, and many beautiful designs are being shown by wholesalers. Of course lines of pearl, gilt, gunmetal, etc., have not lost their popularity, but the cut steel sets are certainly very pretty.

The hosiery department has not been idle and the lines shown are particularly good, No. 30 ribbed wool hose to retail at 25 cents, and No. 32 to retail at 40 cents being especially worthy of mention. The stock is well assorted in all lines of hosiery.

In ladies' heavy ribbed vests and drawers, the buyers have gathered together some nice lines. Alice, to retail at 25 cents, and 552 white fleece lined to retail at 50 cents are wonderful value, while BF at 50 cents should move. Lily white ribbed wool vest to retail at $1 is in a class by itself.

The dress goods department still has a complete stock of voiles, eoliennes, crepes de chine, etc., for evening wear in all the latest shades and a nice range of blousings.

A 54-inch box cloth to retail at $1.25 is being shown on the second floor, and TB1 venetian, retailing at $1.25, is "still in the ring."

The woollen department recently opened by the Brock Co. reports very good sales of the lines carried, which are among the best in the trade.

The third floor is showing a nice line of clouds, and one line is particularly noticeable both for its quality and the price. The yarn used is exceedingly soft. It retails for $1 with a good profit.

Tapestry cushion covers are a feature this season, judging from the quantities stocked by the wholesalers.

Bootees and infantees are shown in great variety, some very pretty combinations of colors being on view and together with the mitts, toques, and sashes shown by the firm go far to carry out the manager's saying that he has everything worth having. Price of course is an item to consider, but these goods are cheap, good, and pretty.

Premier Waterproofs.

Mr. B. Cohen, proprietor of the Premier Waterproofs, has now all his travellers covering their various routes with a splendid assortment of ladies' and men's waterproofs and rainproof garments for Spring, 1905. Their goods have been tailored after the very latest fashion and are made from the best proofed cloth obtainable, in all colors and styles with trimmings to match. A new departure is a beautiful line of silk proofed garments so light and soft of texture that a whole garment can be squeezed up in the hand like a pocket handkerchief and go comfortably into a fair sized pocket. Their large factory on McGill street, Montreal, is particularly busy at present in filling orders. The fact that these goods are made in Canada, and can be obtained on shortest notice, is important to intending buyers.

A Congratulatory Letter.

It is not often that firms receive such unsolicited and involuntary praise as is contained in a recent letter to the Dominion Oilcloth Co. A pleased customer of Canadian linoleum writes to the above firm as follows: "Congratulations on the excellent product of the first Canadian linoleum factory."

Standard Neckwear Co.

This firm has scoured both foreign and domestic markets in search of the newest materials and patterns for holiday neckwear. The collection reflects great credit upon the proprietors and leaves nothing to be desired. These silks are made up in a number of new styles in puffs and derbys of their own creation. Values are surprisingly good notwithstanding the fact that more silk is needed to give the popular larger spread. Their new bow tie is highly spoken of also.

Mixtures in greys, browns, wines and olive shades are among the newest colorings in a beautiful range of new silks. This firm are fully prepared to look after an extensive holiday trade, and a glance at the lines attests the deserved confidence the firm have placed in their lines. A postal brings a traveler, and buyers when in the market are invited to inspect their lines.

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Vidal, T. L. O., Quebec and Montmagny

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Flett, Lowndes & Co

Bindings and Webbings
Faire Bros. & Co., Leicester, Eng

Blankets, Quilts, Travelling Rugs, etc.
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Toronto Feather & Down Co., Toronto

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Ishikawa, K., & Co., Toronto.
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Nebelung, Charles, Montreal.
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Garneau, P., Fils & Cie, Quebec.
Greenshields Limited, Montreal.
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Knox, Morgan & Co., Hamilton.
Kyle, Cheesbrough & Co., Montreal.
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Ellis Mfg. Co., Hamilton.
Galt Knitting Co., Galt.
Goderich Knitting Co., Goderich.
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Jaeger, Dr. Co.. Montreal.
Penman Co., Paris, Ont.
"Pesco"—Peter Scott & Co., Hawick, Scotland.
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"Viyella"—Wm Hollins & Co., London, Eng
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Macdonald, John, & Co., Toronto.
Worrall, J. & J. M., Manchester, Eng.

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Menzie Wall Paper Co., Toronto.
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Cravenette Co., Bradford, Eng.
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Law, Russell & Co., Bradford and London,
National Rubber Co., Montreal.
"Premier" Waterproof, Montreal.

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Woolens and Tailors' Trimmings.
Fisher, John, Son & Co., Montreal and Quebec.
Garneau, P., Fils & Cie, Quebec.
Greenshields Limited, Montreal.
Harris & Co., Rockwood, Ont.
Kirk, Samuel, & Sons, London, Eng., and Manchester.
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Established 55 years

A Sale

Novelties for the Christmas and Holiday trade.

Specials in Manufacturers' Clearings and Odds and Ends of our Regular Fall Season's Lines to be cleared at a big reduction previous to our Semi-Annual Stocktaking, December Ist. This is an opportunity to select fashionable goods greatly below regular prices from a stock of great variety.

The sale commences Wednesday, November 9th, and will continue every day after the above date (Saturdays and Sundays excepted) from 8.30 A.M. to 5 o'clock P.M. daily until the Specials and Clearings are sold out.

To get a true conception of the extent and importance of this sale, is to visit our warehouses and see the goods we are showing in

Carpets, House Furnishings, Haberdashery, Silks, Dress Goods, Hosiery, Gloves, Ready-to-Wear Goods, Woollens, Staples and Linens.

JOHN MACDONALD & CO.

Wellington and Front Sts. East

TORONTO

Vol. XVI. No. 12

THE DRY GOODS REVIEW

AND MEN'S FURNISHER

December 1904



The MacLean Publishing Co., Limited, Montreal, Toronto, Winnipeg

OUR AGENTS ARE NOW ON THE ROAD FOR FALL SORTING ORDERS.

You can depend upon our

"MAPLE LEAF"

BRAND

of

Hose,
Half Hose,
Over Hose,



and

Fine Mitts

for

FINISH
DURABILITY
and
SATISFACTION

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Retail Trade Only.

PROMPT DELIVERIES. SATISFACTION GUARANTEED. EVERY PAIR WARRANTED.

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Makers of

Self-closing, Self-opening, and Sukram Waterproof Umbrellas.

Ladies', Gentlemen's, and Children's.



ALL OUR UMBRELLAS BEAR THIS TRADE MARK

Are showing the

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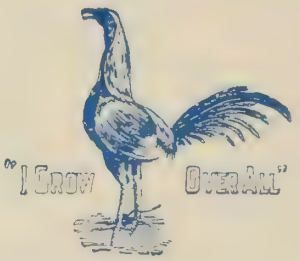
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THE LATEST NOVELTIES IN HANDLES from the leading markets of Europe and America.

Travellers now on the road with a full range. Do not order until you see their samples.

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"I CROW OVERALL"

OVERALL

is the best

OVERALL

OVER-ALL

CANADA

It's Union Made.

Robert C. Wilkins

..Montreal..

Greenshields

Limited.

MONTREAL

Newest Materials

and

Latest Styles and Designs

for the coming season will be found in our travellers' extensive and complete ranges of

SAMPLES FOR SPRING

1905.

Many lines are already selling rapidly.
Place your orders early.

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"PANNEAU"
(Registered)

Face Cloth

"CARDONO"
(Registered)

The popular goods for
women for
FALL and WINTER.

A complete assortment of all
PRIESTLEYS'
lines in stock
For Immediate Delivery.

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Bleachers

Dyers

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS Heapey, Longford works, Gorton, Swinton, Wigan, Crewe, Chorley, Bolton.

Capital, $14,500,000; Employees, 12,000

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Velveteens
Irish and Scotch Linens
Table Damasks, Towels and Tray Linens
Muslins, Curtains and Handkerchiefs
Flannelettes, Hosiery
Flannels and Blankets, Quilts
Smallwares, Haberdashery and Trimmings.
Bleached Calicoes, Sheetings
Oxfords, Harvards, Galateas
Dyed Linings
Floor Oilcloths
Laces
Prints and Cretonnes
Shirts, Underclothing
Ladies' Blouses
Boys' Blouses and Sailor Suits
Umbrellas, Gloves

Xmas Holiday Specials that may be ordered with confidence through our Mail Order System

Excelda Handkerchiefs

Nothing nicer known—in pure white goods.

P534, 507, 104—Assorted Borders.

Full Gent's Size, nice box, retail ..... { 15c. ea. / $1.75 doz.

S291—Ladies' size, well boxed, retail .. { 9c. ea. / $1.00 doz.

S912—Ladies' " " " " .. { 8c. ea. / 85c. doz.

S739—Ladies' " " " " .. { 12½c. ea. / $1.35 doz.

This small list is only a hint of the stock.

Florodora Barretts, made up from Imitation Ivory, set with Rhinestones, the chief of Hair Ornaments, - retail **25, 35** and **50**c. each.

Patent Ivory Back Combs, the largest range we have as yet shown, - to retail **25**c.

Natty Blouse Materials

In Embroidered Bedfords, dainty broken spots in Pink, Sky, Cardinal, Navy, Black, Nile. Will cut in 10-yard lengths, sufficient for 3 blouses, and will sell at ..... **75c.**

Fancy Worsted Blousing, in the newest colorings, Oyster Grey, Champagne, Biscuit, Reseda, Old Cardinal. Will cut in 10-yard lengths, or 3 blouse, this line to retail at ..... **50c.**

Holiday Linen

Special Napkin, embossed gloss:

No. 600	20/20	EXTRA	Retail $4.00
" 650	24/24	..... "	2.75
" 393	24/24	..... "	2.50
" 55	19/19	..... "	2.00

Eider Down Dressing Sacques

to retail at $2.00 and $2.50.
In Pink, Sky, Salmon and Cardinal.

Wool House Shawls

In Black, Cardinal, Pink, Sky, and Chinchilla, in the following numbers and prices—

A—Line	..... Retail $	.50
B— "	..... "	.75
C— "	..... "	1.00
D— "	..... "	1.35

Christmas Silk Blouse

We are offering for the Holiday trade, a beautiful Blouse, made up from Japan Wash Taffeta, in new Brown, Ivory, White, and Black, to be retailed for $3.75 or $4.00.

Ringwood Gloves

The large range in this particular line gives us a wide selection for filling mail orders. Latest colorings, all sizes, to retail at 25c.

No. X410—Christmas Suspenders

This line sells without much effort and makes a desirable gift. One pair in a Box, and a nice Box it is, to retail at 35, 50, 75c. and $1.00.

P.S.—Mail orders filled same day as received.

John M. Garland, Son & Co.

Wholesale Dry Goods

Ottawa, Can.

"THE LAST CALL."

To secure January deliveries of Laces, Embroideries, Dress Goods, Underwear, Skirts, Blouses, Dresses, Pinafores, Parasols, Whitewear, Muslins, Sateens, Piques, Delaines, Ginghams, Buttons and Trimmings, it will be necessary to get your orders in this month. Full sets of samples of all the above lines are now being shown by our travelers for Spring 1905.

Kyle, Cheesbrough & Co.

93 St. Peter St., MONTREAL, 231 Fort St., WINNIPEG, and
35 Milk St., LONDON, ENG.

UNEXCELLED IN APPEARANCE AND DURABILITY

SPHINX SERGES

PLAIN VICUNAS—Permanent Dyes.
TWILLED VICUNAS—Superior Finish.
FINE TWILLED SERGES—Best Materials.

P. Garneau, Fils & Cie, Quebec

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Wm. Liddell & Co's

Belfast TRADE MARK Ireland

UNUS ET IDEM

Gold Medal Linens

have again proved their supremacy, the judges at the Louisiana Purchase Exposition having awarded this celebrated product

The Grand Prize

and in addition **Two Gold Medals** for superiority and general excellence.

Lovers of the best in linens should examine these goods. Full range now being shown by our representatives at popular prices.

PREMIER FINISH

TRADE MARK

NON-SHRINKABLE

PURE WOOL.

Cartwright & Warners

LIMITED.

Loughborough, England,

Manufacturers of

NATURAL WOOL UNDERWEAR

In addition to the well-merited reputation of this firm in all important markets in the world we take pleasure in subscribing to the fact that during ten years that we have represented them in Canada this reputation has been well sustained for the durability and unshrinkable qualities of their underwear.

R. FLAWS & SON, Agents, : : Melinda St., Toronto.

Established 1785.

TRADE MARK

BB

REGISTERED

BEE HIVE Knitting Wools

MADE BY

J. & J. BALDWIN, & PARTNERS, Limited, HALIFAX, ENG.

The Oldest Established and Largest Spinners of

All Kinds of Knitting Yarns

KNOWN ALL OVER THE CIVILIZED WORLD.

Scotch Fingering	Berlin Fingering	Vest & Silk Vest Wools	Cocoon and Eider Wools
Wheeling	Balmoral Fingering	Lady Betty	Ivorine
Petticoat Fingering	Double Knitting	Shetland	Fleecy
Soft Merino	Soft Knitting Wool	Andalusian	Dresden
			Mending

Also Red Letter BB Scotch Fingering and Capstan Soft Knitting Wool

specially adapted for Hand and Machine Knitting.

We claim that they will knit further and wear longer than any other make.

Wholesale Only. **Send for Samples.**

Agent . . .

Duncan Bell

MONTREAL and TORONTO



THE HOUSE OF

Worrall

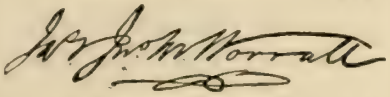
WISHES ITS
MANY, MANY CANADIAN
FRIENDS

A Very Merry Christmas

Worrall-Dyed
Velvets and
Velveteens

have a never-failing popularity because they are absolutely reliable. This stamp

This Piece
is warranted to be in our
Best Dye and Finish.



REGISTERED TRADE MARK.

means two things:

HIGH-GRADE MATERIAL
and FAST COLORS.

Fast Colors in Velvets and Velveteens is a new achievement. When Worrall's do the work it can be depended upon to be perfectly done.

J. & J. M. WORRALL
Dyers and Finishers, Limited
MANCHESTER, ENG.



Xmas Umbrellas

Our representative will call on you shortly with our complete line for sorting and Xmas trade.

All orders receive prompt and careful attention.

THE

Irving Umbrella Company

LIMITED.

108 Wellington St. W., **TORONTO**

PEWNY'S KID GLOVES

For your Summer Trade put in an assortment of these gloves.

EVERY PAIR IS GUARANTEED.

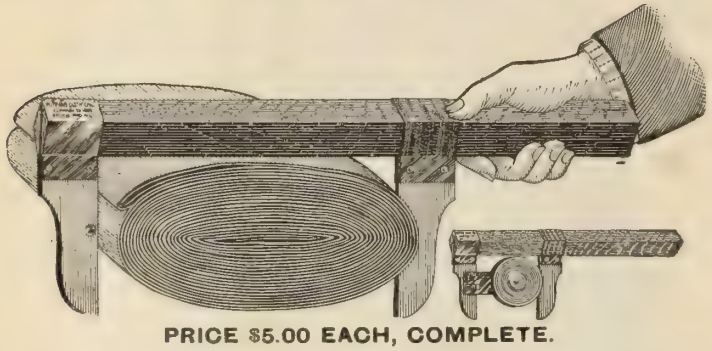
Pewny's Gloves are GOOD GLOVES.

GREENSHIELDS LIMITED

MONTREAL

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Putnam's Cloth Chart



PRICE $5.00 EACH, COMPLETE.

Accurately measures piece goods and ribbons without unwinding them from the bolt.

All measurements printed upon the rule just as a lumberman's log rule; works on the same principle. No book of tables to refer to as with other charts. Simplest and best.

Eight years in American market; nearly 10,000 satisfied customers.

Booklet with description and testimonials sent free on request. Address—

A. E. PUTNAM

Care of E. J. JOSELIN, Agt.

Factory— MILAN, Mich.

33 Melinda Street TORONTO, ONT

RETURNED
DEC . 1904
Cut Page 34



CANADA'S

Largest Dyeing Establishment

NO EXAGGERATION—Our statement, also Cut o Works, is absolutely true and unexaggerated.

We can save you many a dollar by re-dyeing, pressing and finishing old stocks, making them equal to new goods.

A specialty made of **Dress Goods, Cloth, Tweeds, Drills, Ducks, Cotton, Velveteen, Hosiery, Yarns Gloves, Braids, also Feathers, Silks, Velvets, Ribbons Laces, etc.**

All work guaranteed unequalled.
Special rates to the trade.
Send for price list.

BRITISH AMERICAN DYEING CO.

Gold Medalist Dyers **Joseph Allen, Manager**

MONTREAL, TORONTO, OTTAWA, QUEBEC, Canada

Don't wait

another minute



to begin your preparation for your January Ad. And send copy in early.

The January Number is the Annual Spring Number — the biggest and best, many think, in the entire year. It is mailed to every known buyer of your goods in the Dominion, and is of such strength and value that it is saved and consulted for months afterwards.

It is a Directory for the retail Drygoodsmen and Men's Furnishers in Canada

Make your ad. a good one (See the prize offer elsewhere) and get it in early — to ensure the best possible position in the best department.

The Dry Goods Review

and Men's Furnisher.

The W. R. Brock Company, (Limited)

TORONTO.

For
Christmas Trade

016	**Louisine Silk** in Pin Checks and Shepherd Checks, Plain and Shot Effects, 40 different styles, to retail for	75 cts.
020	**Satin Fancies,** Stripes and Broche Effects, all pure silk, can be retailed for **50**cts, worth regular	85 cts.
018	**Messaline Silk,** a new weave which will not cut, in all the correct shades for present wear, to retail at	50 cts.
017	**Hair Line Striped Tamoline Silk,** for Shirt Waist Suits, a large range of shades, to retail for	50 cts.
H840	**White Lawn Aprons,** to retail for	25 cts.
H850	**Maids' White Aprons,** 33 inches wide, to retail for	25 cts.
H854	**White Lawn Aprons,** heavily embroidered, bib and bretelles, to retail for	50 cts
H701	**White Lawn Skirt,** heavily trimmed with Torchon Lace, very special, to retail for	$1.00
	"Lady Louise" Vicuna Skirts, in Black and Navy, cut 9 gore each, gore trimmed, with 2 tabs and buttons, very special, to retail for	2 75
	"Lady Ellen" Fancy Tweed Skirt, in Grey and Brown, cut 7 gore with yoke effect, special, to retail for	4.00
	Handkerchiefs—Swiss embroidered and Motto, to retail from 5cts, to	2.50
	Initial Linen in ½-dozen boxes.	
	Silk Handkerchiefs, Brocade Hemstitched and Initial, to retail from	25cts. up.
	Ladies' Golf Coats and **Blouses.**	
	Fancy Wool Knit Goods, Clouds, Shawls, Hoods, Toques, Bootees, Infantees, etc.	
A3 and **A11**	**Mocha Gloves,** to retail for 75 cts, and	1.00
	Hilda and **Olive Kid Gloves,** to retail for $1.00 and	1 25
	Nutwig Black Ribbed Worsted Hose, to retail for	50cts.
	Linen Table Cloths and Napkins to match, set, $3.00 to	20.00

N.B.—We expect to occupy our new Warehouse before the end of this month. Notice of removal will be given in daily papers.

THE CANADIAN
DRY GOODS REVIEW

VOL. XIV. MONTREAL AND TORONTO, DECEMBER, 1904. No. 12

THE DRYGOODSMAN'S WARES.

MOHAIR is commonly used to designate cloth made from the fine silken hair of the Angora goat of Asia Minor, but is also the name of the hair itself. The word is a corruption of the German mohr, a Moor, because the Moors supplied the first mohair that Germany received. They had, however, introduced the goat into Spain from Asia Minor, of which country it was a native. The goat got its name from Angora, a town of Asia Minor. The hair of the Angora goat is soft, fine, silky and pure white, and is fully eight inches long. The fineness is due to the atmosphere of the countries in which it is raised. The clipping is done in April or May, each animal yielding two to four pounds of wool. The Angora goat has not been acclimatized in Europe to any extent, but its introduction in 1849 into the United States has been attended with satisfactory results, the flocks having thrived and become numerous in the Southern and Western States. An effort is being made to establish an Angora goat farm in British Columbia, but the movement is only as yet in its first stages. From the skin of the Angora goat is made the fine Oriental morocco leather so popular for book binding and fancy leather goods.

MOHAIR.

* * *

THE word moire comes from the French verb moirer, to water silk in a large pattern. It is considered by some a corruption of mohair, which indicated originally an unwatered camlet. Moire silk is a silk figured by the peculiar process called watering. For this purpose the piece must be broad and of good substance, as the watering depends upon the way in which the silk is folded and the ability to withstand the enormous pressure to which it is subjected. The piece to be treated is folded in such a way that the air which is contained within the folds should not be able to escape easily. Then, when the pressure is applied the air, in trying to effect its escape drives before it the little moisture which is used and hence causes the watering. Care is taken, too, to fold the piece so that all the threads may be perfectly parallel, since if they ride one across the other the watering will be spoiled. Pressure of sixty to one hundred tons is used generally in a hydraulic machine. The same process is applied to woolen fabrics and is then called moreen. Moire antique is a superior style of watered silk made to resemble the materials worn in olden times. The same effect has become exceedingly popular in wall papers especially for ceiling purposes. In wall paper, however, the "watering" is stamped on as any other part of the pattern, the apparent irregularity of design carrying out the moire effect.

MOIRE.

* * *

MOLESKIN is a generic term which includes velveteen, fustian, etc. It is in fact of the nature of velvet, with a nap or pile upon the surface. When a cloth of this kind leaves the loom, the surface is covered with small loops like a brussels carpet, and these are cut open with a ripping knife of peculiar shape. The hairy and uneven surface is then improved by shearing. Afterwards the cloth is steeped in hot water to get rid of the paste used in dressing the yarn, and is then ready to be passed through the brushing or teasling machine, which consists of blocks of wood with concave surfaces covered with card brushes, working forward and backward in a lateral direction against wooden rollers encased in tin plate over which the cloth passes. The tin plate is made rough with burs of punched holes. Brushing and singing is repeated three or four times, until the required smoothness is obtained. When this is finished the cloth is washed, bleached with chloride of lime and dyed, usually of some shade of olive, slate or other quiet color. Smooth kinds of fustian of strong, twilled texture are called moleskins when shorn before dyeing. Curderoy or king's cord is produced by a peculiar disposition of the pile threads. In all fustians there is a warp and weft thread, independent of the additional weft thread forming the pile; but in curderoys the pile thread is only "thrown in" where the corded portions are, and is absent in the narrow spaces between them. Moleskin is usually applied to a material with a short, hairy surface, and of a strong, durable nature. It is worn largely by mechanics and laborers on account of its toughness and durability.

MOLESKIN.

FUR SEASON PROSPECTS

Specially written for THE DRY GOODS REVIEW by Funsten Bros & Co. St Louis.

THE fur season of 1904-1905 has opened up in St. Louis with bright prospects. The course of the markets of the entire country last season was considerably against the dealers and exporters. The London January sales showed marked declines pretty much all along the line and forecasted the disappointing results of the March sales following. It was a rather hard season on the entire trade due to the declining market from the outset of the season, but owing to the fact that the St. Louis market turns over a bigger volume of furs than any market in the country and sells for cash on small margins, the trade here experienced a much better season as a whole than any other market in the country. A very much larger volume of furs was handled in the St. Louis market last season than at any time previous in the history of the market, and the prospects are that the volume of furs handled here this year will be still larger. Almost the entire fur trade of the St. Louis market have made fortunes in the handling of wool, in which they are engaged during the Summer months, which has practically doubled the capital of the St. Louis fur merchants. This will enable them to carry larger stocks and do a very much larger business.

The St. Louis market is growing more popular as a market for country collectors and shippers, and more fur is being marketed here every year. It is decidedly a very attractive market to manufacturers, as they can always get furs in sufficient quantities and large assortments. The volume of Alaskan and northern furs coming to this market is also larger than ever, and is growing rapidly.

We predict an excellent season, as it seems that values are starting in on the right basis so that it will enable dealers and exporters to turn their purchases at reasonable profits, and give to the manufacturers their supplies of furs on as low a basis as they can be obtained in any market in the world.

For a more detailed review and prospectus on the different kinds of fur, we refer you to the following :

Raccoon.

Raccoon did not hold up to the high range of values that prevailed two years ago, and owing to the high prices established during the previous season it overreached itself and the expected decline came. This decline, however, was confined more to the coon suitable for making coats. Much of this was due to the substitutes used principally by the Canadian coon coat trade, and prices for the original article were forced down. The heavy furred northern coon suitable for dyeing purposes was not affected quite so much, but in sympathy with the decline in skunk it was also forced down.

While prospects for coon are not quite as encouraging at the beginning of this season as they were last, we are inclined to take a more encouraging view than the rest of the trade. We, being the largest receivers of coon in the world, probably know better what the St. Louis market will do on this article than anyone else, and while we admit that the outlook is not so encouraging as it might be, we believe that with the sharp competition that always prevails here a strong active demand will develop for this article in the St. Louis market as the season progresses, but on a good healthy basis. The season will doubtless start out on the right basis of values, which will enable dealers and exporters to turn their purchases satisfactorily. The heavy dyeing coon will find a good demand at the reduced prices. To show that we were right in our predictions of last year, we quote from our report of last season : "The future of coon will depend much upon the prices being kept within reasonable bounds, for if they should be forced too high they would be promptly neglected and a cheaper substitute used," all of which has come to pass. Raccoon being one of the principal American furs, we urge that collectors keep values on a safe basis. If this is done during the present season, coon will be handled by the entire trade with a great degree of satisfaction.

Mink.

Mink increased in its popularity, and being favored by the fashions of last season it proved to be one of the strongest articles on the entire list, as it sold well all through the season. The fashion for furs of brown color, as well as the attractive and serviceable qualities of the article itself, combined to make it one of the most desirable furs to handle for the entire trade. The rich dark mink commanded best prices and were in best demand. The very pale were also about as good sellers as the dark. The medium colors sold well but not comparatively as high as they should, as they were not good enough to use in the natural colors and yet were almost too good for blending purposes; but they were mostly used in this way.

If prices are not driven too high and fluctuations normal, we see no reason why mink should not meet with another very successful season,—its intrinsic qualities being always in its favor whether fashionable or not. We believe that stocks are limited, and that this article will meet with active demand throughout the season. Too much must not be expected, however, with regard to values, as the success of this article for the coming season depends a great deal upon values being kept on a reasonable level. If such is done we see no reason why mink should not have fully as good a season as last.

Skunk.

Skunk proved to be a rather disappointing article to handle and met with some declines at the start. The usual big demand that comes from European countries was not as large as usual, and with large stocks carried over from the previous season brought about considerable caution in handling them. The small catch of last season, however, acted much in its favor. European countries and Canada are still the largest users of this article, but in this country it has been largely substituted by the dyed fox and opossum.

Skunk, like coon, mink and opossum, is a very staple and strictly American fur, and we hope that fashion will favor this article more the coming season, which it doubtless will if values are kept on a conservative basis. It must be remembered that this article can be substituted by several other kinds,—thanks to the improved art of the dyers. The brown and even lighter colors of fur have been the prevailing fashion, but if skunk can be sold on the right basis it possesses merits enough of its own to force itself into use. Stocks of this kind are fairly liberal, but if started on the right basis it should have a fairly successful season.

Opossum.

Opossum added another very successful year to its history, continuing its long run of popularity without a

single hitch It has maintained a very high level of prices for several years past. It was formerly used principally to imitate skunk, but due to the improved methods of dyeing it takes the dye readily and can be used to imitate many furs.

The prospects seem to be very good for a continuance of the popular demand for opossum, but as it is used principally for imitating purposes, and to substitute skins of higher value, it must be remembered that it should be kept within certain limits of price in order to enjoy the continued active demand for it. On its present basis opossum ought to, and doubtless will, enjoy an excellent demand and prove another big success

Fox.

Red fox continued to demand good prices, due largely to the continued demand for brown furs. This article being one of the most successful dyeing furs, and having in its favor popular price and real beauty, held its place with the consumer as one of the popular furs. The prospects are that the present demand will continue for the red fox, for as above stated its adaptable qualities for dyeing make it quite desirable. The stock available is not larger, and we see no reason why it should not enjoy another good season.

Grey fox continued as usual an unsatisfactory article to handle. The nature or texture of the fur in itself rendered it rather undesirable, and the prospects are that it will continue to rule low in price and slow of sale unless some new use is found for it. It will probably remain on about the same basis of value, but certainly no higher.

Black and Silver Fox.—These costly skins suffered a sharp decline of 40 per cent. at the last March sales, which caused them to be neglected for some time. Russia has always been a good market for these skins, and the decline is doubtless due largely to the war between Russia and Japan. The inquiry is improving for these skins, however, especially for the finer specimens and skins of good color, and the prospects are that there will be a good saleable demand for these skins, especially for the finer sort. The pale and inferior skins will have to be sold on their merits.

White and Blue Fox.—White fox showed only a small decline, but were not in any great demand at the decline, while the blue fox suffered a full decline of 40 per cent., and have been rather slow of sale all season. The prospects are that prices will remain on about the present level with sufficient demand to take available offerings.

Cross Fox.—The cross fox was somewhat neglected and came in for its full share of the decline. The catch, however, is not large and the prospects are that sufficient demand will prevail to handle the catch on about present value.

Wolf.

Wolf, especially the well furred heavy skins from the north suitable for dyeing purposes, proved a good seller as a whole, principally because of its adaptable qualities for dyeing, which has made these skins useful and more valuable. A few years ago these were lower in price, due to limited usefulness.

Prospects are that this article will continue in good favor and bring satisfactory prices, but caution should be used in the collection of the flat southwestern skins, the uses of which are decidedly limited, and these skins have to be sold on their own merits.

Lynx.

Lynx declined 50 per cent. at the March sales, which has not since been recovered. It is another result of forcing furs beyond a reasonable basis. Lynx should be a popular fur if prices were kept within the bounds of reason, but after suffering such a decline and getting out of favor, it will take it fully a season to recover. Even now it is in good demand from different sources on the basis of present values, and if attempts are not made to force values up it should prove a satisfactory fur to handle. We, therefore, urge again on the part of all collectors to keep their prices within bounds

Marten.

Marten showed signs of weakness and lacked the good support which it met with for several seasons past. England, which has always been the principal user of the medium and paler colors, withheld its usual demand which hurt the article considerably.—even the dark fine skins could not hold up to the usual high level of prices. Marten is a beautiful and desirable fur and, like many other American furs, if handled on a sound and reasonable basis would prove a profitable article to handle, but they are very easily run up to prohibitive prices. The prospects are that the darker and clear colored skins that would do to substitute in their natural color cheap sables, will meet with a good demand; the other inferior sorts will probably move along on about present basis of values.

Beaver.

Beaver seemed for a while as though it was coming into fashion again, but the collection was not large enough to warrant manufacturers making too much of a run on the article.

The prospects are that prices will continue about on the present basis, with a good demand for all that are offered. The dark skins, however, are not selling as well as the paler sort. There have been several rumors from furriers abroad of the intention of pushing this article forward in the fashions again, and in such cases it would of course bring about better prices.

Otter.

Otter met with another very successful season. It is a fur of considerable merit in itself, besides the number of uses that it can be put to. The fine dark furred skins that can be used in the unplucked state are in splendid demand at good prices. The European otter, as well as the paler and skins of medium quality, were used for plucking and dyeing. Seal is very successfully imitated with plucked dyed otter, and the high price for seal has done much to keep the price of otter up.

Prospects are that there will be a continued good demand for otter from all sections at about present values.

Muskrat.

Muskrat was the disappointment of the season. It started in on much too high a basis, which was utterly impossible to sustain. The boom in mole skins is largely responsible for the rise and fall of muskrat, which made when clipped and dyed a good imitation of the mole This, together with the lack of demand from Russia which has always been about the biggest consumer for muskrat, was more than the article could stand. On top of this came a very large catch, and a large stock is available at present in different markets of the world.

For the Benefit

of those who may not have the opportunity of seeing our range of Dress Goods for Spring, 1905, or making their selection either from stock or through our representatives the following list will be very helpful.

Every line quoted has been bought for the incoming season and samples will be sent on request.

W326.	36-inch	Nuns Veiling,	9 Colorings,	Low-priced line.
WX.	39 "	"	9 "	Med. " "
W327.	40 "	"	11 "	" " "
B488.	42 "	"	11 "	Higher " "
W318.	38 "	Colored Wool Poplin,	9 "	Med. " "
Z261.	40 "	" Crispine,	10 "	Low " "
P293.	42 "	"	10 "	Med. " "
R470.	46 "	"	Navy, Brown, Black,	" " "
R471.	42 "	"	" " "	Higher " "
P291.	40 "	Colored Panama,	Cream, Navy, Brown, Black,	Low " "
P292.	42 "	" " "	" " " "	Higher " "
W300.	38 "	" Wool Crepoline,	15 Colorings,	Low " "
AR651.	41 "	Soielaine "	10 "	Med. " "
B518.	43 "	" "	12 "	Higher " "
B519.	43 "	" "	6 "	Highest " goods.
W360.	44 "	Crepoline, Fcy. Embr'd with Silk,	8 Colorings,	Very good.
D346.	44 "	" Plain, " "	8 "	Very fine goods.
D353.	44 "	Plain Soielaine,	8 "	High-class goods.
P281.	40 "	" Canvas Voile,	5 "	Very low-priced goods.
B509.	38 "	" " "	8 "	Med. " "
D367.	42 "	Melange " "	7 "	" " "
R474.	40 "	Wool Etamine "	Navy and Black,	" " "
B510	40 "	" " "	Light Navy, Navy, Black,	" " "
B511.	41 "	Fine " "	" " "	" " "
B512.	41 "	Coarse " "	" " "	" " "
R476.	42 "	Wool Etamine Voile,	Navy, Black,	" " line
B513.	44 "	Fine " Light Navy,	" "	" " "
W351.	47 "	Med. Fine "	" "	Higher " "
R478.	42 "	" " "	" "	Very choice goods.
W307.	44 "	Coarse "	" "	Extra good value.
D369.	48 "	Fine " Light Navy,	" "	High priced.
D329.	44 "	Coarse Mesh,	" "	Very good.
W353.	47 "	" " Canvas in Champagne, Bro., Mid Navy, Black		A very good line.
Z60.	36 "	Self Colored Lustre,	16 Colorings,	Low-priced line.
Z62.	38 "	"	14 "	Med. " "

Brophy, Cains & Co.

23 St. Helen St., Montreal

NOVELTIES CONTINUED

Z64.	42-inch	Self-Colored Lustre,	15 Colorings,		Higher priced line.
Z65.	44 "	Col. Mohair,,	6 "		Med. " "
Z66.	48 "	" Sicilians	6 "		Low " "
Z68.	42 "	" Panama,	8 "		Med. " "
Z80.	42 "	" Paradigm,	Red, Bro., Navy,		" " "
Z69.	44 "	Mohair Sicilian,	8 Colorings,		A good "
Z613.	42 "	Col. Mohair Sicilian Self Strip,	6 "		Med. " "
Z67.	50 "	" " "	Champagne, Bro., Navy, Black,		Very good "
J206.	48 "	" " "	Self Cord and Check, 7 Cols.,		Extra " "
W352.	47 "	Silk Embroidered Figure, Fine Canvas,	9 "		Good line, med.-priced
AR650.	41 "	Chenille Embroidered Spot Etamine,	8 "		" "
B516.	43 "	Soielaine Eolienne,	7 Colorings,		Low priced line.
W313.	43 "	" "	13 "		Med. " "
W354.	44 "	" (Small fig'd) Eolienne,	8 "		" " "
B504.	43 "	" (Splash) " "	9 "		Higher " "
B487.	44 "	" Plain "	10 "		" " "
D348.	44 "	" Eolienne,	8 "		Extra good value.
Z606.	36 "	Mohair Melange,	4 "		Low-priced line.
Z607.	42 "	Self Check Melange, Mohair,	5 "		" " "
Z611.	38 "	Fig. Mohair, Pin Spot "	3 Ways,		" " "
Z608.	36 "	" " "	3 "		" " "
Z609.	42 "	Pin Check Sicilian "	3 "		" " "
Z610.	38 "	Mohair, Hair Line Stripe Sicilian,	4 "		" " "
Z612.	42 "	Marle Spot and Chec ,	7 "		Med " "
Z615.	42 "	Point Mohair Suiting,	Navy Mixture,		Higher " "
F44.	50 "	Sicilian Melange,	5 Ways,		" " "
AR645.	41 "	Black and White Check Suiting,	2 "		Low " "
P282.	40 "	Check Suiting,	6 "		" " "
W356.	40 "	Small, Med. and Large Chec ,	11 "		" " "
B476.	42 "	" Chec , Etamine,	7 "		" " "
W361.	38 "	" " "	8 "		" " "
D380.	38 "	" Black and White Check, Silk and Wool Suiting,	4 "		Med. " "
D377.	40 "	" Black and White Stripe and Check, Silk and Wool Suiting,	4 "		" " "
W355	36 "	Assorted Ch ck, Small, Medium and Large Suiting,	11 "		Low " "
AR646	46 "	Solid Chec , Med. Dark Shades Suiting,	4 "		Med. " "
AR648.	44 "	" Chec , Med. Light Shades Suiting,	5 "		Better " "

The foregoing summary has reference only to the Lighter Weight Clinging Fabrics, Novelties and Colored Mohair Goods in some of the leading numbers, and as will be noticed does not include the heavier makes, Tweeds, Box Cloths, Cheviots, Satin Cloths, Vicunas, Homespuns, Hopsacks, Serges, Henriettas, Drap de Dames, etc., or Black Goods of any kind except as included in the colored ranges. We are showing some very dainty effects in Fancy Silks in Hair-Line Stripes and Checks, both plain and shots, the correct thing for Shirt Waist Suits.

WRITE FOR SAMPLES

Brophy, Cains & Co.

23 St. Helen St., Montreal

JOHN KNOX COMPANY, LIMITED

WHOLESALE DRY GOODS AND MANUFACTURERS

18, 20, 22 KING STREET EAST

HAMILTON, ONT.

WE TAKE PLEASURE IN NOTIFYING OUR FRIENDS AND THE TRADE THAT WE HAVE INCORPORATED UNDER THE ABOVE TITLE TO CONTINUE THE BUSINESS SO LONG AND SUCCESSFULLY CARRIED ON BY KNOX, MORGAN & CO. AND THEIR PREDECESSORS.

THE SAME FAIR TREATMENT WILL BE EXTENDED AS IN THE PAST TO CUSTOMERS BY THE NEW COMPANY.

TRUSTING TO RECEIVE A CONTINUANCE OF YOUR FAVORS, WE ARE,

YOURS VERY TRULY,

JOHN KNOX COMPANY, LIMITED

JOHN KNOX, PRESIDENT

HAMILTON, 1ST DEC., 1904

VIEWS AND INTERVIEWS

A RECENT caller at the Toronto office of The Dry Goods Review was Mr. Arthur R. Scott, a member of the Manchester Chamber of Commerce, Manchester, England. Mr. Scott while on a trip to Canada for his health was representing some large English capitalists who are looking for an opportunity to invest in Canadian industries. Mr. Scott arrived in Canada about the middle of October and, although he is returning to England for Christmas, will again visit Canada in April, spending his time in the west.

Mr. A. R. Scott.

The chief characteristics of Canada that impressed Mr. Scott were the water power, the mining lands, the soil and timber. At the moment he viewed with favor the opening for the manufactures of wearing apparel, knitted goods and cottons. Should he settle on an industry the capitalists he represents will send out English machinery and workmen, and he remarked, "If we can't get along without government protection we have no right to be manufacturing. He considers Canada a grand land for young men, but not for such an one as was on the boat [illegible] on his trip over. One of the younger sons of [illegible]glish lord spent his time accompanying himself on the piano to "Bill Bailey." The sequel was that Mr. [illegible] was called upon by this young man in Montreal some days afterwards, and requested to give a letter to the purser of the boat so "Bill" could go home again.

In speaking of the preference Mr. Scott said that he though it did England very little good, as the tariff was almost prohibitive in many lines. It should be English goods free and others taxed. England will never consent to place a tariff of 2 or 3 per cent. on foreign foodstuffs as it would raise the cost of living, and the United States would retaliate on cotton. In about five years, however, England will be, to a great extent, independent of the United States in cotton, as such sections as Honduras, Egypt, India, St. Kitts and Montserrat were rapidly increasing their acreage. The liberality of the Elder-Dempster Co. in providing free transportation for cotton was duly recognized.

"One of the greatest evils in England at the present time," said Mr. Scott, "is the expense and trouble connected with the transference of land. Until our land laws are changed, we can never make the best of what we have. A $2,000 horse can change owners at the expense of a two cent stamp but a $100 piece of land has to go through so many lengths of red tape that is not worth the worry. Our laws were changed it is true, but there was not enough money in transactions for the lawyers and we are always advised to use the old methods in order to save trouble."

MR. WM. ALEXANDER, JR., partner of James Alexander & Son, Glasgow, Scotland, manufacturers of linens, damasks, tablecloths, etc., was a visitor to Montreal last month. Mr. Alexander has spent about a month in the Maritime Provinces in the interests of his house and as it was his first trip to the Canadian trade in the east The Dry Goods Review was pleased to obtain his views. He expresses himself as highly satisfied with the initial results and feels satisfied that had he reached the trade some months earlier his orders could have been still more satisfactory.

Mr. Wm. Alexander.

Mr. H. Arthur Peters, of Moncton, N.B., who has been engaged as their representative and who is well known to the Maritime dry goods trade, accompanied Mr. Alexander in his introductory trip. While in Montreal Mr. Alexander made arrangements with Mr. Edward A. Davidson, Room 204 Board of Trade, to represent his firm in the metropolis and district. A short trip to Toronto and Hamilton, and a flying trip to New York will close Mr. Alexander's first Canadian tour.

Asked as to his opinion of Canada and its merchants he stated that he was very much pleased with the reception accorded him and impressed with the manner of doing business here. He looks for a good share of Canadian trade when the territory has been thoroughly canvassed. He regretted exceedingly that time prevented him making a longer stay and study of the conditions of the Canadian trade and hopes on his next visit to Canada to cover the ground more thoroughly.

* * *

MR. H. NORTHCOTE, of the lace, shirtwaist and skirt house of Stafford Northcote & Co., London, England, has made his first trip to Canada. Arriving at Quebec about the middle of October he visited in rapid succession Quebec, Montreal, Toronto and Hamilton before "taking in" the St. Louis Fair. While in Toronto Mr. Northcote called at the office of The Dry Goods Review and Men's Furnisher and gave his impressions of the country.

Mr. H. Northcote.

His firm sells a large quantity of goods to Canada through Canadian buyers abroad, but it is possible that a resident agent will be appointed as the opening seems good. Mr. Northcote made flying calls on a few of their customers and was favorably impressed with the business done and the up-to-dateness of Canadian methods.

Large as this firm is at the present time, the growth has all been accomplished in seven years. At present they employ over 500 girls. Mr. Northcote expressed surprise that there was any lack of servants in this country considering that we pay almost twice as much as is paid in England. In workmen too, England could and should supply us with a great number. Toronto received its share of praise, but the tangle of overhead wires and poles was severely criticized.

Established 1832.

SPRING 1905.

Law, Russell & Co.,

BRADFORD and LONDON. LIMITED

SPECIALITY

"Laurus" Fabrics.

These goods are exclusive in manufacture and design.

We are showing in these Fabrics a large assortment in Plain and Fancy Mohairs, Panamas and Silk Warp Fabrics.

SILK WARP **Lexoline** in all the latest colorings.

AN IDEAL FABRIC.

Mr. Haley will be at the Windsor Hotel, Montreal, and the Queen's Hotel, Toronto, during the months of September and October, with a complete line of our Fabrics.

THE LEADING HOUSE FOR

Rainproof Goods.

Law, Russell & Co.,

BRADFORD and LONDON. LIMITED

THE SALESMAN AND HIS WORK

AUSTRIAN INDUSTRIAL PASSPORTS.

A REFERENCE from his previous employer is of great value to a worker of any kind. Few employers will engage a clerk or workman without the knowledge of his past record to be obtained from a reference. In England labor unions are working for compulsory references and with this end in view are seeking an Act of Parliament, which will compel employers to give assistants references which will be their own property.

This plan is already in practice to some extent on the Continent. Austria, where industrial affairs are regulated by trade guilds, enforces the issuance of a personal identification book which every workman must have and show upon demand. Employers are prohibited from engaging a workman without such a book.

As the law puts it: "This book must contain the name and address of the owner, the date and place of his birth, his religion, conjugal condition, and occupation. It must be signed by him, and also be signed and sealed by the authority issuing it, and also contain spaces for entries, especially regarding the dates of entering and leaving employment. For young persons—that is, children under 16 years of age—it must also give the name and address of the legal representative of the child engaging upon the work applied for or apprenticeship, and a statement regarding the school attendance and the education secured by the employe.

"The labor books are furnished by the communal authorities of the place of residence of the applicant at cost price. When they are issued to young persons, the consent of the father or guardian must be first obtained, or, if this cannot be done, that of the commune in which the person resides. An exact record of all books issued must be kept by the authorities.

"The labor book must be presented to the employer by the working man upon making application for employment. If the working man is employed, his book is taken up by the employer, and retained while he is in the latter's service. When he leaves, it is returned, after the dates of entering and leaving the service have been entered in it, and after it has been submitted to the president of the guild or the local authorities, in order that they may see that all the requirements of the law have been complied with. Any employer who, in violation of the law, fails promptly to surrender a labor book, or to make the required entries, or who makes improper entries or remarks, renders himself liable for damages, to the employe. Whoever, also, counterfeits or copies a labor book, or knowingly permits the entry of false statements with reference to himself, or who uses the book of another, or loans his book to another for such a purpose, will be punished according to the provisions of the criminal code.

"Working men employed in commercial establishments receive a certificate (Arbeitsverzeichneiss), instead of a book, stating the nature and duration of their employment, and, if desired, the degree of skill or fidelity with which they have discharged their duties.

"If desired by an employe regularly leaving the service of an employer, the latter must furnish him with a certificate (Zeugniss), setting forth the nature and duration of his employment, and the conduct and degree of technical skill that he has displayed. The contents of this certificate may, if the employer so desires, be entered in the labor book, and attested by the local police authorities. The refusal to furnish such a certificate or the wilful making of a certificate which is untrue is a punishable offence."

SALES BY SUGGESTION.

THIS subject has been taken up heretofore, but it is worth frequent repetition and diverse illustration. The good salesman or saleswoman makes many a sale in this way and furnishes the customers articles which they had not the slightest intention of purchasing. This does not imply that the customer has to be wheedled or deceived into making an unwise or undesirable purchase. Such is often the case, it is true, but the fact that a customer is sometimes thus over-persuadad and on the strength of the suggestion of a salesperson has purchased something which later judgment convinces was unwise or unnecessary, only proves the turth of the assertion that there is a great deal to be done by suggestion, and done legitimately.

The use of the power of suggestion, as it should be used, demands on the part of the salespeople intelligence, judgment, tact and a keen sense of the fitness of things. Many a time the salesperson has a prospective customer who is inclined to buy something unsuitable. The customer, it must be admitted, is the principal party in the transaction and it may be easier to allow him to follow his own sweet will, but it is not the best of salesmanship to do so.

It may be for instance, an item of housefurnishing, and the customer's idea of what is fitting may be at fault. Here the good salesman makes a study of the person, his environment, his occupation and associations, and arrives at a conclusion that some other article will be better for the customer. He delicately makes his suggestion—perhaps by verbal explanation, perhaps by some concrete presentation of his own idea, but he makes it, and it serves. If he talks, he talks at the right time and adroitly leads the customer to decide, the customer meantime being unaware that any decision but his own is governing the selection of goods.

The superiority of one salesman to another is due more to the understanding of the power of suggestion than to any other one thing, for the wise suggestion results in a sensible purchase, a satisfied customer and more and more business, by reason of the establishing of confidence in the mind of the customer. The customer's wrong ideas must be corrected and his lack of taste supplied by the salesman. If a customer makes an unwise or unsuitable purchase from a salesman who merely sells the customer what he calls for, the latter will probably learn from someone eventually, and place the blame of the whole matter upon the salesman and his house.

TRADE CONDITIONS IN BIRMINGHAM

By H. B.

SIGNS are manifesting themselves that lead us to hope with some assurance that the long period of depression which Birmingham and the surrounding district has been experiencing has reached the high-water mark and that the tide is turning. Both the London Stock Exchange and local industries display an upward tendency. But although inquiries are more numerous and travellers are sending home larger orders, so far the volume of trade is not more than sufficient to find full employment for the much reduced numbers of operatives who have been retained during the bad times. We have to face the Winter and the question of larger numbers of unemployed at one and the same time. Luckily, so far as fine weather and good crops of grain and fruits are concerned, the Summer has been most favourable, and fair mild weather is carrying us well into the midst of the Autumn. In spite of the propitious weather, however, the building trade is remarkably quiet, and the secretary of our local district association reports that only two or three of the large firms are even fairly employed. This naturally affects the home market for constructive iron work and builders' inonmongery.

* * *

Improvement is apparent in the brass and metal trades, and in jewellery, electro-plate, hollow-ware and light steel toys. But, as I have intimated, there is little pressure, and although here and there an improvement is to be noted in orders for abroad, the demand is still far below the normal. In general hardware there has been some increase with Europe, Canada, the United States, South America, and particularly with India.

* * *

With regard to our local relations with Canada it may be stated with satisfaction that so many firms are seeking information at the disposal of the Canadian Government's commercial agency, that Mr. Ball is arranging to remove into larger offices, where the increasing business of the agency may be carried on with greater convenience.

* * *

In Wolverhampton the demand has increased somewhat for the heavier iron manufactures of this district. There is a good demand for iron hurdles and fencing, and constructive iron workers are fairly well employed. Edge and plantation tools for export are in some demand, as also are shipmongery goods. The coming Winter season has also influenced the demand for hollow-ware and galvanized goods generally.

In connection with the market for raw material it is encouraging to observe that sellers are more cautious in entering into contracts for extended delivery and that the quarterly meetings of the trade have resulted in increased orders for raw finished iron and steel.

* * *

While the world generally is none too busy, it must be remembered that Great Britain is only slowly recovering from a costly war. You cannot take two hundred and fifty millions out of even an Imperial pocket and spend it mostly out of the country from which it has been withdrawn without individuals feeling the pinch and money becoming scarce. But, as I have said, there are indications in many quarters that a turn is taking place, and but for the knowledge that the Winter must be met with trade in a state of slow recovery, we could look to the future with increased hopefulness if not indeed with complacency.

* * *

The Birmingham Chamber of Commerce recently considered a communication from the Liverpool Chamber relating to the requirements respecting certificates of value under the new customs and regulations in Canada. These regulations provide that invoices in duplicate and properly certified to shall be delivered with bills of entry for all imported goods, and that every such invoice shall contain a sufficient description of the goods and shall show in a separate column the fair market value of the goods as sold for home consumption in the country of export, without any deduction for cash, or on account of any bounty or royalty payable thereon when sold for home consumption, and not payable when exported. The chairman in moving the adoption of the report of a committee to which the matter had been referred said it was absolutely impossible for the Canadian regulations to be carried out, but that any practical scheme that the Liverpool Chamber could suggest would be cordially supported.

TORONTO'S EPIDEMIC OF "JEAMES."

By L. D.

WHEN the King Edward Hotel was finished the management added to the front, as an extra decoration, a resplendent individual in gold and green, whose mission in life, so far as can be seen, is to look impressive and important, and to promenade up and down the front of the hotel.

Evidently other King street firms are envious of that extra special bit of finish, for a short time ago W. A. Murray & Co. added to the front of their store a like decoration in brown and gold.

But that is not the climax, for it is reported, though I am unable to say just on what authority, that John Catto & Co. intend to outshine their neighbors by putting on show in front of their store a Highlander in full costume—bonnet, dirk, and all. But one wonders if Mr. Catto, when he planned this coup, thought of the January gales that sweep up and down King street, and is the Highlander to face them with, ahem—bare knees? If so, even if the poor fellow can stand it, what about the passers by, will they not be seized with sympathetic shivers?

Should Catto's Highlander materialize, what are Stitt's and Renfrew's going to do about it? They won't want to lag behind. I suppose to be in keeping Renfrew's will have to import either a Northwest Indian or an Esquimaux, and Stitt's a dapper little "monsieur."

There may be in some circles in Toronto a good deal of smug snobbishness, but it is difficult to believe that there are any large number of women who really enjoy the escort of these conspicuous and gorgeous lackeys. Nor do I think the trade generally will be likely to follow up the King street outbreak, for they will be sure to recognize the fact that there are many better ways of obtaining publicity.

SAMUEL KIRK & SONS, LTD

Woodhouse Dye Works



LEEDS ENGLAND.

IMPORTANT TO TAILORS & CLOTHIERS

Black Italians, Alpaca, Mohair and Lustre Linings in

PERMANENT FINISH

THE MERITS OF THIS FINISH ARE—

1. Proof against Damp Cloth and Hot-pressing Iron.
2. Finish and Handle unequalled by any other Process.
3. Goods kept in stock gain in appearance.

GOODS ARE STAMPED ON THE BACK AT REGULAR DISTANCES.

S. KIRK & SONS' PERMANENT FINISH

FACSIMILE OF STAMP

STRENGTH UNEQUALLED

BEWARE OF IMITATIONS

SUPPLIED BY ALL THE LEADING HOUSES IN

Bradford, London, Manchester, Glasgow.

BOOTS AND SHOES

THE SPRING TRADE.

BUYING for Spring has been engaging attention for a couple of months throughout the west and is now well under way in Central and Eastern Canada. The volume of business done by the wholesale houses in the west is reported to be exceptionally large, and that in other parts of Canada was fully up to the average.

Probably the strongest feature of the new lines, or at least the one most worthy of attention is the number of tans. Tans will undoubtedly hold a high position in the sales. One large dealer estimates that fully 25 per cent. of all sales in men's, women's and down to children's footwear will be tan. Whether his estimate is right or not the dealer who stocks tan shoes for Spring of 1905 is going to run little risk of stock sticking on his hands. Of course it is necessary to use judgment in the buying, particularly as supply houses will in all probability be in a good position to supply orders at a later date than was possible last year when the novelty of tans made them cautious in the quantities carried and manufactured. Tans are never likely to acquire the position they held seven or eight years ago, but the trade done in them will be large and every progressive shoe department will have to be prepared to meet the demand.

The next feature of greatest importance is the blucher style. The strength developed by this during the past season was so great as to fill manufacturers with the greatest confidence in its sales during the coming season. So common is it in the new lines that even ladies' cheap shoes to retail as low as $1.25 are fitted with it. Oxfords as well as bals are made in bluchers.

Oxfords are to be ready sellers both in men's and women's shoes. The oxford has been popular so long that it was thought it would drop out, and this would no doubt have happened had it not been for the favor shown tan leathers, an event which has retained for this shape its large sale.

The leather that will be most in demand will be Russian calf for men and vici kid for women. Russian calf has been gradually working in, and, last season was strong in the United States. It is a lighter, smoother leather than box calf, but at a glance is little difference. Box calf if always a safe leather to buy. A new leather for men is called metal calf. It looks much like box calf save that it is smoother and has a duller finish.

Viei kid for ladies is going to be the proper thing. It has almost driven box calf out, since the demand seems to be for finer leathers. Particularly is this so in tans. Last season ladies' tans were all in box calf, but next Spring there will be far more in vici kid. A Lynn manufacturer states that of his orders for ladies' colored shoes so far this Fall 72 per cent. have been in vici kid. This means that they will be of a light chocolate rather than a tan shade as vici kid will not take the tan. This change of leathers is worthy of the closest attention.

The expected large sale of tans is certain to interfere with patent leathers. Patents have sold quite well so far, but whenever tan is popular, patent leather is in less demand.

While soles for Winter are heavy and somewhat extended the same size will prevail for Spring, 1905, as was in vogue during 1904. The closely cut light sole was too popular to allow a change in one year. The toe is also unchanged to any extent. The odd one-side-straight-and-the-other-well-curved shape is most shown. This is a modification of the potay toe.

In the United States there are no great changes in men's styles in shoes for 1905. Tans are selling in immense quantities, and patent leathers are going well. Some manufacturers are pushing cloth tops and speak highly of their chances of placing them in high favor within two or three years. White canvas shoes and Oxfords are well thought of for Summer wear, and Oxfords in all styles are strong, both in patent and tan leathers. Women's shoes are to be laced although a few manufacturers are urging buttons. A neat shape is to prevail in women's lines, with no heavy or extended sole. Plain toe caps and other parts are to rule, perforations and fancy stitching having been dropped during the past season.

CANADIAN SHOES ABROAD.

THE Canadian commercial agent in Antigua, Montserrat and Dominica writes that Canada is at last engaging in the competition for the shoe business of the British West Indies. England has long had a monopoly but it is being encroached upon by United States and Canada.

Importers are well pleased with Canadian goods received and are showing their patriotism by purchasing from Canada rather than the United States, all things being equal. Canada is as conveniently situated for shipping goods as the United States both in service and freight rates.

The finish of the cheaper grades of shoes must be good to sell them, and the bulk of the trade is done in goods invoiced at 90c to $1.25. The duty is 13 1-3 per cent. ad valorem, and is the same to all countries.

From Trinidad and Tobago comes word that Canada and the United States have advantages in the shipment of shoes over Europe in freight charges. Canada's trade can be greatly increased from less than two per cent. of the total trade as it was last year. The Americans have obtained their hold on the market by sending out active commercial travelers, and by filling orders promptly and satisfactorily. The finish of their goods is commented upon. The duty is 5 per cent. ad valorem.

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR, CRESCENT and PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

North Star, Crescent and Pearl Batting.



The Draper of Australasia,

The Organ of the Drapery and Kindred Trades of the Antipodes.

SUBSCRIPTION $2.50 PER ANN.

post free to any part of the world. A handsome Diary is presented free to annual subscribers.

Publishing Offices :

Melbourne, Fink's Buildings.
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American and Canadian inquiries will receive prompt attention if sent to the

British Offices : 42 Cannon St , London, E.C.

Specimen Copies free on application.



RETURNED
DEC 1 190

YOU CAN SAVE MONEY

During the busy time of stock-taking, a good many Dry Goods Merchants and Milliners will find that some of their stock has become soiled and shop-worn. It will certainly be to your advantage to have this dead stock dyed and finished. We give new life to the merchant's dead stocks and turn into money for him goods that are almost valueless. With our up-to-date methods and over twenty-five years' experience the work done by us is sure to be satisfactory.



RETURNED
DEC 1 190

—All kinds of Dry Goods, Ribbons, Braids, Hosiery,
—Feathers and Plumes are handled successfully by us.

R. Parker & Co.

Head Office and Works

Dyers and Finishers

787-791 Yonge St., Toronto

SEEN IN CANADIAN STORES

MONTREAL.

NOVEMBER saw all stores making attractive bids for the regular heavy Fall trade, and, judging from results, the time, energy and money expended in making attractive window displays and doing a vast amount of judicious publicity has been amply repaid. Everything possible was done to enliven trade and every facility afforded for handling the crowds by giving efficient yet quick service, as well as safeguarding against the evil of shoplifting. The early part of the month was given up in most stores to making striking and effective window displays, exemplifying the openings in various departments, as well as the Winter millinery openings. The various accessories classed as store attractions also received prominence from even the smaller stores, which is a commendable feature to note. Towards the end of the month extensive preparations were made for conducting a lively holiday trade.

* * *

Collections of ladies' Winter coats were never more ample and a stylish high class paletot was noticed in beaver cloth of the tobacco brown shade, deep yoke over the shoulder, full flare and fancy cuff priced at $27.50. A smart three-quarter coat priced at $15.75 was of grey camel's hair cloth, with deep epaulettes and high stock collar, with the leg o' mutton sleeve and plain black cloth facings.

* * *

Nothing looks or is more comfortable for our severe Winter weather than the garment known as the "sweater" and they are seen in all the warm bright colors that so enhance their attractiveness.

* * *

Top coats for men are shown with a small check in dark colors with fur lapels and collar. These small checks seem to be favored a great deal this Winter as they are to be seen in all the men's wear stores.

* * *

French blue and garnet four-in-hands with flowing ends looked very nobby in one of the down-town windows.

* * *

In holiday goods a small book of gold which a postage stamp would easily cover, contains six of the most noted scenes of Montreal. It is used as a watch charm.

* * *

In the same window a tobacco and match holder was shown in the shape of a very forlorn looking little puppy with a large muzzle on his toothless mouth.

* * *

A very handsome and useful gift was seen in another uptown window. It was a velvet box containing a wrist bag, purse and car ticket case.

* * *

Pretty sofa cushions for college friends were covered with dark blue satin, and a single silk flag catstitched in the centre finished and relieved the dark color.

At another sale beautiful colored peau de soie and lining silks were selling at 35c.

* * *

Gun metal buckles of pretty design went freely at 25c.

TORONTO.

THE growing tendency towards a better class of merchandise, and the increasing sale of high grade materials in Canada have often been commented on in The Dry Goods Review, and striking confirmation of these tendencies has been given this month both by the window and store displays. One notable feature of this display has been the large number of imported gowns from Paris, New York and Berlin that have been shown lately by our leading firms.

* * *

Simpson's and Eaton's, as is their wont, have utilized imported gowns for the basis of a series of window displays that can only be decribed as superb, while the other stores, more conservative in their methods, reserve theirs for inside display.

* * *

The evening and reception gowns are most interesting, for they illustrate the changes in the manner of using the sheer silk and wool materials, and the new soft silks that are the vogue now. They show how totally the 1830 styles have been dropped and superseded by the styles of the Louis periods. All the waists are made over a fitted lining with the deep girdle pointed in front with the material "rucked," and puffed. The surplice idea is coming into prominence, and with this shaped waist there is a V or heart-shaped opening at the neck that is filled with a chemisette of lace, chiffon and ribbon, etc. The skirts are very full and very much shirred. The sleeves in the more elaborate gowns come to just a little below the elbow and consist of a long puff and frills, while the majority of the plainer ones have a leg-of-mutton sleeve 'rucked." The space at command is too short to enter into a detailed description of the gowns, but colors and materials can be noted. Messaline was particularly prominent, in brown, in Parsifal blue, in green, and also in shot effects. Simpson's had a beautiful one in grey and wine. There were a number of eolionnes and sheer voiles in golden brown and in "burnt onion." Grey was another color much in evidence, an din the dressy tailored suits, besides brown and blue, Paddy green and red were also seen.

* * *

Most of the Toronto retail stores have held a Winter millinery opening this year. They did not use much beyond a few "mums" for decoration, but showed some hats that were clearly new importations. Nearly all these hats were more or less trimmed with fur, mink being the one most used. Shirred lamb is also popular and so is mole and chinchilla. The Napoleon, the pointed and the round toque seem to be the leading styles, and the high crowned hat is only used for very dressy occasions.

* * *

Some very effective dress windows seen lately are in monotone, and have attracted wide comment and attention. One seen lately was in wine reds, and another in brown.

The High-Class Washing Material

"Viyella"

(Registered)



The famous "TWO GIRLS" TRADE MARK (Regd.)

DOES NOT SHRINK.

The Greatest Textile Success of the Age.

FOR

Nightdresses,
Dayshirts,
Blouses,
Pyjamas, etc.

DAY AND NIGHT WEAR.

Wm. Hollins & Co., Limited

Spinners and Manufacturers

Friday Street, LONDON, ENG. (SOLE PROPRIETORS)

Canadian Agent. Mr. J. Frank Riepert, 60 St. Peter Street, MONTREAL.

Samples and particulars can be had on application.

THE OFFICE END

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

FORMING A JOINT STOCK COMPANY.

A few items of general interest to the bookkeeper employed by an industrial concern which has amalgamated or formed into a joint stock company.

By H. R. W.

AN amalgamation is usually formed for the purpose of self defence against unjust competition, with a tendency, if anything, to lower rather than raise prices. The object of an amalgamation is primarily to concentrate interests, the entire business being under one executive head and management, hence the policy governing the business is the same; to reduce expenses, such as managers' and foremen's salaries; traveling expenses, one traveler carrying one set of samples covering the same or almost the same ground as was previously covered by two or three salesmen from the different companies before amalgamating, who crossed and re-crossed each other's ground continuously; and lastly, a very important feature to the shareholders, to increase profits, which need not necessarily arise out of increased selling prices but by purchasing raw materials in larger quantities at lower prices and discounts, and turning out larger quantities of goods at less cost of manufacture.

A promoter is one who brings about the incorporation and organization of a company, brings together the persons who become interested in the enterprise, and aids in procuring subscriptions and in the formation of the company.

The prospectus issued when public capital is solicited is very often inserted in the daily papers, and should contain the proposed operations, prospects and advantages of the new company, names of directors, which very often influence the investor even more than the auditor's certificate; the number of shares, and anything else which may bring the company favorably before the public.

A prospectus should contain the truth, the whole truth and nothing but the truth. Subscriptions have been set aside for the misrepresentation of material effects. As to the manner in which the profits of the amalgamating companies should be set forth in the prospectus there is a difference of opinion.

The most satisfactory way to the investor would be to show the annual net profits for each company separately for a period of say five years previous to the amalgamation, in this way showing the earning power of the individual company each year.

Unissued stock is sometimes called treasury stock. A trust company will very often underwrite the stock of a company, i. e., will for a commission agree to take such shares as the public has not applied for.

The paid-up capital is the money which the company has on hand; the subscribed capital the amount which is pledged by shareholders, subject to call at any time; the nominal capital that to which it is entitled according to the charter.

Goodwill or general public patronage, reputation of goods, special brands and trade marks recognized by the public, sometimes said to be simply the sale of a mere chance which vests in the purchaser nothing but a possibility that a preference, which has generally been extended, may continue, sometimes considered a property, forms a part, and sometimes a very large item in an amalgamation. It depends largely upon the nature of the business and its length of operation, and is arrived at simply by an agreement between the vendors, the parties transferring their respective businesses.

In some cases all assets, both fixed and moveable, are transferred to the new company, as well as all liabilities, but the method of effecting a transfer which meets with general favor to-day is to arrange to have the individual companies collect all accounts receivable contracted prior to the transfer of the business, and also pay all accounts payable, and other liabilities, the new company taking over the plant, stock, etc., only.

The course of procedure with companies intending amalgamation depends largely upon the agreement with the vendors and the circumstances of each case. Probably the first step after the documents necessary to the transfer are completed, would be for each concern to take stock of all merchandise, and value the plant and equipment, goodwill and other assets, which, after being audited by an accountant, would be transferred to the new company and stock given in payment of same.

Usually in a large business it would be almost impossible to have the stocks taken and audited within the short period in which the transfer is effected, and to overcome this obstacle an estimated value, based upon previous year's stock and annual sales, is arrived at, and the transfer effected accordingly.

Should the estimated value prove to be less than the actual value when ascertained, the new company would either pay cash for the amount transferred over and above the estimate, or give additional shares for such, but if the estimate prove to be more than the actual value of the stock, the vendors would, of course, pay the company the difference. If the value may be readily ascertained, the stock being small or consisting of only a few lines, no such course would be necessary, the individual companies simply receiving shares in the new company in payment of amount transferred.

After the charter has been obtained, the prospectus issued, the stock subscribed for and allotted, a meeting of the shareholders is called by the provisional directors to transact any business necessary to the operation of the new company; to pass by-laws, elect officers, or rather a board of directors, from whom the officers are elected at a meeting of the directors held usually immediately after the meeting of the shareholders. The directors are elected from, and are accountable to, the shareholders, and are usually elected from the various officers of the different companies amalgamating. In every amalgamation organization or preliminary expenses, such as lawyer's fees for searching deeds, records, patent rights, etc.; promoters' expenses, such as railway fares, salary, etc.; charter fees, advertising prospectus, printing etc., are incurred and are settled by the company on its formation.

If the enterprise is not carried through each provisional director or promoter binds himself by his own act only, and the subscriber for stock may recover the full amount of his deposit and is released from liability, unless he has signed an agreement authorizing the promoters to defray

CAN YOU WRITE A GOOD AD?

We make it worth trying.

There are thousands of people in Canada who know a good advertisement when they see it. Most of them have the ability to write a good advertisement—some have the ability, but don't know it.

We want them all to enter this national contest—open free to all—to try and carry off one of the valuable prizes.

In case of a tie, the first ads. received get the prizes, so get YOUR advertisement in as soon as possible. Contest will be closed December 15th, and prizes awarded as soon after as possible.

The successful ads. will be reproduced in this journal with the names of the winners, and accompanied by a special article commenting on the entries, and enumerating the good points of the best of them.

CONDITIONS OF THE CONTEST:

Advertisements entered may be for any business the contestant may choose. Each ad. entered should be accompanied by a statement specifying what the ad. is intended to advertise, or what results it is intended to secure.

Each ad. must have been written by the contestant, either specially for this contest, or for publication in any Canadian newspaper during the preceding three months.

It shall occupy, or be intended to occupy, a space NOT LARGER than 5 inches, double column.

Illustrations may be used if necessary to illustrate the article advertised, or if thought to make the ad. more result producing.

Consideration will be shown by the judges to the neatness of appearance of copy, the display arrangement, etc., so that every ad. should be properly laid out the same as you would send it to the newspaper for publication.

Contestant's name and address should be written on a separate piece of paper and not on the ad. itself.

All entries will be stamped with the date received, and in case two or more ads. of equal merit are considered better than all others, the one first received will be awarded the prize. So don't delay in entering the contest.

There is no limit to the number of entries to be made by any one person, but no person can secure more than one prize.

Any further particulars may be secured on request, and all communications and entries should be addressed to

CORRESPONDENCE DEPARTMENT
CENTRAL BUSINESS COLLEGE
YONGE AND GERRARD STS., TORONTO.

AD-WRITING CONTEST.

OPEN FREE TO ALL!

12 PRIZES

FIRST PRIZE, $50.00. Our Complete Course of Personal Instruction in Advertising, including 30 specially printed text books, value $50.00. Free of all cost. Awarded for the best advertisement.

SECOND PRIZE, $25.00. Any one of the Specialized Courses of Advertising Instruction, including text books, value $25.00, or, if desired, the Complete Course at 50% discount from regular cash price. Awarded for the second best advertisement.

THIRD PRIZE, $10.00. The Complete Course, or any one of the Specialized Courses, at 25% discount from regular cash prices, value about $10.00. Awarded for the third best advertisement.

FIVE SPECIAL CONSOLATION PRIZES, allowing the winners a special discount of 10% on regular cash prices of any course. Awarded for the five next best advertisements.

FOUR MORE CONSOLATION PRIZES, of one year's paid-up subscription to The Canadian Grocer, Hardware and Metal, or The Dry Goods Review. Awarded for the four next best advertisements.

All prizes awarded in the order of merit according to the decision of the judges, which decision is final.

We have special literature concerning the courses offered as prizes which will be gladly sent in request.

Special Advertising Rates have been arranged for space in "The Office," and will be gladly quoted on request.

HOTEL DIRECTORY.

NEIL McCARNEY, Prop. W. C. McCARNEY, Manager
THE PROVINCIAL
LEADING COMMERCIAL HOTEL. GANANOQUE, ONT
Located in Heart of Business Section. Ten First-class Sample Rooms.

HOTEL GRAND
O. F. BAKER, Prop. GALT, ONT
First-class accommodation for Commercial Men.

BUY THIS BOOK

SUCCESSFUL ADVERTISING—How to Accomplish it.—BY J. ANGUS MACDONALD.

Every Merchant and Salesman

will find it full of invaluable matter relating to the selling of goods. Chuck full of suggestions and instruction. Enthusiastically endorsed by press and advertising authorities.

Sent postpaid for $2.00.

MACLEAN PUBLISHING CO., LIMITED,
TECHNICAL BOOK DEPARTMENT. TORONTO.

Safes and Vault Doors

GUARANTEED FIRE AND BURGLAR PROOF.

"THE WINNIPEG SAFE"
That's "OURS."

We are the sole distributing agents in Canada for the famous

DIEBOLD SAFES and VAULT DOORS

AGENTS WANTED FOR OUR SMALL HOUSEHOLD SAFES.

Winnipeg Safe Works
Office and Salesroom—62½ Princess St.,
'Phone 3006. WINNIPEG, Man.

TRADE MARK
This design a guarantee of quality.

FIBRE WRAPPING PAPER

STRONG, TOUGH AND STIFF
Will carry all kinds of packages safely to destination.

WRITE US FOR SAMPLES AND PRICES.

CANADA PAPER CO.
TORONTO LIMITED MONTREAL

expenses of organization out of the deposit paid upon shares. Promoters are very often paid for their services in stock in the new company, the entry being: Organization expense, Dr. To capital stock account.

Organization expenses usually form a large item in the amalgamation of companies, but it is hardly fair that the full amount be charged against the profits of the first year. The opinion of expert accountants is that this charge should be spread over a period not exceeding five years, a proportion being written off against the profits each year, the balance being carried forward from year to year as an asset until it eventually disappears.

A few opening entries and points of interest after the amalgamation or formation of a stock company will be given in next issue.

A FEW SUGGESTIONS.

By H. R W.

A CARD index arranged alphabetically for "General Information" in any office will be found almost invaluable; for noting special terms; delivery of certain lines of goods; taxes; insurance; water, gas and electric light; employes' names, addresses, duties and remuneration; special contracts; special freight rates; in fact everything which is difficult to record in any other way.

When making claim for shortages or breakages on the transportation company responsible it is generally necessary to furnish the original shipping bill, the freight receipt and a certified invoice covering the amount of claim. To insure a proper record of claim, a copy of the invoice and the letter relative to the claim should be kept on a special file until settled. A note should be made at the foot of the invoice as to the correct account to credit when reimbursement is made.

When sending a cheque or money order in payment of an account for which statement has been received, it is hardly necessary to send a remittance form or a letter along with cheque. Simply attach cheque to statement which is receipted and returned, unless some deductions have been made which require explanation.

ACCOUNTING ODDITIES.

EVERY now and then we come across examples of nomenclature in accounting matters which excite interest on account of their peculiarity.

Some business houses have their accounts receivable ledgers labeled "Persons and Companies Ledger," "Trust Ledger," "Charge Ledger." One would suppose there were titles enough for this class of ledgers in ordinary use, such as "Sales Ledger," "Customers' Ledger," etc., without exercising ingenuity to discover other alternatives.

In the course of a recent audit an item was discovered on the credit side of the cash book to the following effect:

"Trivial Expenditures .....$84.50."

As no vouchers or other explanations were forthcoming in regard to this entry it did not turn out to be quite so trivial as the bookkeeper had intended.

In making up a list of fixed assets on a ranch a bookkeeper included a pond. This being somewhat unusual inquiry was made, and it was found that the bookkeeper desired to discriminate between the land and the water, with a view to debiting live stock with the value of the water they drank. He said he was instructed to charge for the grass, etc., devoured by the stock when grazing on the land, and he considered the water to be as valuable as the grass.

This is a case where the "watering" of stock appears to be a commercial and physical necessity.

The term, "Rest" account, is still used by many bookkeepers as a synonym for the profit and loss account, the idea being that after an entry has been chased from the blotter clear through sales book, journal, cash book, etc., it rests at last in the loss and gain account and thereafter stays dead.

This term is also used in connection with the periodical computation of interest on current accounts, interest being computed and the accounts squared off each periodical rest.—From the Bookkeeper.

SOME "DON'TS" FOR THE JUNIOR CLERK.

DON'T throw away your chances for advancement by too much self assertion. You may never get a raise of salary, but then you will have the satisfaction of knowing that you have been "a modest young man."

Never call the Old Man a fool. He may be, especially when he raises your salary, but remember the Old Man generally pays you the salary partly for the privilege of calling you a fool.

Never dispute with the Old Man about the desirability of an order. It is one of the privileges he pays for—to issue all the fool orders that come into his head.—From the Bookkeeper.

THE CREDIT MAN'S SOLILOQUY.

To sell or not to sell?
That is the question.
Whether it is better to send the goods
And take the risk of doubtful payment,
Or to make sure of what is in possession,
And, by declining, hold them.
To sell; to ship; perchance to lose—
Aye, there's the rub!
For when the goods are gone,
What charm can win them back
From slippery debtors?
Will bills be paid when due?
Or will the time stretch out till crack of doom?
What of assignments, what of relatives,
What of uncles, aunts, and mother-in-laws
With claims for borrowed money?
What of exemptions, bills of sale, and the compromise
That coolly offers ten cents on the dollar;
And of lawyers' fees
That eat up even this poor pittance?
Yet sell we must,
And some we'll trust.
We seek the just,
For wealth we lust;
By some we're cust;
And stocks will rust:
But we skip the worst,
Or we'd surely bust.—Exchange.

This list is for the purpose of placing retailers, manufacturers jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,

Leading Canadian Accountants and Auditors

adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates making valuations, etc

DAVID HOSKINS, F.C.A.
Chartered Accountant, Auditor, Financial Valuator.
27 Wellington Street East, - - Toronto, Canada.

This Space $15 a Year.

JENKINS & HARDY,
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto Street Toronto
485 Temple Building, Montreal.
100 William Street, New York.

This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,

LEGAL CARDS.

organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature

For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto

TUPPER, PHIPPEN & TUPPER,
Barristers, Solicitors, Etc.
Winnipeg, - - Canada.

ATWATER, DUCLOS & CHAUVIN
Advocates Montreal
Albert W. Atwater, Q.C. Consulting Counsel for City of Montreal. Chas. A. Duclos. Henry N. Chauvin.

This Space $15 a Year.

This Space $15 a Year.

Educational Department.

The following institutions for the education of business men's sons and daughters are recommended by this paper:

1889.

The Belleville Business College, Limited,

Business firms get the best results by applying to us 10 days before vacancies occur in their employ.
See Catalogue pages 21, 27, 33, 41.

J. A. Tousaw, Secretary. } BELLEVILLE, ONTARIO. { J. Frith Jeffers, M.A., President.

St. Margaret's College, Toronto

A Boarding and Day School for Girls.
Thorough courses in every department.
Only teachers of the highest academical and professional standing employed.

GEORGE DICKSON, M.A., Director. MRS. GEORGE DICKSON Lady Principal.

TELEGRAPHY SHORTHAND

Metropolitan Business College
– OTTAWA, ONT. –

BOOK-KEEPING TYPEWRITING

One inch space in this dept. $45 per year.

ALCOHOLISM

The best treatment for all persons afflicted with the disease of drunkenness is known only to Dr. MacKay. Address: City Hall, Montreal, Que. Absolutely private treatment.

THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt, and reliable information to date. Every modern facility for the collection of claims
Tel. Main 1985.

THE BELL TELEPHONE CO.

of Canada, Limited

has extended its

Long Distance Service

From
BRANTFORD
to
MOHAWK, OAKLAND and SCOTLAND

Rates may be obtained from any of the Long Distance Toll Stations of the company.

Ten Seconds

is all it takes to open, remove a sheet from and lock the binders when you use the Briggs Ledger System. We guarantee them for ten years. No key or screw driver necessary Binders cannot get out of order. Write for our free illustrated catalogue.

THE
Briggs Ledger System Co.
Limited
75 York St., - - - Toronto, Can.

SUGGESTIONS FOR CHRISTMAS PRESENTS

Cut this list out and paste on cardboard, so that it will be convenient for reference to yourself and your customer.

FROM now to Christmas time the merchants will be constantly called upon by customers to suggest Christmas presents for relatives or friends. However carefully he may have thought out the situation, and however quick-witted and ingenious he may be, there are dozens of articles which will not at the moment come to his mind. This list should be pasted on cardboard and hung in a convenient place, so that it can be readily consulted or handed to the customer to supply suggestions. The intending purchaser will appreciate the thoughtfulness of such an act and the merchant will be saved much time and thought, and will find it extremely easy to sell his Christmas stock. For convenience the list is divided into three divisions containing presents suitable for ladies, gentlemen and children.

PRESENTS FOR LADIES.

Dress Goods and Ladies' Wear Departments—

Material for dress, suit, waist or skirt in silk, crepe-de-chine, cashmere, flannel, mohair, cloth, etc.
Coats.
Evening coats or cloaks.
Raincoats.
Silk, sateen or white underskirts.
Kimonas.
Dressing sacques.
Lingerie.
Bath robes.
Golf vests.
Fascinators.
Knitted shawls.
Hosiery.
Garters.
Belts—fabric, leather and bead.
Girdles.
Stock collars.
Embroidered cuffs.
Handkerchiefs.
Ribbons.
Collar protectors.
Fancy combs.
Fancy hairpins.
Bead chains.
Lace and chiffon stoles.
Gloves—kid and knit.
Slippers.

Fur Department—

Fur or fur-lined coats or cloaks.
Fur muffs.
Fur or ostrich boas, stoles and sets.
Fur gauntlets.
Fur-lined slippers.

Linen Department—

Aprons.
Table cloths.
Table napkins.
Five o'clock table covers.
Tray cloths.
Sheets.
Pillow cases.
Towels.
Doilies.
Centrepieces.

Housefurnishing Department—

Cushions.
Cushion tops,
Rugs.
Mats.
Pictures.
Art furniture.
Curtains.
Draperies.
Blankets.
Fancy china cups and saucers.
China sets.
Statuary.
Bric-a-brac.
Jardinieres.
Berry sets,
Lemonade sets.
Lamps.
Vases.

Fancy and Leather Goods Department—

Traveling cases.
Writing folios.
Music folios.
Wrist bags.
Purses.
Card cases.
Diaries.
Address books.
Suit cases.
Valises.
Grips.
Work boxes.
Pin cushions.
Fans
Blouse sets.
Hand mirrors.
Fancy clocks.
Calendars.
Match scratchers.
Fancy baskets
Stamp boxes.
Shopping bags.
Photo frames.
Toilet sets.
Glove and handkerchief cases

Miscellaneous—

Umbrellas.
Books.
Games.
Traveling rugs.
Soap.
Hat whisks.
Brushes.
Lamp shades.

PRESENTS FOR MEN.

Men's Furnishing Department—

Bath robes.
Cravats.
Cravat pins.
Collars.
Cuffs.
Cuff buttons.
Cuff links.
Dress protectors.
Dressing gowns.
Evening dress jewelery.
Gloves
Garters.
Golf-hose.
Half-hose.
Handkerchiefs.
Knit gloves.
Mufflers.
Night shirts.
Pajamas.
Scarfs.
Slippers.
Smoking jackets.
Smoking caps.
Shirts.
Suspenders.
Traveling rugs.
Umbrellas.
Underwear.
Waistcoats.
Walking sticks.

Fancy and Leather Goods Dept.—

Card cases.
Purses.
Bill books.
Diaries.
Address books.
Traveling cases.
Toilet cases.
Shaving sets.
Calendars.
Match scratchers.
Match safes.
Pipes.
Collar cases.
Cuff cases.
Fancy clocks.
Military brushes.
Glove and handkerchief cases.
Suit cases.
Valises.
Grips.
Memorandum books.

Miscellaneous—

Cushions.
Soap.
Fur gauntlets.
Fur cap.
Books.
Games.
Pictures.

PRESENTS FOR CHILDREN.

Toys.
Dolls.
Games.
Musical instruments.
Tool boxes.
Sleds.
Building blocks.
Picture books.
Lengths for dresses.
Raincoats.
Slippers.
Furs.
Toboggan caps.
Mitts and gloves
Underwear.

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SIR G. WILLIAMS, F. G. WILLIAMS,
H. WILLIAMS, A. T. WILLIAMS.

OUR LONDON FASHION LETTER

Exquisite Tea Gowns Described — Fashions in Evening Shoes — A number of Rich Evening Coats and Mantles.

THE latest news from Paris is that there is a decided reaction against the Directoire mode in millinery styles. Further, that feathers are superseded by quantities of flowers, used in all the new color tones. On velvet hats these are most effective. The beauty of velvet, with its subtle lights and shades, lustre and softness of pile, finds no more gracious expression for its charms than in the tea gown of to-day, whose simple character offers the best possible medium for the display of materials that are seen to advantage when falling in long, unharassed lines. Small wonder, therefore, that the artist in dress is making the most of seasonable opportunities to utilize "velours souple" for the composition of some of his "chef-d'œuvres" in tea gowns for the Winter.

Two Swell Tea Gowns.

One is of the palest shade of rose pink velvet, with long, straight fronts tipped with pale sable and cascaded with old lace, the underdress being of accordion pleated pink chiffon, of which also the puffed sleeves frilled with old lace are made, above them being slit cape-sleeves of velvet bordered with fur; and a narrow band of fur also forms the border of the hem of the robe. The second tea gown is made of Parma violet velvet, the long coat turned back on the upper part with big revers faced with hydrangea blue panne embroidered in silver and frilled with antique lace. This is worn over a front of fine lace, lightly embroidered in hydrangea blues and mauves, and pearled here and there. From beneath wing sleeves of Parma velvet float draperies of lace, caught to the wrists with bands of silver embroidered plue panne. This and the first quoted tea gown are cut low in the neck.



A Velvet Hat, lined with Ermine and edged with Sable. The feathers are black and white.

Chiffon, Orient satin, and crepe de Chine are responsible in a large degree for the beauties of many another tea-gown de luxe.

A Novel Tea Gown.

One of the most novel tea-gowns for the Winter is of pale blue accordion pleated chiffon, with, over it, a quaint coat, cut up in long panels, of pale blue Zenana silk. This coat hangs, cape fashion, over the shoulders; two panels of the material descend down the fronts of the gown, and two at the back, the chiffon underdress filling in the spaces between each panel. At the back, the Zenana silk assumes the form of a yoke, from which the extensions, descend, and this yoke is cut up in the centre and the two parts are laced together with blue silk cord, threaded through moulds covered with ivory twist. The lacing is repeated on the shoulders, whence the cape falls to the elbows, where the lacing cord is tied in bows, as at the back of the cape. The sleeves are of chiffon, softly puffed, and depending from them are ruffles of lace, similar lace covering the short low-cut yoke into which the tea-gown is mounted. This yoke crosses slightly from right to left, and is caught at the opening with a big rose-bud of pale blue chiffon.

Novelties in Tea Gowns.

Singularly fresh and dainty are the tea gowns of pale pink and pale blue crepe de soie, inlet and frilled with ivory lace. There is a tendency to gauge them deeply at the waist, corselet-wise, and the prettiest models are supplanted by long robes or empire coats of unlined crepe.

Here and there may be seen a tea gown of cigar brown crepe de Chine, relieved with light lace; while the all lace tea gown, in white, cream and ficelle, mounted on chiffon,

is among the lovely fashions of the moment, and other exquisite confections will be found in "five o'clock" robes of champagne taffeta mousseline, with fichus and old fashioned bouillonees, and of cloud grey mousseline de soie falling over satin souple.

Fichus and fichu effects grace a large number of the new tea gowns.

Fashions in Shoes.

Fashions in evening shoes are a topic of considerable interest just now, and it is an opportune moment to look round and discuss the leading novelties in footwear for Winter.

The satin shoe, elaborately worked over the toe-piece and up the foot with beads and sparkling paillettes, holds foremost place among dress shoes, the satin corresponding with the toilette worn and the shoe being of the well-known "Court" or "Gipsy" shape.

A decoration that is new and fashionable and occurs



The Popular Vogue in Tailor-made Suits with Fitted Coats.

on barred shoes, is the small open panel, crossed with beads and cut on either side of the ankle. The beaded embroidery, worked on the shoe front, is continued round to the sides of the foot and frames each panel very prettily.

Crystals, "diamonds," and colored stones, the size of



A New Style in Girls' Coats.

a tack head, mingle with the smaller beads and produce glittering charming effects.

These trellis shoes—which are highly effective in black satin, embroidered in a floral design with fine cut jet beads and lozenge-shaped "buttons"—are mounted on smart Louis heels, and give an air of grace and elegance to the foot. They are also very becoming in white and in grey, as well as in pale pink, red, and other colors.

Another style for evening wear is the split six-bar satin shoe, encrusted with jet, crystal or other beads on the toe piece and bars. Carried out with bronze beads on satin to match or with cut steel embroidery, on pearl-grey satin, it is admirable. The mixture of steel and jet also helps to produce a lovely shoe of a similar kind.

Evening Mantles.

The season for evening mantles has brought with it luxurious expressions of the dressmakers' taste and skill in wraps for theatres and dinner parties, and never before, perhaps, has cloth been so largely requisitioned for the composition of coats and cloaks for evening wear.

White, cream, banana, and delicate shades of pink and blue cloth, heavily trimmed with lace, are especially fash-

ionable for theatre wraps, which, owing to voluminous sleeves and amplitude everywhere, cut into a large amount of material. The lovely embroideries of silk and velvet help greatly to the adornment of evening mantles for Winter wear, and chenille fringes are the latest addition to the deep capes that so often appear on coats and cloaks, in change with which are elegant double cape mantles, falling in deep points back and front, the edges of raw-edged cloth or hemmed and bordered with fancy galon.

A charming coat of craie white cloth, of the softest quality, is gathered with four or five rows of gauging, to a yoke of embroidered lace, and the fronts are softened with cascades of accordion-pleated chiffon, similar frills falling from the cuffs of the full sleeves, which are gauged on the shoulders.

Rich Evening Coats.

Some of the richest evening coats are of velvet, a chef d'oeuvre being of apple green velours mousseline, bordered with sable—of finger depth—and lined with white brocade patterned with large flowers woven in pale pink and blue, touched up with gold and natural colored foliage, the fronts being ruffled with old lace, repeated at the wrists.

Exquisite, too, are the mantles of shell-pink, opal, and pale blue Orient satin, gathered and lace trimmed, and sometimes boasting flounces of sequined blonde. Taffetas silk mantles, in all the new evening shades, are equally fashionable, a favorite garniture in conjunction with these being the self bouillonne, while of course, there is no sparing of lace as an accessory.

Very handsome are the new evening coats of brocaded satin, some of which are further enriched with touches of velvet; while also among fashionable mantles are those of plain rich satin with nothing but costly lace to relieve their simplicity. Of these, a long coat of deep cream duchesse satin may be quoted as an example of excellence, the Empire yoke and revers being covered with ivory colored lace, and frills of lace hanging from the revers and sleeves. Another coat, of opal satin, has a deep stole cape of Burano lace.

The lightness of the white and pale colored evening mantles finds striking contrast in coats of black satin, with chiffon ruches and frills, and jet sequins on the yokes and elsewhere; and in those of accordion-pleated black chiffon, falling over satin or taffetas slips.

A. MEEHAN.

PRESENTATION.

An interesting and pleasing presentation took place Saturday, November 5, in the office of John Fisher, Son & Co., Montreal. Prior to the departure of Mr. F. W. Fisher for Toronto, the commercial travelers and Montreal warehouse staff of this firm, learning of his marriage to Miss Nelson, of Toronto, on the 9th inst., presented Mr. Fisher with an address and a handsome marble and bronze clock and two beautiful ornamented stands. The address was read and the presentation made on behalf of the employes by Mr. George Lamothe, Mr. Fisher replying in a few choice words. Mr. Fisher was also surprised by being the recipient of a valuable purse from the "Vics," a striking testimonial to the regard with which he is held in military circles. The Review joins in with a host of wellwishers.

THE

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Indispensable for the Open-Air Girl.

"LADY'S REALM" says:

"The out-door girl who loves to cycle, walk and drive will never wear anything but a 'PIRLE' costume when she has once donned one. It may be the shower of May or the storm of November, her neat cloth dress will **remain unspotted** and unshrunk, and, when dry, will be as fresh as when it came from the tailor's hands."



REGISTERED TRADE MARK

"Madge" in "Truth" says:

"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer.

"The proprietors undertake to make good any material so stamped that has been actually damaged by rain."

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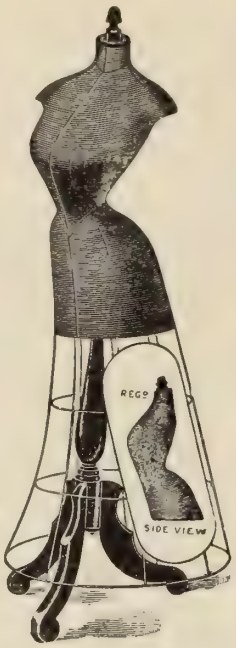
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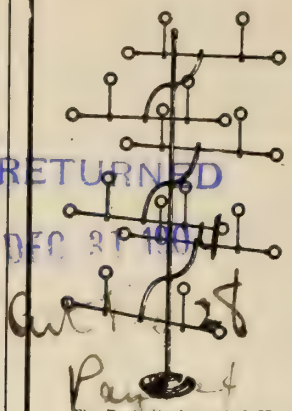
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The Paris display stand, No. 176, price, $7.50. Standard, ⅝ diam., 4 ft. high, with 7 in. base. 3 double curved arms with 6 cross bars, ¼ in. diam., 24 in. long. With this stand you can make a very effective and striking display. It beautifies your store and gives it a modern air.

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We are continually producing some new and useful fixture. We design special fixtures to meet special needs.

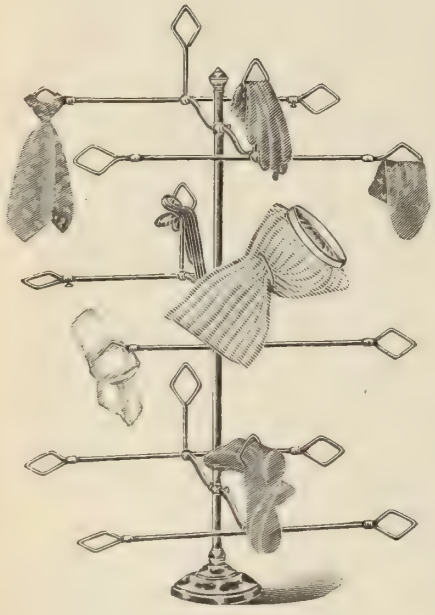
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WINDOW DRESSING

THE ART OF DISPLAY

INTERIOR DECORATION

ALWAYS MORE BEYOND.

By W. R. McCall

WINDOW trimming is never completely learned. It is perhaps best likened to an advanced scholar, who, when he reaches what he thought was the object of his ambition, still finds so much before him that he wants to learn, and that some others already know, that he considers his own attainments mediocre indeed.

Room Yet for Cleverness.

There is ever newness being evolved; some clever plan of arrangement or construction; not the result of one man's thought and study, but the conception of innumerable minds working for similar ends, and in the same direction.

Keep Goods Moving.

The initial object in arranging a show window is to so display goods that its tenants will move out at once and for the same reason that the shoe man gave when he said, his shoes were all empty and he wanted tenants to move in at once.

To Sell Goods Quickly.

Windows should be trimmed not only to show goods well, but to sell goods—sell more goods, and do it quickly. You can trim a handsome window, and spend much time and some expense upon its construction and yet know only too well that it is not going to sell the lines upon exhibition. Why? Because you are not trying to sell goods; you are striving for effect—beauty, praise, or commendation—knowing full well at the same time that you could have handled the same materials in a manner to bring results.

Special Lines for Special Days.

While the elaborate and artistic arrangement of goods and the beauty of the blending of colors have much to do with attracting the public eye, one cannot help but notice that especially in our western Canadian towns the merchant who advertises special lines for special days, and makes his window trim (even though it be less beautiful) and window cards work with the advertisement, is the man who is forging ahead and outstripping his competitors. There are those in cities who do not follow this plan, but what works in a city is not always suitable for a smaller town with weekly papers only to reach its clientele.

Some Points.

Points, many and important, are to be considered in



A Window of Dress Accessories suitable for the Christmas Trade—Shown by Arch. Wright, Winnipeg, Man.

background, and the character of goods to be used, and sold, must be taken into consideration when dressing.

arranging a window display. The question of time, space, It takes time to develop an idea and there is the making of cards appropriate to the trim; besides the effect arrived at must be suitable, yet artistic enough to delight the beholder. The central idea, however, is something that will attract attention and sell goods the idea that is radical and embodies timely suggestions is invaluable.

Keep Within Your Limits.

Readers of The Review in minor cities and towns should give over their futile and expensive efforts for



No. 1.

Handkerchief Display—Fold each handkerchief diagonally from corner to corner, and pleat the double edge, then pin with small ribbon pins, and lay each leaf thus formed in the shape here indicated, using a rolled handkerchief for stem. This is only a hint. Why not enlarge upon it and make a branching tree?

schemes beyond their resources and strive for simpler designs—effects that are artistic and within their reach.

See that your trims are seasonable goods; and now that the Christmas holidays are within hailing distance make as elaborate and attractive a display within the store as possible. Bring out all the fancy goods, linens, handkerchiefs, etc., and anything that will suggest a present for any age or sex.

Ticket every line even when expensive—every person doesn't want cheap stuff!

He Has His Troubles.

No one but the country trimmer realizes what they have to contend with. There are many who strive to make elaborate and trade-drawing displays in their little cooped-up windows which are in too many instances too small to give the proper or desired effect.

The designs are frequently too elaborate for the resources of the stock; for in very many instances, as soon as the trim is completed the trimmer is compelled to disarrange the display by having a customer ask for some article that composes the display.

The trimmer must be governed by these limitations; and when under these relative disabilities he produces a display that is attractive through its beauty and well serves its main purpose of drawing buyers instead of merely curious crowds, he deserves more than passing commendation.

Give Him Time.

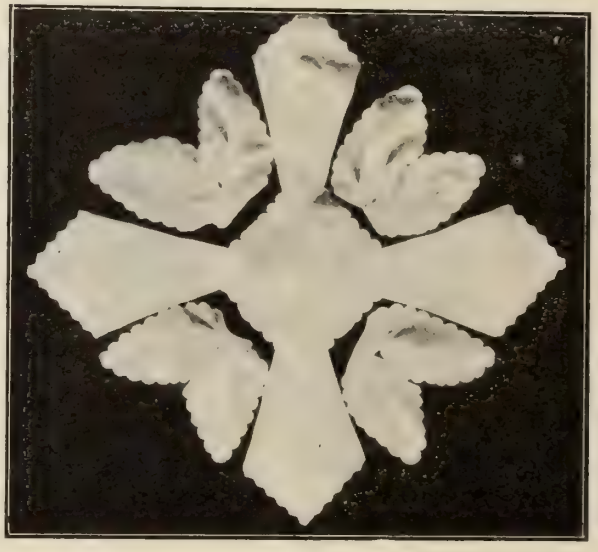
Some of the country stores have supplied their trimmers with modern fixtures or their equivalent, but too often neglect to allow the trimmer sufficient time to plan his displays. If the trimmer cannot get notice that he is to display so and so tomorrow and no time for him to plan, how can his employer expect artistic and uncommon work?

In these progressive days a trimmer's mind must be upon his work; and he cannot be expected to make a success unless it is; yet, if he does not do so he is looked upon by his townspeople, and the trade, as a man of little originality and taste. He is not only expected to make a display which will sell goods, but expected with all the disadvantages to attract such attention to his show windows that the people may behold a work of art.

The Other Side.

There are two sides to all questions, and while one side of the question has been briefly touched on there is still another to be considered.

The trimmer who has not the time to plan during the day has a few hours in the evening, when, if he is anxious to put his talents to the best use and become an artist in the profession, he can do so. It is to his advantage to



No. 2.

Handkerchief Unit—Fold handkerchiefs to pointed design and lay the small points together in radiated or star shape; fill in the angles with double leaf effect; lay a folded square handkerchief diagonally in centre, and pin to it a handkerchief folded into three equal parts, with cone-shaped top.

study, for every true artist studies and gains the goal by constant and sustained effort.

Interior Decorations.

A look into the average store convinces one that something is wrong. Above the counter there is a pole suspended by a wire or cord from the ceiling; upon which is hung everything from laces to boot jacks, and in the rear of this is a ledge which is piled with boxes and bundles commonly designated as reserve stock. Such boxes and



THE SHOW CASE TO BUY.

"Quick Sales"

Illuminated Show Case

(JOHN PETZ, Patentee)

Quality through and through, with durability, style and individuality combined with every feature of excellence wished for, and sold at a price that is right.

Show cases for the interior and exterior wall, pillar and vestibule built to adorn the store, and to create quick sales and more sales.

Write to day for more facts about "Quick Sales" Show Cases.

DETROIT SHOW CASE COMPANY,

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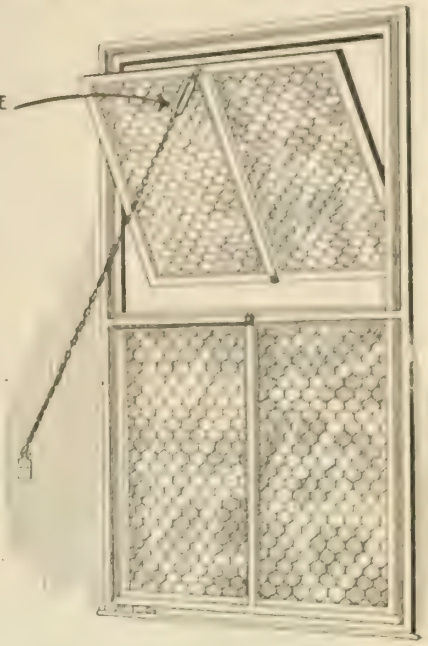
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Hollow Sheet Metal Sash and Frame Glazed with Wire Glass

It is the best fire stop known, made to Underwriters Specifications.

Our prices will interest you. Write for Illustrated Circular.

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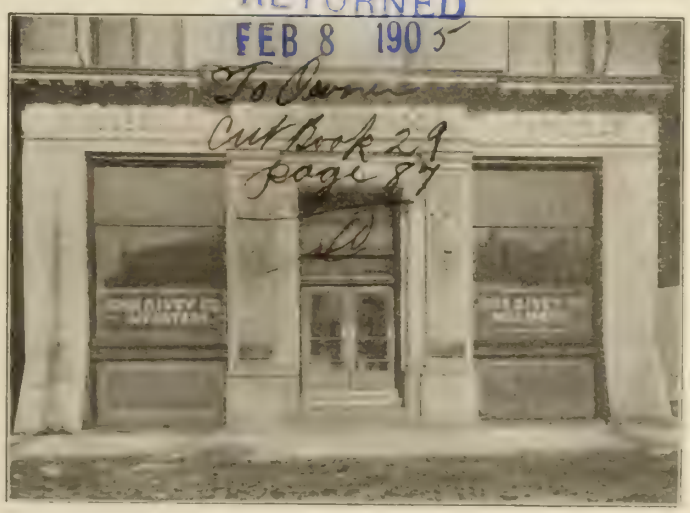
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LUXFER PRISM CO., LIMITED

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bundles detract from the appearance of the store, while the poles, to an artist's eye suggest nothing but clotheslines, all of which shows carelessness and a lack of decorative knowledge.

If you purpose to be a trimmer and are striving for an artist's ability go to your employer and ask him to have those boxes, bundles and poles taken down; have the ledge cleaned after the store closes and the dust covers are up, and then go to work on those ledges and make your display.

The interior trimming is not supposed to be as elaborate as that of the windows, and is only intended to make the store inviting and attractive. It would be a waste of time to put a great deal of work on any one piece except for a millinery or gas light opening display; but one should rather make a great many tasty little trims throughout the store and utilize all available space without going into extremes.

Our Illustrations.

The illustrations for December are specially selected for their suitability as hints or units for Christmas trims either for window, ledge, or backgrounds. They are merely intended as types of arrangement and as such are susceptible to varied alteration and improvement according to circumstances, ability or judgment of the trimmer.

It should be the ambition of every trimmer to improve, change, arrange, modify, create, or evolve designs of his own on similar lines to those here illustrated.

A MINIATURE WINDOW.

IN the cut shown which is a window used by the Imperial Store, Winnipeg, a most simple and yet effective arrangement is obtained. In the centre was a platform with a painted scene in the rear, to represent a theatre stage. On this were placed dolls in various costumes and in attitudes that represented action. In front was a piano with a doll pianist and nearer the glass still was a row of seated dolls to represent an audience. The remainder of the display was holiday goods, such as toilet sets, leather goods, etc. The background was simply made of a wooden frame with cheesecloth or other materiar stretched over it. On this, to make it more suitable for a bookseller, might be fastened, instead of handkerchiefs, small toys, pictures or other lines in stock.

STYLES OF 2,000 B.C.

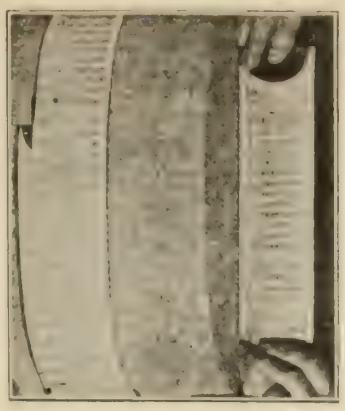
MR. ARTHUR EVANS, the Oxford archaeologist, who has made so many interesting discoveries in the so-called palace of Minos, in Crete, has found in a subterranean sanctuary certain very ancient, small, earthenware statues, representing some goddess and two of her servants. The dress of the figures is said to be highly modern. The goddess, we grieve to say, wears a corset, just such a corset as contemporary man shyly wonders at in the windows of a department store. The skirt of the robe of the goddess is "in Louis XV. style." Her jacket is "exactly as is worn in the present day." Styles of say, 2000 B. C., styles of 1904. Unless some humorist has "salted" the excavations, you are forced to hold that much nonsense has been written about the splendid, free, uncramped bodies of the female ancients, by no means ancient females, in their time. And "we shift and bedeck and bedrape us" much as our esteemed ancestors did in the morning of the world.—Everybody's Magazine.



A Holiday Window shown by The Imperial Dry Goods Co., Winnipeg, Man.

Skirts can generally be summarized by these words—short, full and plaited. This means continued comfort and ease for followers of fashion.

SIMPLE ACCURATE INEXPENSIVE



Measures accurately, without unwinding, all kinds of fabrics wound in the piece, from ribbons and dress goods to carpets and linoleum, leaving the piece in as perfect condition as when new, avoiding the labor of unwinding and rewinding, and the unsightly appearance and conditions which always follow.

Is mathematically correct and the only perfect system invented for measuring goods in the piece.

It is so simple that a piece of goods can be measured in one-eighth the time required by any other method.

Will save many times its cost in one general inventory.

Is invaluable for measuring part pieces of wound piece goods.

Should always be used when receiving new goods in proving the accuracy of the mill measurements or the yards charged in the invoice.

Is an absolute store necessity and it is a pleasure to use it.

Sold by _____ **Price $1.50 each.**

THE W. R. BROCK CO., Limited

MONTREAL and TORONTO.



Suit Form No. 60 R.

YOU WILL PROMOTE YOUR OWN BUSINESS BY INSISTING UPON HAVING

THE PALMENBERG FORM

For Manufacturers and Retailers

It is made in latest shapes and is strictly correct in style and measurements, and is constructed so that operators of fitting a garment over it can duplicate the exact position of the wearer from the shoulders front and back which can be examined through the material of the garment which is being fitted.

This form is indispensable to **Retailers** for their store display.

Especially adapted for the walking length skirts.

The most fastidious can provide themselves with the skirt which is so common with the ordinary forms.

Suits displayed on this form show off to the best advantage.

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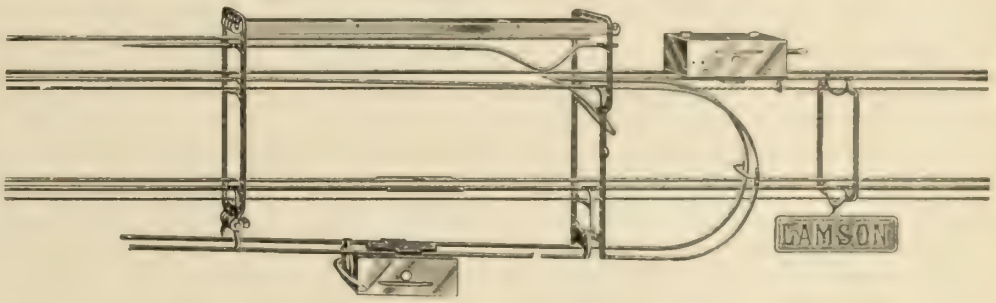
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Lamson Perfection Cable Cash Carrier

Serves any number of floors from one cash desk.

Hundreds of users testify to its excellence.



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BEST ON EARTH. HAS NO EQUAL

WE MAKE SHOW CASES
WE FIT UP STORES AND OFFICES

Make Sales Quicker

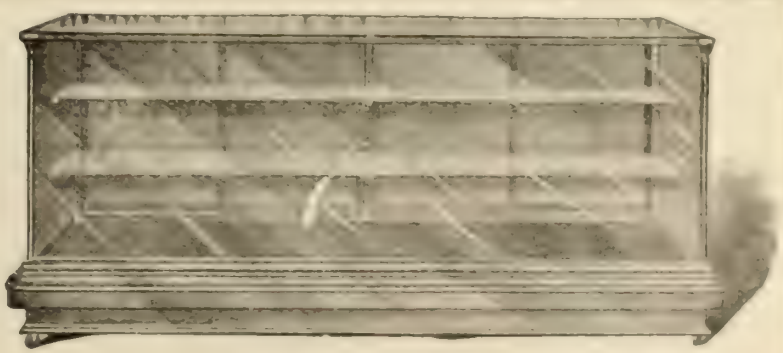
MAKE MONEY FASTER.
A GOOD SHOW CASE HELPS.
NOTHING HELPS MORE.

Money spent in our

"CORONATION" SHOW CASE

is soon recovered.

This case is beyond a doubt the best in the world. We put into it the very best of genius, material and workmanship. It is not skimped in any particular. Price on application. GENERAL CATALOGUE FREE.



Our Famous "Coronation" Case (Patented)

DOMINION SHOW CASE CO., 90 Church Street, **TORONTO** N. R. LINDSAY, Manager Phone Main 3611

PROGRESSIVE RETAILING

HOLIDAY PREPARATIONS.

ONLY three weeks or thereabouts to Christmas! Too many merchants think of the intervening time as almost a month thereby deluding themselves into believing there is lots of time for any special preparations to create business and to handle the crowd. If he has not already made his plans, and commenced to carry some of them out he is apt to find that twenty-five days is altogether too short a time to devote to the details in connection with the planning.

It often happens that an idea which may at first appear excellent may be found on further consideration to be unfeasible. Then the merchant is apt to become confused when he considers the few days he has in which to change his plans. The larger stores have decided upon their attractions for the holiday season long before this and even with the smaller businesses it is a great load off the proprietor's mind to have it settled and awaiting only adoption.

Everyone Should Help.

Every head of department and clerk should be made to feel that the success of the holiday season depends upon him, and that everyone is invited to give his ideas. The youngest boy will oftentimes hit upon a scheme that, while it may be in the rough, will provide a foundation for more finished work on the part of those in command. The very knowledge that he is of importance will urge a clerk on to the evolution of ideas that will raise him in the store, and no one will be more eager to help than he.

In conversation one day, the manager of one of the largest department stores in Canada said that the scheme adopted in their most successful Easter display was supplied by a young girl at the ribbon counter, whose services had been of any value to the firm during her few months of service only in consideration of the small wages she received. Her idea was given to the head of her department in fear and trembling as the firm had not previously been accustomed to appealing to the smaller salespeople.

Special Display Necessary.

That some extra effort to beautify the store interior and windows, and to provide attractions that will draw the crowd is necessary, is admitted by every merchant whose success warrants any faith in his ideas. Christmas is a season of show, of gaiety, and of demand for special lines. Accordingly the sentiment must be catered to by revealing the same feelings in the store arrangement. The public is looking for novelty and pictures at that time and their business will go where they find it.

All that is necessary to prove this is to watch the spots where the crowds congregate on the sidewalks. In every case it will be around a window of a special nature. The evident desire to please them draws them into the store to see what more has been done there. Once in the store it is the merchant's lookout to see that they buy. The store that draws the crowd is almost invariably the store that does the business. The nature of the goods that are in most active demand for Christmas precludes any belief in the selling qualities of the ordinary display. Special goods require special display. Staples are well in the background, as every prospective customer knows they are in stock. But every store carries a different line of holiday presents and it is only through the display assisted by the advertisement that the public is aware what can be procured.

The Window Display.

The most important thing, first of all, is to arrange window displays that cannot be passed by. Although the largest stores do not, as a rule, spend so much time and money on what are called picture windows, they one and all agree that special arrangements must be made. Toys, mechanical figures, dolls, fancy goods, etc. lend themselves particularly well to this. Many a store has found a mechanical figure or toy of inestimable value, and the centre about which other lines can be placed.

Some stores purchase expensive mechanical toys and after a season's use pass them on in exchange with other stores. In this way money is saved and every purpose served.

The Santa Claus window is of never failing interest and in addition to being a crowd bringer, is excellently adapted for the advertising of special holiday presentation goods. A boy operating mechanical toys on a table in the window will delight the children, and, of course, the parents stand by while the children laugh and applaud. The child will take its parents where it saw the most amusing and surprising toys.

Interior Arrangements.

When the public has been prepared for something out of the ordinary through the window, the idea should be carefully carried out in the interior. This will occupy more time and in all likelihood be more expensive, but it will be found to pay well. There are two general schemes open, one consisting of decoration only, and the other a combination of decoration and utility.

In the former would be included hangings of evergreen, Christmas trees in full dress, a large Santa Claus in the centre of the store, and such like schemes. The combination would be provided by ornamented booths for selling different lines of holiday goods, and sections or corners divided off by decorative work.

The store with an open centre is supplied with the greatest opportunity for a special display. In this can be set up a large Santa Claus, or a Christmas tree or a booth for toys. An excellent idea is to set up a large Christmas tree loaded with toys, ornaments, candles, etc. The lighting must not be by candle, however. For this purpose small colored electric bulbs scattered through the tree, will be safe and effective. A Santa Claus can be set up beside it, with electric lights shining through his eyes. A large mechanical toy will attract lots of attention.

Whatever form the decoration may take let it be of such a nature as to indicate that the festive season is recognized in the store. By so doing not only will the season's buyers be attracted but the buying as well.



INDIVIDUALITY
DURABILITY
DESIRABILITY

are personified in our productions.
VALUES UNEQUALLED

DONALD FRASER & CO.,
Fine Clothing Manufacturers—Wholesale
Warehouse—Cor. McDermott & Rorie Sts., WINNIPEG.
FACTORY, MONTREAL



JOHN W. PECK & CO.
LIMITED

MANUFACTURERS OF

Clothing, Fur Goods and
Shirts, Hats and Caps

Montreal Winnipeg Vancouver

During the past two years we have established a name for ourselves in the shirt trade.

Line for 1905 has been selected from the best productions of Canadian, American and Austrian factories.

Be convinced by an introduction to our Spring line before placing your order.

JOHN L. WALLER & CO.
WHOLESALE
MEN'S FURNISHINGS
WINNIPEG, MAN.

National Rainproof Garments Spring 1905

You cannot brush away the individuality of National Brand Garments. They are finished art and worthy to be placed in a class all by themselves.

A postal will put you in touch with one of our travellers; and always remember—samples can go anywhere. We are sure it is to our mutual benefit to have your order. Let us hear from you.

THE NATIONAL RUBBER CO.
524 Craig Street, MONTREAL.

N.B.—Watch for our illustration next month.

Galt Robe Co.
Galt, Ont.

Manufacturers of

Standard Buffalo Robes, Rugs,



Cold Weather Garments,
Buffalo and Astrachan Coats,
Astrachan Cloths,
and a complete range of

Carriage Dusters

sold by all the leading jobbers.

RAINPROOFS

Buyers who want reliable Goods should ask for those proofed by the 'Cravenette' Co., Ltd.

and stamped—



The "Cravenette" Co., Limited, affix their stamp only to such goods as are suitable in quality for Rainproof purposes.

Therefore, this stamp is a guarantee not only of Rainproof properties, but also of the quality of the material.

The "Cravenette" Co., Ltd., BRADFORD, Proofers to the Trade.

SHOWERPROOF GARMENTS

SPRING business is assuming a more definite aspect and encouraging reports are heard from all quarters. Manufacturers and jobbers express every confidence in a record business, and, judging from initial purchases as well as public sentiment, there is every likelihood of fondest hopes being fulfilled. Somewhat more definite tendencies are at work than last month, and the trade generally has accepted the innovations rung in by the various manufacturers to give a distinct and individual note to their lines.

* * *

Style is an essential element in ladies' showerproof garments, and while various eccentricities are found, there is yet a recognized sartorial fountain head from which there is no appeal. Neat yet fancy effects are bought and the ingenuity of clever designers is taxed to create garments which are the acme of good taste and style, yet retaining a useful shape and length, and in no manner destroying the practicability of the garment. More and more do these garments follow in the wake of cloak models, and it is an indisputable fact that in men's goods they are encroaching upon the top coat field. The long full length garment to the hem of the gown is now recognized as the type of coat for popular trade, and this garment is particularly useful in waterproof materials, which are used mostly for protection against stormy weather. This type of garment is naturally the freest seller. The three-quarter coat is cutting a wide swath and is meeting with more favor by the dressy, ultra trade. These garments hang full and straight from the shoulder, with an exaggerated broad-shouldered effect. The most interesting development in Spring lines is noticed in the leg of mutton sleeves, which is but a natural and sympathetic movement. Sleeves are usually of this peg-top variety and always full. The newest models are of a pleated variety, which is the latest tendency in foreign circles and is reported as taking well. Cuffs, too, generally accompany most models.

* * *

Capes are gradually but surely coming into more prominence, and the newest in this respect is seen in the so-called wing capes, extending full to the cuffs. Some models even show two and three capes. Collarless and capeless models are still retained, especially in the three-quarter coat. Belts are seen in great profusion, both half and full varieties. While a casual critic might infer ladies' showerproofs show too great a diversity, which is rung in by the odd ingenuity displayed in placing self-buttons or a peculiar use of the belt or cape, it may be taken for granted that all models show a certain similarity which entirely eliminates the risk for retailers of being "stuck" with off styles.

* * *

Men's goods show the same broad-shouldered effect, a smooth, graceful hang in the back, and the acme of perfection in stitching and finish, which gives a decided charm to the plainness, unobtrusiveness and general neatness which is the desideratum of these useful and fashionable garments. A 52 inch model is the regulation length for the ordinary type of man. Cuffs are gradually being discarded, and side flap pockets are prevalent. The fancy effects sought in women's garments are eschewed

Waterproofs are increasing in strength, especially in popular priced lines they are indispensable, and as they are cut on the same patterns as rainproof material they are a splendid, serviceable garment. One model which could be retailed under $5 was observed. It was a full length, semi fitting coat showing the circular belt and the double cape widening at the back. Self-buttons were employed, and the neat flare at the bottom commences to testify to the fact that this garment was proving very successful.

* * *

A word about raincoats for the gents' furnishing end of your business. If they haven't become a particular part of your stock it is ample time they should. Nothing is more certain than that a good amount of business is being let slip heedlessly by if they are not stocked in sufficient variety in style and price. The truest criterion that raincoats are occupying a very important position is that factories have been equipped to turn out nothing else. Various brands of waterproof cloths are on the market, rendered impervious by special processes, and all claiming special virtues. One of the most salable points, however, about showerproof garments, is the smartness put into the raincoats, a smartness reproducing in the smallest detail the modishness of any of the most fashionable of men's outer garments. The models of waterproof garments are marvellous in the cutting and workmanship of such clothes.



A Nobby Rainproof to go with any Skirt. Shown by The Montreal Waterproof Clothing Co

RETURNED
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A few of our styles in Rainproof and

We have much pleasure in presenting herewith some of ou
We have scores more of nobb

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No. 200

RETURNED
1904
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No. 517

We've never shown a stronger line—never such a choice collection of exclusive style
over the country. Their finish is most attractive, in all colors, with trimming
We especially invite your inspection of our samples now in the hand



The "Elite" Brand Rainproofs are proofed by the "Millerain" process, which is the best and most reliable in the world.

The MONTREAL
CLOTHING
MONT

Waterproof Garments for Spring 1905

popular styles for Spring 1905. These are only a few.
designs from which to choose.



No. 535



No. 611

Their correctness is guaranteed by the approval won from leading merchants all
to match. Our sales during the past month were very large and encouraging.
of our travellers, who are covering all the leading towns in the Dominion.

WATERPROOF
COMPANY,
REAL.

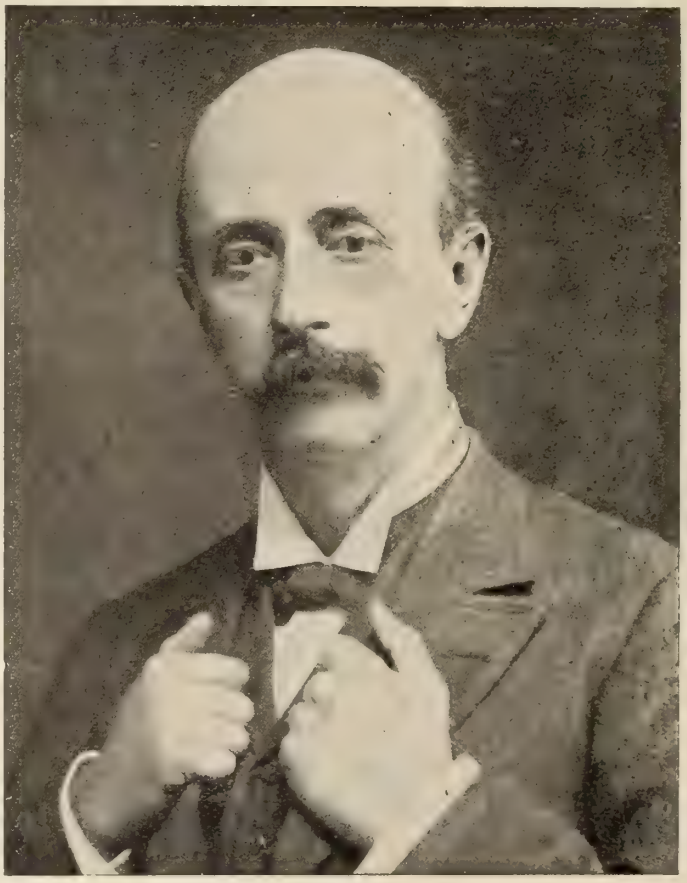
Our big new Illustrated Catalogue will be ready for distribution in January.

OUR NEW GOVERNOR-GENERAL

A STRENUOUS BUSINESS MAN

By W. T. STEAD in Review of Reviews.

ALBERT HENRY GEORGE GREY, the fourth earl, was born on November 28, 1851. He came of notable lineage. His father, General Sir Charles Grey, had been for over 20 years more closely and confidentially connected with the British court than any other man, courtier or statesman. General Grey, second son of the great Lord Grey who carried the Reform Act of 1832, was private secretary to his father while he was Prime Minister of the Crown from 1830 to 1834. In 1849 he was appointed private secretary to the Prince Consort, a post which he held till Prince Albert's death. He was then appointed private secretary to the Queen, and this post he held to his death, in 1870. The private secretary to a king or queen is often a more important person than a Cabinet Minister. He is privy to all the business which a sovereign has to transact. He has access to all the papers. He knows all the secrets, and he is often much more than the private secretary. He is the trusted, confidential adviser of the sovereign. Unlike the official advisers of the Crown, he is appointed for life, and holds his position independent of popular caprice or changes of public opinion. General Sir Charles Grey stood high in the favor of his royal mistress. He was devoted to the memory of the Prince Consort, of whose early years he published a book in 1867.



Lord Grey.

The new Governor-General for Canada is, therefore, not only the grandson of one of the most famous Prime Ministers of the nineteenth century, he is the son of a man who from 1849 to 1870 occupied a position which made him the personal friend and trusted confidante of the Queen in all the business both of court and of state.

Lord Grey's chief interest in politics has been the maintenance, the extension, and the consolidation of the Empire. His ardent and enthusiastic temperament predisposed him to be a leading spirit among the young optimists who believed that in the union of the English-speaking race there might be discerned the dawn of a new heaven and a new earth. Mr. Rhodes found in Lord Grey a man after his own heart full of passionate enthusiasm for the Empire, and keen to do his part in the revival of the old Elizabethan tradition of adventure and romance. He became one of the founders of the chartered company, and was thereby committed to a close connection with the destinies of central South Africa. He became a Rhodesian, and he is a Rhodesian to this day.

His Record in Rhodesia.

The task which Lord Grey attempted as administrator of Rhodesia in 1896-1898—years of native war and of profound political unrest—did not afford him much experience likely to be helpful to him as Governor-General of the Dominion. The Rhodesians, a handful of white men, were fighting for their lives against overwhelming numbers of savage Matabele. Lord Grey was a novice in South African affairs, and he was necessarily overshadowed by the colossal personality of Cecil Rhodes. He had a divided allegiance. He was the representative of the Crown, as well as a founder and leading spirit of the chartered company. He was an English noble, bearing a name that is famous in the annals of Liberalism. Yet he was Mr. Chamberlain's agent in South Africa. After he returned home, he became a director of the South African Company and a trustee and a joint heir of the Rhodes estate under Mr. Rhodes' will.

As a Peace Crusader.

When the Russian Czar launched the Peace Rescript, Lord Grey threw himself heartily into the popular agitation which secured the meeting of the Hague conference. As Lord-Lieutenant of Northumberland, he presided over the peace meeting in Newcastle Town Hall at the beginning of 1899. That this did not stand in the way of his presiding, a few months later, over a meeting in the same place clamoring for the dispatch of more troops to South Africa to compel Mr. Kruger to climb down, is a fact thoroughly in keeping with Lord Grey's impulsive enthusiasm for every cause that seems to represent a struggle toward a loftier ideal. Lord Grey, as is

now well known, took little part in the annexation of the republics. Not beyond supporting the importation of the Chinese has he interfered much in the settlement of the conquered territories. He has been chiefly interested in the affairs of the vast territories acquired and still administered under the charter. He has taken and still takes a keen interest in the development of the latent wealth of this great estate. His hopeful disposition enables him to labor on cheerfully where others would be apt to abandon their task in sheer despair.

His Zeal for Co-operation and Temperance.

In home politics, Lord Grey has devoted himself with untiring enthusiasm to two great causes—the cause of co-operation and the cause of temperance reform. He has for many years been the most brilliant and highly placed of the advocates of co-operation. Co-operation in all its forms, as the practical method of realizing voluntarily the ideals which the Socialists can only attain through legislation, has been always near his heart. Distributive co-operation, productive co-operation, co-partnership in every kind of industry, have always found in him a zealous and a sagacious supporter.

In the advocacy of co-operation, he was but one among many. In the work of converting the drink traffic from being a source of local demoralization into a source of local amelioration, he is the leading spirit. Many people, Mr. Chamberlain not excepted, had, from time to time, been fascinated by the working of what was at first known as the Gothenburg system of dealing with the supply of intoxicating drink. The Bishop of Chester had formed a small company to manage a public house for the public good, and not for private profit. At this stage of the discussion Lord Grey came into the field. A personal experience, by which he found that a licensing authority gave away for nothing monopolies which were salable the day after the grant for £10,000 ($50,000) opened his eyes to the frightful extravagance and waste of the existing system of licensing. He became the apostle of "The Bishop of Chester's Trust." What might have been a mere local experiment was taken up all over the kingdom. Everywhere Lord Grey was to the fore. He argued, pleaded, persuaded, until at this moment public house trusts have been formed in nearly every English county, and every month sees an addition to their number.

Public Conduct of the Liquor Business.

The essential principle of Lord Grey's trust public house is that the profits arising from a monopoly created by the public authority should be devoted to purposes of public usefulness, and not to build up the fortunes of private individuals. The modus operandi is as follows: A number of the most influential and public-spirited persons in a given district meet together and agree to form themselves into a trust for the purpose of acquiring a license for the sale of intoxicants and the supply of refreshments. They subscribe the capital needed, the maximum dividend on which is 5 per cent. Then they either buy an old license or get a new one, and set up in business on the following lines: The public house is placed under the management of an agent of the trust, whose salary is not affected by the increase of intoxicants sold. He receives, however, a commission on all non-intoxicants supplied to the public, whether in beverages or in food. He has, therefore, a personal interest in pushing the non-alcoholic side of the business, and he has no inducement to construe liberally the law against supplying intoxicants to the intoxicated. Further, the trust being more intent upon social improvement than upon earning a dividend, the trust public house is more of a local club house and less of a liquor bar than any other licensed house. When the year's balance sheet is presented, a dividend not exceeding 5 per cent. is paid to the shareholders, and the balance is then devoted to the various local improvements. A foot path may need to be repaired, a public playground secured, books may be wanted for the library, a water fountain may be needed, a hospital may require assistance. The surplus profits of the trust public house form a modern Fortunatus' purse from which grants can be made to all manner of deserving objects of public utility and public charity.

An Opportunist Idealist.

Lord Grey, as sufficiently appears from this brief and rapid survey of his public career, is a man of great public spirit, of keen intelligence and of passionate patriotism. No man is less of a Laodicean either in church or state. He is a Liberal who supports the Conservatives, a temperance reformer who runs public houses, a free trader who takes the chair for Mr. Chamberlain, a peace crusader who promoted the South African War. In his mind there is room for many antinomies or apparent contradictions. Yet he is consciously consistent even in his greatest apparent inconsistency. He is an opportunist idealist of the first magnitude. There is no danger that he will fall foul of the somewhat pronounced prejudices of race and religion which he will find in Canada. He will be tolerant even of the intolerant, and in his broad philosophic survey the Ultramontanes of Quebec and the Orangemen of Toronto are all members of the universal Catholic Church which in its essence is a society for doing good. He is no stranger to Canada. He has twice visited the Dominion and the fact that his sister was the wife of his predecessor at Government House will make him feel at home in his new position.

Lord Grey's family seat is at Howick, in Northumberland. Sir Edward Grey, whose seat is at Falloden, belongs to the same family, although he is on the opposite side in politics.

His Prospects in Canada.

Lady Grey has never taken a prominent part in the political world. Her eldest son, Lord Howick, who was born in 1879, acts as his father's private secretary. Her eldest daughter, who excites enthusiastic admiration wherever she is known, will probably play a considerable part in the social life of Canada. They are in one respect admirably fitted for their new role. They are singularly free from the reserve that gives to some English peers an air of pride and aloofness that harmonizes ill with the freer life of a democratic colony. He is a near relative of the Lord Durham whose mission played a great part in the evolution of Canadian liberty. Whatever else may be lacking to Government House during Lord Grey's tenure of office, of one thing we may be quite certain, there will be no stint, and that is a hearty sympathetic camaraderie with all comers, and eager, enthusiastic support of all that makes for the prosperity and greatness of the Dominion and of the Empire of which it forms a part.

GORDON, MACKAY & CO. LIMITED

Handkerchiefs for Christmas Selling, all prices, from one cent each to $18.00 per dozen. The largest stock, best assortment, and best values to be found in Canada.

Messrs. Wyld, Darling & Co. purchased heavily for the Christmas trade. Our own purchases were equally heavy, both have been passed into stock this week.

We mention a few special numbers. We solicit your orders and guarantee the goods will open to your entire satisfaction. **April dating.**

Fancy Hemstitched and Lace Handkerchiefs

37	Hemstitched Lawn and Lace Corners	37½
T029	" " " "	.40
467	" " and Tamboured Mottoes	.40
T013	" " Lace Corners and Revere	42½
46	" " Revered and Embroidered	.45
316	Tamboured Scalloped Lawn, Leno Woven	.45
415	Lace Edge Lawn	.45
J557	" " " and Inserted Lace Corners	.50
416	" " "	.60
T015	" " " Revered and Lace Corners	.65
468	Hemstitched Lawn and Tamboured Mottoes	.60
D346	Lace Edge Lawn, Revered and Lace Corners	.75
D371	Val. Lace Edge Lawn and Inserted Lace "	.75
422	Tamboured Scalloped, Leno Woven Lawn and Lace Insertions	.75
T020	Lace Edge and Lace Insertions	87½
425	" " " "	.90
T019	Val. Lace Edge and Fancy Lace Corners	$1.10
429	Hemstitched and Embroidered Lawn, Tucked and Revere	1.10
432	Lace Edge Lawn and Tucked	1.25
431	Hemstitched Lawn and Lace Insertions, Embroidered Corners	1.25
J559	Val. Lace Edge, Lawn and Deep Lace Corners	1.25
434	Lace Edge Lawn and Fancy Leno Corners	1.30
436	Val. Lace Edge , Lawn and Embd. Corners	1.75
439	" " " " " "	2.25
438	" " " Linen and Lace Insertions	2.25
441	Fine " " " " "	2.25
442	Hemstitched Linen and Fancy Drawn Work	2.25
D380	Val. Lace Edge Linen, Inserted Embroidered Lace Corners	3.00
444	Val. Lace Edge Lawn and Embroidered	3-25
445	" " Linen and Fancy Lace Insertions	4.50

Swiss Embroidered Handkerchiefs

388	Scalloped and Embroidered Lawn,	3	patterns,		.90
115	Hemstitched " "	4	"		.90
116	" " "	4	"		$1.10
25	Scalloped " "	4	"		1.25
12	Hemstitched " "	12	"		1.20
E79	" " "	4	"		1.25
392	Scalloped " "	3	"		1.35
26	" " "	4	"		1.45
13	Hemstitched " "	12	"		1.60
394	Scalloped " "	3	"		1.75
395	" " "	3	"		2.00
397	Hemstitched " "	3	"		2.25
398	Scalloped " "	3	"		2.25
16	Scalloped and Hemstit'd Assorted,	12	patterns,		2.00
19	" " "	12	"		2.25
18	Hemstitched and Emb'd Lawn,	12	"		2.25
399	Scalloped " "	3	"		3.00
400	" " "	3	"		3.25
402	" " "	3	"		4.00
22	" " "	4	"		3.50
401	Hemstitched and Emb'd Linen,	3	"		3.50
24	Scalloped " Lawn,	4	"		4.50
27	Hemstitched " Linen,	4	"		4.50
45	" " "	3	"		6.00
46	Scalloped " "	3	"		6.00
25	" " Lawn,	4	"		6.50
47	" " Linen,	3	"		8.50
48	" " "	3	"		11.50
49	" " "	3	"		15.00
50	" " "	3	"		18.00

Also a complete range of Hemstitched Lawn, Linen, Children's Picture and Silk Handkerchiefs.

GORDON, MACKAY & CO. LIMITED

TORONTO.

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MR. A. E. DACAM, Paris.

ADVERTISING RATES

Are based on $35 a page and will be furnished on application to Mr. A. B. Caswell or to the manager of the nearest office. The value of THE DRY GOODS REVIEW as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade newspaper to advertise in. Advertisements, to insure insertion in the issue of any month, should reach this office not later than the eighteenth of the month preceding.

MONTREAL AND TORONTO, DECEMBER, 1904.

SPECIAL SPRING NUMBER.

THE January number of The Dry Goods Review and Men's Furnisher is the Special Spring Number and is devoted to the styles and novelties that will be foremost on the market for the great Spring trade. In size it promises now to equal if not exceed any number we have issued, and in general interest will far surpass any previous issue.

The special numbers of this trade newspaper easily hold the record for Canadian publications, and are equal to anything published in the world along similar lines. Letters of praise and commendation pour in from all parts of the world after each of the two yearly numbers.

In addition to enlarged regular departments, eight or ten interesting special articles written for The Review will be included, every one of which will be prized by our readers.

Advertisers in this number will find a paper that covers the whole of Canada and finds its way into every general, dry goods and men's furnishings store, be it at the country cross roads or in the largest city. And the advertisements are just as eagerly read as the reading matter. Every advertiser is assisted by a most artistic paper, a well-arranged advertisement, and by the fact that the trade public are always anxiously awaiting the appearance of the issue. By these means a most thorough consideration by Canadian merchants of every advertisement is assured. Already a large number of new advertisers have solicited space, and when the number is issued on January 1, there is not the least doubt that it will reach a mark in Canadian journalism hitherto unthought of.

To readers and advertisers we can say that it is worthy of the closest consideration. To the former it is a landmark of Canadian progress, and to the latter it is full of unlimited opportunities.

* * *

He is an unwise business man who procrastinates when opportunities for improving trade are coming his way.

* * *

MAIL ORDERS AGAIN.

SMALL retailers have undoubtedly suffered to more or less extent through a vast amount of a certain class of cash trade going to larger centres, causing them serious inconvenience through the necessity of tiding this class of people over hard seasons by opening unprofitable accounts and, in extreme cases, acting as their banker. The Review has constantly furnished suggestions for the educating of the consumer to see matters in a fair light and to induce him to see his best interests are served through supporting home merchants. Bright, careful stocks and well-managed stores certainly suffer the minimum in this respect, yet the evil can't be entirely eradicated as long as the consumer considers he or she (principally she) is saving money by sending off to the cities for the most important part of her purchases. Various opinions are expressed as to whether these large stores undersell the home store to any appreciable extent or not. A good many insist that, all things considered, in steady trading, the home merchant gives the better value. However, undoubtedly many baits are thrown out by the mail-order houses, backed by courteous and careful treatment, which has made steady customers. As aforesaid, this evil can be materially lessened by an aggressive policy on the part of the home merchant.

However, like all serious contingencies, the first cause must be removed to adequately grasp a sane solution. This aspect of the mail-order business has been but slightly probed, yet, upon careful consideration, it is seen to be the real inherent seat of the trouble. All merchants must agree that certain tempting staple branded goods are usually catalogued at prices appalling to small retailers. This is usually followed up by other lines at almost correspondingly low prices. A casual supervision of any good catalogue will confirm this. On this side of the line we have not as yet felt this slaughtering of prices as much as merchants across the border. Our firms here while not exclusively mail-order after the style of the American ones, are fast following in their footsteps. Nearly every class of business feels the result, but none perhaps more than the dry goods trade. What is the reason these firms can offer such standard

goods at such prices ? There is but one satisfactory reply : They buy direct from manufacturers.

We have reached what is the secret of the trouble. The manufacturer must decide whether he can afford to ignore the rights of the jobber. Which is his best and soundest customer, the jobber or the mammoth mail order retail house ? It can be imagined that if the present policy were carried to an exaggerated extent the jobber would assuredly retaliate by turning into a mail-order house. Such extreme views are only vain fantasies, yet a warning is sounded in time. Such a chimera would tend to eliminate hordes of retailers and centralize and concentrate business to an unprecedented extent. As yet Canada has no such a contingency to face. Manufacturers are selling to large retailers, who, in turn, conduct a mail-order business. However, the jobber is insisting the price shall be higher than is given them or their trade is given elsewhere. This firm policy is causing many manufacturers to hesitate, as it threatens the loss of their jobbing end. Splurges and sacrifices will be constantly made by embarrassed manufacturers, but it is reasonable to hope the matter will be satisfactorily adjusted when the manufacturers clearly realize the choice which is offered. When this precedent has been firmly established, and mail-order business can only be done at fair prices which can be met by the average retailer, the enormous mail-order trade is certain to become compressed into sober limits if the retailer pursues the proper aggressive policy.

* * *

Business men and politicians may seem strange bed-fellows but unless business men take an interest in politics we can scarcely expect good government.

* * *

RETAIL ASSOCIATIONS.

PROMINENT and influential dry goods retailers of the City of Montreal were present at the banquet of the Montreal Retail Dry Goods Association on the evening of Dec. 1, and even the most superficial view discloses many interesting and instructive features. Those who have followed the gradual but sure growth both in members and influence of the association can attest to the usefulness of such a body. Many of the matters discussed at various meetings have been favorably cammented upon by The Review in the past, but we take the occasion of the successful banquet of the association to ask why are not such associations more numerous among the trade ? Why are they usually restricted to cities ?

Competition has assumed a formidable aspect in many localities, and petty rivalries and jealousies have tended to a cut-throat policy which has been the ruination not only of individual merchants, but oftentimes of the business of a town. There can be no truer application of the time honored maxim, "In union there is strength," than in this case. If merchants will but follow the tactics of their wholesale brethren and the retailers of our cities and band together for their mutual benefit, we believe it the surest, speediest and safest method of eliminating many of the local evils. In smaller localities all classes and kinds of merchants should be in this association, which may occasionally meet in sections, and let the meetings be regular and systematic. Such a paramount question as price cutting may be satisfactorily adjusted, with all due limitations and restrictions appended. Even a systematic effort may be adjudged necessary in taking a decided stand against the mail order question, while such a contingency as the approval system may have much light brought to bear upon it. The many local colorings will furnish spice to all meetings, and business friendships will be promoted which will work for mutual benefit.

The Review will be glad to furnish suggestions to any merchants wishing particulars of the most approved methods of organizing and conducting such an association.

* * *

Business is kept good by employing good business methods

* * *

A SHOE DEPARTMENT.

MODERN methods of merchandising involving keen competition, supplemented by innumerable difficulties, render it continually more necessary that the dry goods store should look around for opportunities of expansion. Many stores find it sometimes a hard task to hold their own, and submit philosophically to the feeling that their trade has reached its largest turn-over. There is a saying to the effect that standing still is impossible, and spells but stagnation and decay. Even should the legitimate share of a district's trade be felt to have been obtained, that should not cause an inactive policy.

The surest and safest method for expansion is the installation of new departments. If the consumption of dry goods by your customers has reached a high pitch, and no more trade can be expected in that direction, new departures are essential. A shoe department offers many tempting allurements.

Undoubtedly a great part of our readers are already conducting a bright, healthy and profitable shoe department. It is the thin edge of a departmental store, but needs no appreciable renovation and remodelling to inaugurate. The customers are already at hand, and it but needs a select stock, good management and liberal fixtures to secure a steady, lucrative trade. A dry goods store does not necessarily suggest shoes, but there is no feeling of incongruity in the combination, especially if proper care be taken in fitting up such a department.

Study to establish a reputation for exclusiveness. Seek the goal of reliability and avoid the semblance of a bargain Mecca. That the idea is practical and loses chimerical aspects is attested by the experience of numerous dry

goods stores. It's worth a sound, strong experiment if local conditions render it not altogether impossible. Our boot and shoe department invites pertinent criticisms and ideas for conducting such a department in dry goods stores.

* * *

Keep on the go when business is lagging.

* * *

NEVER BEYOND ADVERTISING.

IF the devotion of a small amount only to an advertising campaign were ever a safe principle to follow, one would think that it would be more apparent in connection with the management of the St. Louis World's Fair than anywhere else. No business, no enterprise, ever received so much free advertising in magazines and papers, nor so much notice for years before the day of its commencement as did this great exhibition, and yet, in point of attendance it is going to go on record as a most dismal failure, as a disappointment that will count against future efforts in this direction.

By the time this is published the greatest fair ever held will be over, and the total attendance will be not over 19,000,000, of which the paid admissions will be little beyond 10,000,000. When this is compared with a total attendance at the Chicago World's Fair of 27,000,000 with 19,500,000 paid, and with 50,000,000 at the Paris Exposition, it will be seen that something, necessary to the success of the St. Louis Fair, was lacking.

Walter B. Stevens, the secretary of the exposition, is in an excellent position to judge, and he has said: "The exposition would have been a greater success had legitimate advertising methods been used in giving it publicity." Progressive, pushing advertising was wanting throughout the entire period, and the same experience has fallen to its lot as befalls, sooner or later, any concern, large or small, that neglects to place itself before the people via the printer's ink road. An average attendance of less than 100,000 per day at a collosal affair like the St. Louis Exposition seems trifling when compared with the 130,000 day at the Toronto annual exhibition of this September.

It merely shows that no business is beyond the advantages that are derived from judicious advertising.

* * *

The most ignorant business man is he who "knows it all."

* * *

A SUGGESTION.

FOLLOWING up the desire of the publishers of The Dry Goods Review and Men's Furnisher expressed in the November issue, that every head of department in the small or large store be ensured an examination of every number of the paper, another plan is suggested, wherein our services can be made use of.

To each number, as soon as it enters the office, a slip can be attached with the names of the various departments thereon, with the request that the copy be handed on from one department to another, each head putting his initials opposite the department name on the slip as soon as his examination is completed.

To facilitate this plan we are having printed slips reading as follows:

> **Kindly check and initial and pass to the head of the next department:**
>
> DRESS GOODS .....
> HOUSE FURNISHINGS .....
> MEN'S FURNISHINGS .....
> MILLINERY .....
> THE OFFICE .....
> FANCY GOODS .....
> WINDOW DRESSING .....

In case two or more of these departments are under the same head, the unnecessary divisions can be marked out. We will be glad to furnish a number of these free of charge to any of our subscribers who wish them.

At the same time we cannot urge too strongly the subscribing for three or more copies, especially in large stores, as much of the reading matter and advertising will be of greatest value when kept conveniently on file and at hand.

* * *

Strength in business is developed by the exercise of energy and the practice of fair dealing.

* * *

SMUGGLING.

IT is the duty of the Dominion customs authorities to take better precautions to prevent the smuggling into Canada of such large quantities of wearing apparel. The evil has become a crying one and merits careful attention. It is not an uncommon thing to hear ladies boasting of how they brought across two dozen blouses, which they subsequently distributed at cost price among their friends. Shoes, gloves, corsets—all are being brought in by private individuals in large quantities.

We take no exception whatever to a person making purchases for his or her own private purposes in New York or any other American city. But we do strenuously object to a person becoming for the nonce a merchant, defrauding the customs and despoiling Canadian business men of their just means of livelihood.

Our merchants are heavily taxed as it is. They can not and do not wish to escape the customs imposts and it is due to them that the citizens of towns or cities, who derive much of their livelihood from them, should do them the justice of fair dealing.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office Toronto, Ont.

Capital - $2,000,000.00
Assets, over - - 3,546,000.00
Annual Income - 3,678,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $1,000,000.00.
TOTAL ASSETS, $2,024,096.02.
LOSSES PAID SINCE ORGANIZATION, $23,886,005.32.

HEAD OFFICE, - BRITISH AMERICA BUILDING, Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J. KENNY, Vice-President and Managing Director
P. H. SIMS, Secretary.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life ASSOCIATION.

W. H. BEATTY, PRESIDENT.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

THE CANADIAN BANK OF COMMERCE.

Paid-up Capital, - - $8,700,000
Rest, - - - - $3,000,000

HON. GEO. A. COX, President. B. E. WALKER, General Manager.

HEAD OFFICE: TORONTO, CANADA.

This Bank, with 111 branches, covering all the principal cities of Canada and the Pacific coast of the United States, and its own offices in London, Eng., and New York, is able to offer to those engaged in mercantile business of any kind unexcelled facilities for any legitimate banking business.

LIST OF BRANCHES:

BRITISH COLUMBIA:

Atlin	Greenwood	Nanaimo	Vancouver
Cranbrook	Kamloops	Nelson	" East End
Fernie	Ladysmith	New Westminster	Victoria

MANITOBA AND NORTHWEST TERRITORIES:

Calgary	Elgin	Moose Jaw	Regina
Carman	Elkhorn	Moosomin	Swan River
Dauphin	Gilbert Plains	Nanton, Alta.	Treherne
Dawson	Grandview	Neepawa	White Horse
Edmonton	Innisfail	Ponoka	Winnipeg
Lloydminster	Medicine Hat	Portage la Prairie	" North
		Red Deer	

ONTARIO AND QUEBEC:

Ayr	Dundas	Ottawa	Stratford
Barrie	Dunnville	Paris	Strathroy
Belleville	Fort Frances	Parkhill	Toronto, 8 offices
Berlin	Galt	Peterboro'	Toronto Junction
Blenheim	Goderich	Port Perry	Walkerton
Brantford	Guelph	St Catharines	Walkerville
Cayuga	Hamilton	Sarnia	Waterloo
Chatham	London	Sault Ste Marie	Wiarton
Collingwood	Montreal	Seaforth	Windsor
Dresden	Orangeville	Simcoe	Woodstock

MARITIME PROVINCES:

Amherst	Canning	New Glasgow	Springhill
Antigonish	Halifax	Parrsboro'	Sydney
Barrington	Lockeport	Sackville	Truro
Bridgewater	Lunenburg	St John	Windsor
	Middleton	Shelburne	

IN THE UNITED STATES:

New York Portland, Ore San Francisco.
Seattle, Wash. Skagway, Alaska

LONDON, ENGLAND, OFFICE: 60 LOMBARD ST., E.C.

A general banking business transacted. Foreign exchange bought and sold

MANUFACTURERS AND MERCHANTS.

It may be necessary for your staff to have fidelity bonds. We act as surety on such. We are known the world over.

Write to us for terms and particulars.

The London Guarantee & Accident Co., Limited,

D. W. ALEXANDER, General Manager for Canada,

Canada Life Building, - - - TORONTO.

CAPITAL PAID UP, - - $1,000,000.
RESERVE FUND, - - 1,000,000.

THE METROPOLITAN BANK.

DIRECTORS

R. H. WARDEN, D.D., President S. J. MOORE, Esq., Vice-President
D. E. THOMPSON, Esq., K.C. His Honor W. MORTIMER CLARK, K.C
THOS. BRADSHAW, Esq.

HEAD OFFICE, - TORONTO.

W. D. ROSS, GENERAL MANAGER.

GENERAL BANKING BUSINESS TRANSACTED

SAVINGS DEPARTMENT at all Branches.

ACCOUNTS SOLICITED

Drafts Bought and Sold.
Letters of Credit Issued.

FINANCE AND INSURANCE

IN a compilation of the failures in Canada and the United States during the month of October, Canada, according to the report of R. G. Dun & Co., does not make as favorable a showing as her sister country. Commercial failures during October in the States numbered 888, involving liabilities of $10,525,278. This is a striking improvement as compared with the corresponding month last year, when there were 1,086 defaults, with liabilities of $18,387,567. In Canada there were 112 defaults for $819,840, comparing with 85 failures and $747,312 liabilities last year, while the increase is still more striking when the comparison is carried back still further, for liabilities were only $502,183 in 1902 and $594,070 in 1901. This year's record is good as to manufacturing failures, 24 for $114,136 comparing with 20 for $474,248 last year, when two large saw mills and one mine defaulted for a heavy amount. Trading failures numbered 85, with liabilities of $547,963, against only 62 defaults for $269,476 a year ago. Last month's total was swelled by a large hardware suspension, and the losses in general stores were exceptionally heavy. Other commercial failures numbered only three, but provided $157,441 liabilities, owing to the suspension of a stock broker in Nova Scotia. Last year there were also three suspensions in this class, but the amount involved was only $3,588.

* * *

ANOTHER satisfactory half-yearly report has been issued by the Sovereign Bank of Canada. The statement shows an increase as compared with a year ago of $2,800,000 in deposits, $2,300,000 in loans and discounts; an increase of $600,000 in cash and bank balances, or 100 per cent., and an increase in total assets of $3,000,000. The report states that the circulation of the bank is practically up to the legal limit, and the figures generally represent an unprecedented growth, which not only reflects credit on the management of the Sovereign Bank, but is an evidence of the prosperity of the country. The bank shows $3,375,000 of immediately available assets, or over 50 per cent. of its liability to depositors. The whole showing is a credit to the directors and management and must be very satisfactiry to the shareholders of the Sovereign Bank.

* * *

ON January 1 the First National Bank of Chicago will put into operation a new scheme of bank management, the working out of which will be watched with keen interest by bankers. The scheme contemplates the specialization of the various large branches of trade represented by its deposit item. Under the new system the various lines of business will be divided in the bank's classification into groups and divisions. There are to be seven groups and twenty-six divisions. One group will include such divisions as collateral stocks and bonds, grain, flour and feed, meat products, leather, wool, live stock commission and coal. Another group will include dry goods and all branches of the clothing trade, and still another will take in agricultural implements, iron and steel products, lumber and furniture and manufacturing sundries. The customers of the bank will be classified according to this grouping of the lines of business they follow. Under the present system the customers of the bank are classified in an arbitrary alphabetical way. The main object in making the change is to minimize the bank's losses. The second is to increase its business. There will be a departmental system for handling the business of its customers with a view to making the official staff a group of specialists in the various lines of trade and industry that are followed by people who do business with the institution.

* * *

MOLSONS BANK annual statement is a satisfactory one. The net profits for the year were $457,290 72, affording dividends as usual, at 9 per cent. and $150,000 for the reserve fund, which is now equal to the whole paid-up capital of $3,000,000. Next year the Molsons Bank will reach its 50th anniversary. Its record in all the time of its existence has been one of conservative and careful management and sustained well doing for its shareholders.

NOTES.

The Sovereign Bank has opened a branch at Arkona, Ontario.

Mr. L. Bolster, formerly manager of the Toronto branch of the Sovereign Bank, is dead.

The Canadian Bank of Commerce is opening a branch in Brandon. This is the seventh chartered bank represented there.

Mr. C. A. Gray, manager of the Union Bank, Windsor, N.S., has been appointed manager of the branch at Port of Spain, Trinidad.

The Bank of British North America has started to keep its new St. John, N. B., branch open from eight to ten o'clock on Saturday nights.

Mr. D. R. Wilkie, vice-president and general manager of the Imperial Bank of Canada, has been elected as a director of the Confederation Life Assurance Company.

A rumor has gained currency that the Metropolitan Bank of Toronto, the People's Bank of Halifax, the People's Bank of New Brunswick and a Prince Edward Island bank will amalgamate under the name of the Alliance Bank of Canada, with a capital of $5,000,000.

The Standard Loan Company, of Toronto, has absorbed the Huron and Bruce Loan and Investment Company, the head offices of which are at Goderich, Ont. During the past year the Standard has effected amalgamation with two other companies, the Aids Savings and Loan Company, and the Ontario Loan and Investment Company, Limited, both of Toronto.

At its meeting in Toronto on November 11 the Canadian Bankers' Association re-elected the following Executive:—President, E. S. Clouston, of Montreal; vice-presidents, Duncan Coulson, Toronto; Geo. Burns, Ottawa; H. Stikeman, Montreal; M. J. A. Prendergast, Montreal. Council: B. E. Walker, Toronto; Thomas Fyshe, Montreal; D. R. Wilkie, Toronto; Thos. McDougall, Quebec; James McKinnon, Sherbrooke; W. E. Staven, St. John, N.B.; G. N. Balfour, Quebec; P. A. Lafrance, Quebec; S. P. Reid, Toronto; T. G. Brough, Toronto; E. L. Pease, Halifax; D. R. Clarke, Halifax; H. S. Strathy, Toronto.

No. 12.

MERCHANTS MAKE MORE MONEY



We offer YOU the opportunity. We are MAKING MONEY for merchants, large and small—in general store and metropolitan establishment—and no matter how large or how small your business is, we will help you make more money by increasing your trade through your advertising and by our business-getting suggestions.

We are offering you no untried experiment. It's a straight, honest, business proposition—we offer to do for you what WE ARE DOING for others.

It is not alone by the advertising we prepare that we will PROFIT you. As our customers will tell you (we'll refer you directly to them if you like), the business-getting suggestions we give, the helpful aid on the troublesome, puzzling, daily problems of store management and policy, on money-making plans, on special advertising plans, etc., are worth all they pay us. To get you to

TRY US

we are going to cut our regular terms in half, so that you will pay us but a trifling amount, no more than an evidence of good faith—it may be less than a dollar a week, according to the number of ads. you use.

YOU CAN TAKE NO RISK.

To give you absolute assurance that you make NO mistake in giving us the trial, we make this guarantee:—

If you are not satisfied at the end of three months that we can accomplish what we promise, and if you do not think we have given you MORE THAN your money's worth, you have but to ask it and WE WILL REFUND ALL MONEYS PAID.

Could we give stronger evidence that IT'S YOUR SUCCESS THAT means our success?

If you are interested in increasing your trade, write us. We'll only work for one merchant in a town—write us NOW.

CHILD & FALL

Advertising - Business Building,
WAKEFIELD, MASS.
Canadian Office: Room K, 10 Front St. E., Toronto.

RETURNED
DEC 7 1904



HAVEN'T YOU AN ORDER

for Wrapping Papers, Millinery Bags or Twines? Let us fill it for you. It can't be filled better, or shipped quicker. We have specialized in papers, bags and twines to a degree not approached by any other firm in the trade.

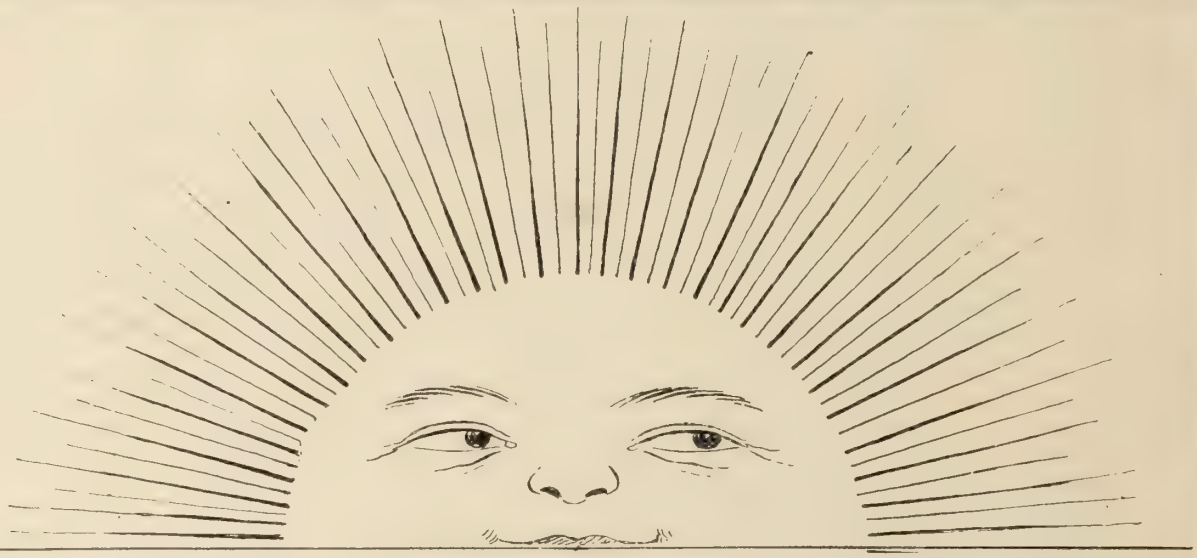
Send the order to us—on trial.
We guarantee satisfaction.
We are sharp shippers.

Samples and Quotations furnished with pleasure.

Douglas & Ratcliff

LIMITED

30 West Market St., - TORONTO.



NEVER SETS
ON
ORIENTAL SILK
or on the merchants who handle it.

Ask for samples and prices, they will surprise you.

65 Dalhousie St., - Montreal

GOOD ADVERTISING FOR WIDE-AWAKE RETAILERS.



* This department is conducted and prepared by Mr J. C. Kirkwood, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. He will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticise advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

ADVERTISING IS NEWS.

ADVERTISING is news, nothing more, nothing less. It is conveying to people — probable customers — such knowledge of one's business as will be good for them to have, with the purpose that these people will in turn respond to the occasion by becoming customers. If a man believes that he can make announcements concerning his business of interest and profit to those whom he addresses he has the best of reasons therein for advertising. He is not called upon to take a page or a half page in one or several newspapers. He is required to take only such space as will suffice to tell properly the news he has in mind. And in telling the news of his store there is no occasion as a general thing to be noisy over it. Some of the heaviest advertisers, whose business depends upon the success of their advertising, prepare their advertisements with extreme simplicity, using some of them no display type at all, and some just enough of it to assist the reader to catch quickly the burden of the paragraph. If a merchant keeps before him constantly the idea that he is writing interesting news concerning his store, he will not have much trouble in the preparation of his advertisement.

To develop the public interest in one's announcement takes time. With some, blessed with a good style, interest may be secured very early; with others, owing to a lack of the happy faculty of saying things in an entertaining or readable way, the process is slower. The merchant who makes his store-news most interesting will in all likelihood reap the best results.

But alas for the man who has nothing to say! There are hundreds upon hundreds of merchants in every line of business throughout the country who have absolutely nothing to say about and for their business. They rest satisfied with the ordinary come-and-go of trade. They suggest nothing to their customers until they are actually within the store walls. They convey to their customers not a word of the provision they have made for their necessities or desires. Such stores are absolutely devoid of enthusiasm and their success or prosperity depends upon the loyalty of old customers, upon their own integrity, or upon some fortunate circumstance such as the personal influence of the principal, or a fortunate location which lessens the perils of competition.

The New Year is at hand — the time men take stock and plan new things. In any inventory of assets it is perfectly proper to reckon that intangible thing, so difficult to represent in figures, yet which has a real value—the worth, as a business asset, of all past advertising.

And the merchant who has been careless in this regard should plan to take into his employ a new salesman, of tried excellence, whose name is Printer's Ink.

TAYLOR'S STORE NEWS

PARIS COSTUMES

If you haven't yet seen the exquisite black silk costumes from noted French makers, you'd better make it a point to see them without delay; we expect we'll be able to keep them only a short time. They doubtless offer hints that you can turn to good use.

They're made of the long-wearing Moneybak silks that we have in taffeta, peau de soie and peau de cygne — several widths of each.

Moneybak silks are guaranteed; but, better than this, you can make up your mind, if you see a silk with the Moneybak selvedge, that it's almost absolutely sure to be right. Every piece of Moneybak silk is carefully inspected after it leaves the loom. Should any piece show imperfections, the selvedge is detached, and that piece can never be sold as Moneybak.

MILLINERY

Responsive to the strong vogue of browns, we'll hold a "brown show" in the millinery department, beginning today.

It will include the brown continentals that are so much in demand; something very new in brown feather toques; brown velvet toques; and brown sailors and beavers for girls.

We believe almost any woman will find the exhibit interesting.

UTILITY BOXES

Customers are already beginning to order covered boxes for Christmas—waist boxes, skirt boxes, shoe boxes, and utility boxes. We make them to order and cover with materials to match the furnishings.

Among the newest are figured burlaps and some excellent India prints in Delft blue, on white, such as many people would find useful in the dining room.

HANDSOME LEATHER GOODS

We've already received an excellent representation of the leather goods that we ordered for the Christmas selling.

The leathers most prominent in the assortment are seal, sea lion, walrus and polar bear; and we have these represented in the full range of handbags — from the little vanity bag to the larger automobile and carriage bags.

One style of carriage bag, at $5.00 costs us considerably more than a $5.00 bag should, but it's unusually well worth the money. It's made of polar bear leather in black, tan, champagne and burnt orange. It's exceedingly doubtful that we'll be able to get any more of these before Christmas. If they take your fancy you'll do well to buy now and be sure.

THE WILLIAM TAYLOR SON & CO. Square and Euclid Avenue

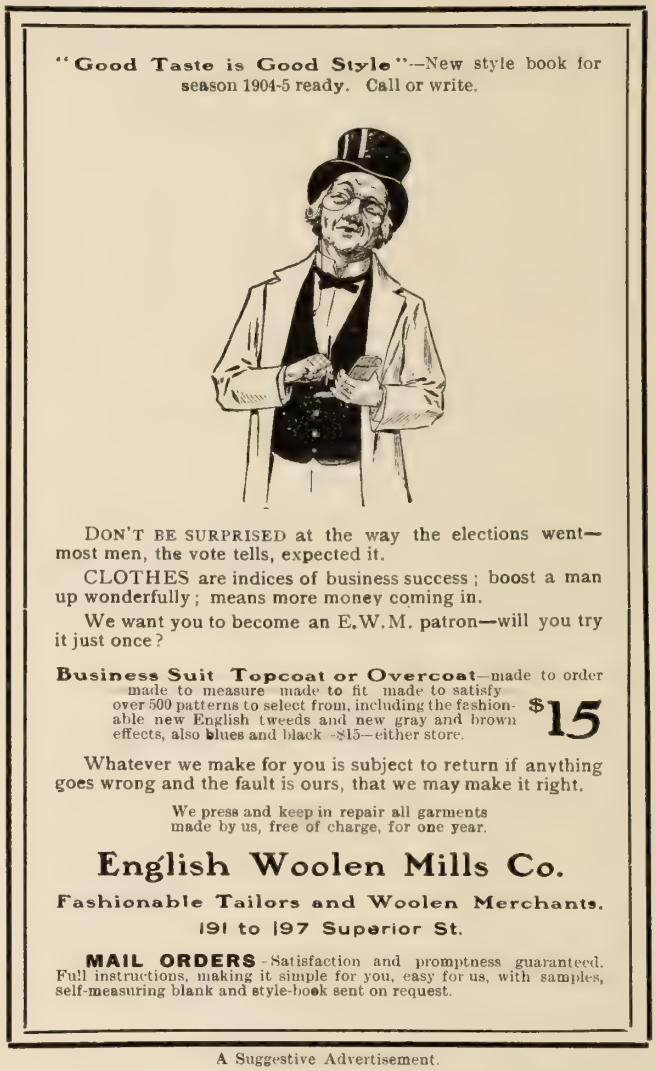
Good example of "Advertising is News."

THE ULTIMATE GAIN.

MANY a man in considering the question of advertising looks only at the immediate outlay he is called upon to make if he begins to advertise, and neglects to give due consideration to the ultimate gain. Why the conditions surrounding an advertising venture should be regarded as being different from the conditions attendant upon the opening up of a new store or a new department, is hard to understand, but it is a fact that many a man who has decided to advertise looks for immediate and equivalent returns. Suppose, for example, that John Smith goes to Edmonton to open up a general store there, what right has he to expect to do a profitable trade from the very first day? If he is a man of sound judgment he is content to do business at a downright loss for a period of many months in the confidence that the future will recompense him for the unprofitable beginning. He does not reckon present loss but regards only the future gain. Suppose, again, that William Brown, of Kingston, decides to add to his general dry goods business a men's ready-to-wear clothing department. It is clear as day that he will have to invest a good deal of money and wait and work a good many months before the new department can be made to show an adequate return.

So is it with beginning to advertise. There must be investment covering possibly months before the merchant will find the new influence he has set at work yielding the desired returns. To look for magic results is so manifestly out of the true order of things that it would seem necessary only to point out the folly to make a man see things in their right light.

The truth remains, however, that some men find it almost impossible to face the question of advertising sanely and resolutely, leaving to the future the sure reward. It is with them a form of gambling, legitimate of course, but the issue is altogether doubtful.



A Suggestive Advertisement.

PREPARE FOR JANUARY.

IN January a good many stores throughont the country hold a white wear sale, to their distinct advantage. Such a sale, while apparently out of season, serves to make a dull month brisk. These can be offered and must be a special inducement in the way of prices, to get the people to buy earlier than they otherwise would. At any rate such a sale makes a good advertising opportunity. It is not too early to begin now both the preparations and the announcements regarding a proposed white wear sale—not that the advertising should be begun now, but rather that the advertisements, etc., should be prepared, so that no loss of time for this phase of the campaign need occur later on.

SHORT ITEMS.

J. B. HORRELL & SON, Meaford, Ont., submit through their Mr. Horn a very creditable announcement in the shape of a large-size 4-page circular. Typographically it is a good looking bit of work, and reflects credit upon the designer. It is written breezily, and the descriptions generally are just right. It is a helpful circular from the buyer's point of view, and Mr. Horn says it pulled business—and this, after all, is the supreme test of any advertisement.

Mr. W. W. Mann, of Stittsville, Ont., has been sending out to his customers some exceedingly well gotten up circulars in the form of card-folders. They are tasteful in arrangement and color work, and the "Copy" is good. Mr. Mann is in the position of scores of other merchants, namely, that there is no local newspaper for him to use, and he must get something into his customers' hands to offset the influence of the big city stores who are bidding for mail order business.

Fitzpatrick & Co., Lambton Mills, Ont., who operate a general store, are having a prize advertisement contest, open to school children. The idea is that the advertisement prepared by a schoolchild, which best sets forth the firm's business, will be entitled to the prize. The presentation will be made Christmas Eve. This advertisement — perhaps several of them—will be issued in dodger or circular form for genera distribution. A good idea.

Printers' Ink, which calls itself The Little Schoolmaster, in the art and practice of advertising, is undoubtedly the best thing published anywhere in the line of advertising periodicals. Its helpfulness is very great to all classes of people interested in advertising. Printers' Ink is published weekly at New York. Its subscription price is $5.00 per year. A temporary reduction to $2.00 has been made, offer to expire on December 31.

The editor regrets that it has been necessary for a certain reason to omit the third lesson on advertising from this issue. It is hoped that the series will be resumed with the January number.

A. R. BURROWS & CO.

—Manufacturers of—

Rug Fringes,
Carriage Fringes and
Carriage Dusters

GUELPH, ONT.

Write us for Samples and Prices.

Cotton and Linen

TAPE

OF EVERY DESCRIPTION,
OUT OF STOCK OR FOR IMPORT.

A. T. Porter Importing Co., Manufacturers' Agents,
232 McGill Street, - MONTREAL

"Wearwell" Brand HOSE.

LINEN is STRONGER than COTTON

THEREFORE, we are splicing our cotton hosiery with LINEN YARN, which will improve their already good wearing qualities.

You should see them before placing your orders for next season.

CLINTON KNITTING CO., Clinton, Ontario.
SELLING AGENTS:
The Richard L. Baker Co., 60 Yonge St., Toronto.

Fur Repairing

Having had thirty years experience with such firms as Guenther Sons, New York; J. B. Laliberte, Quebec; Robertson & Co., Montreal, in **manufacturing and repairing fine furs,** I am prepared to supply this class of work, **quickly and satisfactorily** at **special prices to the trade.**

Correspondence solicited. Best of references furnished.

Charles Nebelung
2102 St. Catherine Street, - Montreal

McLAREN & DALLAS, 74 YORK STREET, TORONTO

BOOTS, SHOES and RUBBERS

Are you Ready?

Winter is near. How is your stock of Felt Boots and Slippers, Knit Socks, Oil Tan Larigans and Rubbers? Are you fully assorted so that you can meet sudden demands for comfortable cold weather shoes? We have all the desirable lines in winter goods ready for quick shipment and you can depend on Rush Orders having our swift attention. Telephone Main 1458.

"MAPLE LEAF" RUBBERS

We handle exclusively "Maple Leaf" and "Toronto" brands of Rubbers. No better fitting or wearing goods can be produced. If not already a buyer of "Maple Leaf" Rubbers give us a little trial order when next assorting your stock and we think you will become a Maple Leaf "Regular."

Catalogue and Price List on application

McLAREN & DALLAS, 74 YORK STREET, TORONTO

GOSSIP ABOUT OURSELVES

THE DRY GOODS REVIEW recognizes the marvellous development of Western Canada, and sees in the great influx of people, in the investments made in land, railways, public works, and private enterprises, the beginning of a new era of national and permanent prosperity. The Review has a part to play in this national expansion. Its mission is to serve the dry goods and kindred trades—retail, wholesale and manufacturing. In Manitoba and the Northwest the trade development is almost beyond credibility. It is absolutely necessary that there should be a medium through which a knowledge of what is doing and planned can be conveyed; a medium having a cordial welcome from the retail trade, and the endorsement of the wholesale and manufacturing trade. The Dry Goods Review has "made good" in both these respects; its circulation in Northwestern Canada grows apace. It was fitting, then, that we should give to the Winnipeg Exhibition of our time and money. It is pleasing to know that our presence there was properly appreciated.

The Review in the West.

* * *

ONE of our office boys with an eye to figures has been exerting himself on The Review. He has taken it during the month of May since its commencement and finds the number of pages of advertising for each year from 1891 to be as follows: 4 1-2, 6, 10 3-4, 18, 21 1-2, 33 1-2, 44 1-4, 48, 52, 62 1-2, 57 1-2, 64 1-2, 67 1-2, and in May, 1904, 88 1-2 pages. In only one year was there a decrease, and that was during a short period of trade depression. That gives a fair idea of what manufacturing and wholesale circles think of us. Advertising costs money, and it is not going to be indulged in without careful consideration. Look over any number of the year 1904 and compare it with the same month in 1903 or any other year, and see how we progress.

How We Progress.

* * *

ON January 4 will be issued the Special Spring Number of The Dry Goods Review and Men's Furnisher, and we can safely say that it will excel in quality anything previously issued in Canada on similar lines. The preparation of such an enormous paper requires months of hard work. Already several special articles are to hand, and many advertisers have sent in their orders and copy to secure good position. The reading columns will be full of interest and information, amply illustrated and carefully prepared, while the advertising pages will form a directory of the most progressive wholesale and manufacturing houses in Canada. Our subscribers will no doubt keep this copy by them for months as an encyclopedia of information. The descriptions of Spring fashions will be authoritative, complete and up-to-the-moment. Many a merchant will govern his buying by its remarks on what is to be.

The Special Spring Number.

* * *

DURING his vacation this Summer in a couple of small towns in Eastern Ontario, the Editor of The Review made it a point to call on the trade to see how the paper was received. Out of seven dry goods and men's furnishings stores, he found five taking The Review. There were three men's furnishers and tailors and two of them were subscribers. Those who considered that they could get along without it were men who took no papers, read no literature of any kind. Not a bad showing, is it? And all who had taken it spoke so highly of it as to prove that the efforts being made to thoroughly and carefully cover the ground are being appreciated by the trade. It is safe to assume that very few progressive merchants connected with dry goods or men's furnishings are not subscribers to The Review.

Just for Example.

* * *

ALLEN WEST, who has been writing a very interesting series of Success articles in the Montreal Star, in a recent issue, dealing with the success of the young man in a store, gives this as one of the essentials of success: "He must be a regular student of the trade papers that deal with the goods he handles."

Mr. J. N. Dupuis, of Dupuis Freres, one of the largest French retail dry goods house in Montreal, in an interesting interview, recently paid a tribute to the trade newspapers of Canada. He said that the clerk in the store who wishes to succeed in business should add to his or her knowledge by reading the trade magazines. Speaking of the success which their business had achieved Mr. Dupuis said that newspaper advertising had supplied a large part of it.

The Sphere of Trade Papers

* * *

THE Auer Light Co. carry a small ad. in The Dry Goods Review and two others of the MacLean trade newspapers, from which they have time and again got remarkably good direct results. A few months ago they received an enquiry from a firm in Patras, Greece, who had seen the advertisement in one of the papers. A sample of their gasoline lamp was sent this firm, resulting in a small order, and during the months which followed they have sent in repeats, which have amounted to $2,500 worth of business. The firm in question is working up a splendid trade for this lamp in Greece, and the end is not yet. Results like these give a small idea of the possibilities of an advertisement in a good trade paper. It is not always the first order, but the making of a customer often results in thousands of dollars worth of business.

Profit to Our Advertisers.



THE "CASTLE" FROG.

Castle Frogs

ARE NOW IN SEASON.



The utility of loops or frogs in connection with the much used house gown gives retailers ample opportunity to exploit this popular trimming.

We make frogs in a great variety of styles and colors.

You can match all the leading shades of Mohairs, Cashmeres and other fabrics with "CASTLE" FROGS.

Many women prefer to use Frogs or Loops in original designs—for this purpose we supply

A Popular Silk Braid

called Article 713, Line 3, which can be had in a great variety of colors, put up in 36-yard pieces.

We supply this Frog Braid in Natural Silk, Brilliant Silk, Mohair and Washable Braids.

GET THE BEST.

CASTLE BRAID

ARE YOU ACQUAINTED WITH

390 ?

It is the dressiest and best selling braid button ever placed on sale.

THE CASTLE BRAID CO.

552 BROADWAY, NEW YORK.

BRAID BUTTONS BRAIDS DRESS TRIMMINGS

MAKERS OF THE NEW MANHATTAN SKIRT BRAID.

FANCY GOODS
TOYS
DOLLS

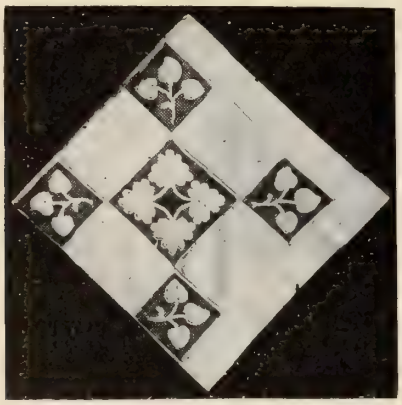
HOLIDAY GOODS

LEATHER GOODS
GAMES

IT is the fancy goods, toys and games department that should be made the centre of attraction during the Christmas season. Other lines are suitable as Christmas presents, it is true, but the genuine holiday sentiment clings so closely around toys and games, that a store does not suffer for keeping its other lines rather in the background. Customers know you have dress goods, house furnishings, etc., and it is unnecessary, therefore, to occupy a lot of space at the holiday season with a display of such goods. In the realm of fancy goods, however, it is different. They may know you handle fancy goods, but that is no guarantee that you have what they want. And, again, they are usually undecided what they will buy in that line; accordingly, a good display is advisable.

* * *

Many merchants find it an excellent idea to clear out a large section that has hitherto been devoted to other lines, and to fill it up with fancy goods and special Christmas lines. It may mean some trouble and expense, but it will be a profitable investment. It is the unusual fancy goods department that draws the trade. People who come to look remain to buy, and others who come to spend a dime increase it to a dollar. And when a good space has been set apart a special effort should be made to have something out of the ordinary in the nature of display. Even if an expensive lot of fixtures or erections are deemed unadvisable, it is possible, for a few cents, to get a number of mechanical objects, with moving heads, etc., which will always arouse a laugh and put the people in good humor. These can be made use of also in the window.



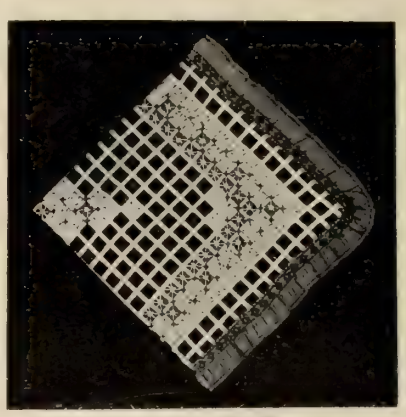
Hand embroidered linens, with fish net insertion.



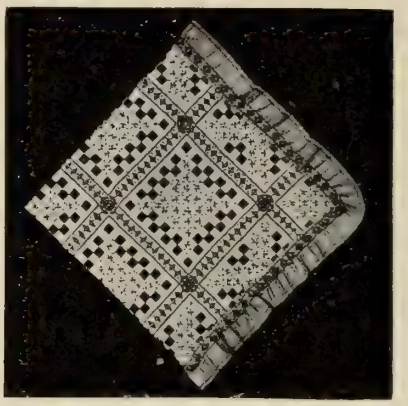
Stained Glass Embroidery.

* * *

It is a fact, and one that is taken advantage of by many a large retailer, that toys shown by artificial light acquire a glamor not theirs when seen by daylight. This is possibly explained by the fact that the most pleasant hours of the day, as well as the time of greatest leisure, and thus associated more with toys and games, are in the evening. There is a "Christmasy" feeling about night-time that is never felt in the bustle and cold glare of the day-time. It should, therefore, be considered no disadvantage if there is no light spot in the store that can be devoted to holiday goods. The electric or gas light is more suitable and the department will seem much cosier; try it and see. But see also that there is abundance of the artificial kind, except in the case of art goods, when too great a light detracts from the artistic effect, which should be a feature.



Queen Anne darning on Mosaic Canvas.



Queen Anne darning on Mosaic Canvas.

* * *

The list of Christmas presents given on another page will be found invaluable as suggestions to both merchant and customer. Make good use of it and you will be surprised what trouble it will save you.

Monster Moving Sale

Dolls,
Toys,
Games,
Chinaware,
Fancy Presentation Goods,
Celluloid Cases,
Albums,
Photo Frames,
Ebony Goods,
Fancy Mirrors,
Fancy Inks,
Leather Goods.

Since our announcement a week or so ago, scores have taken advantage of this great sale.

The number and size of the purchases are the best evidence of its success.

Have you taken advantage of it?

All lines must be cleared out before we move in January.

The biggest sale of the kind ever attempted in Canada.

Don't leave it till too late.

The big difference between regular prices and Moving Sale figures would more than justify a special trip to Toronto.

Purses,
Ladies' Bags,
Wallets,
Combs,
Brushes,
Mirrors,
Pipes,
Pouches,
Cutlery,
Scissors,
Hair Pins,
Smallwares,
Pencils,
Stationery Sundries,
School Supplies.

THE FANCY GOODS COMPANY OF CANADA, Limited

50 Yonge St., and
6 Wellington St. W., TORONTO.

The W. R. Brock Company. (Limited)

MONTREAL

NEW GOODS for the Holiday Trade IN STOCK:

All-wool Sleigh Lap Robes, new patterns.
Fancy Tapestry Table Covers, especially imported from France.
Bleached Damask Table Cloths, with napkins to match.
Honeycomb and Satin Quilts, Bed Comforters, cotton and eiderdown filled.
Cretonnes and Fancy Tickings for furniture covers.
Fancy Silk Blouses and Cloth Skirts, in new designs.
Ladies' Christmas Aprons in white lawn, to retail from 25 to 75c.
Fancy Costume and Trimming Silks in the piece.
Handkerchiefs in lace and embroidery, also in Christmas boxes of 1-2 dozen to the box, also with initials worked in silk or linen.
Ladies' Golf Jackets.
Lined Kid Gloves, for men, youths, women and misses.
Long Silk Gloves for evening wear.
Tambour Linen Pillow Shams and Table Scarfs.
Silk and Tapestry Cushion Tops.
Children's Fancy Bibs, in silk and cotton.
Ladies' Fancy Neckwear, Tab Collars, Etc.
Sets of Tuques, Mitts, Sashes and Clouds.
Pompadour Combs and Belt Buckle Sets.
Gilt Top Hair Pins.
Men's Evening Neckwear, also Fancy Knot and Derby Ties in holiday patterns.

THE MARITIME PROVINCES

By Our Own Correspondent

Halifax, Nov. 14, 1904

OCTOBER was a very busy month with Halifax wholesale dry goods houses, but the first two weeks in November have seen a falling off in trade. During October a very active demand was experienced for cotton goods for immediate delivery, which greatly augmented sales and made the month a record one. The high prices of the past Summer caused retailers to keep stocks low, and when cottons were offered at more normal figures, merchants generally were in a position to buy. A fair business in cottons for immediate delivery is still being done, but the keen edge has been taken off the demand, and it is evident that the pressing needs of buyers have been satisfied. Some retailers perhaps are not inclined to buy for future wants in the hope of a still more favorable turn in the market, but jobbers here advise their customers that Canadian cottons are not likely to be lower than the present quotations.

* * *

It is between seasons with the wholesale millinery trade, and, therefore, business is quiet. Travelers are out taking both assorting and advance orders. The latter have been excellent, and wholesalers are considering whether this be only a temporary flurry, or whether it is to be taken as an indication of an exceptionally large Spring business. While the state of the forward business is so satisfactory, the trade would much prefer to see a larger volume of orders for immediate requirements. They would prefer to sell the goods now in their warehouses rather than to anticipate the needs of the future. Travelers, however, find it easier to interest their customers in new lines rather than in those to which they have been accustomed, and the temptation to book large orders rather than to cater to more petty requirements is probably in part responsible for the preponderance of forward business.

* * *

In woolens the increasing strength of the market excites much comment. Manufacturers of underwear in the Maritime Provinces have advanced their quotations 50 cents per dozen, and even this does not represent the full advance rendered necessary by the high prices they are compelled to pay for wool. The mills are face to face with difficulty in getting sufficient raw material to maintain their usual output, and this probable curtailment in the supply should be noted by buyers, who will do well to place their orders early, in order to avoid disappointment in deliveries.

* * *

Domestic manufacturers of general lines of popular dress goods have also advanced their prices. In men's woolens the market is very firm. Irrespective of the situation in raw materials the change in the British preference has compelled importers to mark their prices up about 6½ per cent. The demand for men's suitings and overcoatings has been very good this season, but the tailoring trade would like to see the weather turn colder, to stimulate the sale of Winter overcoatings. The Hewson woolen mill at Amherst which was opened a little over a year ago, has had such success that an addition has already been rendered necessary. Experts from the United States are now at work installing a lot of new machinery of the most approved type. The management evidently intend to keep the plant up to date and to maintain the high reputation the Hewson tweeds and ladies' costume cloths have already secured.

* * *

A local paper states that Mr. J. F. Frame, who for some years has been manager of the Oxford Woolen Mills, has resigned, but I have no confirmation of the report.

Mr. A. E. Smith, of the wholesale dry goods firm of Smith Bros., returned from Europe last week, where he was buying for his house. He reports that notwithstanding the quietness of trade at many British textile centres, prices are very firm, and no concessions are made in order to stimulate business.

A new traveler in this territory who has just completed his maiden trip on this side the Atlantic is Mr. M. B. Harrison, who is now carrying the samples of S. R. Cossey & Co., wholesale woolens. Mr. Harrison was for many years connected with a London, England, woolen house, but his son having come out to Canada to better his position and grow up with the country, Mr. Harrison decided to follow. It is now seven months since S. R. Cossey took over the business of Northrop & Cossey, and Mr. Cossey reports a considerable increase in business. October sales were larger than those of the like month in any of the previous twelve years the old firm was in business.

Within a little over a year the two senior members in the firm of J. and M. Murphy have been removed by death. The business is being continued by the sons of the deceased members, and the young men who have for years been connected with the house, seem to have a grip of the business that should ensure success.

The Retail Merchants' Association of Halifax has decided to disband as a distinct organization and to form a special section of the Board of Trade. It is believed this move will be beneficial and will give the representations of the retailers greater weight, as they will be backed by the whole influence of the Board of Trade, which has become a very important and useful commercial body.

SHE RECOVERED HER $5 BILL.

"GOOD and bad luck often come along with the same swish of the wind," said the observant man. "I was in one of the big department stores when a lady rushed up to one of the counters, evidently for the purpose of making some small purchase. She seemed to be in a great hurry. 'Excuse me, madam,' said one of the clerks, 'your purse is open.' It was, and the woman soon found that a five dollar bill was missing.

"Just as she was crossing the street she spied the bill on the street. She made a rush for it, but before she could get to it a big, heavy dray came rumbling out the side street toward Canal, and she was forced to jump back in order to let the wagon pass. It had been raining and the wheels of the wagon were well supplied with mud. The woman was horrified when she found that one of the hindmost wheels would pass over the five dollar bill, for she knew the mud would pick the money up. That is exactly what happened.

"The bill stuck to the wheel, the driver turned sharply into Canal street and was hurrying rapidly out toward the lake. The woman left the sidewalk, took the street and made a desperate dash for the wagon, screaming at the driver all the while. The driver stopped as soon as he found he was being pursued by a woman. The woman rushed up to the wheel, pulled the five off and made for the department store again."

DO YOU KNOW

—That you pay 35% for duty when you buy American papers?

We have installed a plant of the most modern type, employed the most skilled workmen, and are now offering papers, which, for design, quality and general excellence, are unequalled.

There is no need to buy in the States. A comparison of our papers will convince you.

Sample Books forwarded on request.

The only Canadian mill outside the combine. Our prices are right.

The MENZIE WALL PAPER CO., LIMITED

98 KING ST. WEST

TORONTO - - CANADA

CARPETS
CURTAINS
WALL PAPER

HOUSEFURNISHINGS AND DECORATION

CROCKERY
UPHOLSTERY
DECORATION

CARPETS

THE CARPET WOOL SITUATION.

FACING the carpet manufacturer are conditions that are bound to interfere with his plans as to prices. The scarcity of carpet wool is so serious as to interfere in the United States with the steady working of the mills, and the uncertainty of the market is anything but satisfactory. Stocks are small, and little is in sight for import orders. Should these conditions continue it is certain that prices will advance.

A New York carpet exchange in speaking of conditions in that country says: "We have commented so often upon the unsatisfactory position in which our carpet manufacturers are placed by the rise in the cost of wool that it seems almost superfluous to say any more on this subject, but in view of the opening of the new carpet season next month and the question of prices then to be settled, it may be pertinent to say just a few words more.

"As we have previously explained, our carpet manufacturers are obliged to import practically all the wool used in their industry, and the leading sources of supply have hitherto been Russia and China. The supply of Russian wool has been diminishing during several years past, and is now scarcer than ever before because so much of it is required by the Russian Government for army purposes, while the supply of China wool has also been depleted by a similar demand from the Japanese Government.

"It is said that the exports of Russian wool to the United States this year will not be 40 per cent. of the amount sent here last year. The average shipments from China to the United States for the past five years have been about 21,000,000 pounds each year, or, in other words, 11,000 bales. In 1903 Japan took 900,000 pounds, or about 1,800 bales. From the beginning of 1904, up to and including September, Japan's purchases amounted to 4,500,000 pounds, or 10,000 bales. If the demand continues at the present rate until the end of the year these purchases will amount to about 13,000 bales, or practically one-third of the China clip. These takings by the Japanese Government have run prices up to such an extent that it is now impossible to willow any of these wools and keep the cost within the low duty limit. If the wool is brought here unwillowed it will contain from 30 to 40 per cent. of sand and dirt, and duty must be paid on this as well as on the wool itself.

"So the situation confronting carpet manufacturers here is briefly stated: High and advancing prices for worsted wools, while with filling wools it is a question of supply without regard to price.

"These are the facts which must be faced in the fixing of carpet prices for the coming season."

The Journal of Commerce reports a couple of interviews:

"Wools that are usually shipped to this country to make carpets, are this year being used in Russia for making rough clothes for the soldiers. All kinds of wool, except Donskoi, are used by Russian manufacturers to meet Government orders, and tremendous prices have been paid in Russia ever since the clip started in April. There has been a regular fight among the manufacturers to get material, and, naturally, it is impossible to get any for export to this country except at prohibitive prices. Not one-third of the quantity which usually comes to this country will be available this year. It looks as if there would be a famine in the filling wool market."

"We have to pay seven cents duty per pound on dirt and everything in the case of China wools. We may have to face the proposition of washing the China wool before importation, although that is a big question. In fact, the carpet wool market is now on a new plane. I do not think we will ever see the low prices which obtained some time ago, simply because carpet wools, unlike other wools, come for the most part from semi-civilized countries, and as these countries become more civilized, the production of carpet wool is less. South America and Russia are exporting less; the only country which may yield an increase is Scotland, where they have the black-faced sheep in parts of the Highlands where they cannot graze other sheep. The problem is an interesting one."

NEW AMERICAN PRICES.

FOLLOWING the opening of the auction sales of carpets and rugs held by the Alexander Smith & Sons Carpet Co., Yonkers, N.Y., the different manufacturers of the United States have issued their price lists. The announcement of this sale and the condition of the wool market unsettled the carpet market and the level of quotations at the sale was anxiously awaited.

It is now certain that prices will not be advanced at present, although all issue their price list subject to change without notice. The lists sent out in May, when a reduction was recorded, are to hold good. The prices brought at the sale were lower than was expected but the advance in raw wool counteracted this. This again is discounted by the rather slow demand for piece goods. It is confidently expected that prices in rugs will advance.

WALL PAPER

ART IN WALL PAPER.

THE present day belief that good design consists of pattern—pattern repeated ad nauseam—is an outrage on good taste. A wall paper should be a background, pure and simple; that and nothing more. If there is any pattern at all (and a discreet pattern is certainly an enrichment) it ought to be of the simplest kind, quite unobtrusive both in color and also in its motive and shape. The general tone of a wall paper is the important thing to be desired; pattern is a mere trifle in comparison with tone. The art teaching of to-day gives but little consideration to this fact. It follows in the steps of William Morris, a great man, who somehow delighted in glaring wall papers. The kind of paper hanging that we need most of all is what may be described for want of a better name as the "tone wall paper." A dozen or so of good patterns—modest patterns, well drawn and unassuming—would be enough, if only they were printed in from fifteen to twenty pleasant tones of any normal color, such as red, green, blue, gray or yellow, the gamut of the color ranging from pale to dark tones. How easy it would then be to choose a wall paper to suit the lighting of a large room! At the present time, when an apartment has to be repapered, the decorator presents for inspection half a dozen thick books filled with samples of profusely patterned papers, so various and so useless that the patient examiner soon feels distracted. It is seldom that the pattern and the color are right in the same piece; that would be too much to expect. The only thing to be done (and this one thing is not really safe) is to choose a pattern that one has seen elsewhere and liked.



RETURNED
DEC 1 1904
Cut Book 7
Page 33

A well-known Louis XIV style of pattern, always in favor for a higher class of wall decoration, especially in self shades.
No. 393, shown by The Watson-Foster Co., Montreal.

We all know from sad experience, when ill and in bed, what it is to have always in evidence a petterned wall paper, a thing that transforms a wall into a labyrinth of curving lines, by which the mind is fascinated and rendered anxious and feverish. Surely we might be spared this distraction. But if wall papers should be quiet in design and color, how is this principle of quietness to be reconciled with the splendor of tapestry, the most beautiful of all coverings for a wall? The answer to this question is quite simple. Tapestry is a thing apart; it has always, when good, the desired quality of modest reticence, though every square inch of it is full of entrancing interest. It keeps its place flat against the wall and never challenges attention. All painters love tapestry as the most exquisite of backgrounds; even men in black coats and white ties look well against it! But good tapestry is expensive and rare, and to-day one rarely sees a tapestried room. The material is still used in a good many homes, but the modern way is to employ it in strips and pieces, to frame it in woodwork and treat it as a picture. The real tapestried room has become, or is rapidly becoming, a glorious thing of the past. In such a room the furniture is reduced to a minimum. He would be a vandal who placed a sideboard against a fine piece of tapestry; and what person of taste would ever dream of hanging pictures on a wall enriched with this fabric and its silent histories?—The Upholstery Trade Review.

UPHOLSTERIES, DRAPERIES, ETC.

CHRISTMAS AND SPRING LINES.

DECEMBER is usually regarded as one of the quietest months in the year, a stagnation ensuing after the briskness of early Fall demand. It must be borne in mind, however, that many goods which are carried in this department are essentially "Christmasy" goods.

Successful novelties in ever-increasing quantities, sofa cushions, pillow tops and the like, always have an increased call during the last month of the year, and should easily be not only ready but the best sellers in the department. If a college happens to be located in your district, college pillows should not be neglected. Some beautiful embroidered ones find sale as high as $5 and even $10. Figure designs are always charming and oftentimes unique, and many of the goods seen in city retailers' hands are veritable works of art. Leather pillows are again seen; net-covered effects are still in the ring also.

Window displays might well be indulged in both for cushion tops and pillows, or a mixture of both. The many printed designs of cushion tops typifying hunting, golf and society girls, as well as the many Winter flowers and bits of scenery, may be artistically arranged. Good designs are procurable to retail at 25c. Cushions should

WALL PAPER

48 YEARS OF EXPERIENCE

In making Wall Paper is splendidly exemplified in the STAUNTON 1904-5 LINE. It is the consummation of the idea—"ART MADE PRACTICAL"—with the commercial element a feature in every pattern—papers YOUR CUSTOMERS WILL LIKE for their DECORATIVE VALUE, and papers YOU WILL LIKE for the PROFIT there is in selling them—

SEE OUR TRAVELER or WRITE FOR SAMPLE BOOKS

STAUNTONS LIMITED

MANUFACTURERS TORONTO CANADA

COURIAN, BABAYAN & CO.

CANADA'S ONLY DIRECT IMPORTERS OF GENUINE

Oriental Rugs

FROM

TURKEY, PERSIA and INDIA

Moorish Lamps,

Eastern Draperies, Brassware, etc., etc.

(WHOLESALE and RETAIL)

Our Fall Importations for this year enable us to put before the Canadian buyers the largest and finest stock of real Eastern Rugs ever exhibited in this country.

As Native and exclusive Rug Importers we have exceptional opportunities of buying our goods at very low prices, we are therefore able to sell Oriental Rugs 25 to 30 per cent. cheaper than others. All out of town orders always given our most careful attention.

COURIAN, BABAYAN & CO.

40 KING STREET EAST

Winnipeg **TORONTO** Los Angeles

DOWN COMFORTERS
WOOL COMFORTERS
COTTON COMFORTERS
BED PILLOWS
WHITE CUSHIONS
COSIES, MUFF BEDS, Etc.

FANCY CUSHIONS.



FANCY COSIES

PRICE LIST ON APPLICATION. FEATHERS BOUGHT.

The TORONTO FEATHER & DOWN CO., Limited

74 KING ST. WEST, TORONTO.

be displayed along with a variety of cord. Let there be a good range of colors, including the new green and blue, as well as the rich red and brown shades.

It is commendable that a lively trade is yet being done in staples, although the better class of goods is in demand at this time of year. This brings into a strong position fine silk brocades, silk hangings, linen, and even silk velours. Linen velours are spoken of as being in stronger demand than ever before, and stock should be bought and displayed with this in view. All materials suitable for bedsets, door panels, scarfs and shawls are in demand, as well as the class of goods used for portieres, covers, lambrequins, pillows, etc.

Spring Features.

Active preparations have already been made for Spring business, and while nothing radically new is expected to dominate the market, several changes are rung in on revivals as well as on the elimination of unsuitable patterns. In the realm of lace curtains there can be chronicled no startling changes or even predictions. Arabians are heralded as occupying a heavy place in Spring purchases, and the trade is bound to follow upon this idea. Irish points are still banked upon for the great popular trade along with a wealth of Nottinghams. Brussels, too, are in this category. When bobbinets, the variety which cross each other, or the straight Bonnes Femmes are considered and compared, it is difficult to state which style is proving most attractive, although bobbinets are strongly spoken of.

Examining goods for the better class of trade, opinions differ as to the acceptability of many new importations, although it is generally conceded Madras curtains, both by the yard and the pair, are to be in high favor. It is certain that no style is more suitable for bedrooms, libraries and dining rooms, in fact any place where a colored effect is desired without seriously impairing the light. The stained or memorial glass effects admirably fulfill these purposes. They come on ecru grounds often. Another style which is in for a distinct revival is guipure laces. Curtains are seen generally with a plain centre and the heavy lace on the edge. Many firms have needlessly sacrificed these this Fall, and it must be said this policy has not been pursued by those closely following the market. Perhaps the newest and most exclusive styles are after the Italienne fillet variety. These are reproduced in Swiss goods. Arabian laces are also heralded and are extremely suitable for panels, doors and sash curtains. Printed linen taffetas, particularly on white grounds, are shown for Spring in beautiful colorings along with a host of light-weight cotton and silk, and linen and cotton goods generally self-colored. Colors are of prime importance, and The Review banks upon green as occupying first place, followed closely by blues and yellows. Red must also be shown, but it is a rich, warm color, more suitable for Fall and present selling.

A word to stores in small centres which cannot expect a large turnover and consequently are content to see the larger bills go to the cities. Exclusive, neat designs in the latest patterns, well advertised, and an artistic department with a fair amount of indispensable fixtures, will do much to assist the sales. While the elaborate fittings of city stores are impossible, more attention should be paid to the necessities of the upholstery department.



RETURNED
DEC 7 1905

The emphasis of trade just now is in Quilts. We don't ask you to buy cheap and trashy sorts—the market is full of inferior grades. Do as we do—insist on quality. You can't by any possibility go wrong in buying

"Alaska" Quilts

They're not only good all through, but we allow no one to give you a greater equivalent for your money. Our facilities for manufacturing Quilts, Pillows and Mattresses discount everything of the sort in Canada, and we guarantee absolute satisfaction to every purchaser.

The Alaska Feather & Down Co., Limited, Montreal and Winnipeg.

Geo. H. Hees, Son & Co.

LIMITED

HAVE IN STOCK NEW ARRIVALS OF

Cushion Tops. ***Lace Panels for Doors.***

Bobbinet and ***Muslin Curtains,*** OUR OWN MAKE, New Designs.

Lace Curtain Materials, all kinds.

New Patterns of Tapestry Curtains and ***Table Covers.***

New Patterns of Chenille Curtains and ***Table Covers,*** OUR OWN MAKE, at Special Prices.

Silk and ***Cotton Velours,*** plain and new fancy designs.

Couch and ***Furniture Covers,*** new designs from ***our own looms,*** and also latest attractions in Imported Lines of these goods

LACE CURTAINS.

We make a specialty of Lace Curtains, and carry in ***stock ready to deliver*** an immense quantity of these goods, from ***20 cents*** to ***$30.00*** a pair.

We are now carrying in stock a large assortment of BURLAPS for wall decorations, also a full range of DENIMS.

Window Shades, Curtain Poles and Fixtures, Brass and Metal Goods, and a full stock of Upholsterers' Supplies.

N.B.—We sell these goods at a price that affords the RETAILER LARGE PROFITS

GEO. H. HEES, SON & CO.,

LIMITED

TORONTO, ONT.

MONTREAL WAREHOUSE, No. 20 St. Helen St.

IMPERIAL CARPET CO.

A Specialty House

No Order Too Small

Carpet Buyers

Have you ever considered the pleasure in business when you can suit a customer "every time?" That is the object of our Letter Order Department. We gladly send samples and respond to enquiries promptly.

Try Us

Handling Floorcoverings Only

No Order Too Large

11 Front St. E., Toronto

Window Shades

Our new Factory will be in operation January 1st. We will guarantee our Empire Brand of Opaque Shade Cloth, equal in quality to any Canadian or American make. Lowest prices for Stock Shades, Rollers, etc.

Smith, Carter & Smith, Limited

681, 683, 685 Craig St., - Montreal



PLENTY OF LIGHT ATTRACTS ATTENTION TO A STORE.

THE AUER GASOLINE LAMP GIVES 100 CANDLE POWER at a cost of 7c. a week.

Beats gas, electricity, or coal oil.

Satisfaction guaranteed. Catalogue on request.

AUER LIGHT CO., - MONTREAL,

Sole Makers.



A CHILD CAN OPERATE IT

Make Your Own Buttons

WITH THE

NEW DEFIANCE BUTTON MACHINE.

Makes all kinds of covered buttons, rim, half-ball or flat, complete to make three sizes of buttons.

$7.50

Call or send for samples of our work.

Defiance Button Machine Co.,

266 Greene St., Cor. 8th St., NEW YORK, U.S.A.

ANTI-DUMPING LAW APPLIED.

THERE is being held at the time of writing a carpet sale in New York that promises to be of interest to those who are watching the workings of the anti-dumping law, as well as to the trade generally. It is seldom that a carpet auction is held, and it was a matter of surprise that this year, when yarns and wools were so high in price and so difficult to be obtained, should be selected as one of the sale seasons.

Alexander Smith & Sons Carpet Co., at their salesrooms in New York city, put up at auction, November 14, forty thousand pieces of axminster, thirteen thousand of velvet, fifteen thousand of tapestry and twenty-five thousand bales of rugs. The sale lasted all week, and it was confidently expected that a number of Canadian buyers would be present to take advantage of the low prices that were expected.

The low prices did not materialize, but, as there certainly was a difference between the sale price and regular quotations, it is interesting to know just what price will be used as a basis for the duty charged in the case of goods entering Canada.

Some interested Canadian parties, in order to settle the question and prevent the dumping in Canada of auction-sale goods, took the matter up with the authorities at Ottawa. The answer received was as follows :

"I have the honor to acknowledge the receipt of your letter of the 2nd inst. respecting the value for duty of carpets purchased at auction in New York.

"In reply I may state that the value for duty will be the fair market value at which similar carpets are offered for sale in the ordinary course of trade for home consumption in the market of the country whence, and at the time the goods are exported directly to Canada.

"Auction-sale prices are not, as a rule, fair market values and, therefore, cannot be accepted for customs purposes, and, in cases where the goods are purchased at such sales, a special examination and appraisement must be made at time of entry. If the appraised value is in excess of the selling price, the special duty clause will apply thereto.

I have the honor to be, Sir,
Your obedient servant,
(Signed) JOHN McDOUGALD,
Comn. of Customs."

At the time of writing it cannot be discovered how much, if any, was bought by Canadian buyers. Further complications would have arisen had the new price lists, issued during the first few days of the sale, been an advance, as was expected. Then would have arisen the question whether the goods bought at the sale should be entered under old or new prices. Fortunately the new price lists are unchanged, so that the question to be settled was only whether sale or regular prices were to supply the value for the duty imposed.

ELECTRIC RUGS.

One of the newest things in the way of rugs is the electric rug, which is both useful and ornamental. It looks as if it were simply a handsome rug, except that at one corner a small rubber plate is fastened, and to this plate an electric wire, from a storage battery or an ordinary electric light fixture, can be attached. The attachment is made in an instant, and in a few moments after the current is turned on the rug begins to throw out heat. Its use is not attended with the slightest risk, and its cost in operation is only about 1 cent an hour.

WALL PAPERS

1904 1905

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APR 24 1905

THE
WATSON-FOSTER COMPANY
LIMITED
MONTREAL, CANADA.

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Royal Oak Brand
Hosiery

ROYAL OAK BRAND
BEAUTY FIT STRENGTH
BRANTFORD HOSIERY COMPANY LTD INCORPORATED

COTTON HOSE
LISLE HOSE
CASHMERE HOSE
for Men, Women and Children.

Our specialty at present is Fine and Heavy **RIBBED** Lisle and Cotton.

Don't buy till you see the excellence of our goods. We **sell direct** to the trade.

Write for particulars.

The Brantford Hosiery Co.
BRANTFORD, CANADA. LIMITED

EIDERDOWN
SACQUES and GOWNS
WARM, COMFORTABLE, ECONOMICAL.



Retailers cannot afford to be without these goods.

THE GALT KNITTING CO., LIMITED GALT.

ST. MARGARET NOVELTIES
For AUTUMN WEAR

Ladies' Blouses
In Silk, Cashmere and Delaine. The smartest, best-fitting and most extensive show in Great Britain.

HOSIERY
of every kind.

THE FINEST SELECTION OF
LADIES' GOLF BLOUSES
IN THE TRADE.
All made in Leicester from English Spun Yarns.

Tam O'Shanters
A SPECIALTY.
Great Variety of Shapes and Colors.

COOPER, CORAH & SONS,
St. Margaret's Works,
ALSO LEICESTER.
66-67, Wood St., London, E.C., &c., &c.



Ladies' Wear

KNITTED GOODS

Men's Wear

AMONG numerous favorable reports regarding the underwear trade which altogether clearly exemplify that the general state of business is probably encouraging, a discordant note is heard in the shortcomings attendant upon spells of warm weather, as well as local troubles of various supporting industries. This means a lessened output of medium weights, that did so well last year. Retailers when they could get the goods from jobbers prepared for a disappointing demand, for wearers hung on to their Summer underwear until November in many instances. Consequently Winter weights have proved particularly good, due to cold snaps, which followed too closely to insure a satisfactory turnover in the mediums. As intimated, business in Winter weights between jobber and retailer has been of a satisfactory description, duplications are coming forward nicely, and the market has a good quota of buyers. There is quite a scarcity in some varieties, and prices are on a par with early Spring quotations in many lines, although the moment jobbers' stocks are depleted advances are probable.

* * *

Spring sales have felt the stimulating influence of a healthy tone in Fall business, and records of Spring business are of a satisfactory volume. Spring business is steadily increasing. Prices are conducive to interesting both jobber and retailer, as all are agreed it is useless to anticipate lower figures on manufactured products under present conditions. There is a fair equalization of values in comparison with one year ago, although a few slight advances are recorded. Jobbers are well covered up till April and May delivery, and present prices are likely to be maintained. A notable feature in Spring business is the united effort of many jobbers to push combination suits, which is meeting with good success, especially from the better class of trade. In making Spring selections linen mesh underwear should not be slighted. Good assortments are offered, and this underwear has long passed the experimental stage. A careful inspection discloses many good features about this sanitary underwear.

* * *

As noted last month several lines of American underwear are met with in Spring lines, and as the product turned out by our own mills is of such a highly commendable and satisfactory nature, the peculiar significance of this fact was fully investigated. That the matter will be satisfactorily adjusted is certain. A phase of the question which cannot be overrated, and needs co-operation and energy on the part of our mills to bring to a successful issue, was pointed out by a leading Montreal operator. To use his words:—"Yes; there is a good deal of American stuff here, especially in women's vests, and what I read in The Review last month was perfectly correct. However, the most salient and significant feature has, perhaps, escaped you. In this class of goods the trimmings are of high financial importance. In fact, the trimmings often run up to more than the body of the garment. Canadian mills are obliged to import these trimmings, mainly from the United States, at a duty of 35 per cent. With this in view, you see how it is possible for American mills to compete, placed further in a stronger position by the fact that often they specialize on two or three lines, and confine their entire output to them. There is no dumping of trimmings on this market, and American mills are just 35 per cent. better off than we are in the trimmings, and, naturally, cotton yarn is at a lower figure. Thus, you see, duty can be paid on a few lines and they come into competition with Canadian goods of a similar character. It is not a very serious movement, however, as only a few lines with neat trimmings and good finish are cutting any figure in Spring business. What, I think, should and will be done, is a cutting out of this 35 per cent. duty on trimmings used for underwear purposes. This would effectually cut out all American underwear, I am sure. The same thing has been done with complete satisfaction in certain cashmere yarns, and the Government must take cognizance of our position."

"Why are not these trimmings made in Canada?" asked The Review.

"Simply because we are not large enough and no mill could exist doing this alone, as certain American ones do. I heard the other day of an order one American mill had given for 100,000 gross of a certain trimming. This rather overshadows our 100 and 200 gross orders."

* * *

With holiday business in full swing, ample suggestions for promoting the interests of the knitted goods department are in order. Usefulness and desirability are becoming more and more requisites in compiling lists of Christmas gifts, and while often there is an objection on the part of some fastidious and erratic individuals to include some lines of knitted goods in their selections, much of the old-time repugnance against gifts of underwear and hosiery has entirely disappeared, and while these two lines are perhaps not so prominent in the realm of Christmas presents, at any rate now is the proper season to indulge in proper advertising and adequate display. While it is perhaps premature to urge that this objection against underwear for instance as a holiday gift is an exploded chimera, it must be apparent to all live retailers that what underwear lacks in this respect is amply made up in the desirability of such articles as blouses, sweaters, pyjamas, and a host of dainty accessories, classed under knitted goods.

* * *

It is lamentable but true that many retailers have apparently wilfully neglected this branch of the knitted goods trade, and to all such laggards and doubting ones, the present holiday season is urged as the proper moment to inaugurate a bright and lucrative department. Sweeten that stock of old favorites classed as sweaters with natty new stuff. Clean out the few drawers of sweater stock, take inventory of stock in hand, and buy, not with a niggardly, but shrewd and careful hand, a good selection of blouses, sweaters, etc. To those who have never handled this class of goods, or are in but a juvenile state, it goes without saying that after a casual summary of conditions, it must be apparent that a fruitful and profitable trade has been let slip care-

UNDERWEAR

THAT WILL WEAR

FOR FALL REPEATS



We are now in a position to fill all **Repeat** orders for **FALL GOODS** in Ladies' and Children's Ribbed Knit Underwear.

CORRESPONDENCE SOLICITED

The Watson Mfg. Co. Limited

PARIS, - ONTARIO

lessly and heedlessly by. Diffidence has undoubtedly been expressed in stocking these goods through the impression that these goods were intended solely for athletic purposes, and consequently appealed but to a limited class, which seemed hardly worth pandering to, according to their views. Even if blouses and sweaters had remained in this category, such a course would have inevitably proved a terrible mistake.

* * *

In displaying a range of knitted novelties, color schemes should be attended to. Ladies' garments, blouses, sweaters, shawls, and infant's hoods, as well as a variety of fancy sweaters and knitted vests for men and children, should be utilized to the fullest extent. Price cards would do much to facilitate selection for gifts, as generally a certain amount has been decided upon, and cards would avoid any useless delay in purchasing. Let there be considerable time spent in evolving good window displays.

* * *

Procrastination means difficulty in securing choice assortments of blouses and sweaters and even needed requirements in this realm. Jobbers and specialty houses report an unprecedented demand, although no scarcity is anticipated, unless sales at retail exceed all expectations. Reds, whites, blues, and a variety of choice fancy stripings, are being called for in profusion, and are justly proving popular and ready sellers at retail.

* * *

Tan and brown hosiery, which went in such large quantities during the latter part of the past season that stock ran out long before the demand was supplied, will undoubtedly continue good sellers for next year. It is almost always safe to go on the assumption that what was selling at the last of one season will sell at the beginning of the next. The helps to the sale of tans will be the popularity of tan shoes and of brown in clothing. Several patterns in self-tone are being worked in in tans, and promise to take with the public.

CRISIS IN THE UNITED STATES.

THE new lines of fleeced underwear for 1905 are just coming out in the United States, and while, at the time of writing, no complete information as to prices can be obtained, it is certain that there is no desire to lower prices.

It is said that some $3.37\frac{1}{2}$ lines will be advanced to $3.50, and many others in the same proportion. This refers to standard weights. A great many southern mills are producing goods much below this, but the quality and weight is inferior, and they will not compete with the standard. One feature worthy of notice is the growing independence of manufacturers, a fact which acts to the profit of all concerned. The slight reduction of one mill is having very slight effect upon another, as they maintain there is work for all.

Fleece goods are said to promise well in spite of the predictions of some that the demand was falling off. Several new mills have commenced to manufacture, and this shows faith in the sale of such goods.

The strength of yarns is an important factor, and the usual reduction in price after the first lists are issued is not expected. Thus ribbed goods, which will not be out for a few days, are in all probability going to go at the old figure. Nothing definite is known of wool goods, but it is felt that, with the high price of wool, amounting in some cases to an advance of 30 per cent. over last year, there are sure to be higher quotations.

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Ans.



"MÉRODE"
UNDERWEAR

PERFECTION IN FIT AND FINISH
UNION SUITS—VESTS—DRAWERS
TIGHTS AND CORSET COVERS
FOR WOMEN AND CHILDREN

The Underwear of distinction.

Lord & Taylor—Broadway, New York.

Crescent Brand

Hosiery and Underwear

S. Lennard & Sons

DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.

60 Yonge St., TORONTO, ONT.

"CEETEE"

IS OUR BRAND OF

Pure Wool Underclothing

SOFT AS VELVET, NEVER GETS HARD WITH WASHING.

Elastic Ribbed Underwear

—FOR—

LADIES, CHILDREN and INFANTS.

We can now give prompt deliveries of sorting orders in all our different lines.

The C. Turnbull Co.,

of GALT, Limited.

GOULDING & CO., 30 Wellington St. East, TORONTO.

JOS. W. WEY, 7 Bastion Square, VICTORIA, B. C.

"PESCO"

UNSHRINKABLE UNDERWEAR

UNSHRINKABLE "PESCO" FINISH GUARANTEED ALL WOOL



is ALL-WOOL or SILK and WOOL.

Is ELASTIC, SOFT, and COMFORTABLE.

Made for MEN, WOMEN and CHILDREN.

GUARANTEED ABSOLUTELY UNSHRINKABLE.

Any garment shrinking in washing will be replaced.

Manufactured solely by

PETER SCOTT & CO.

Limited

HAWICK, SCOTLAND



SAMPLES . . . AT

CANADA. JAMES GILMOUR, Room 205, Coristine Buildings, St. Nicholas St. Montreal.

GLASGOW. ADAM VEITCH, 358, Central Chambers, 93, Hope St.

LONDON. ALFRED THOMPSON, 11-12, Foster Lane, E.C.

LIVERPOOL. JOHN ANSTEE, Waterloo Buildings, Wood St.

ABSOLUTELY RELIABLE
AND UNSHRINKABLE
UNDERWEAR.

EILDON
IS
LEADING
DECIDEDLY
OTHERS
NOWHERE

STOCK IT

SHOW YOUR CUSTOMERS THAT YOU KNOW GOOD UNDERWEAR WHEN YOU

SEE IT

THEN THEY'LL KNOW WHEN THEY

WEAR IT

GENUINE SCOTCH HOSIERY

EILDON

SPECIALLY PREPARED FOR CANADA

REGISTERED TRADE MARK

EILDON

IS IN MANY —HANDS— BUT WE WANT EVERYONE TO HANDLE THIS LINE—BECAUSE IT GIVES SATISFACTION TO ALL WEARERS OF GOOD CLASS

UNDERWEAR

UNSHRINKABLE, DURABLE, NON-IRRITANT, WELL SHAPED AND IT IS GOOD STYLE

OUR LEADING LINE

EILDON "Guaranteed Unshrinkable Pure Wool."

These compare favorably with any other make on the market, and we give an unqualified guarantee with every garment. These are labelled "GUARANTEED UNSHRINKABLE," in addition to Eildon tab.

Sole Makers: **A. P. INNES & CO.,**

FACTORY: HAWICK, N.B. 122, WOOD STREET, LONDON, E.C. GLASGOW: 40, ST. ENOCH SQUARE.

Montreal Representative: J. L. WOODS, 214 CORISTINE BUILDING.

Toronto Representative: A. ROLAND WILLIAMS, MANCHESTER BUILDING

TRY THEM

AUSTRALIA
PATTERSON & RUHEN'S, Flinders Lane, MELBOURNE Wynyard Street, SYDNEY

SOUTH AFRICA
G. T. DOWELL, JOHANNESBURG CAPE TOWN

EGYPT
MACDONALD & CO., CAIRO

PARIS
C. COHADE

CONSTANTINOPLE
G. STEAIL

JAEGER
Pure Wool

If you stock JAEGER Underwear you attract the best class of customers to your store.

You are sure of repeat orders.

No underselling — uniform prices throughout the Dominion.

LIBERAL TERMS TO THE TRADE.

The TRADE MARK is a genuine guarantee of purity TRADE MARK and quality

NOTE IT

Price List and full particulars as to terms, etc., apply to the

HEAD OFFICE FOR CANADA.

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY. LIMITED

2206 St. Catherine St.,
MONTREAL.

THE BRITISH AND BEST

WOLSEY

PURE WOOL

UNDERWEAR

Specially made for Canadian climate, in a great variety of qualities and textures. Sound English materials; never hardens or felts in washing. Defies the ordeal of the roughest and most careless laundry work.

Trade mark showing Cardinal Wolsey's head on each article.

EVERY GARMENT GUARANTEED

Does not Harden, Thicken or Felt.

A BRITISH OFFICER writes:
"No Underwear comes anywhere near it."

Ask your dealer for and insist on having
"THE WOLSEY" BRAND.

TRADE MARK
THE WOLSEY
UNSHRINKABLE

THE ELLIS
SPRING NEEDLE RIBBED UNDERWEAR



Nothing equal to this make in all the range of Knitted Goods



UNSHRINKABLE
SPECIALLY ELASTIC

THE ELLIS MANUFACTURING COMPANY LIMITED.
HAMILTON, ONT.

LADIES' NECKWEAR

THOUGH ladies' neckwear is so high in fashionable favor, and those manufacturers who have not yet completed their Christmas orders are busily employed, there is some complaint made as to price cutting, and values it is claimed are all in favor of the buyer.

A good deal of nonsense has been talked about certain styles being dead, but, as novelty linked with beauty and becomingness is what all buyers are searching for, any style that combines these qualities sells on sight, and the style that is considered dead one month may be on the crest of the wave another. The latest New York novelty to be shown in Canada is a straight band of lace insertion, or a lace stock with a short tab. The neck is finished with a ruche, and there is a ruffle of knife pleated lace, that falls over the shoulders sewn on to the lower edge of the stock. This is decidedly a novelty, but whether it has any future before it remains to be seen.

* * *

The bow effects are very strong, particularly in the new colors. Then there are taffeta stocks with crochet rings, and a long tie of the silk knotted through. In taffeta stocks to sell at 25c, 50c, and 75c, there are numberless good and attractive styles, and values, as before hinted, are particularly good.

* * *

A very effective tie put out by one firm, under the name of the "Marlborough," may be classed with the Windsors, as it is worn in the same manner. Two widths of ribbon one inch wide, or on some of them perhaps 1 1-2 inches wide, are hemstitched together, and at the ends an inverted V-shaped piece of silk, gathered a few times at the heading, is inserted, and the ribbon and hemstitching is continued round it.

* * *

There is a very strong feeling for Windsors, and many lace ones are now selling; the prospect before them for Spring is extremely good. The latest novelty is a very wide scarf, that reaches when knotted or pinned to well below the waist line. These are also very wide, and come in the Oriental laces with nets at the ends in heavier lace. They are also shown in crepe de Paris in all the fashionable shades. The newest are plainly hemstitched, but some also are ribbon trimmed. The wearing of these scarves in all widths promises to be a large feature in the Spring styles, and at present they are selling in the high class trade to wear with the fur coats and they are very smart for this purpose.

Lace stocks in both Venise and Orientals are among the most popular lines and there is a new comer that imitates the high-priced lawn and lace-stitched hand worked effects that is selling well, which is here illustrated.

* * *

Sequin stocks and collars are selling extremely well at the present time, particularly in black, and there is a certain amount of sorting being done in elaborate and high-priced goods for the holiday trade. Chiffon jabots are always good for this time, and will also sell through the Winter season, as they are suitable for dressy wear.

* * *

While new styles are likely to be "sprung" for Spring and Summer one buyer but recently returned from the New York market, and who is in close touch with manufacturers, points out that manufacturers there have



Imitation hand-worked lawn stock

decided the draw tie is to occupy a strong position in Spring and Summer lines. At present brown shades, navy, orange and wine are highly spoken of. The same tendency towards men's styles is noted in the gossip concerning flowing ends which signifies well which way the wind is blowing. Colored embroidered effects and floral designs are to be just as good as ever for next year. Collar and cuff sets have proven fairly good late this Fall in the high class trade here and across the line, and some dainty effects in guipure lace trimmed with vals are shown for Spring and Summer.

* * *

A style that is gaining strength every day is the turn-down collar in silk or linen, generally embroidered, that can be worn with a string tie. The string ties can be had in all the new shades and it is with difficulty that neckwear manufacturers keep ahead of orders, and in some colors, such as brown, green and navy, silk for these ties has been well nigh impossible to get.

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SOLE AGENTS FOR CANADA.

WAISTS

SILK WAISTS FOR SPRING.

MANUFACTURERS who may be classed as style leaders are now preparing to show their range of Spring silk waists, and every indication points to an excellent season. There are several materials used for the silk waist, thus forming natural divisions between the high, the medium and the popular priced garments and styles generally follow in the same category, although certain broad rules are observable which show a recognized fountain head.

The cheapening process has played its deadly part in silk waists, as The Review has often pointed out, and this is particularly regrettable for the coming season, as there is every indication that the masses will have money and be eager as usual to spend it.

Jap silks have come to stay, and are banked upon in expensive goods as high as $8 or $9. Taffeta is still staple. Crepe de chine is still in for continued prolonged favor, as it is one of the leaders in soft, supple materials so much in vogue. No new materials have appeared to disturb the serenity of the business, although buyers at present in New York in search of style indications may spring something new on their return.

Styles.

The sleeve has unquestionably changed and no discordant notes are heard. The thin end of the wedge has been firmly implanted in introducing the styles of five years ago, which may lead to a revolution in the skirt field as well. Full sleeves gradually tapering to a tight cuff are to be used on the majority of Spring silk waists. This sleeve is hardly the real leg o' mutton which generally signifies a tight-fitting sleeve. A new sleeve on this form but with a wide cuff suitable for dressy waists is being exploited under the name of the pompadour sleeve. Waists are full but naturally tight-fitting at the waist due to the skirt. Soft, low collars, with fancy stitching and plenty of room, are most acceptable.

Colors.

A lively interest is evinced in forecasting popular colors in silk waists, and the shrewdest and most logical are at a loss to interpret just what whim will seize the consumer. Browns have enjoyed an immense favor this Fall, and as stated last month, various shades from tobacco to light onion will be good, especially in smaller centres, where they have not satiated popular taste this Fall. Navy blue is the old time favorite which will undoubtedly occupy more than its staple position, and a nice, safe business can be done on these two colors. However, as the season advances innovations in the way of novelty will be lent soft dress waists for street wear by the introduction of natural developments of the rage for brown. This brings into prominence a strong tendency for dark greens, which match brown so well, and myrtles and olives will likely be in favor in early Spring. Heliotrope is also heralded for the same reason, as it blends easily with brown, and is sure to be taken up. These are in the nature of speculative forecasts, but that heliotrope and myrtle will be strong items very probable. Plum colored taffeta is another novelty which is heralded to occupy more than passing notice.

Another natural development for Spring is an undoubted feeling for lace waists, generally over China and trimmed with hand braid. These are particularly dressy and exhibit the newest touches of fashion. The yoke effect is seen also. Very fine cluny lace is employed, and some models will appeal only to a limited clientele, and should be bought accordingly.

NEW MANAGER AMERICAN SILK WAIST CO.

The subject of this sketch is but one more of those from the country to the south of us who has sought Canada as a home. Mr. Weiman has lately joined the American Silk Waist Co., of Montreal, in the capacity of manager of the manufacturing end of the business.

Born in New York, his life has been practically spent in the waist trade, which is not only his business but his



RETURNED
DEC 13 1904
Cut Both 27
Page 78
Ans

Mr. D. N. Weiman.

pleasure. From a widespread experience in New York he graduated to Troy, N.Y., the waist centre, and for the past five years has been superintendent of the Tuttle Company in that place.

LINGERIE WAISTS.

GREAT confidence is expressed by manufacturers in lingerie waists for the season of 1905, if the extensive lines now being shown the trade are correct evidence. As pointed out last month, handkerchief linen is being taken by the ultra trade, while the great ma-

THE Richard L. Baker Co'y.

THE HOSIERY AND UNDERWEAR AGENCY OF CANADA.

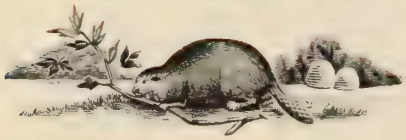
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LADIES' BLACK SATEEN SKIRTS

Latest New York Designs.

The Best Cut Skirts in the Market.

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Soliciting a continuance of your esteemed orders, we are, yours truly,

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dium class trade is banking upon the lawn waist trimmed with Valenciennes or Swiss embroidered.

A good many manufacturers are showing a preponderance of plain tailored styles, which is in accord with the general cry for neatness in all lines. A very cogent reason for this is assigned by many retailers in the desire and the necessity for manufacturers to skimp the trimmings as far as possible to enable lines to be retailed at a profit within reasonable price limits.

It seems pretty generally settled among manufacturers that the leg o' mutton sleeve, but not in an exaggerated form, is to be the Spring sleeve. The newest certainty is the plain sleeve. Many buyers are a little shy of this sleeve when first it is shown, but, says one experienced whitewear traveler, "I carry a sample loose, and try it on the model, and as the shape is becoming and in touch with style ideas it simply sells itself, for the invariable comment is, 'What a pretty sleeve.'"

One way of trimming the sleeve is to bring a band of insertion from the neck over the shoulder seam and right down onto the sleeve. Another new sleeve has graduated tucks ⅛ in. wide at the cuff and running out to nothing at the elbow. The new sleeve, it is predicted, will make a success, as it is sensible and easy to fit. There will be no complaint about tight sleeves, and there is no sagging puff to dip into the gravy.

Manufacturers strenuously reject the idea that the shirtwaist suit is going to cut to any appreciable extent into the demand for the white washing waist. They point out that in the Summer, and particularly in a normal one, a constant change of waists is indispensable for comfort and cleanliness sake, and a woman will still buy her usual quota of white washing blouses for while she must wear her suit as a whole she can wear the skirt with a white blouse and will do so. This view is justified by the way trade went in the States last Summer, for the shirtwaist suit was extremely popular there and still the same fear was expressed. The experience of the trade however was that it made little or no difference to the sale of white washing waists.

Manufacturers state that there is quite a call for white lingerie waists for showing in the January white goods sales.

SLEEVE FASHIONS.

COMING MODES says "a consignment of blouses from Paris sets doubt at rest concerning the trend of fashion in sleeves. The low round shoulder is departing slowly but surely, and breadth is taking the place of the accustomed slope at the top of the arm. In one at least of the model blouses sent over the shoulders were actually wired. It is in the matter of width rather than height that shoulders are changing, the wires being so arranged that the sleeve stands out level with the shoulder line, but wider than nature.

The wide effect is also encouraged by means of pleats observable in a Winter blouse of flame colored taffeta silk. The material is arranged on either side of the centre in three folds or pleats, those on the right being laid to the right, and those on the left pointing left. On the shoulders the outward pleats suggest epaulettes and stand out beyond the shoulder line, while towards the waist the pleats are narrowed off, fan fashion.

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Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a Special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

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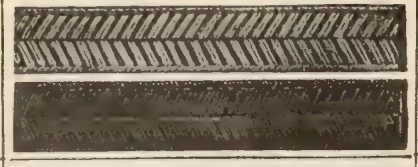
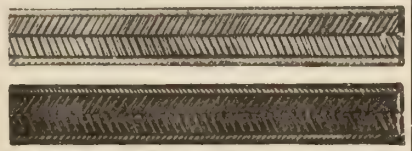
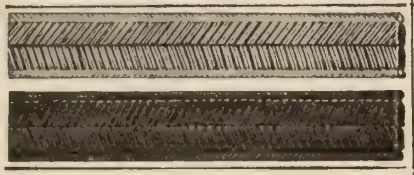
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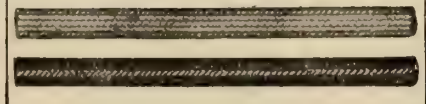
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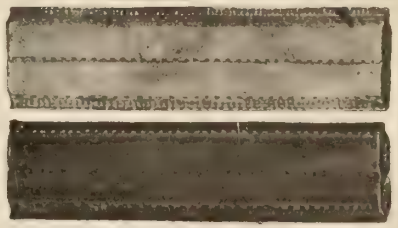
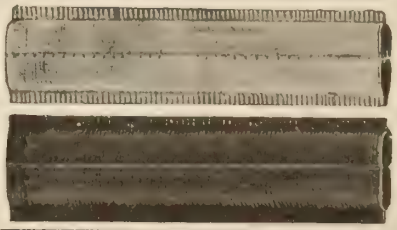
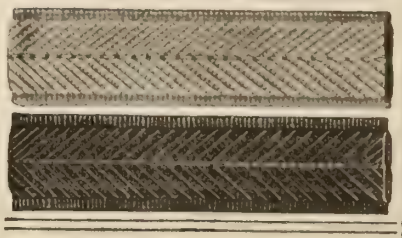
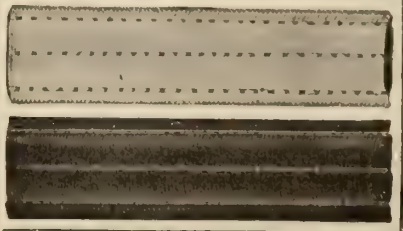
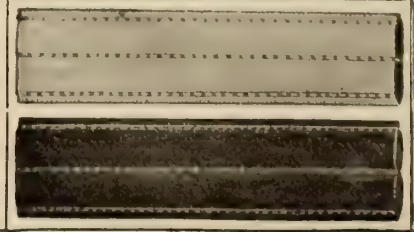
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AMAZON *Mohair Cased* SPECIAL DISCOUNTS FOR QUANTITIES		39/6 PER GROSS YARDS 12 YARD COILS
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DRESS ACCESSORIES

FABRIC GLOVES FOR SPRING AND SUMMER.

BUYERS have now to consider the fabric glove situation for Spring delivery, as travelers are out with samples. Price can almost be summarily dismissed as advances in raw materials are seldom of so radical a nature as to be felt in glove prices. What moderate advances were paid by jobbers will not be felt by retailers either in the way of increased price or a deterioration in quality. Moreover, a dilatory policy is not advisable as prices are firm. There is no doubt about the favor in which fabric gloves are held, and whatever kind of weather obtains next Spring and Summer the demand for them will be large.

Style tendencies exhibit nothing startling and the situation has changed but little since one year ago. In fact there is practically no style leader. Lisles, both Milanese and suede, silks, taffetas and laces are all in for a good showing, which but emphasizes the fact that the fabric glove business is billed for a successful season. Lace gloves for the ultra fashionable are good property, and the "mitts" that our mothers admired will receive some little attention by extremists, although there is no likelihood of the favor of two seasons ago arising. Buyers who have had experience with these will always handle them cautiously. Lace gloves are in various lengths, those above the elbow of course designed solely for evening wear. They are to be had in black and ivory. Ivory will perhaps be found the best to stock. The medium length, of course, will be the best sellers as it is very improbable that the fashion of wearing elbow gloves on the street will gain much headway in Canada.

Lisle will prove a strong seller with women who buy a glove for service, while silks are again very strong for dressy wear. Two-clasp goods now predominate, in fact dome fasteners have almost entirely displaced the plain "jersey" cuff.

Pearl clasps will be most popular and are seen very largely on black silks, lisles, etc. Gunmetal and self-colored cloth clasps are also slightly represented, but pearl will undoubtedly lead. Colors show no remarkable changes. Blacks will probably lose some little ground, but not to any appreciable extent, while ivory and white will be particularly strong, although champagne, light modes and grays will cut no small figure. Cardinal, brown, navy blue and other quiet colors in line with popular shades in dress goods are seen and should be stocked.

Two dollars and twenty-five cents and $4 lines show an exceptional range and as usual the bulk of the trade will be done at these prices, although odd colors and novelties at much higher prices will do well, especially for Easter trade.

BELTS.

BELT lines include practically all the colors fashionable in dress goods, and the run on some of the more popular ones has been very large. Owing to the fact that the retailer requires a little tempting to induce him to buy at present, there are some wonderfully cheap lines shown. Indeed, to quote one authority, the object of the manufacturer at present seems to be which can give the best values, and belts that should legitimately sell for 75c are selling for 50c, and 50c lines for 25c.

This being the case, retailers should have some splendid lines of belts at very attractive prices for the holiday trade, and should do a rushing business, as a pretty belt forms a most acceptable present.

There is developing quite a demand for velvet belts, both in crush and girdle effects, but while crush belts are still popular the girdle belts certainly lead, and just at present it is the shirred or ruched girdle that is most favored.

A novelty seen was a shirred girdle with a medallion of pressed steel in the centre of the back.

There is some demand from the popular trade for chain girdles to wear with fur coats. The newest idea for this purpose is the medallion back with three chains in girdle effect and elastic front. There are also some elaborate metal trimmed elastic girdles for wearing with furs.

One of the most popular belts now on the market is the "Astoria." The shape of this belt is right up to date, and yet not too ultra. It is easy to adjust, and stays down in front without pinning—an important point in prolonging the life of a belt. Another point in its favor is that it decreases the apparent size of the waist, and gives it a trim and dainty appearance.

It is early to say anything definite yet about Spring tendencies, but buyers who have taken trips to fashion centres speak of nothing radically new. Nor are there any more suitable styles than at present seen. Styles, therefore, are not likely to change materially, but novelty will be lent the various lines most probably by an abundance of new ornaments and innovations in odd colorings. This means that fabric and leather belts are in for another season.

Fabric belts for next season, it is said, are to prove strong, not only in materials but colors which have had a slight but growing call this Fall. Silks are again exceedingly strong and novelty is lent in an increased range of colorings. All the fashionable Spring colors are to be represented of course.

Leather belts exhibit the same tendencies and are to be seen in a wide range of colors. Ornaments are to play even an increased part in all belts. Jewel effects which have proved acceptable are prone to increase in favor and

an improvement is lent generally by the use of enamel instead of brass lacquered which rarely tarnishes. White and black enamel form the ground of many new ornaments, while pearl backs are in increasing favor.

Gilt ornaments are spoken of very highly, although it does not mean that oxidized is entirely out. In children's domain, patent leathers are prominent, due to the vogue of the Buster Brown suit. Foundation belts are also again talked of for Spring.

EMBROIDERIES.

IN this department as a rule the earliest showing of new patterns is made by those houses that cater to the high-class trade. This is because a large proportion of their clientele go south for the treacherous months of early Spring. In the popular trade, however, early in March is considered the best time for showing the new embroideries, and by very many stores the best policy for January selling is to hold a cut price sale to clear out stock, so that when Spring goods are shown there will be nothing but new stock to show customers. Another merit of this policy is that it fits in well with the white goods sale that so many firms hold in January.

There are any number of novelties in embroidery lines, and these are expected to figure largely as dress trimmings next Summer. There is a decided feeling for embroidered goods in other lines, and this is sure to react in favor of embroideries.

Allover embroideries on sheer muslin in fine small patterns in a mixture of raised and broderie anglaise effects are very much in favor. In fact repeats have already gone to the manufacturers from firms who carry a stock of this class. It is altogether probable that these will be used largely for shirtwaists in the coming Summer.

Embroidered robes are likely to be a feature, as they come for Spring in a totally novel form, both as to material and patterns. These are striking effects in heavy raised spray work and broderie anglaise, and the material they are worked in is batiste.

HANDKERCHIEFS.

EVERYTHING possible must now be done to stimulate the handkerchief department for the brisk, always assured holiday trade. It is essential to have a good array of staple goods, supplemented by a choice selection of novelties, but of prime importance is the display of these lines and the devising of ways and means to literally force goods upon customers' attention in such a way that the invitation to buy cannot be escaped. Holiday time in this department should also be a profit making time and even on these lines a good profit should be made but at the same time it is the better goods that should be pushed. People have money and are willing to spend it during holiday time and oftentimes cheap goods but offend. The idea is centred in all minds to give presents of an intrinsic worth perhaps, and price is their only guide usually, consequently it is just as easy to sell 20 and 25 cent handkerchiefs, or even a higher grade than this, even a Maltese or Brussels lace one, a few of which should be stocked for the holiday trade. Though only a few of these will be sold, the profit ought to be good as they are marked and treated as novelties, and a very extra profit is marked on them, often over 100 per cent.

Fancy boxed goods always make a hit at this season of the year, and do much to add a charm to the handkerchief stock. A splendid idea has been successfully used by many stores in supplying neat boxes to customers purchasing a certain value of handkerchiefs, generally to the amount of $1. This has been found practical and feasible as it gives purchasers the desired wide latitude for picking and choosing an assortment. People have to make a great many presents at Christmas time and handkerchiefs are of prime importance, and the knowledge that a neat, useful box is to be supplied readily induces purchases to the desired amount.

VEILINGS.

TRADE is still booming at the veiling counters as the weather is all in favor of wearing veils. Chiffons in both made veils and in the piece are still strong sellers. Though the demand for auto wearing is large, the bulk sold is for general wear. A very general fashion of waering a chiffon veil is draped over the hat, crossed at the back and tied under the chin in front, and many women are realizing the comfort of a chiffon veil when worn in this manner. More often than not a mesh veil is worn over the face as well.

The demand for mesh veils is very large as well, and the individual veil with large dots in chenille, both in black and colors, is much in evidence.

The buyer in the retail store favors made veils, for as the veiling trade depends solely upon novelty, and the buyer must keep up the interest by the continual showing of something fresh, made veils suit his purpose better than those by the yard. For a comparatively small investment he can, with made veils, constantly change his display and give his customers the impression that he is in receipt of a constant succession of exclusive novelties.

In the wholesale houses it is Spring novelties that are being considered, and as yet there are few on hand. One, however, shown by an exclusive veiling house is worth describing. It is a veil of fine mesh net in black, brown, and blue. The veil was bordered with a pattern appliqued onto the net of honiton braid. The result was a very handsome and attractive veil.

RIBBONS.

THIS month is the time to clear out any stickers left in stock in either the millinery or the ribbon department, and they should be brought forward and pushed. Lengths of fancy ribbon are in great demand when fancy articles are being made up for Christmas presents.

It is a good thing to show a few made-up articles in the counter or fixture display made from the ribbons you wish to sell. This is a good month to clear up ribbon stock and make way for Spring goods.

Ribbons are confidently booked for a high place in Spring retailing, as fashion is taking them into general favor. Dressmakers will use them and to milliners they will be indispensable.

The demand is already great and the ribbon centres in France and Switzerland are so rushed with orders that prices have advanced almost all along the line. Says a foreign buyer: "The revival in ribbons has now set in with a vengeance—in fact some of the Swiss houses can-

For Christmas

The best value we have yet shown.

We have just received another big lot of **assorted overmades and seconds** in

Swiss Embroidered Handkerchiefs

Price $1.30 per doz.

express paid on 10 dozen and over. Can be returned at our expense if not as represented.

Brophy, Cains & Co.,

Montreal

SMALLWARES

Prussians

This well-known term applies to the Twill-face Glace Bindings used for the edges of coats, corsets, etc., and for boning dresses. We make a specialty of them, and our range of qualities in black, colours, and fancies, is capable of meeting every requirement. Besides these, ALL kinds of cotton Webbings, Bindings, and Tapes come in our way, whether for clothing, underwear, corsets, upholstery, or boots and shoes. Every width, from ¼-inch to 2-inch.

SKIRT BELTINGS, DUPLEX BELTINGS, BOOT, SHOE AND CORSET LACES, ELASTIC BRAIDS, CORDS, GARTER ELASTICS, PICTURE CORDS, CORK SOCKS, WOOL MENDINGS—Black, Colours, and Assorted Shades. COTTON WEBBINGS, TAPES, PETERSHAMS, CORSET WEBS.

FAIRE BROS. & CO., LEICESTER, ENG.

Representative for Canada, STAPLETON CALDECOTT, 70 Bay Street, TORONTO

not promise deliveries till April or May. The inquiry is mostly centering in taffeta, mousseline, chamelion taffeta.

KID GLOVES.

KID gloves for Spring show no changes other than described previously in these columns at length. White is always in demand at this season of the year, while black is stapie. Brown, tans and modes are very much "en evidence," and later, greens may become prominent. Ox-blood is also well shown.

After the holiday selling there is always an accumulation of stretched, stained and soiled goods that need clearing out.

Housecleaning must be indulged in, immediately after Christmas or the first week in January, to provide ammunition for a rousing clearance sale which should clear out all bad stock. The most approved method of holding this sale is to mark all goods at one price, say 85 cents or lower, which might include lines previously as high as $2, but the bulk around $1.25. In this way the gross return would be much larger than would accrue if each line were separately cut and would facilitate and force sales much better. Get a bargain table and throw them all on, along with a bunch of off shades maybe.

CANADIAN TRADE INQUIRIES.

The following inquiries concerning Canadian trade have been received by the Department of Trade and Commerce:

Inquiries From Leeds and Hull.

No. 73. Large manufacturers of black and colored unions, meltons, twills, etc., desire direct communication with buyers in Canada.

No. 74. Large manufacturers of rainproof coatings, paras, cashmeres, costume cloths, coverts, Italians, checks and serges desire direct communication with Canadian houses.

The Curator, Canadian Section Imperial Institute, London, Eng.

No. 106. A firm of boot and shoe lace manufacturers making a specialty of leather laces wishes to obtain some Canadian business.

The Commercial Agent, Yokohama, Japan.

No. 13. A prominent importing firm would like to have samples and lowest c.i.f. prices of Italian cloths. If prices will admit of competition, they will do all in their power to push business.

No. 14. An importing house desires samples and prices of cotton prints. Prices to be c.i.f. Yokohama. Quotations must be close in order to meet competition.

No. 15. A commercial trading company desires samples and lowest c.i.f. prices of book cloth. They are prepared to open up a good trade if prices will compare favorably with those of English goods.

No. 16. An importing house desires samples of army cloth and lowest c.i.f. prices. If material and prices compare favorably with goods from Europe the prospect is good for considerable trade.

Note—In quoting for the Japan market in any or every line of trade, make prices to cover all charges up to the customs house at Japan ports or otherwise f.o.b. Vancouver, Victoria, or Atlantic ports.

The names and addresses of the firms making these inquiries may be had by application to the Department of Trade and Commerce, Ottawa. Parties answering these inquiries will do well to mention the office under which said inquiry appears and the number.

DRY GOODS LOSSES IN MONTREAL.

DAMAGE to stock and buildings running into the neighborhood of $50,000 was the result of the Montreal fire, Sunday evening, November 20, at the corner of Notre Dame street and Dullard Lane, almost in the heart of the wholesale district. The building gutted by the fire was a four-storey one occupied by the John D. Ivey Co., Limited, John A. Barry & Co., Walter H. Barry & Co., manufacturers' agents, Lowry & Lalande, printers, and the Montreal Costume Co. The next property, lately occupied by J. P. A. Detroismaison, wholesale millinery house, was damaged by smoke and water. The loss to the building is fully covered by insurance. The John D. Ivey Co., Limited, is said to carry about $12,000 insurance written in Toronto. Mr. W. H. Barry, representing the Crompton Corset Co., stated that stock carried was worth about $8,000. On his stock of ribbons he had an insurance of $2,000.

Mr. John A. Barry, the agent for the John D. Ivey Co., Limited, had an insurance of $3,000.

The firms who were burned out both showed commendable enterprise in securing new premises at once. John A. Barry & Co., representing John D. Ivey Co., millinery, were to be found the day after at 25 St. Helen street, having secured commodious premises there. A new stock of goods was ordered immediately and the firm are in a position to attend to all orders as usual.

Walter Barry & Co., representing the Crompton Corset Co., secured premises at 219 Board of Trade Building, where they arranged for immediate shipment of all their former lines, and also are filling orders without interruption.

Damage to the amount of a few hundred dollars was done to the building, stock and machinery of the Dominion Cotton Co.'s factory, Notre Dame and Desery streets, Monday afternoon, November 14. A fire starting among some loose cotton worked its way into the ceiling and was extinguished with some difficulty.

The Slater shoe factory escaped serious damage, due to automatic sprinklers which checked a fire starting among some bags on the second floor. The blaze was thus prevented from gaining headway and was easily extinguished.

DEDICATION OF A. F. GAULT MEMORIAL.

AT a service held Wednesday, November 23, in St. George's church, Montreal, the archbishop's throne, bishop's chair, sedilium and panelled dado presented in memory of the late Mr. A. F. Gault by his widow, daughter and son, were solemnly dedicated. All these are of oak, the carved work being very handsome. The throne and chair are in Gothic style. The third panel of the dado is a plate of polished brass, bearing the inscription.

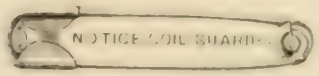
"The carved episcopal throne, chair and stalls of this chancel are erected in most loving memory of Andrew Frederick Gault, by his widow, son and daughter.

"'In my Father's house are many mansions, if it were not so I would have told you; I go to prepare a place for you.'

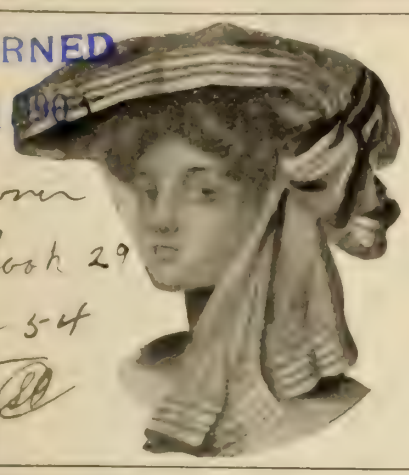
"'Precious in the sight of the Lord is the death of His saints.'"

HENRY MATIER & CO., LTD
BELFAST
LINEN & HANDKERCHIEF MANUFACTURERS, BLEACHERS & FINISHERS
NEW YORK 17 & 19 WHITE STREET

WHOLESALE TRADE ONLY
PAQUETTE BROS., Sole Agents for Canada.
527 Board of Trade, MONTREAL

Nicklin's SAJONIC Duplex
SAFETY PINS
are ENGLISH MADE
Size 2  Size 2
5 Sizes, Nickeled or Black.
APPLY
Mr. F. P. ROGER, Carlaw Bldg., TORONTO

RETURNED
JAN 31 1905
To Owner
Cut Book 29
Page 5-4



Chiffon Veilings, for rough weather.
Net Veilings, for dressy occasions,
in Brown, Navy, Royal, Green, Black, White.
HIGH-CLASS GOODS
HAND-WORKED HAND-SPOTTED
CANADA VEILING CO.,
93 YORK ST., TORONTO
"UP TO THE MINUTE"

Kleinert's
HOOKON
HOSE SUPPORTER
Holds the STOCKING UP and the CORSET DOWN
RETAILS
25c. to $1.00 per pair
On Sale at all Leading Wholesale Houses

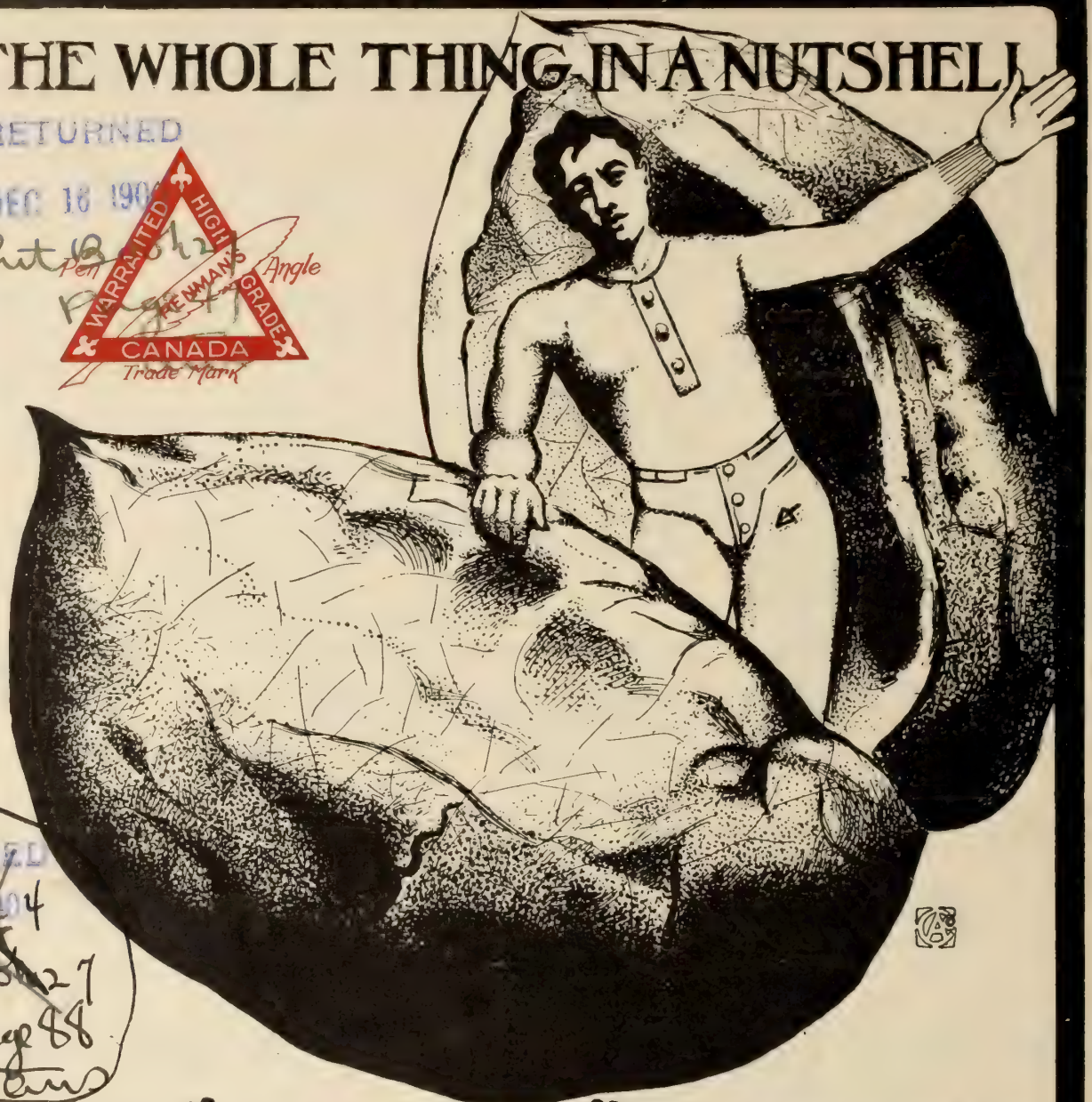


I. B. KLEINERT RUBBER CO.
TORONTO, ONT.

The FOSTER
Hose Supporter
"The NAME is on the BUCKLES"
I. B. KLEINERT RUBBER CO.
TORONTO, ONT.
Sole Owners and Manufacturers for the Dominion of Canada

RETURNED
DEC 16 190
Cut Book
Page

THE WHOLE THING IN A NUTSHELL



THAT "*THE BEST*" UNDERWEAR

AS

PENMAN PEN-ANGLE

UNSHRINKABLE UNDERWEAR

RETURNED
DEC 1904
Cut Book 27
Page 88
RETURNED
JUN 29 190
Page 11

Men's Furnisher and Clothier

Devoted to the Canadian Dealer in Men's Goods

CLOTHING
NECKWEAR
UNDERWEAR
HOSIERY

SHIRTS
COLLARS
GLOVES
NICK-NACKS

ODDS AND ENDS OF TALK.

AN umbrella big enough to cover a dozen persons belongs to the church of St. Peter Mancroft, Norwich. It is used on wet days for wedding parties, so that the bride and bridegroom, the bridesmaids and guests may not get their smart dresses spoiled when walking from the church door to the carriages. It is also used by the clergy at funerals when the service has to be held at the graveside in pouring rain. That it is useful is obvious, and it is rather remarkable that many other churches do not include it in the same list as the baptismal font, the pipe organ and the other staple necessities. No one would dare "borrow" the church umbrella, and if he did he could scarcely lay it to accident.

An Ecclesiastical Umbrella.

* * *

TIMES have changed very much since five years ago when the "three decker" straw hat was in vogue. That uncomfortable, useless, ugly headwear that consisted of the lowest possible crown, the snippiest of narrow brims, the roughest of straw, and to crown all (if that can be said of a feature of the brim) three layers of thick, heavy straw at the edge of the brim and the thicker the better—that kind of nuisance has gone where are razor-point shoes and neck-frills. An Irish exchange tells of a novelty which is being introduced into Ireland by the French for next season's trade. This is a hat made of paper straw. It is straw colored and cannot be distinguished from the real straw save upon the closest examination. The new hat has the advantage of exceeding lightness, untearable material, and it is said that by a chemical process it is unaffected by rain. Lyons is the seat of manufacture.

The Lightest Hat.

* * *

THE Church Army in England has just discovered that its philanthropy is being basely misused. Their idea has been to assist the unemployed to secure a position by selling to him at a very low price any article of clothing he may desire, to improve his appearance when making application for employment. These pieces of clothing have always been of good quality since they are supplied by wealthy well-wishers, and an outfit of the value of some pounds could be procured for as many shillings. It has come to their attention, however, that a large number of men have been for years living on the "Army" for their clothes, or, after securing what they wanted, have been pledging them at three or four times what they paid for them. The plan of operation was for the man in need of clothes or money to don his poorest apparel, call at the "Army" employment office and enter his name on the register for employment. The next day he calls at the office to see if there is any work for him, incidentally remarking that he needs a new suit or pair of shoes, according to his requirements in cash, or the deficiencies that appear in his apparel. He is given a "purchasing ticket" on which are entered his name and the clothing desired. With this card he is enabled to get just what he wants at the clothing depot for a few shillings. He forgets, then, to call again to follow up his application for employment. It is said that many men in good positions have obtained clothes in this way, and the tailor and furnisher have lost a lot of money.

"On the Cheap."

* * *

IN London, Eng., is held each year a tailors' exhibition and competition of tailor-made garments, the one of recent date being the eleventh. The object of the exhibition is to encourage every phase of practical, artistic and scientific tailoring with the view of producing the highest class of work. For this purpose competitions are held in every branch of the tailoring trade and from a study and close examination of the garments entered the tailors assembled learn many a trick or notice where improvements can be made. Tailors from all over the country attend and criticise and compare notes. Apprentices, masters, journeymen and foremen compete and show their interest by attending the conventions, which last two days. There can be no doubt that each and everyone is benefitted since each man has his ideas and most of them have small knacks which are of value in saving time and material and above all in securing the fit which is the foundation on which every tailor's reputation is built. In Canada we have a Tailors' Association, but as the meetings are improved by no practical display of costumes, the good to be derived is confined only from essays or talks. The combination of a convention and exhibition is the ideal form of dispensing the most information.

A Tailors' Convention

FADS AND FASHIONS.



IT is a great many seasons since I have seen such a monotony in patterns in fancy colored shirts as is evident for the coming Spring. I do not by this intend to cast any reflection upon the manufacturers as they are not at all to blame for it. We have had perhaps six or eight or more seasons that have been replete with novelties of great and little merit, but at any rate providing a variety for the retailer to select from and for the consumer to suit his fancy however strong in any direction it might be. This thing could not continue forever, and evidences of this have come out strongly at the present time. I am sorry for this too, as the consumer has been rather spoiled by the selection he has had, and it is probable that he will not for the moment fit into prevailing conditions. A great assortment of new and attractive shirts is an inducement to a man to keep on hand a large line of shirts. Patterns are even better on an average than they were last season, but there is no conspicuous difference, and I fear the shirt trade will at first suffer a little.

* * *

Speaking of shirts, I was examining some dress shirts the other day in the stores of some of the best city furnishers, and I was forcibly impressed with the great difference in appearance of shirts selling in the same store at the same price. I found out a lot of things I daren't make known here, but which would be of interest to any manufacturer if he cares to know what they are. There is no use for a manufacturer to attempt to do business with some uncouth affairs that were shown me, especially when shown beside others. A very common fault I found was the utter disregard for the shape of the opening through which the shirt was to show. This is in all cases of a U-shape pure and simple, and the best shirts had this shape at the bottom of the bosom. This elimination of all superfluous bosom in a dress shirt is most important, and it stands to reason that the bosom that is shaped like the opening of the vest will fill its purpose with less waste bosom than the one that has corners and a straight bottom.

* * *

That much for the fit. When it came to finish matters were still worse. The laundering of many of the shirts was of such a poor quality that it was a wonder they were accepted by the furnishers. Not only was the bosom of that "lights and shadows" style of laundering that makes the best shirt look cheap, but the body was ironed with no regard for smoothness and straight lines were not obtrusively present. Spots of gloss on the front mingled with spots of roughness will not sell a shirt, and even if the bosom is well laundered a careless arrangement of the folds that are necessary in the shaping of the shirt tell strongly against it. A detail of some of the shirts that caught my fancy and would undoubtedly count strongly with every purchaser, was the reinforcing at the back which took almost the form of a yoke so low did it extend from the band. Not only did this make the shirt stronger, but the unsightly gathers where the body joins onto the band or reinforcements at the back were entirely out of sight in the shirt as it was shown to me, the yoke extending in plain well ironed surface down to the edge of the front of the neckband as it was folded. There was probably not ten cents a dozen difference in the cost of manufacture between the poorest and best of these shirts, as far as these details are concerned at least, but the difference in appearance was fully fifty cents to me. We may talk ourselves blind on quality, it is appearance that sells goods to-day, and the manufacturer who is out for trade has got to recognize this fact.

One of the incongruities seen on the streets of the average city is now becoming apparent as cold weather approaches. There are a great many men (and I think the number is increasing) who carry canes to their offices in the morning. With them I have no fault to find, and I must admit I rather favor the idea, provided the man's occupation allows him to dress in accordance. But I draw the line long before many of my fellows do. It strikes me as one of the most ridiculous of sights to see a man with an overcoat collar turned up, hands crammed into his overcoat pockets and a cane under his arm. Of what use or ornament in this world, a cane is in that position I can't see. If sufficiently warm gloves are not worn, or the man's circulation good enough to allow him to keep his hands out of his pockets, and his cane in one of them, the cane should be left in the rack and the man be saved the annoyance and unseemly appearance. Carry a cane if you want to, but carry it in your hand.

* * *

In the present fashion of square athletic shoulders in overcoats, there are many men who demand from their tailors a square extensive shoulder when their own shoulders are very narrow. The result is that unless the tailor knows his business perfectly he is apt to produce a coat that looks well for a week, but after a few wearings the ends of the shoulders begin to drop, and the wearer soon finds his sleeve top a couple of inches down his arm. Or when a tailor is clever enough to give a wide effect to a narrow man the overhang of the shoulders is clearly visible by the sagging in of the top of the outside of the sleeve just below the shoulder padding. While it is impossible to make a thirty-six chest look like a forty-four the tailor can avoid both of the above faults by a very simple method. Instead of putting padding in the shoulders only, let him fix some on the top outside of the sleeve, thicker at the top and thinning off until it disappears four inches down. There is then some resistance to the falling of the shoulder and the sagging of the arm is absolutely avoided. It is little details of this description that distinguish the poor from the good tailor and enable him to get an extra price which is almost all clear profit. In spite of the popularity of broad, square shoulders and the improvement it makes in most men, I cannot commend the indiscriminate broad shouldered effect on every man. It is positively ludicrous the way the shoulders of some tiny men are built out.

THE DON.

CHRISTMAS NOVELTIES

Dressing Gowns, House Coats, Bath Robes,
Embroidered Half Hose, Fancy Silk Mufflers,
(Silk and Cashmere)

EVENING WEAR SPECIALS

RETURNED To Claim
JAN 3 ... 05
Call Book 29 Page 52

White Dress Shirts, White Dress Bows,
White Kid Gloves, Full Dress Vests.
(Single and Double Breasted)
White Silk and Linen Handkerchiefs.

A full range and good assortment of above lines in stock.

Order NOW for the Holiday Trade.

CAULFEILD, BURNS & GIBSON, 20 FRONT ST. EAST, TORONTO

Dr. Deimel Underwear
(LINEN-MESH)

It is especially invaluable for the colder seasons and has the peculiar property of at once appealing to a very large and intelligent class of people as something superior to any other underwear they have ever worn.

The peculiarly pleasant sensation of wearing linen next to the skin is so foreign to wool that once a person wears the Dr. Deimel Underwear he becomes an enthusiast on the subject, and before one is aware of it, scores of his friends are asking for the goods.

The Dr. Deimel Underwear is made in such a wide variety of sizes that we can fit everybody.

Write for descriptive catalogue and particulars of wholesale terms.

ADDRESS

The Deimel Linen-Mesh Company,

2202 St. Catherine Street, Montreal, Canada.

NEW YORK: 491 BROADWAY.
SAN FRANCISCO: 110 SUTTER ST.
LONDON, E.C., ENGLAND: 10-11-12 BREAD ST.



CHRISTMAS NECKWEAR

Samples now on the road with our travellers.
Compare our styles, finish, Patterns and values.

Delivery guaranteed
early in December.

Greenshields Limited

MONTREAL

SHIRTS AND COLLARS

NOT only city retailers, but their country brethren, have united in upholding the welfare of the fancy stiff bosom for Fall and Winter. It is prominent in window displays, "small and neat" leading the figured division, stripes in the same category, and plenty of white space for eyes tired with the problem of color. As has been pointed out ever since the opening of the season, this is a satisfying condition.

* * *

An interesting event in the steady, monotonous hum of Fall trade in shirtdom is the ingenious innovation of a haberdasher in the Wall street district of New York. Realizing the undoubted acceptance of quarter-size collars he drew the logical conclusion that quarter-size shirts would "catch on." It is said that the idea is full of value as an advertisement, which naturally every haberdasher looks for. In this connection The Review talked to a Montreal shirt manufacturer, who but raised his eyebrows and innocently asked, "Are there quarter sizes in collars, and can there possibly be quarter sizes in shirts?" What does he mean? An exclusive haberdasher ridiculed the general adoption of quarter-size shirts by saying, "Retailers can't afford to carry such a variety of stock."

* * *

Salesmen on the road are doing well on futures, and Spring orders are of a satisfactory volume, and not of the speculative nature of one year ago. Cautious buying last year has left many stocks in a depleted condition, and retailers are fairly free handed in Spring purchasing. The most "canny" buyers are guarding against losses by choosing such cloths and patterns as are salable the year round, and spicing them with just enough novelties to lend variety and freshness. As has been pointed out, there is no war for supremacy between the plain and pleated bosom, as both should be favored impartially. Pleats are apt to suffer in the laundry, especially narrow ones, which are gradually being replaced by wider ones, but that is not going to stop sales if color and pattern please the customer. Pleated shirts, as has been said here before, sell better in Spring usually, when there is no fear of the jacket being taken off.

* * *

Color is an ever perplexing question, and nothing can be definitely laid down as a rule. It is generally accepted that the higher grades show a goodly proportion of dark grounds, although some sections advocate and demand the light grounds in better grades. The sales of light and dark grounds are always about equal. Taste and judgment, if well utilized, should easily avoid getting either patterns or colors which are going to remain on the shelves, as all lines show beautiful designs.

* * *

New weaves are not in evidence for Spring. Zephyrs, madras, etc., are as usual demanded. Solid effects of slates, light blues, greys, and the ever popular black and white mixtures, are spoken of highly. These colors, along with the new onion shade, pinks, light greens, etc., are in good representation among the printed goods. Patterns in good demand show nothing startling—stripes, dots, jacquards, etc.

* * *

A review of the many collar displays made by city furnishers but clearly verifies the fact that there is something of everything to be seen in the way of collar fancies. Wings form a family of numerous branches, ever occupying a stronger position. Widths run from 1½ to 2¼ inches, and there is medium and wide spacing, and the same with tabs, as well as narrow and wide stitching, and both straight and round corners. This but means wing collars are in vogue, and are forming the line of demarcation between Summer and Winter styles. There have been a number of sightly collar shapes during the past year, but the wing seems to be the correct style for stiff bosoms and wide four-in-hand ties. The most pleasing comfortable style is not too high and shows no exaggerated tabs. If the general trend of the public might be judged, it is toward pointed and medium concaved tabs. Every taste can be catered to at any rate.

* * *

The wing collar should stimulate the sale of pokes and lap fronts for formal afternoon and evening wear. Wings are not correct in this particular, and these other varieties should be urged in preference to the ever popular fold collar. This latter family is as conspicuous as ever and still perhaps the leader. Rounded corners and wide spacing are more in evidence to accommodate wide neckwear. Narrow banders are yet selling to the young men along with the close-meeting fronts, which are clung to by this class of trade.

* * *

Some "hurrah" advertising was recently indulged in by a New York departmental store of a collar constructed in a way to permit the wearer's scarf to slip easily back and forth for proper tieing. The "pocket" device to catch the back button and keep it from interfering with the movement of the scarf was the feature, but it is nothing novel on this side of the line. A Toronto smallware man kept a man in his window for days illustrating the advantages of a certain collar button by taking off and putting on a collar with this button in use.

A NEW SHIRT COMPANY.

THE Standard Shirt Manufacturing Company is the name of a new company formed in Montreal with a capital of $1,000,000 to acquire and carry on the business formerly carried on by the Standard Shirt Company, Limited, and as recently acquired by David Yuile et al from said company as a going concern, to carry on the business of manufacturing, buying, selling and dealing in shirts, collars, haberdashers' supplies, men's, women's and children's clothing of every description. The charter members are: David Yuile, manufacturer; Charles Blair Gordon, manufacturer; William Yuile King, cashier; James Roy Gordon, commission merchant; and Robert Andrew Dunton, notary, all of the city of Montreal.

IN CRAVATDOM.

AS the season advances it becomes more evident that Autumn attire in cravatdom for the male member of the family is quite as important as for those of the gentler sex. Men are growing more and more exacting every day regarding this part of their wardrobe, especially just at this time of year, and makers of masculine fashions are suffering exactly the same painful experiences as creators of feminine attire have suffered from time immemorial. A paramount question with many stores is the proper stand to take on the new widths in neckwear. Exclusive city retailers are showing scarfs from two and one-quarter to three inches wide. To all who hesitate pushing this style for the always assured brisk holiday business some seasonable talk is not amiss.

* * *

The most far-seeing forecaster hardly expected a year ago that the change in the style of scarfs would be as radical as it has turned out. Narrow, one, and one and one-quarter four-in-hands have been eschewed by the elite trade, and many there are who predict that these cravats will be entirely ousted before another season is on. Only now, however, are various trade journals discovering that although "dinky" narrow ties were undeniably popular, they were never really correct or sightly. There is a deal of truth in this, as fairly wide scarfs are sensible and sightly articles, and good dressers are going to adhere to them. A phase of this question which must be considered is the fact that waistcoats are to be cut higher next Spring, and this can mean nothing else than a return to narrower forms. Wide four.in-hands should be stocked accordingly with this in view. That they should be advocated and banked upon for the present season is apparent when it is realized that wing collars are in good demand. These two are inseparable and correlative, and should be stocked and urged together. Many stores are content to go on in the same old way, waiting for customers to call for some particular style, instead of leading and educating the trade, which in time establishes a wide connection. These new varieties and colors in neckwear will do much to establish an exclusive reputation. It is hardly safe to stock many of the extreme widths, however.

* * *

Undoubtedly this furore for the wide four-in-hands has not affected the smaller centres, and even many city stores. Perhaps squares and puffs are being urged instead, but it is a condition which must not be overlooked. Across the line even three-inch scarfs are popular, and the thin end of the wedge is already felt here. Some difficulty is experienced in tieing these neatly, and the best connoisseurs are decided upon folding the long end twice around the short end before putting the long end through, which gives a long, graceful knot, altogether the desideratum.

* * *

For the holidays retailers should take a keen interest in the new colorings and weaves, and often window displays can be made along this line. There is always a chance to push higher grades of cravats, and the wide varieties and puffs make this an easy matter. Brown, purple, green and wine make up handsomely in the newest shapes, and are undoubtedly proving ready sellers. It must not be overlooked that pearls, greys, creams and blacks should occupy a distinct place in holiday stock. This is a season for many plain effects and there is a conservatism evidenced in the call for quiet and unobtrusive ideas. All weaves such as rep, taffeta, mats and crepe are selling well. Reps are particularly popular because of their peculiar lustre, which lends an added charm.

* * *

"Squares," said one prominent Montreal haberdasher, "are falling off in sales, due to the increasing sale of wide four-in-hands." It is true that this variety of neckwear has been in style for several years and men like a change. Yet squares are good and sensible shapes, and with the possible exception of price there is no objection to them. That this condition is but temporary may thus be taken as granted.

* * *

One of the most popular materials at the present time is Irish poplin, or a good imitation of it. High-class trade is pushing it hard and selling it in large quantities. Its neatness is its principal virtue. One large furnisher displayed a number of poplin four-in-hands tied, over pieces of the same material, which were thrown over low wooden pedestals or stands. All the ties and pieces were different. In each tie was stuck a French grey silver tie pin in art nouveau designs. This plan of showing the tie with a piece of the goods is largely used in New York, and suitable only for large merchants. Reps are figuring strongly both here and across the line. For the information of those who are not upholsterers rep is a very coarse corded material, in this case a silk. Poplin has a finer cord. One of this season's offerings is a pattern called a lizard skin, which is made up of irregular widths of light and dark shades of the same color running gradually but abruptly into each other.

* * *

Christmas trade is reported as very good and manufacturers are well pleased. The percentage is still being allowed, although it seems to amount to more than in reality it does. To take advantage of the 10 per cent. discount the merchant secures only January dating, whereas the regular terms are 5 per cent. April 1. Still it means something, and is acceptable. A good line of cravats to run for special Christmas trade is the boxed tie,—that is a tie put up in its own box,—an ideal form in which to present it.

* * *

Some high-class furnishers are showing the folded in four-in-hand, which is quite new in this country. It is the full three inches wide, and folds in three thicknesses with a pointed bottom. "Stand Pat" is the name of a semi-ready-made once over, and gives an effect of a well tied cravat. Light shade ascots and once overs are selling to the better trade for wear with formal afternoon dress. The shade is supposed to match the gloves.

* * *

A great partiality is being shown wooden fixtures by furnishers. They are in the mission style and finished in a dark mahogany. They take every form from the tiny pedestal for a cravat or collar to large clusters of arms after the style of the metal fixtures. Some have the arms finished with ragged ends as though broken off. The small pedestals are the most useful, and are assuredly an acquisition to a window display. Gunmetal and antique

THE STAR SHIRT

FOR

Spring and Summer

1905.

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ans



The style, fit and price cannot be duplicated by any other Manufacturer.

Every pattern, design and every novelty form of construction is our own execution.

See our Spring Samples before placing your Spring Order.

E. Van Allen & Co.

Hamilton, Ont. Limited

It's the detail
in finish,
construction
and packing
from choice silks
through the hands
of high-salaried
expert cravat
makers that
sells them over
your counter and
increases your
business.
Not indifferent
cravats purchased
at low prices,
catchy discounts
or dating.

Niagara
Neckwear Co.
LIMITED
Niagara Falls.

brass fixtures are also highly favored. The bright finish has almost entirely gone out.

* * *

A new necktie adjuster introduced on the English market has a silkette-covered flexible band shaped to the base of the neck for the purpose of gripping the bottom of a collar of the double band variety. Commencing from the front, the adjuster is inserted between the folds of the collar by pressure of the thumbs, when it adjusts itself to the proper position. The tie is made over the centre of the band at the part which corresponds to the front of the collar and any style of neckwear, either made-up or otherwise. The purpose of the adjuster is to obviate the necessity of constantly tieing and re-tieing the neckwear, thus saving time and trouble. The adjuster, which is made from best quality hardened and tempered steel, is invisible in use, and requires no sawing round the collar, while the tie is always ready to be immediately assumed. The patent has been applied for. It retails at 3½d.

CANADIAN FOREIGN TRADE.

IN conversation with a large Canadian firm engaged in the manufacture of cravats some interesting information was obtained concerning the trade carried on by this firm on foreign markets.

The principal foreign market is found in Mexico, where convenience of situation, facilities of shipping, and the tariff, are all strong inducements. At one time quite a quantity of goods was shipped to Australia, but hard times struck the country and drove them out. The difficulty in handling the trade of such a distant country was the length of time between the sending out of the samples and the receipt of orders, making it very difficult to keep the proper stock on hand for a sufficient time.

In Mexico, however, conditions are more favorable, and a big business is being done. Two travelers are regularly on the ground and shipments are made either by overland freight or express, or by boat via New York. It takes no more time to get goods to Mexico than it does to British Columbia.

The firm in question think highly of their export trade and consider that great developments will appear in the future. They find themselves amply qualified to compete with United States manufacturers.

KEEP YOUR STOCK FRESH.

We have often advised merchants with moderate capital to buy "little and often" rather than in large quantities. This advice is all the more pertinent when applied to the purchase of wearing apparel, no matter whether it is for men, women or children. When goods are purchased in large quantites by a merchant who has a limited outlet, it means that these same goods will be shown to people time after time until they are finally sold. A customer when he goes into a store does not want to find the very same goods, the same styles and patterns, that he bought several months before. He wants something new and different.

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Don't Lose Customers

by being "just out of your size" when a man wants one more suit of

Stanfield's "Unshrinkable" Underwear

What if winter is here, and most people have bought their heavy clothes!

How about the man who bought STANFIELD'S three or four winters ago—and now finds his underwear is beginning to wear out?

Don't you want his trade?

How about the man who bought "one suit of STANFIELD'S just to try" and likes it so well that he wants two or three more?

Don't you want his trade?

You can't get it with broken sizes. Go over your stock—see where you're running short—and write or telegragh us.

We make a specialty of sorting orders—and have all sizes ready for shipment, to fill "rush" orders.

Truro Knitting Mills Co., Ltd., - Truro, N.S.

Two Neckties
For the Price of One

Have you seen the latest novelty in neckwear, the

REVERSIBLE PUFF

By an ingenious patent device this cravat can be reversed, giving two distinct patterns, changeable at will.

This is bound to be a great seller, as it takes with the customer at sight.

We can make them to your order in any two patterns desired.

Price, $4.25 per dozen

HIGH CLASS STANDARD CRAVATS

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Send a trial order and be convinced.

We have everything in neckwear, including some nobby browns and tans just arrived.

THE STANDARD NECKWEAR CO.

1853 Notre Dame Street, - Montreal

Last Century and To-Day

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APR 19 190

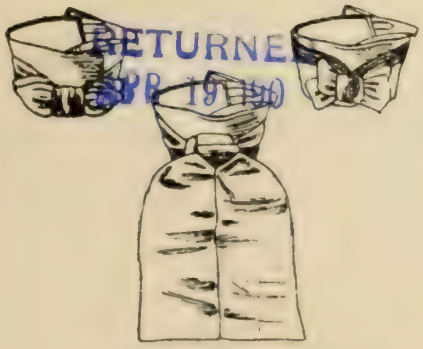
TRADE MARK.

Stock Cravats, as worn in the early part of last century, and manufactured by

Welch, Margetson & Co.

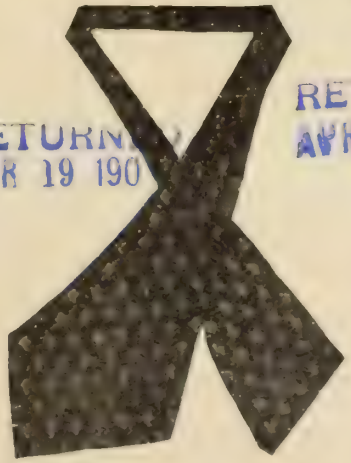
Fashionable ties, as worn to-day, and manufactured by

Welch, Margetson & Co.



RETURNED
APR 19 190

Six New Shades



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APR 19 190



WELCH, MARGETSON & CO., 16 Moor Lane, E.C., London, England.

Manufacturers of SHIRTS, COLLARS, TIES, BRACES, Etc.

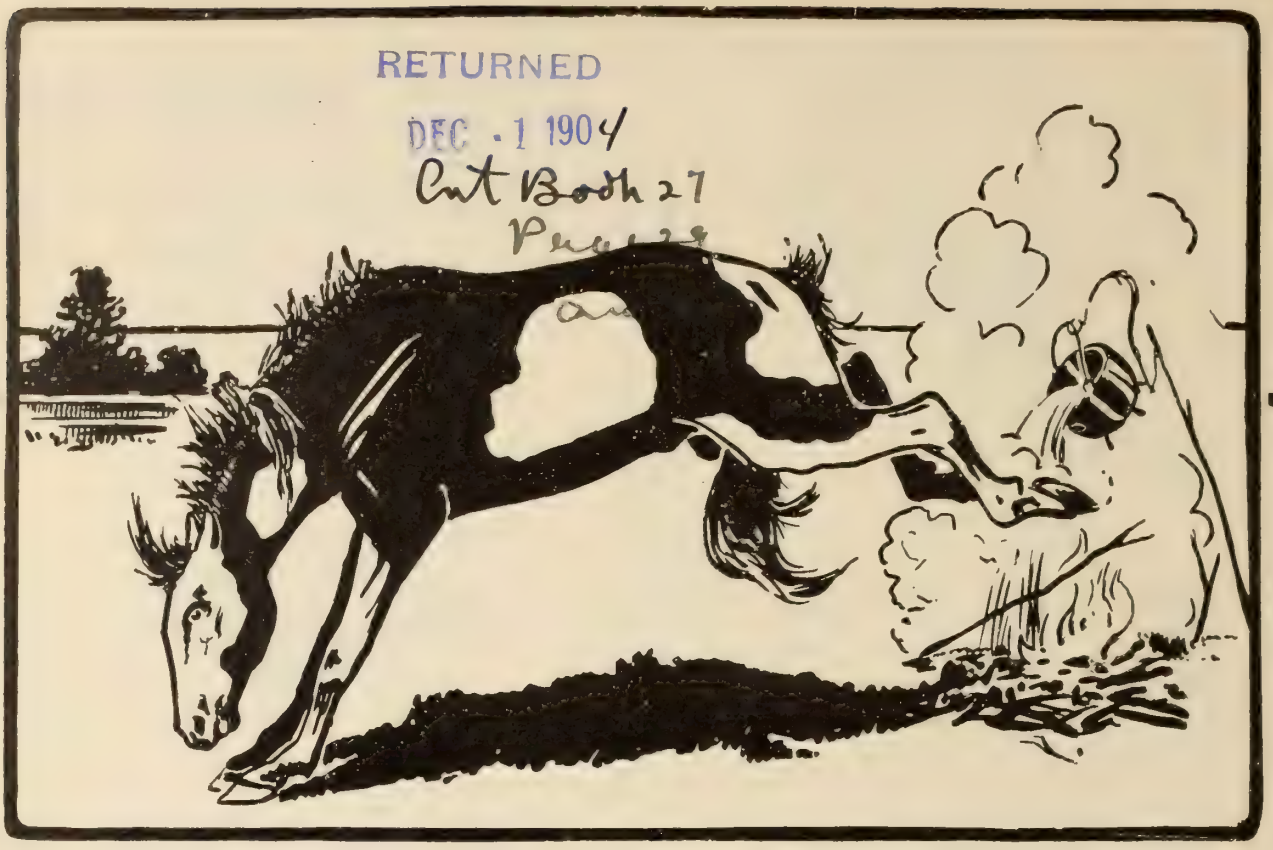
FACTORIES—London, England; Londonderry, Ireland.

AGENTS

MONTREAL HOUSE: 205 Coristine Buildings.

J. Sheasgreen, 921 Thurlow St., VANCOUVER, B.C.

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Toughness Makes Toughness.

"Pinto" Shell Cordovan is the toughest leather ever tanned.

Grows on about the toughest animal that wears a hide.

Makes the toughest mitts and gloves ever manufactured.

It contains no oil or minerals to conduct cold, burn, crack or stiffen.

It will stand the test of heat, steam, hot or cold water.

With these features and its meritorious qualities it cannot help but make the toughest wearing mitts and gloves in the world.

H.B.K. Co. control the sole right for "Pinto" Shell Cordovan.

Hudson Bay Knitting Co.,

Montreal Winnipeg Dawson

HATS AND GLOVES

CITY merchants express satisfaction with the number of brown hats that have sold and are still being asked for. Both derbies and fedoras have gone well, and November has seen a larger number than ever, although it was felt that the advance of the season would mean smaller sales. The unseasonably warm weather is no doubt largely accountable for the fact that instead of a falling off there has been an increase. Fedoras in brown are very strong at the present time. The brims are wide and the crowns narrow and fairly high. Many merchants have increased their sales of browns by devoting entire windows to their display, and decorating them with expressive and tasty show cards. They have donned the hat themselves and made their employes do the same. The same scheme has been worked in introducing wing collars and certain shades of neckwear. Browns will be good stock for Spring.

* * *

An unexpected rise in the demand for fedoras has taken place. The young man is its strongest advocate and has willingly assisted any departure from the monotony of black derbies. There is no freakishness about the shapes other than what is supplied by an incongruity between the hat and the man.

* * *

Some attempt is being made to push pearl derbies for Spring in the United States, but success is being met with only in the cheaper grades. The only place for pearl is in a fedora, and there it will be kept unless we drop back to the pearl high hats of our great grandfathers.

* * *

Buying for Spring is already under way although the agency firms do not issue their shapes until March. These do not, at any time, send out freakish shapes, and what is bought in the uncommon has to be obtained elsewhere. The best shapes will be staple with crowns a little higher. At present they are somewhat higher.

* * *

The straw hats for next Summer promise to be mostly in splits. This style has been gradually gaining ground for two years with the sennit as its principal rival. The neatness and staunchness of the split is going to win out. Brims are to be narrower, measuring 2 1-4 to 2 3-8 inches and crowns will be higher, 2 3-4 to 3 inches. The bands will be narrower. All these tendencies were noted in The Review and Men's Furnisher at the close of the past Summer season. The price of splits, on account of the shortage of the straw, due to the war in the east, has gone up $1.50 wholesale.

* * *

One of the largest city dealers in hats whose success with the Panama last year was phenomenal says: "I am not stocking a single Panama save in the most expensive grades for next Summer as I think its time has passed. Last Summer I sold fifty dozen, but it was chiefly owing to the zeal with which I pushed them and the fact that the price was right. I think now that very few will find a sale next Summer save in the best qualities and I am governing myself in that way."

* * *

No stock is complete at the present time without a good range of cloth caps. Last Winter they were very favorably received and this year promises to be the same. The Norfolk is the staple shape, but out of it have been evolved variations that are selling well. Ample proportions are allowed in the crown, which is always roomy and full. With or without band are good. The automobile cap is so becoming to a great many young men that it does not go with the automobile alone. Bands and tucks of various widths and shapes are added to the crown of all caps save the automobile.

* * *

A men's furnisher had the following card in his window, the day after the elections:

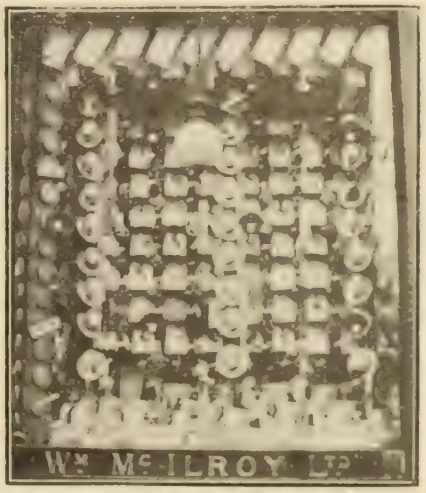
Did you wager a hat?

Here are the forfeits. Pay up.

Derbies $2.50 $5.00.

Silk, $5.00, $6.00, $7.00, $8.00.

The floor was covered with puffed purple velveteen and the silk hats were on small wooden fixtures. In the cen-



A neat display dressed by H. Rawlings for Wm. McIlroy, Limited, Reading, Eng.

tre was a low wooden table made especially for window use. Up the sides of the windows were attached fixtures on which were derbies.

* * *

Silk-lined and wool-lined gloves are now heads of the glove department. The silk-lined glove is a development for the average trade of the last two or three years and is not yet estimated at its real value. As a glove combining warmth and appearance it has no equal. Many men find it warm enough for the entire Winter and there is no doubt that its neatness places it in a class by itself as a Fall and Winter glove. In cost it is inexpensive compared with what would be expected. In the wool-lined gloves the stockinette lining is the most satisfactory, although more expensive than the ordinary wool

lining. Mocha is the most popular leather in the better grades.

* * *

A department store recently displayed some special automobile gloves for men and women. They are in gauntlet shape with tight wrists, held tighter still by a strap and buckle dome fastener. They were either lined with fur or unlined and cost for the two kinds $4 and $3.50. Black and tan were the colors.

The cut of a furnisher's window is from a photograph sent by H. Rawlings, window dresser for William McIlroy, Limited, Reading, Eng., and is an excellent sample of the "stocky" display. A large amount of goods is shown, but the disadvantages of full windows are avoided by the symmetrical arrangement. The effect of the hats, shirts and cravats in the background is very good, and a most commendable use of show cards and price tickets has been made.

CURRENT STYLES IN NEW YORK.

WELL, the season is on, and I think I can now safely give a fair opinion of what is most worn here for the cold weather costume without guess and consultation with tailors and furnishers. When I say cold weather costume, I mean not the dress that is forced on one by cold weather, but the styles that are being adopted during the social season in the city, which comes during cold weather.

I think I have foretold pretty closely all the styles as they are developing now, and I cannot recollect of anything which I should contradict in the light of present fashions. I suppose it would be expected of me to devote my first few paragraphs to overcoats, as they are the foremost articles of dress at the present time.

Some New Overcoats.

I have been rather impressed with the number and variety of skirted or waist-line overcoats that are being worn. I see a great many of them, and tailors and clothiers are attaching to them all sorts of names that refer practically to the same coat. Surtout, paletot, frock and newmarket are the names usually applied to them, and in no special way do they differ, since different tailors apply different names to the same coats.

At any rate, after closely watching the development of the demand for them, I have come to the conclusion that it is not the class of men wearing it for informal wear to whom I look for my ideas of fashion. Casually glancing at the subject one might go away from New York with the idea firmly fixed in his mind that the skirted overcoat is the correct and newest thing in overcoats, but a closer examination of the men who have adopted it for wear with other than evening and possibly formal day dress, will reveal the fact that they are lovers of the conspicuous, and are not men who govern their clothes by the fitness of things.

I find a great many men have shown a preference to this coat as an accompaniment of formal dress with the silk hat, and under these conditions it is both becoming and suitable.

The Chesterfield is the great general coat, and its adaptability to the demands of all occasions fully earns it the position it holds. It is built long and loose, and is well built up on the shoulders. The seams are raised and the opening in the front is rather longer than usual. There are no cuffs, but the majority have the breast pocket, although I do not favor them myself, and I notice many well-dressed men are omitting them.

Something in Day Coats.

The extreme length of the sack coat which was introduced at the first of the season, appears to be going out of favor, although it still is a noticeable characteristic. I think I spoke a couple of months ago on the probable run which side vents would have. The centre vent is undoubtedly the most worn, but there is a tendency becoming stronger every day for the side vents extending up about four inches. The same may be said of outside breast pockets as was said in the case of overcoats. Both double and single-breasted styles are worn.

Trousers are becoming a little tighter at the bottom with the same fulness in the leg, a combination which is effective, and makes the width in the knee and thigh seem greater than it is without giving that ridiculous peg-top effect.

Brown as a material is much used, the shades being in all intensities. Grey is also in demand, with of course a staple sale for black and blue serges and cheviots.

A coat worthy of attention at the present time is the morning coat or cutaway. Last year it began to acquire prominence, and this Spring was more favorably received. The increase in cutaways worn this Fall is merely a natural sequence of the demand in the Spring, and has not reached the proportions of a striking novelty by any means. A great many men are wearing it, but I think it will soon find its high-water mark, where it will remain for some time before commencing to disappear again. It is not at all similar to the old morning coat that was the style some years ago. The skirts, instead of running back quite rapidly from the waist line, slope or round gradually down, so that the bottoms of the skirts continue a little around the front of the legs.

Cravats That Go.

I notice that The Dry Goods Review and Men's Furnisher has been commenting on the vogue of brown for some months. It is just as strong here as it seems to be in Canada. It easily eclipses all other colors in quantity worn, and it is a pleasant surprise that so much of it can be seen without arousing a feeling of monotony. So many shades, so many weaves, so diversified patterns in self-tone, and so many combinations with other colors are shown, that one does not get the feeling that there is, after all, only one foundation color.

Another color that has met favor is green, especially in the four-in-hands. In this color, too, great variety is included. Plain colors are still much worn, and have the big advantage of being proper at any time.

The newest material is rep, or, in other words, silk with a large cord, like a very coarse poplin. It comes in plain colors usually, as it is only in them that the cord shows up to good effect.

The two-and-a-half-inch four-in-hand is by a good margin the favorite, with a great many of greater width—up to three inches—also worn. Ascots are taking as they never did before. Furnishers are making a strong rush on light ascots for afternoon formal wear, for which occasion they are the proper thing, being bought to match in shade the gloves.

ALWAYS AT THE TOP

TRADE W.G.R. MARK

HAVE YOU RECEIVED OUR FOLDER ON WING COLLARS?

IF NOT, WRITE FOR A COPY.

PREPARE FOR THE DEMAND ON THESE STYLES.

WE CAN DELIVER THEM **NOW**.

HOW IS YOUR WHITE SHIRT STOCK?

HAVE YOU PREPARED FOR YOUR FULL DRESS SEASON?

WE CAN GIVE YOUR WANTS IMMEDIATE ATTENTION.

WRITE US ABOUT IT.

The Williams, Greene & Rome Co.

LIMITED

BERLIN, ONTARIO.

The Height of Fashion for Spring 1905

is to be found in

Our Range of Suitings and Trouserings



MERCHANTS CATERING TO A HIGH-CLASS TRADE CAN EASILY be suited by us—we have everything in

Woollens and Tailors' Trimmings

TWEEDS — SERGES
CANVASES — ITALIANS
ASSORTED SILKS, SUITINGS
OVERCOATINGS
HAIR — CLOTHS
SLEEVE — LININGS
HOLLANDS - POCKETINGS

Our Spring Line was never better.

We still have a big quantity of Fall goods left, and any firm wanting to complete their assortment will benefit by paying us a visit.

Sole proprietors of the celebrated "TYKE" and "BLENHEIM" Serges, also of Salt's "YOTSMAN" Serges—the best goods in the trade. Send for samples of them.

A. McDOUGALL & CO.
196 McGill St., Montreal

To Clear Before
Stocktaking

3,000 yds. Worsted Trouserings, at - - 50c.

5,000 yds. Worsted Trouserings, at - - 60c.

WRITE FOR SAMPLES.

JOHN FISHER, SON & CO'Y

5 Victoria Sq., - MONTREAL.

Wreyford & Co. Romain Building, TORONTO

Wholesale Men's Furnishers.

UNDERWEAR SPECIALISTS.

We can sort up your **Winter Underwear**. Imported lines from $10.50 up

OUR LEADER
Unshrinkable Natural Wool Double-breasted Shirts and Drawers, } **$13.50 doz.**

DOMINION AGENTS FOR
"Aertex" Cellular Underwear, Etc.

Good stock of GOLF BLOUSES for Ladies and latest in MEN'S and BOYS' SWEATERS.

Young & Rochester, LONDON ENGLAND

SHIRT, COLLAR and NECKWEAR Manufacturers

Travelers are now on the road with full ranges for Spring, 1905. WASHING VESTS NEW SHIRTS, PYJAMA SUITINGS, etc.

CHRISTMAS NECKWEAR from $5.00.

Dressing Gowns and Smoking Jackets
FROM $3.75.
LARGE SELECTION JUST RECEIVED.

English Dress Shirts at $9 and $12 doz.,
IN STOCK

Tress & Co. High-class Hat Manufacturers, LONDON

Every dealer who makes a specialty of the TRESS hat stamps his store as high-class.

Spring shapes are here, and we are prepared to open agencies in towns unrepresented.

WREYFORD & CO., Dominion Agents
TORONTO

WOOLLENS CLOTHING TRIMMINGS

THE MERCHANT TAILOR

STYLES AT HOME AND ABROAD

THE business done in overcoating has been very satisfactory during the past month. And this was in spite of the warm weather. Had there been regular November weather the volume of business would have been much greater, but it is doubtful if wholesalers would have been able to handle a much larger amount, especially in some lines. The greatest demand was by long odds in meltons, some wholesale houses being sold completely out before the demand was satisfied. Beaver held up well for medium class trade, and with the shortage of meltons developed unusual briskness on account of its similarity to the better material. Cheviots have sold so well that those who were unable to get the quantities of melton asked for have had an acceptable material to take its place. The inconspicuous stripe or broken line has made cheviots popular.

* * *

Turning to the tailor, he has, of course, found his best trade clamoring for meltons, and failing in that for beavers. A very presentable coat of the latter will cost four or five dollars less than the best qualities of the former, and the difference is appreciated by a certain class of trade. Black and blue have both sold, but the former has done the best. The young man has accepted the dotted or lined cheviot without hesitation, and the effect is surprisingly good. A great many belted styles are made up in this. These belts have taken on all kinds of shapes. Some are wide and some narrow; some have buttons and some have not. Buttons are used in every fashion. The belt will be in two pieces and buttoned in the centre or two buttons on the under piece will be seen, either together at one end or one at the end and the other just under where the end of the over strap will fall. In some the belt really buttons, but usually there is no buttonhole, but the button and straps are sewn in place. The buttoned belt falls out of place where the button is, and for that reason the fastened belt is to be preferred.

* * *

The long, loose, well built up Chesterfield of this year is the most sightly garment that could be worn. It is a return in many particulars to the overcoat of five years ago, with wider shoulders and a different drape at the back. The ideal overcoat hangs in the back with a fold dropping from either shoulder just back of the armhole. Thus it hangs square at the bottom. The shoulders are very broad and square, and a velvet collar is usually added. Raised seams are favored, and the centre seam in the back is optional. The skirts flare rather than crowd in to the legs, as was tried last Winter. On the belted overcoat there is no velvet collar.

* * *

The demand for brown beavers and meltons has been exceedingly large. It has been a surprise to everyone how strong it has become. It is essentially a young man's overcoat, and he is making the most of it. The stocks laid in at first by the jobbers were not nearly ample to supply orders, but later larger quantities have been laid in and there is a fair amount now on hand. There is no great variety in the shades of brown sold although, of course, some freakishly inclined youths are seen with rusty reds whose sole quality is their obtrusiveness. On these shades the velvet collar is usually much darker. The deep chestnut brown is the best with velvet collar to match. With this coat the brown hat is at its best.

* * *

During November a great number of grey ulsters were seen. These were very long and loose, and were either of a light plain grey or had a large check not very noticeable. It was chiefly the high class trade that was wearing them, the men who could throw them off and wear a melton later on. The light colored skirted coat has dropped out entirely, as it was only a Fall fad. It usually had a velvet collar of different shade.

* * *

There are a number of sack coats with side slits seen now. The centre slit holds the upper hand by a good margin, but the class who are adopting the side slits are the men who will soon make it more popular. Side slits are not nearly as deep as those in the centre are, and the coat is not quite so long, two points that count in its favor. There is a tendency to reduce the length of the sack coat, and there are more plain backs without slits than there were.

* * *

A glance over the ready-made overcoats reveals a galaxy of good quality and finish that is a sign of the times in the improvement of demand. There is undoubtedly a large class who are willing to pay a high price for a well made ready-made. The fact of the coat or suit being in readiness to take away, and the lack of worry about fitting, etc., is a strong inducement to some men to buy at the clothing counter. Ready-made overcoats of melton are selling readily as high as twenty-two dollars, and in some cases up to twenty-five. Above that it is only the best city clothier who can afford to stock. The twenty dollar melton is an excellent garment, and in workmanship, finish and material is a credit to the makers.

* * *

Manufacturers report an unusually large sale of house jackets, lounging robes, bath robes, etc., for Christmas trade. These are ideal gifts for the holiday season and can be supplied at all prices to retail at five or twenty-five dollars. Some very rich designs are shown, and the trimmings are carefully selected and tastily applied.

OTHER COUNTRIES SUFFER.

IN New Zealand there are much the same complaints from woolen mills as are heard in this country. An Australian exchange reports: "Mr. W. J. Parker, managing director of the Onehunga Woolen Mills, has written to Mr. J. H. Witheford, member for Auckland City, asking his assistance for the woolen manufacture which, he states, is in a very bad condition. He says that his company have made no profit for the past three years, but have expended the reserve put by. He points out that cloth imported into New Zealand is principally made up of shoddy and cotton at a cost of about 9d per

lb. This looks as well as cloth made from all-wool costing from 1s to 1s 9d per lb., though, of course, it does not wear so well.

"Lately he has interviewed a great number of men from England who have been seeking employment in Auckland, and has been making inquiries as to the rate of wages in the Old Country. Quite a young man told him he got 35s per week of 51 hours, and also said that men did not work nearly so hard in New Zealand as in England. The same employment in New Zealand would have a wage attached to it of 60s per week of 44 hours, therefore in wages alone they paid 100 per cent. more.

"Besides England, other foreign countries dumped down their overflow of manufactured goods in New Zealand after they had supplied their own markets at a fair price. The colony was also a dumping ground for Sydney and Melbourne when those markets were overstocked with imported goods and they wanted cash. He considered that as the hours of labor and wages were fixed in the colony, it was only fair to ask the Government to protect the fixed charges on the goods manufactured in view of the competition with the imported article. Some of the large wholesale houses had declared that they would not place any local orders this year, as they could do better by importing."

WOOLLENS IN ENGLAND.

AN article recently published in an English woolen trade organ draws the attention of manufacturers to the growing disuse of heavy woolen goods by the public.

Winter ranges of stuff, we are told, no longer pay for the making up of, and while many manufacturers and merchants recognize this fact, and are willing to allow the custom to die out, yet, in consequence of the unorganized condition of this branch of trade, no united steps are being taken. Regarding the causes which have led to this, allusion is made to the present popular fancy for heavy underwear in Winter, thereby doing away with the need of heavy outside garments. Improved heating of dwellings and public buildings is held to be another factor in the disuse of heavy clothing. Perhaps the increasing fondness for outdoor exercise may have something to do with it. Be that as it may, there seems to be a yearly increasing inclination for people to "fly light." Rainproof coats of flimsy texture are pushing out heavy overcoats of the past, and, taking it all round, there seems to be a decided tendency in people to avoid being hampered by weighty clothing.

NOTES OF FURNISHERS.

E. A. Green has opened a new men's furnishings store in Galt.

J. E. Sirrett, tailor, Deloraine, Man., has removed to Waskada.

Dunne & McLeod, tailors, Fernie, B.C., have dissolved partnership.

E. L. Morren has opened a tailoring establishment in Gorrie, Ont.

Chas. E. Reiner, tailor, Elora, Ont., is advertising his business for sale.

The Royal No. 2 Men's Furnishers, Montreal, have dissolved partnership.

S. D. Thompson & Co., tailors, Guelph, have assigned to Chas. A. Dunbar.

McRae & Co., tailors, New Westminster, B.C., have dissolved partnership.

John Pierie, tailor, Crystal City, Manitoba, has sold out to Nunn & Brown.

Peter Simon, Montreal (St. Cunegonde), has registered as hatter and clothier.

Cohen & Marram, clothiers, Winnipeg, have dissolved partnership. S. Cohen continues.

Ovila Vouin has registered under the name of Vouin & Freres, men's furnishers, Montreal.

John J. Dibbs has registered under the title of Geo. J. Dibbs & Co., merchant tailors, Montreal.

J. Lukov, clothier and men's furnisher, Vancouver, B.C., has been succeeded by J. Grossman & Co.

Mrs. S. Turgeon has registered under the title of S. Turgeon, men's furnisher and hatter, Montreal.

The stock of the estate of J. B. Newton, hatter and furrier, Toronto, was sold by auction on the 30th.

John A. Chantler has succeeded Power & Chantler, manufacturers of celluloid collars and cuffs, Toronto.

Titus & Flewelling, men's furnishers, St. John, N.B., have dissolved partnership. C. C. Flewelling continues.

Mrs. D A. Miller and Lewis Simon, Montreal, have registered under the style of the Western Mfg. Clothing Co.

R. A. Murdoch, Chatham, N.B., has moved his men's furnishing business from his second floor to the adjoining store.

A petition for a winding-up order has been granted in the case of the St. Lawrence Waterproof Clothing Co., Montreal.

W. D. Long has appealed against the ruling of Judge MacMahon in throwing out his purchase of the Canada Woollen Mills property.

James B. Manson, formerly with Grafton & Co., Dundas, Ont., has gone into business for himself, and has opened a men's furnishing store in that town.

Stanley & Stanley, retail men's furnishers, etc., Winnipeg, have greatly improved the general appearance of their store by enlarging their two display windows.

Mrs. E. Jackson Sanford, widow of the son of the late Senator Sanford, was quietly married at Rutherford, N.J., to Mr. George Robinson, of the Sanford Mfg. Co., Hamilton, Ont.

The Hewson Woollen Mills, Amherst, N.B., has enlarged and extended its plant. It has installed the latest machinery and will now be able to keep up to the mark with its orders.

The new manager of the Nova Scotia woollen mills at Eureka is Allan Haigh, who for many years occupied a prominent position in the Oxford woollen mill. McG. Grant, of Springville, has charge of the blanket department.

Simon Witts, Jr., Quebec, is establishing business at Quebec and elsewhere for the handling of clothing and men's furnishings under the name of N. Kleinberg & Co. Nathan Kleinberg is to be his agent with the right to use the signature of the firm for firm purposes only.

A. Rosther, proprietor of the Victoria Hotel, Quebec, and interested in a tailoring establishment in Montreal,

has assigned with assets of $124,500 and liabilities of $73,624. The principal Montreal creditors are Fitzgibbon, Schafheitlin & Co., Mark Fisher, Sons & Co., and Gault Bros. Co.

A city furnisher has adopted a novel kind of advertising. On his window he has pasted each day a sheet of yellow paper, at the top of which is printed "Duffield's Daily Store News," and below is written with a pencil short advertisements such as "We are showing a grand line of dollar walking gloves; Dents, Fownes and Pewny make them." and each day a different one appears. It invariably attracts the eyes of passersby. A clothing store has a similar sheet written in blue pencil. This scheme was first used by Tom Murray, a furnisher in Chicago, whose birthplace was St. Catharines, Ont. Tom Murray's blue pencil advertising is well known through the trade of the entire continent. An article is being prepared by him at the present time for the January Special Number of The Dry Goods Review and Men's Furnisher.

CLEANING HINTS AND RECIPES.

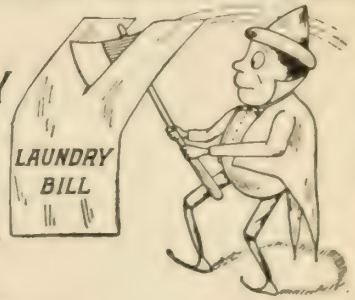
So-called "Dry Cleaning" is done by rubbing the articles with naptha, benzine, spirits of turpentine, methylated spirits, or chloroform. This will remove almost any stain or mark, and, as it quickly evaporates, leaves

RUBBER ARLINGTON
COLLARS, CUFFS, Etc.
WATERPROOF
Superior to linen. Do you carry them? If not, why not? They're the very best made.
AGENTS:
Eastern: DUNCAN BELL, Montreal. Western: JOHN A. CHANTLER, Toronto, Ont.

THERE'S A DIFFERENCE IN GLOVES.

SEE THAT YOU GET THE RIGHT KIND.

STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.
THEY NEVER DISAPPOINT.
We also make MOCCASINS and MITTENS IN ALL NOVELTIES.
W.H. STOREY & SON
THE GLOVERS OF CANADA. LIMITED
ACTON, ONT.

PILCHER'S "BIRD" COAT SLEEVE CUFF HOLDER
CUTS LAUNDRY BILLS NEARLY IN HALF.



EXACT SIZE
WHEN A MAN TAKES OFF HIS COAT HE USUALLY PUTS HIS CUFFS WHERE THEY WILL GET SOILED OR MISLAID. "THE BIRD" SATISFACTORILY ATTACHES THE CUFFS TO THE COAT SLEEVE LINING—WHEN THE COAT IS REMOVED THE CUFFS COME, TOO.

Costs You $1.50 Per Doz. Pairs
Sells For 25 Cents Per Pair
ORDER FROM YOUR JOBBER, OR
J. V. PILCHER MFG CO
LOUISVILLE, KY

the garments dry. When using these, keep away from a naked light.

An excellent cleaning concoction is made by dissolving half ounce each of ammonia, salts of sorrel, and common soda in a pint of water. It may be used cold, and will remove paint, tar, or fruit stains.

Grease and oil may be removed by laying a piece of blotting or brown paper on the top, and passing a hot iron over it, and remove the last trace of it with ammonia or benzoline.

Oxalic acid dissolved in water will remove stains of rust, wine or fruit marks, iron mould, etc., but it must only be used on white.

A teaspoonful of chloride of lime will remove all stains from white moleskin or canton breeches. They should be rinsed in water slightly blued afterwards.

To keep away moths use any of the following agents: Turpentine, camphor, napthaline salts, bitter apple. It is also said that moths have an aversion to the ink on newspapers.

Hartshorn is very useful in restoring colors that have been affected by the use of acids.

A simple test for indigo cloth is salts of sorrel dissolved in water. If it turns an indistinct orange color the dye is not good, but if it turns a greenish olive color, it has been indigo dyed in the wool.

AS SEEN ON LONDON STREETS.

London, England, Nov. 17, 1904.

IT is the season of the year when man's fancy runs to overcoats. The cold weather is upon us, and while such details of dress for all temperatures as cravats, hats and shoes, are not driven from the mind of man, his most anxious thoughts are on the latest and best in overcoats—not only what is most suitable to the weather, but also what is most suitable to him personally. Almost every man may wear the same overcoat as far as general style goes, but there are minor details which, while not changing the name or purpose of an overcoat, recommend it more strongly to the taste of a man.

Style and Materials.

Without doubt the Chesterfield is the coat that is most popular, as it answers every purpose to which an overcoat can be put. While the average coat is of black beaver or melton, there are several variations from this that are worn often enough to make them worthy of mention. Tweeds are well taken and with an indefinite pattern are much worn. Some have a striped design, either plain or herring-bone, and many are of brown or have spots or lines of red or brown showing.

Vertical pockets are not out of it by any means, and the fit of the coat while close at the shoulders is loose elsewhere in the body. A great many cuffs are seen, some of them being of velvet.

The covert coat is very much in evidence, the favorite having a number of rows of stitching around the bottom. Some of the newest styles of overcoats are double-breasted and made of unusual length, extending down to the centre of the calves.

A novelty this season is the elimination of the fly front from many styles. The button comes through on all shapes of coats, even to the covert, but the fly front is more often worn.

The strength of brown is worthy of comment. Every class of goods has been shown in this shade and has gone so well that it is said difficulty has been experienced in keeping a sufficient quantity on hand. It comes in all shades, some being almost red, and is in good demand in spite of its general unattractiveness. In meltons and beavers there is a great showing of brown.

One or Two Studs.

There seems to be quite an indecision among well dressed men as to whether one or two studs should be worn. At least discussions are being carried on in the press and elsewhere. As a rule the one stud has attained the strongest hold, but there are a great many men who prefer the other, and they commit no great breach in doing as they think wise. With a very tall man one stud may be found inadequate to keep the front in position, but on a short man two studs would not look right.

Irish Poplin Ties.

The most noticeable material at the present time for cravats is Irish poplin, and the same popularity has been shown it for many months. Of late, however, some most exquisite designs and colorings have been produced, and the fabric has taken on renewed life in its demand. The most popular patterns are the stripes in quarter and half-inch regular stripes, sometimes emphasized with an intermediate hair line of white. There are most beautiful combinations of colors, such as violet and olive, myrtle green and peacock blue, violet and purple, etc., all manipulated in such a way as to avoid clash and to get the best out of what is used. In addition to this the plain colors are shown in great profusion.

A window was the other day dressed entirely of poplin ties. They were placed one beside the other with about half an inch of the edges showing. The colors were graded from a pale and delicate lavender right through to a deep rich purple. As to shades, purple, violet and blue in their various shades are the most worn, in spite of the fact that browns have taken well in everything and greens are not passed by.

Trousers Larger.

One of the changes in this season's styles that is more noticeable than many others is the widening of trousers. There is a decided tendency to make them larger and fuller with a greater shaping over the calf. The bottoms have not been altered except as is necessary to go with the wider leg. For a long time London has fought against it, but from all appearances the modified peg-top is coming.

Wings as Dress Collars.

The dress collar that is driving out all others is the wing style. The military, while it is worn by some men, is not considered in it with the wing, especially with round tips. The wing, whether with sharp or rounded points, is worn in the evening, but the latter is the more formal. No other collar is on the market save the double band.

Flannel Shirts.

Quite a number of men have expressed a devotion to the flannel shirt as an all-the-year-round shirt. It has been worn to a great extent in the Summer, and this Fall is being continued. The patterns seen are evidence of the fact that the men wearing them are not endeavoring to make themselves conspicuous, as designs are neater and smaller than they were. Grey is a favorite, and combinations of brown and red are favored

EFFECTIVE WINDOW CARDS

SAFE AND SURE SUSPENDERS

CLOTHING CORRECTLY CUT
SUITS SURELY SUITABLE

DON'T YOU SEE THIS MUFFLER?

OUR OBJECT IS TO PLEASE YOU
HOW DOES THIS DO IT?

WE FIT THE HARD TO FIT.

TOPPY TIES FOR CHRISTMAS

HERE IS THE PRICE — THE
GOODS SHOW FOR THEMSELVES

SEE OUR STOCK FOR CHRISTMAS
GIFTS. LET US HELP YOU OUT.

THE CANADIAN DRESS CHART.

Article.	BUSINESS AND MORNING WEAR.	CHURCH, AFTERNOON TEAS, SHOWS.	DAY WEDDING, MATINEES, DAY RECEPTIONS.	EVENING WEDDINGS, BALLS, RECEPTIONS, THEATRE AND FORMAL DINNERS.	STAG PARTIES, CLUB, INFORMAL DINNERS
Coat.	Morning Coat. Cutaway or sack, with covert or Chesterfield overcoat.	Frock or cutaway with Chesterfield overcoat.	Frock with Chesterfield overcoat.	Evening dress with Chesterfield or skirted overcoat	Evening jacket with ordinary overcoat.
Waistcoat.	Of same material as or different from coat.	Same material as coat or of white duck.	Double or single breasted, of same material as coat, or of white duck.	S. B. or D. B. white or S. B. same material as coat	S. B. or D. B. white or S. B. same material as coat.
Trousers.	With S. B. coat to match, with D.B. either to match or not.	Striped worsted.	Striped worsted or dark cheviots.	Same material as coat.	Same material as coat.
Shirt.	White or colored, quiet colors.	White.	White.	White, with cuffs attached.	Plain or pleated white, with cuffs attached.
Collar.	Wing, standing, poke or double band.	Wing, standing or poke.	Wing, standing or poke.	Standing or poke.	Standing, poke double band or wing.
Cravat.	Ascot, once over, flowing end or Four-in-hand.	Ascot, flowing end or once over or four-in hand.	Light or black, Ascot or once over.	White tie with broad or blunt ends.	Black silk or satin with broad ends.
Hat.	Derby or Fedora, with sack. Silk with cutaway.	Silk.	Silk.	Silk or opera. Latter only to theatre.	Derby or Alpine.
Gloves.	Tan	Tan, or light grey suede.	Grey suede.	Pearl or white glace.	Tan or grey.
Shoes.	Black calf skin or tan.	Patent leather.	Patent leather.	Patent leather shoes or pumps.	Patent leather [illegible] or low.
Jewellery.	Gold studs, links, pin and watch guard.	Gold studs, links and pin and guard.	Gold links, studs and pin.	Pearl or mother-of-pearl studs and mother-of-pearl links.	Gold [illegible] and links.

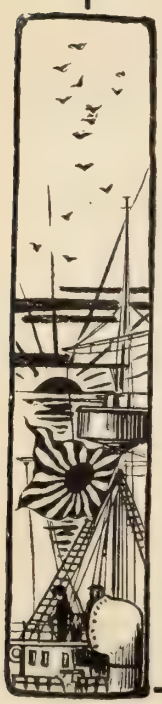


"TO THE FRONT"

Complete Lines for

SPRING 1905

Now Ready.



Manufacturers and Importers of

Japanese Silks, European Silks,
Silk Handkerchiefs,
Mattings, etc., etc.



K. ISHIKAWA & CO.

24 Wellington St. West : : TORONTO

DRESS GOODS

FEATURES OF THE TRADE

THOUGH the present state of the weather is decidedly against the brisk sale of Winter weights in dress materials, yet trade, on the whole, is fair, and jobbers report that satisfactory sales are being made on fabrics for Spring. Now that the Presidential elections are over in the States there are signs of reviving trade over the line, and also it is said that there are brighter prospects in England. Should this be so, it seems necessary for the general trade to take into consideration the present situation in both merino and cross-bred wools.

Trade Review.

"At the present time," says a Bradford correspondent, "business here is rendered most difficult, as wool in the raw state is worth more than combed, or in the form of tops, which, in turn, are dearer than the yarns made from them, and yarns at their present quotations cost too much to be profitably used by the manufacturer of any kind of piece goods." Prices, in consequence, are very firm, and jobbers on this side of the Atlantic await with considerable anxiety the confirmation of repeats. In mohairs, too, values are firm, and the tendency is towards higher prices.

Broadcloths and venetians are still in the lead, and the call for brown is still unabated.

* * *

BRIGHT appearance, crisp finish, and light weights are the characteristics of the fabrics chosen for Spring. Mohair fabrics possess to the utmost all these leading features, and buyers seem inclined to give them first place for Spring selling. Plain lustres and mohairs will be first from a yardage standpoint, but fancies are sure of a strong representation. Shots are very prominent, and many are very close copies of the new fancy silks, and the color combinations and patterns in both fabrics are very much alike.

Spring Lines.

Retailers who know the merits of "crispine" in black will give a welcome to it in colors and also in pebble and woven stripe and spot effects.

Voilings are selling a very close second to mohairs, and style tendencies are strongly in favor of silk warp materials. Voiles, however, are easily keeping their place in the trade, as where usefulness is considered rather than extra style, a voile will be bought.

Silk warp crepe de chines are selling, and glorias are also popular. There are quite a few novelties shown in silk warps, one of which is illustrated—a silk crepe colienne. Another beautiful fabric of this class is shot satin de chine.

Embroidered spots and neat effects are shown, and, as in other dress materials, the tendency towards small neat effects in jacquard weaves is very marked.

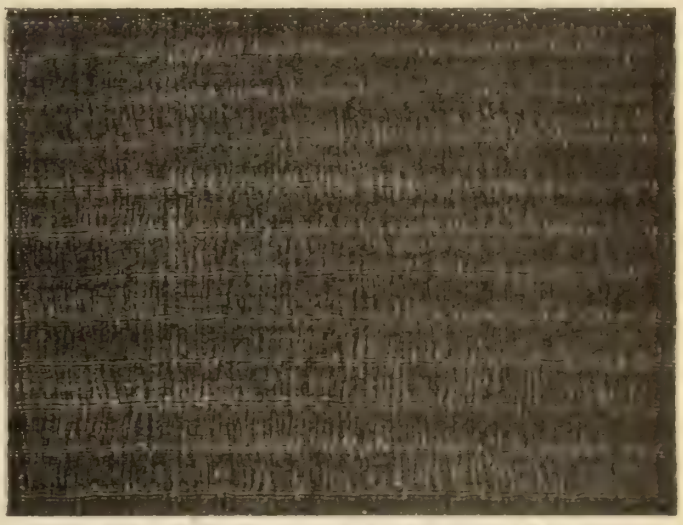
Very light fabrics of the voile order have been freely sold, and an embroidered mercerized voile seems likely to be very successful.

For the early trade broad-cloths and venetians are selling, also light-weight tweeds and homespuns. A novelty cloth that is taking extremely well, both for coats and suits, is a shower-proof covert. Besides the usual fawns and greys are navy, green and brown mixtures. Suits made from this cloth, besides being very smart, will have the advantage of being absolutely impervious to rain.

* * *

THE colors that are now selling are green, brown and navy. Brown is selling well, but there is a doubt expressed as to whether it will keep its present strength, and it is expected that for Summer wear it will be rather the shades that lead up to brown than that color itself. Leather shades and burnt onion are well represented in Spring lines, and will certainly have to be given a representation. Green is steadily growing in favor. Since the beginning of the Fall season this has been apparent. Few thought that the bright "Paddy" greens would have more than a month or so run, but as the season has advanced it has kept its place, and is still a good seller in many lines. The leading greens for Spring seem to be on the reseda

Colors for Spring.



Silk crepe colienne shown by Gordon, Mackay & Co.

order, but there are some beautiful yellowish shades also in evidence.

In blues, some of the lighter and brighter navies are in the lead. There is also a brownish pink that some of the knowing ones expect to be a good color for Spring.

* * *

THERE is generally some material that comes into especial prominence at the eleventh hour in the trade, and this year it seems to be velveteens—English velvets, as the French call them. Velvets and velveteens have for the past two seasons been in great favor with the fashionable trade, but one of the latest developments is their increasing popularity with the general trade. Speaking of velvets in a recent issue one of our New York contemporaries says: "Of all recent features the demand for velvets is the most prominent, and representative velvet houses declare that they cannot meet

Velvets.

one-half the demand made upon them. In the circumstances it may be said that velvets are distinctly in the foreground, and that the impetus is so great that they may be expected to run triumphantly through the season. They are being made up into coats and suits, and also into gowns and costumes. In style they follow the lines of the cloth models, namely after the Louis and Directoire styles."

One of the large Toronto stores had a fine display window recently dressed exclusively with velveteens. Besides the piece goods there were several figures, the chief of which was a shirtwaist suit in deep blue verging on purple. The skirt was in box pleats stitched tight down to a little below the knee in front and graduating to a few inches at the back. The waist was cut out V-shaped and filled with a lace chemisette. Velveteen never quite goes out of style for children's wear, and besides this shirt-waist suit, some pretty coats and dresses for the wee folk were featured.

* * *

Wash Goods.

IN wash lines the situation is, in the popular trade, large dominated by the shirtwaist suit, and fabrics suitable for making into these suits are finding a ready sale. Prints suitable for this purpose are going well. They are chiefly in small figures on a white ground and in neat stripes, etc. Fabrics that closely imitate in cotton weaves of silk or wool are very much to the fore, and one that is taking well is a cotton delaine in cream ground with spots and small figures. Cotton pongees are another fabric that is selling well.

A novelty this season is a cotton fabric that so closely imitates a lustre that it is a difficult matter to distinguish between the real and the mock fabric; it is likely to be a leader. This fabric comes in all the leading colors in pale blue, pink, green, etc., and is guaranteed to be fast color. There are two samples of each color sent out, one washed, and the other unwashed, so that merchants can themselves see the result. The trade name for this material is "Mesilda" cloth.

* * *

The Season's Colors.

THE fashionable taste this season runs to deep rich low-toned colors that combine very easily, and though some very remarkable combinations are used, because of the peculiar character of the colors, the harmony is perfect. Thus blue and purple are seen together, green and lavender, pink and lavender, yellow and blue, red and pink, etc., and a host of others, that are apparently impossible. The most favored colors are the browns, in the innumerable golden, russet, and wood shades, and next the greens, in dull Empire tones, to the palest pistache shades. There are russet greens, olives, emerald and such colors as jade, malachite, etc. Cardinal and cherry are giving way to the rich wine shades which range from dull pinks to the deepest Bordeaux and Burgundy shades. Also there is a prevalence of browns that tone to metallic colors as copper, brass, etc., mahogany, terra cotta and yellows that shade to ochre and cadmium. There are the purple and reddish puce shades, plum, and amethyst.

Saffron and amber are preferred to buttercup, and sky blue and bluish pink have given place to ultramarine, lapis lazuli, hydrangia, and dull brownish pinks like faded roses.

The vivid coq-de-roche shades have as the season advances been softened so much that they have lost their extreme vividness, and mustard, oignon brule, tangerine, amber, and topaz are often used in their place.

A rather remarkable phase is the number of color names taken from some natural object, or from things that we eat and drink. For the most part these names are descriptive, and bring vividly before the mind's eye the color designated.

In browns and in all colors the list is long. There are tobacco, russet, golden brown, burnt onion, onion, bronze, mahogany, tomato, and damask reds. In yellows there are leather, mustard, saffron, amber, etc., and there are champagne, Burgundy, mulberry and a host of others.

* * *

Cotton Dress Goods, Spring, 1905.

INITIAL purchases for early delivery are fairly well completed, and the general style conditions can be fairly well summarized as well as giving prognostications of novelty goods which will appear later on. Prices have held firm but yet are attractive to retailers. It is gratifying to note that the bulk of the business has been done on goods to retail from 20 to 50c, which clearly shows that merchants are fully aware that only a few high-class novelties can command more money, for when a certain limit is reached they have learned in the past to their sorrow that silk or wool mixtures are chosen. Cotton dress materials are chosen for utility and coolness, but when high-class ball gowns are required the silk and wool goods find their natural place.

Predictions made by The Review have been fairly accurate regarding the strengthening of sheer materials. The shirtwaist suit holds a premier place, followed closely by the tailored wash suits and materials, and styles must be bought with this in view. Printed organdies and tulles, Swisses, etc., have thus naturally strengthened considerably, and will be very strong sellers in floral, scroll, stripe and spot effects on plain lace and ribbon stripe grounds. Printed muslins occupy but a very minor position, and the salient question of what is to take their place in woman's fancy is of prime importance. Organdies, Swisses, etc., are to cut a big figure in displacing printed muslins, but it is clear to all that nearly every material in silk and wool dress goods has been closely reproduced in fine sheer cotton dress goods, and it is a number of these that will prove leaders. The leadership in these is a fight between voiles and crepe de chines. These are both fine fabrics for Summer gowns and blouse wear. Crepe de chine is a perfect copy of the highest quality of silk and wool dress goods, and is to be had in plain colors and two-tone effects, with ermine woven spots and snow flake stripes. The fabrics are extremely elastic, often of the elasticity of wool, and bear the earmarks of success. Many novel names are given to this class of goods. Sheer fabrics call forth the unquestioned supremacy of Swisses. They have always had a representation but never were stronger than now. Persian and Victoria lawns, India linens and batistes, are very staple lines always, and can be bought with every confidence. White, black and colored organdies, spot Swisses and Swiss mull are to be very strong sellers at retail. While printed floral muslins are giving way to organdies, Swisses and novelty cotton suitings described above, colored dress muslins have not been neglected, Many novelties are seen and stocks can be rendered novel by a selection from almost any line. These have been described in previous issues. A word to the wise should be sufficient, and the most valuable suggestion is probably along the line of black dress muslins, principally for mourning purposes. A woman naturally wishes some-

The first warehouse erected complete since the fire, 1904.



OUR NEW WAREHOUSE AT COR. BAY AND WELLINGTON STS., TORONTO.

Ribbons
Velvets
Dress Goods
Silks
Laces

—EXCLUSIVE STYLES.

DEBENHAM, CALDECOTT & CO.

TORONTO.

thing better than a print, and many retailers have sorely neglected this branch of trade. Finer qualities should be procured, as otherwise style is lost, as the fabrics soon crush. Imitation tucked and hemstitched goods of a neat order, and certainly not bulky, can be procured of a quality which irons well. A fine sheer grenadine results is spoken of strongly by the trade. Plain dress muslins are to sell stronger than ever. If properly pushed these dainty fabrics should create new trade for the wash goods department. Show a rich, silky black that can be guaranteed fast, and watch results.

Laine de soie is a new line that will attract attention. It closely imitates silk and is seen in small and medium spots on a highly mercerized cloth, which is mercerized in the yarn and thus of a permanent finish and washable nature. Voile grenadine, voile de chine, are two other novelties in cotton suitings. Another sample noticed of recommendable nature was a heavy voile weave made from selected Egyptian yarn, highly mercerized and especially adapted for shirtwaist suits or blouse wear. White mercerized fancies in suitable weights can also be banked upon. Fine poplin cords with neat spots and patterns are good property, while piques in small and medium cords are smart style for plain coats and outing wear, and jobbers have stocked heavily, anticipating the furore of last season.

The above fabrics and patterns have proven strong early sellers, which shows that not only has an active interest set in, but also tends to prove that the season will be an excellent one. Sheer fabrics undoubtedly lead, but an interest is shown in heavy materials. Mercerized effects, it will be seen, are stronger than ever, being applied to many new materials. Previously only heavy materials were mercerized, but as soon as sheer voiles, crepes, etc., are shown to have obtained a permanent foothold it is safe to assert they will be very strong sellers in the mercerized line at retail. Neatness characterizes the most successful patterns chosen according to many order books, although designs of a large description are not ousted.

* * *

Silks.

THE revival of interest in silks is still to the fore and the sale of silks has been quite a feature of the wholesale demand in the past month. Due undoubtedly to the immense popularity enjoyed by the shirtwaist suit, there has been a large run on shepherd's checks and pin checks, and also on hair line stripes and fancy shot effects. In the popular trade the demand is for tamolines and louisines, and in the higher grades for soft-finished taffeta. Evening shades are now selling and messaline is a strong leader. The best selling shades are bisque, pearl, reseda, myrtle, brown, sky, rose and navy.

* * *

Colors.

WHITE will be strong, very strong, for obvious reasons, and will always remain so. It is safe to stock other shades, but it must be given the leadership. Every merchant has had trouble with novelty colors, as they are at their best short lived, but green, which is spoken of strongly, is certainly a good Summer color. A green vogue, if the Summer is hot, is almost assured. Light and navy blues are to be the strong sellers in other shades, and stock should be bought with this in view. Champagnes, resedas and browns are all to be good in a lesser degree. Many speculate on a vogue of champagne and reseda again, but this anticipation will only be slightly realized. Care must be the watchword in buying novelty colors.

A NEW DRY GOODS FIRM

DURING the month of November a new wholesale fancy dry goods firm has arisen on the business horizon. The firm of Beatty, Kerr & Verner is composed of C. W. Beatty, John M. Kerr and T. H. Verner, and each brings to the business a knowledge of affairs and methods that guarantees the future success of the company.

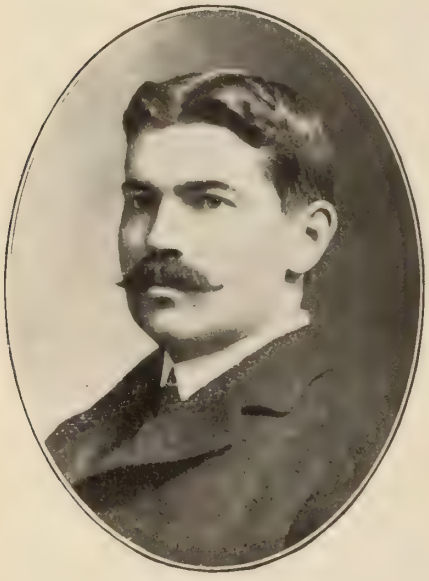
Mr. C. W. Beatty is well known in financial circles in Toronto, and through his intimate connection with business system is well adapted to attend to the office affairs of the new company, to which he will devote his entire attention.

Mr. J. M. Kerr is well known to the trade through his position in the late firm of the Wyld, Darling Co. In 1881 Mr. Kerr came to Toronto and accepted a position with Caldecott, Burton & Co., and a few years later was added to the staff of the Wyld, Darling Co. During ten years of his connection with this firm he was manager and buyer of smallwares, hosiery, gloves, laces, etc. In the new firm Mr. Kerr will be warehouse manager and buyer, his experience in identically the same lines in his old firm making it certain that the buying will be well attended to in the new company.

Mr. T. H. Verner also was engaged with the firm of Wyld, Darling Co. His many friends on his old route in the Hamilton and Niagara district will be glad to know that they will still be regularly called upon by Mr. Verner, who takes charge of the traveling staff and will cover the ground between Toronto and Windsor. In 1886 Mr. Verner came from Ireland and entered the employ of the Robert Simpson Co., Toronto. Twelve years ago he went with Wyld, Darling Co., and for ten years has been calling upon the trade in Southern Ontario.

The new firm are wholesale, importing and commission merchants in fancy dry goods, including underwear, hosiery, gloves, laces, ribbons, embroideries, handkerchiefs, and a complete assortment of smallwares. They will give particular attention to the hosiery branch, and the trade can feel that with the experience of the buyer the best lines that can be obtained will be carried. The excellence of the old Wyld, Darling stock is well known, and Mr. Kerr hopes to improve on even this. They are starting out with the firm determination to fill orders promptly and accurately at all times, and the capital of the company, $100,000, ensures a stock of sufficient magnitude to make this an assured fact.

Travelers are starting out about Dec. 1, and will thoroughly cover the ground. In January a complete stock of everything will be on hand.



Mr. C. W. Beatty.



Mr. John M. Kerr.



Mr. T. H. Verner.

THE WOOL MARKET.

Wool is stronger than ever, the present London wool sales realizing advances all along the line. On the opening day, November 22, bidding was spirited and prices were 5 per cent. higher for merinos, 10 per cent. for fine and medium crossbreds and 15 per cent. for coarse grades. November 25, coarse crossbreds realized the highest price since 1893. This was caused by the large orders for army clothing by the Japanese, aided by the large American demand. Inferiors fell 7 1-2 per cent. below September prices, greasies advanced 5 per cent.

Advances have been made in the United States in dress goods, particularly in broadcloths, while cashmeres are up 2 1-2 per cent. A recent order sent abroad by a Canadian buyer was met by the information that prices were advancing and that delivery would be very much delayed. Material for men's wear is also advanced across the line.

A SAFE POLICY.

IT is now generally recognized that early delivery is imperative and that early displays are profitable. January should witness some of these, and it must always be remembered that the merchant who is first on the ground reaps the harvest. Merchants can't afford to lose every early opportunity, and it is a safe policy to show wash goods very early, when a fine, lucrative trade will be done.

ANNOUNCEMENT

MESSRS. C. W. Beatty, John M. Kerr and T. H. Verner desire to announce to the dry goods trade that they have formed a company under the name of BEATTY, KERR & VERNER, LIMITED, to carry on a wholesale fancy dry goods business.

Mr. Beatty is well known in financial circles and will have charge of the office. Mr. Kerr and Mr. Verner have been connected for a number of years with the firm of WYLD-DARLING COMPANY, LIMITED, which has now given up business, **the President, MR. WYLD,** having retired. Mr. Kerr was the Manager of the hosiery and smallwares department and Mr. Verner was salesman and traveller, and they will occupy similar positions in the new company.

Travellers are now on the road and will shortly have the pleasure of calling upon you with samples of HOSIERY, GLOVES, UNDERWEAR, RIBBONS, LACES, EMBROIDERIES, HANDKERCHIEFS, and a complete assortment of SMALLWARES.

Temporary Premises: 30 Wellington Street East.

Toronto, December 1, 1904.

To Those Handling Ladies' Skirts

We might say that **our line has passed the experimental stage** and has proved its superior value.

The large number of orders we are getting demonstrates this conclusively.

We aim to make **an all-round good skirt at a popular retail price.** We have pleased hundreds of customers and can please you.

ASK US FOR SAMPLES AND PRICES.

For the Men's Furnishing Department

We offer equal value in our popular priced colored and white shirts, **neat fitting, neat patterns, neatly made.**

It costs you nothing to inspect these lines. If they do not suit you all you have lost is a little time. If they do, you are well repaid.

SAMPLES FOR
SPRING NOW
IN THE HANDS
OF OUR TRAVELLERS.

THE EMPIRE MFG. CO.,
646 Craig St., MONTREAL LIMITED

Cloaks, Skirts, Etc.

THE OUTLOOK FOR SPRING.

IN suits it is doubtful if ever the Canadian trade has been up against such a diversity of styles. For, from all appearances, the tendency is towards no particular style, and most lines are marked by a distinct individuality. No style is standing out prominently and each and every designer has ideas of his own. The buyer will have to lean on his independent judgment, backed by his knowledge of the women and trade he caters for.

From the manufacturer's point of view, these conditions are not ideal, and at the first glance are not encouraging; although in the end results are likely to be better than at first supposed. Without doubt it means much added work, greater pains, and perhaps smaller profits, and one thing is certain, the manufacturer will have to put himself in such shape that he can promise and give quick deliveries. This is a feature the buyer should note with special care as the success of his season will in a great measure depend upon it.

In a season when one or two styles prevail, the factory has its innings for reasons every buyer knows, but in a season of that kind a manufacturer gets very few new customers as a buyer feels that it makes little difference where he places his order, so long as garments come up to sample, and he gets his deliveries on time, and there are chances here of a manufacturer opening new accounts. In a season like the coming one where a diversity, and often a contradictory diversity, of styles prevails, the buyer will look over and consider all the lines brought under his notice, and what he thinks best in each will be selected. This means undoubtedly smaller orders for the manufacturer, but it means also a widening of his field, and a great increase of his possibilities, for instead of having on his books large orders from the few, he will have small orders, but they will be from almost the whole trade, and in addition there will be prospects of re-orders later.

From the buyer's standpoint the individuality of styles shown will be a good feature, for it will make for a good business from the start. In past seasons many sales have been lost because the prevailing style was not becoming, or did not suit the taste of the customer.

Often, too, when a sale was made, the fact that the garment chosen was unbecoming or unsuitable made enemies for the ready-made trade. No woman in these days likes to wear an exact duplicate of another woman's suit, and this is particularly annoying in the smaller towns.

As far as the buyer is concerned, he will find that diversity in style will be good for his department; only, to reap the greatest possible harvest, it will call for careful buying. He will have to go through all travelers' lines, and make a well weighed and thought-out selection, and as before hinted at his orders will be smaller and oftener repeated.

OUR GREATEST SELLER IN UNDERSKIRTS at present is a Black Sateen with Body Lined with Red Shaker Flannel, making a warm, comfortable, cold weather skirt.

A rattling good line for you to handle during the next few months

Made in two styles one with deep, pleated Flounce ; another with three Ruffles.

Both same price—**$11.50** doz

Made as all our skirts are made—"Perfect in Make, Fit and Finish."

Will send samples, prepaid, anywhere in Canada.

The Pugh Mfg. Co.

33 Church St.,
TORONTO.

PIM'S IRISH POPLINS

OUR POPLINS are unequalled for

Costumes and Evening Gowns

being unsurpassed for elegance and durability. We show an

Extensive range of shades and colourings

including the popular CLAN TARTANS.

Neckwear,

Infinite variety of designs, in soft colours, stripes and fancies. Look better than silk and wear longer. "REAL IRISH POPLIN" on every tie.

Our Canadian Representative will be pleased to quote, and show samples.

PIM BROTHERS & Co.

TORONTO, DUBLIN, IRELAND

A. ROLAND WILLIAMS, Manchester Building, Melinda St.

TRADE Victor MARK

IN THE NATURAL COURSE OF EVENTS

TRADE Victor MARK

when a shopper knows what she wants, and is shown a really good article,—the best of its kind—then

THE CHANCES ARE

that of that shopper a customer is made. Have the women in your town been introduced to the ready-made wear that makes customers of shoppers ?

The TRADE Victor MARK Brand on CLOAKS, SKIRTS, MUSLIN UNDERWEAR, Etc.

Spring Lines Ready this Month

Remember the label is an insurance policy for your customer. Now—get in touch with our travellers. Samples sent anywhere.

THE VICTOR MANUFACTURING CO.

QUEBEC

TRADE Victor MARK



"RING out the old,
RING in the new,
The New York Skirts
May mean a great deal to you."

We enter the Spring Season of 1905 with a line of **proved sellers,**—every one tried and true value and styles that have stood the test of all criticism.

If you have any doubt now about what is right, see our line when it comes your way, or when you come our way.

Just common sense. We are not performing miracles and never claimed to, but it is a fact that we have brought out a line this season that has squarely hit the mark.

Is it not reasonable to suppose that such a line which has suited many, many shrewd buyers, would suit you ? If it does not, all you will have lost is a little time ; if it does, you are well repaid.

Our lines of Dress and Walking Skirts

for this season are **record-breakers.**

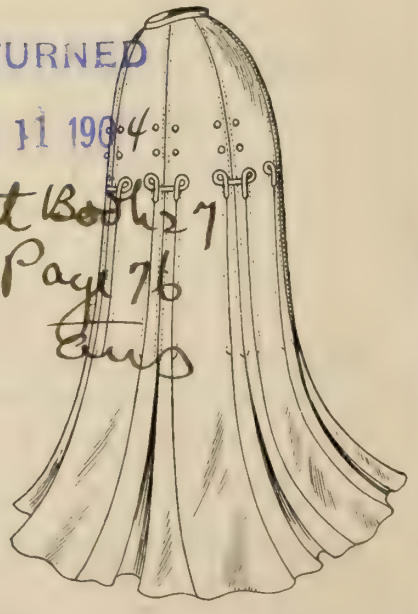
Our new lines in Ladies' Shirt Waist Suits

are approved models ; by no means extreme—the kind that strike you the moment they are seen as being right ; all cut on excellent lines, and tailored to perfection.

Our lines are now in the hands of **our travellers,** who are **covering all the principal towns in Canada.**

Don't deny yourself the opportunity of inspecting this splendid range, which is

suitable for the masses and classes.



RETURNED
DEC 11 1904
Cut Book 27
Page 76

NEW YORK SKIRT MFG. CO.

8 Lemoine Street

MONTREAL.

STAPLES

COTTON.

JUST as much indecision as ever exists in the raw cotton market. Prices have gone up and down with remarkable regularity, and both bulls and bears were confident at each change favorable to them that they had control of the market. The last tendency has been downward and raw cotton at the time of writing is quoted at 9.90, a drop of 75 points from the month's high mark. Just at the moment the bears seem to be having things pretty well their own way as all reports show an enormous increase in ginning and a large crop.

* * *

The latest ginning reports show that up to November 14 in 475 counties in the cotton district there were 18,663 active ginneries, against 18,619 last year and that 5,803,830 running bales were ginned for 1904 against 4,160,105 last year. The latest reports of the crop show that it is going to be much larger than last year. The consensus of expert southern opinion places the crop at 11,275,000 bales, the individual estimates varying from 10,189,000 to 12,500,000. This is a million bales more than last year and should this be correct inflated prices on cotton will not be possible, although the world demands it all, so that there is not the least danger of an oversupply.

* * *

The Southern Cotton Growers' Association has devised a scheme whereby they hope to keep up the price of cotton. The president has issued a letter to the members in which he says: "I call upon the producers throughout the South to stand firm and refuse to sell their cotton at present prices. Heavy receipts depress the market. The speculators have sold millions of bales for future delivery and they want to buy that cotton for less money than the staple is actually worth. The producers should demand from 11 to 12c for the balance of the crop. They are in position to force prices up by selling the staple slowly. Debts have been paid as a rule, and there is no longer absolute necessity of rushing our cotton on the market." This is a new power to reckon with, but agreement is practically impossible in such a case, so that the results are not greatly to be feared.

* * *

The position of the manufactured cotton market in Canada has been rendered more unsteady by the lowering of list prices which followed the first issue of the Spring list. This was caused partially by competition among the firms interested, but principally on account of American competition. The Canadian mills are determined to keep out American goods at any price. Among the lines lowered were denims from a half cent to a cent and three-quarters; a few lines of ticking, one-half to one cent; a line of domets a quarter cent; silence cloth, five cents; a couple of lines of napped sheetings, a cent and a half to two cents; a few yarns a half cent to one cent; grey cottons one-half cent, etc. Orders have been practically all filled now in the wholesale houses, and further changes will be of little interest.

* * *

A Manchester correspondent writes to a Toronto house: "I have seen about delivery of white goods, but don't expect to get delivery for a couple of weeks, and as to repeats on this cloth—well, I don't know what to say. Am afraid that prices will be out of sight. Cloth marked here up to almost cotton panic prices, the reason being that China and India have been starving for a year and have suddenly dropped down here and swallowed pretty nearly all the yarn and the cloth the mills can turn out, and although cotton is lower than two months ago, yarns and cloth are much higher. But the worst is delivery to make now it would mean 12 weeks' wait." On one order the price was raised 3-16 penny before it would be delivered.

LINEN.

Prices in linens are stiffening up again as the full season approaches. October saw some reduction on the foreign market as stocktaking was going on. This happens every year, but the loss is soon made up after the stocktaking is over. A letter received at the middle of November from a Belfast house says: "Linen and cotton yarns have been steadily advancing for the past two weeks and we anticipate further advances. At any rate the market is very firm. The United States market is taking much larger quantities since the elections, as all buyers hold back during that period. A prominent linen man said, 'There is nothing in the world to keep prices from strengthening.'"

* * *

Prices of gloves in Chemnitz have been gradually dropping off for a couple of months, but this is thought to be temporary only.

SILKS.

Raw silk not only maintained its high level during November but towards the end advanced in spite of the indisposition of manufacturers to pay the price. Yokohama has gone up 10 points in some instances and as much as 20 in others. It is even expected that there will be further advances before the end of the year.

* * *

The causes for this are numerous. First and foremost is the large demand for silk piece goods during the Fall and the firm belief in a still better Spring trade which is usually the larger season. A great many new mills have started and there is thus a greater outlet for the raw silk. American and European buyers have been speculating on the Yokohama market with the idea of inflating prices. The world's crop for this year as compiled by the Silk Association of Zurich is 18,100,000 kilos, against 16,566,000 in 1903, 17,297,000 in 1902, and 18,304,000 in 1901, and this small increase is not in accordance with the demand.

* * *

The ribbon market has stiffened up considerably. A Canadian firm recently sent an order abroad and was told that no further orders could be filled at the old prices. The new prices were not given, so that it seems that manufacturers are awaiting events in the raw silk market.

WHOLESALE MILLINERY

The House famed for Millinery

Just a Word

before you place your order for Spring and Summer Season '05.

Our representatives have left for their respective routes with complete range of samples—a collection of Millinery Samples of which we are proud.

Our Travellers will call upon every Millinery Buyer in Canada during the next few weeks.

The ever increasing trade we are doing means correspondingly

BETTER VALUES TO YOU

Do not fail to take advantage of a thorough inspection of samples. It will be a pleasure to us, and most **profitable to you,** whether you order or not.

The **D. McCALL CO.,** Limited

TORONTO

Winnipeg Quebec Ottawa

The Canadian Millinery Review

THE FALL OPENINGS AND FALL STYLES

TRADE REVIEW.

ANOTHER Fall season is pretty well over in the importing houses, and travelers are again taking the road, but with Spring samples this time. In the retail trade, though it has as yet some weeks of profitable selling, signs are not wanting that the season is getting on, and strenuous efforts are being made to clear out slow lines. Quite a few stores in the larger towns held Winter openings this year—not, of course, on a scale of importance with the Fall openings, but just a special showing of mid-winter styles.

Fur, in some form or other, is the dominant feature of these Winter hats, and mink is the one most seen. These hats are chiefly trimmed with flowers, ribbon and lace, and a great deal of narrow valenciennes in ruffles is used. Creamy valenciennes looks well with most furs, and the crown of lace and brim of fur is the most usual combination. A great deal of maline is used, but it is oftener in a pale shade of color than in white, and a great deal of reseda green is seen.

Contrary to expectations at the begining of the season, hats are rather small, and are simply trimmed. The Na-



Toque of mole fur with brim of elephant's breath maline. Paradise plume shading out to pale yellow.

poleon is one of the favored shapes, and besides there are torpedoes, continentals and round turned up sailor shapes.

Flowers.

Flowers are much in favor and are all on the large order; in fact some are immense. There are roses, dahlias, huge velvet poppies, chrysanthemums, and all kinds and shades of foliage.

Ribbons.

Ribbons are of almost equal importance to flowers in hat trimmings, and quantities are in use. The newest are in shot ombre and chameleon effects, and some of these are particularly handsome.

Ties.

For teas and other formal functions, large picture hats with ties are generally worn. These may be wide or narrow, but to be in the smartest style they must be tied tightly under the chin. The length of the ends, whether they are long or short, is dictated by the taste of the wearer. The general trimming of these picture hats includes ostrich, but whether in the form of plumes or tips depends upon the shape of the hat.

Marabout.

Marabout is one of the latest Paris fancies. Tufts, snake-like plumes and pompons are all used as hat trimmings, and to match the hats are lovely pelerenes and muffs of the same fluffy feathers.

The Charlotte Corday.

A shape that has come into prominence lately is the Charlotte Corday—a kind of mushroom. The idea is taken from the mob cap in vogue in 1793, and worn by Charlotte Corday at her trial and execution. The daintiest of these hats are of lace and velvet, and the crown is of the full "tam" order with the brim of lace. Sometimes the brim is of one wide frill of lace, but more often there are five ruffles, of inch wide valenciennes. Narrow ruches of ribbon, or pleatings of ribbon or silk, are sometimes substituted for the silk lace. One model seen had a flat tam crown of mink, with five inch wide knife pleatings of shot green and white ribbon. Around the crown was a ruching of olive green tulle, and an aigrette of reseda ostrich was placed a little to one side of the front.

Because of the fact that it was so late in the season before this shape was launched makes it very probable that it will be one of the shapes seen at the Spring opening. In the meanwhile it is a favorite with smartly dressed women, and has been worn at some of the swellest functions lately.

The Envelope.

A shape that is not entirely new to the Canadian trade, as it was seen at the Fall openings, is very popular now in New York, and is seen there in "ready-to-wear" shapes—this is the envelope. This is a very smart shape in fur, and any of the usual millinery furs may be used. Such hats require very little ornamentation, and a twist of velvet or a handsome buckle is enough. On the ready-to-wear shapes strappings of kid or leather are often used.

Debenham, Caldecott & Co.

MILLINERY

Our travellers are now on the road with their complete assortment of ***SPRING SAMPLES*** in Straw Goods and Millinery lines.

RIBBONS

The coming year is going to prove ***RIBBONS*** the popular trimming, and we are pleased to state that we have placed ***Large Contracts,*** thus ensuring Early Delivery.

Look at a few of our Leading Numbers, such as :

D C II, D C III, D C 100 } COLORED TAFFETAS.

3896, 3899, 3454 } BLACK TAFFETAS.

THE HOUSE FOR STANDARD MAKES OF RIBBONS AND SILKS

QUEBEC 43½ St. Joseph St.

MONTREAL 18 St. Helen St.

OTTAWA 111 Sparks St.

Christmas Trade

RETURNED
DEC 11 1904
Cut Book 27
Page 75
and



Special Imports of Lace and Fancy Collars, Handkerchiefs, Hand Bags, Belts, Etc., Etc., for immediate delivery.

CAVERHILL & KISSOCK

MONTREAL.

Spring 1905

Travellers now on the road with our Spring Samples of Hats, Headwear, Hat Ornaments, Flowers, Feathers, Straw and Fancy Trimmings, Veilings, Laces, Ruchings, Chiffons, Nets, Mechlins, Ladies' Belts, Hand Bags, Christening Cloaks, Robes and Shawls, Sateen, Silk and Tweed Skirts, Ribbons and Silks.

Millinery Novelties

SPRING BUYING.

TRAVELERS from millinery houses are scouring the country with trunks full of Spring samples in search of orders which, while of a satisfactory volume to the majority of houses, call forth some philosophical reminiscences of the "good old days" when the "boys" booked $1,000, and even as high as $2,000 orders. That evolution has played a decidedly strong role in the millinery trade drama is certain, because the "house" has no serious kick coming when batches of orders running from $100 to $300 are sent in. It is plain that the busiest seasons of the year for millinery houses are at opening times, when the market is thronged with eager purchasers. At the outset this tendency is accentuated, due to the terrific competition retailers indulge in, which causes every store to insist upon novelty and freshness, thus causing serious furrows in many a retailer's brow, as well as a questioning raising of eyebrows when he is asked to buy months ahead. That the majority of houses do their staple buying from the "boys" on the road is unquestionably true, and that this is a wise and safe policy goes unchallenged. Millinery can be safely banked upon in its general lines this long ahead, and there is no likelihood of the time ever coming when millinery travelers will be dispensed with.

A striking testimonial to the fact that travelers are in possession of sound and reliable information is furnished by the foreign buyers for a Montreal house, who when asked concerning Spring millinery tendencies courteously refused to disclose information which had cost his house many dollars to procure, stating that their representatives were out with a line of staples and assured novelties which they regarded as exclusive and sure styles, and further that Spring novelties in the line of added materials and new colorings would not be obtained till well after the first of the year, when he had returned from a flying trip to Paris. This practically is nothing new to the millinery trade, but The Review makes it the occasion to strongly impress that diffidence in placing orders is to be avoided.

Foreign buyers have all returned with advance, definite information which was gleaned from reliable sources. Although the proverbial syndicate color card will not be on this side of the water till the first week in January, manufacturers have already joined hands with milliners in settling upon certain broad general materials and styles. However, it is after the trip which buyers took the latter part of November that decided novelties and innovations and everything that may be said to be the vogue in Paris will be made public. Buyers then visit fifteen or so foreign millinery houses, observing model hats closely to discern just what part certain trimmings play, as well as observing the general tendency of shapes. After this is done such innovations as appear practical to the buyers will be bought from the manufacturers for the Canadian trade. The foregoing is the general procedure followed, and this has already been indulged in by all foreign buyers to some little extent in their first trip, thus ensuring the trade that definite information has been gained by foreign buyers. The predictions made last month hold good for the range of staple and sure novelties, although these bear likely additions in the realm of many trimmings, bandeaux, straw braids, flowers, etc.

WHITE GOODS

JANUARY sales are the next event in the whitewear year, and there are plenty of indications that they will be pretty generally held. Buyers have been thinking over schemes for this sale for a good while, and no doubt have their plans pretty well complete. Many of them have bought special lines, and quite a number of special garments for display purposes. Manufacturers have been in receipt of many orders for a special line of blouses, children's dresses, and lawn costumes for show purposes and it is apparent that many retailers intend to make an extra push in whitewear in January.

This being the case perhaps a few hints about advantageous methods of display will not be out of place. The sales of whitewear depend more largely than is usually supposed on the methods employed to bring it before the customer. In some of the large departmental stores a special room tastefully fitted up and specially devoted to the sale of fine whitewear has proved an immense advantage and the experience is, because it is so attractively shown, and so strongly forced under the customer's notice, the sale of fine garments has been materially increased. This is just the end that most buyers are aiming it, as more profit goes to the retailer on the sale, and the customer at the same time is better pleased as the materials are more lasting and she gets better service and more comfort in the wear. The much better value for the money of a higher priced garment is largely due to the fact that there are so many processes in the factory where the cost on both grades is identical, so that in better goods a large proportion of the difference in price is in the first cost of the material.

"But we cannot build a special room," quite a number of retailers will say. Very true, and besides you would not need it all the year round, but many of you can for the time January sales last find a substitute.

This is the between seasons in the millinery trade, and there is practically nothing doing there in January. The fittings in this department are invariably the best in the store and it only requires a very small amount of ingenuity to adapt it for showing your fine whitewear, and showing it to the very best advantage.

The very fact that you have made a move will draw attention. Your cheaper lines and special bargains will have to come too, and the millinery tables can be utilized for their sale while the cases and fixtures at the sides of the room can be used for showing finer goods. Use all the figures and stands you can spare from other departments to show your gowns and skirts, your children's dresses and muslin costumes.

MANTLE MANUFACTURERS



Cater, Platt & Co

OLD CHANGE BUILDINGS. OLD CHANGE. LONDON, E. C. WHOLESALE MANTLE MANUFACTURERS

Canadian Buyers

can always count on seeing the latest, best, and choicest mantle modes in our showrooms. Our success is in saleable, medium-priced goods, not in extremes, and a look through our samples will show the extent of our range and the infinite variety of our ideas. We would like to mail our Pattern Book to buyers who cannot visit our showrooms. Any request will have prompt attention.

Specialties **Ladies' Coats AND Costumes**

ALSO WATERPROOFS, SKIRTS, BLOUSES and FURS.

OLD CHANGE BUILDINGS, OLD CHANGE E.C., LONDON, (Just out of St. Paul's Churchyard).

HENDAWICK UNDERWEAR

Every garment bears a woven label



with this TRADE MARK

Pure Wool and Perfect Fit.

These goods are specially adapted for Canadian trade and are sure to give satisfaction to both wearer and seller. Drop a line to our agent for samples and quotations. Compare with other makes and note the many superior points in "HENDAWICK."

SOLE MANUFACTURERS

JAMES HENDERSON & CO.

Canadian Agent, T. H. FORLONG. 388 St. Paul St., Montreal.

HAWICK, Scotland.

London Agent, C. L. HAZELL, London, England.

FIRE NOTICE

We beg to notify our customers and friends that though fire completely destroyed our stock and warehouse at 1811 Notre Dame St., on the 20th ult., we have at once secured commodious premises at **25 ST. HELEN ST. (Cor. Notre Dame)** and put in a complete stock of the **JOHN D. IVEY CO.'S MILLINERY AND NOVELTIES.**

Everything is strictly up-to-date, and we will be pleased to fill all orders as usual.

JOHN A. BARRY & CO.

AGENTS

25 St. Helen St. - MONTREAL

OUR NEW ADDRESS IS ALMOST DIRECTLY OPPOSITE OUR FORMER WAREHOUSE

FUR SALE REPORTS

THE 1904 IRBIT FAIR.

From Cloaks and Furs.

AMONG unfavorable influences was the change of fashion, and the withdrawal of foreign demand for some of the heaviest and leading fur articles. The Siberian traders who had bought at high prices in Yakutsk were thus forced to dispose of their stocks at a sacrifice; and but few of their number sent their merchandise to Moscow in the hope of being able to realize better prices. This year's turn over in furs is estimated at about 5,000,000 roubles, or about a million roubles less than during the previous fair.

4.20 to 4.25; young blue fox (1,500) R. 1.30, and 40,000 cross foxes at 90 kopecks.

Of other furs, according to official reports and publications, the offerings and prices realized were as follows: 750,000 hares, 33 to 37 kopecks; black cats, 100,000 skins, 43 to 49 kopecks; 1,200 bears, 10 to 15 roubles; wolverine (700 skins), R. 6.50 to R. 8.00; 5,000 swamp otter or mink, R. 1.50 to R. 1.75; 8,000 badgers, 65 to 75 kopecks; Thibet goats (10,000), R. 3.00 to R. 3.50; prairie fitch (180,000), 33 to 36 kopecks; 100,000 kolinski, 80 to 90 kopeck; baummarten (15,000), R. 6.25 to R. 6.75; 47,750 foxes, among which 15,000 Tobolski, R. 7.00 to 8.00; Yeneseiski foxes (3,000), R. 7.50 to R. 8.00; black and black-brown (250), R. 100 to R. 300; 2,500 Siwodouchka, R. 11.50 to R. 14.00; Ochotka (3,000), R. 7.00 to R. 8.50; white Semipalatinski per pair (12,000), R. 8.00 to R. 9.00; 2,000 pairs of Petropavlovski, R. 7.00 to R. 8.00; 10,000 Mongolian pairs, R. 9.00 to R. 11.00; wolves (7,100), according to quality, R. 5.00 to R. 15.00 each; ermine, of which 130,000 skins were

REPORT OF THE LONDON FUR SALES, 1904.

(AMERICAN FURS ONLY.)

Article.	January, 1904.	March, 1904.	June, 1904.	October, 1904.
Mink	10 p.c. lower than March, 1903.	7½ p.c. lower March, 1903	Same as March, 1904	Same as last March.
Skunk	20 p.c. " " "	12½ p.c. " " "	5 p.c. lower " "	Quantity in sale too small to quote.
Racoon	25 p.c. " " "	25 p.c. " " "	7½ p.c. " " "	Same as last Mareh
Lynx	15 p.c. " " "	50 p.c. " " "	Same as " "	25 p.c. lower than last March.
Marten	20 p.c. " " "	20 p.c. " " "	10 p c. higher Mareh, 1904	25 p.c. higher " " "
Bear, black	40 p.c. " " "	40 p.c. " "	Same as March, 1904	Same as last March.
" brown	30 p.c. " " "			
" grizzly	30 p.c. " " "			
" White	Same as March, 1903			
Badger	25 p.c. lower than March, 1903.	25 p.c. " " "	20 p.c. higher March, 1904	
Fox, red	10 p.c. " " "	5 p.c. " " "	15 p.c. lower " "	15 p.c. lower than last March
" grey	35 p.c. " " "	25 p.c. " " "	15 p.c. " " "	15 p.c. " " " "
" white	15 p.c. " " "	10 p.c. " " "	Same as March, 1904	10 p.c. " " " "
" cross		27½ p.c. " " "	" " "	20 p.c. " " " "
" blue		40 p.c. " " "	" " "	Same as last March.
" silver		40 p.c. " " "	" " "	
Fisher		35 p.c. " " "		
Wolverine	10 p.c. lower than March, 1903.	35 p.c. " " "	" " "	
Sea otter		40 p.c. " " "		
Wolf	Same as March, 1903	15 p.c. higher " "	" " "	30 p.c. lower than last March.
Otter	" " "	15 p.c. lower " "	" " "	Same as last March.
Cat, wild	" " "	Same as March, 1903	15 p.c. lower March, 1904	20 p.c. lower than last March.
" house	" " "	" " "	15 p.c. " " "	20 p.c. " " " "
" civet	" " "	10 p.c. higher March, 1903.	5 p.c. " " "	
Opossum	" " "	Same as March, 1903	15 p.c. higher " "	Quantity in sale too small to quote.
Beaver	12½ p.c. lower January, 1903.	10 p.c. higher January, 1904	Same as January, 1904	Same as last January.
Muskrat, Spring	12½ p.c. " " "	10 p.c. lower " "	20 p.c. lower " "	
" Winter	5 p.c. " " "	10 p.c. " " "	20 p.c. " " "	
" Fall, etc	5 p.c. " " "	25 p.c. " " "	35 p.c. " " "	
Ermine		30 p.c. higher March, 1903.		Same as last March.

Sables were offered in larger quantities than in 1903, as, owing to the prevailing high quotations, fewer transactions had taken place in the various Siberian auxiliary markets. Foreign buyers showed considerable reserve and prices fell for the Bargusinski and the Witimski sorts 30 per cent. and remained at last year's level for Utchouris, which, taking the higher prices paid for them by the buyers in Yakutsk, represented a loss of 30 per cent.

Last year squirrels were in exceptionally strong demand for the foreign trade, and brought high prices. This year, buyers were holding back their orders on account of a reversal of feeling with regard to its desirability, and in consequence of this reticence squirrels and squirrel tails, which are mainly used by foreigners, ruled 30 per cent. lower in price.

Of blue fox and cross fox more was offered than last year. Regular blue fox, of which 6,000 were on hand, sold for R. brought to the fair this year, against only 48,000 last year, brought R. 2.00 to R. 2.80; 10,000 Yakoutsk blue foxes brought between 6.50 and 7 roubles; 21,000 Yeneseiski blue foxes, 6.45 to 6.49 roubles, which were all sold, while Beresemski, of which 6,000 were offered, realized 4.20 to 4.50 roubles.

During the early part of November the large warehouse of Gault Bros. & Co., Montreal, underwent a few slight but beneficial changes. The wooden pillars were felt to be inadequate on the ground floor and as a result steel columns were regarded as almost a necessity. Steel columns have been installed without a perceptible hindrance in the steady swing of trade, and they do much to enhance this structure as well as appreciably adding to the safety of the building. It is estimated these steel pillars possess twenty times the strength of the wooden ones.





THIS TRADE MARK STANDS FOR

The Best of Everything in Furs.

I simply could not have built up the rapidly increasing business I have, had it not been for honest dealing, coupled with the high quality of my goods

SOME CHRISTMAS SELLERS:

Natural Alaska Sable 2-skin Ruff - -	$ 8.50
" " " 4-skin Double -	13.75
Muff to Match, Flat Shape, - - -	10.00
" " Round Shape - - -	8.00

THESE ARE FOR IMMEDIATE SHIPMENT

Remember I pay half charges on all long distance telephone orders or enquiries. Tel. Main 3319.

A. J. ALEXANDOR

504-6 St. Paul St. - - MONTREAL



The BISHOP

Fur Robes and Fur Coats

Your jobber has them

—Look for the Bishop Label.
—If you don't find it, don't take the goods.
—Safety and sales are in the Bishop Label.

The J. H. Bishop Co., - Sandwich, Ont.

Wyandotte, Mich. Tientsin, China 354 Broadway, New York

WITH THE TRAVELERS

MR. A. FRASER.

MR. A. FRASER, of Fraser, McMillan & Co., London, lays claim to being the premier traveler crossing the Rocky Mountains, and the number of years during which he has covered this territory prove that what he says is not without good foundation.

He was born at Glen Urquhart, Inverness, Scotland, and came to Canada in 1867. Being a young lad and a stranger, London, on account of its name, drew him straightway. The morning after his arrival he was engaged by R. S. Murray & Co., one of the leading dry goods firms of the west at that time. In 1870 he "went on the road" for Green, Peters & Co., and six years later for Marshall, Lind & Macfie, the only hat and cap firm in Western Ontario in those days.

Here he continued until 1901, when he formed the firm



Mr. A. Fraser., of Fraser, McMillan & Co., London, Ont.

of which he is now a partner, in conjunction with John McMillan and John Herald. In Western Ontario Sandy Fraser and Barrington hats are well known.

His first trip to the west was made in 1885, and one year later he crossed the Rockies. Ever since that twice a year he has taken the same trip. With his 34 years of "road" life he is one of the oldest travelers on the road.

Mr. Fraser is again on one of his semi-annual trips, and from his picture it will appear how well he stands the strain of long trips, hasty meals, and sprints for the station.

ASSOCIATION NEWS.

AT the quarterly meeting of the Dominion Travelers' Association the following officers were elected : Jas. S. N. Dougall, re-elected president; W. J. Egan, representing the W. R. Brock Co., Montreal, vice-president, Fred. L. Cains, treasurer. The following nominations for directors were made : J. F. Dugan, Geo. Brooks, W. E. Hays, R. S. Plaw, A. J. Brown, John Patterson, A. D. Gall, Jos. W. Rousseau, and G. W. Prescott. Results will be announced Dec. 17. The work of D. M. Lefevre, the retiring vice-president, representing Finley & Smith, has been much appreciated.

The regular general meeting of the Commercial Travelers' Mutual Benefit Society of Western Ontario was held in London. The following officers were elected by acclamation : President, A. E. Barbour, London; first vice-president, A. Anderson; second vice-president, Robt. Tait; treasurer, F. H. Crabb, London; secretary, Alf. Robinson, London; directors, J. M. Ferguson, J. H. Glass, T. T. Mortimore, B. S. Switzer, A. Badenach, M. F. Irwin, A. Gunther, F. E. Lawson, F. W. Smith, J. T. Green, London; B. F. Honsinger, St. Thomas; John Lennox, Hamilton; F. W. Heath, F. W. Grew, M. Wilbee, Toronto; Wm. Storey, Sarnia; A. E. Merritt, Chatham; R. G. Bickerton, J. E. Ferguson, Woodstock; James Dow, Stratford, Capt. R. Dillon, Oshawa; James F. Smyth, Windsor; J. Ratz, New Hamburg; R. G. B. Moore, Aylmer; T. Harry Slater, F. Morton Morse, J. R. McFrae, Winnipeg; A. French, Vancouver.

The Hamilton branch of the Commercial Travelers' Association of Canada has held a meeting in Hamilton, and has nominated the following officers :

Fred. Smye, first vice-president; J. H. Herring, second vice-president; E. J. Fenwick, H. G. Wright, Geo. Mathieson, James Hooper, E. W. Moore and G. M. McGregor, directors; Thomas McQuillan, Toronto, president of the association, and J. C. Black, Toronto, treasurer, spoke on the mortuary benefit system, which is not regarded as satisfactory.

The Vancouver branch of the Northwest Commercial Travelers' Association met in Vancouver. The membership has increased 75, and the balance on the books is $9,123.59. The following officers were elected :

Vice-presidents, Vancouver, E. F. Gerster; Victoria, H. H. Welch; directors, Vancouver, Thomas Parkinson, A. R. Ockerman; Victoria, F. J. Hall, jr.; New Westminster, J. A. Cunningham; Kootenay, George Munn; secretary, W. W. Burke.

NOTES OF THE TRAVELERS.

FRED. McCONNELL, formerly with the Standard Mackintosh Co., London, Ont., has been added to the staff of Knox, Morgan & Co., Hamilton, Ont.

Mr. G. A. Cooke, Greenshields Limited, has returned to Montreal from Western Ontario, bringing good news of a successful wash goods trip.

J. W. Doelle, representing Mark Fisher & Sons, Montreal, in Western Ontario, is dead. Mr. Doelle was formerly a dry goods merchant in Chatham, Ont.

Mr. Emil Lettau is covering the Province of Quebec in the interests of E. & S. Currie, Toronto. Although a young "knight of the road" Mr. Lettau bids fair to win not only success but many friendships through undeniable energy and a vast amount of good humor. In addition he is an accomplished linguist, speaking French and German fluently, besides his native English. In speaking to The Review Mr. Lettau explained his parents insisted upon his learning these two languages as a child, one of which has already been such a boon to him. He intimated other parents familiar with either German or French might profitably follow the same tactics.

Mr. Lemaitre took a flying trip through the Eastern Townships last month showing, of course, the popular "Salem" brand.

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DEC - 1 1904
Cut Both 27
Page 28.

Illustrate Your Advertising



Booklets,
Catalogues,
Circulars,
Folders.

Good illustrations speak louder than words. They convey quickly, accurately and forcibly just what you are selling.

We make drawings and engravings for all purposes. Prompt service, reasonable prices, high-grade work. Small jobs as welcome as big ones.

Submit your ideas to us for your 1905 plans and let us send you a quotation.

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New and Elegant Designs
in
Spring Suitings
for
Men and Women



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HARRIS & COMPANY, Limited
ROCKWOOD, ONT.

SOLD BY
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8 Colborne Street, - - TORONTO.

FEATHERBONE

Made by an entirely new process, combining the most up-to-date methods of American and Canadian factories. Sample orders solicited.



THE
Reid Featherbone Manufacturing Co'y.
Limited
Manufacturers of
Featherbone and Featherboned Novelties
94 Carling St., - London, Ont.

NOTES OF THE TRADE.

THE Perfection Fixture Co., Flint, Mich., write that they have been officially notified that the jury of awards at St. Louis Fair has given them two medals for superior workmanship on revolving hat cases and display racks.

W. Lisle is opening a new dry goods store at Kinistino, N.W.T.

Deeb & Motter, dry goods merchants, Montreal, have dissolved partnership.

S. Monsieur & Co., dry goods merchants, etc., Brandon, have gone out of business.

Weiler Bros., house furnishers, etc., Victoria, B.C., have suffered loss by fire.

The Penman Mfg. Co. have purchased two properties adjoining their Paris property.

The Truro Knitting Mills Co. are building an addition 20 feet long by two stories high.

Newitt & Co., dry goods merchants, Ymir, B.C., have suffered loss by fire, partially insured.

Miss Josie Noonan, dealer in whitewear and millinery, Chatham, Ont., has advertised a closing up sale.

The name of the American Shirt Mfg. Co., St. Hyacinthe, Que., has been changed to Doxtader & Richer.

C. L. Grace & Co., Lewisville, N.B., have purchased the stock of J. S. Trites, dry goods merchant, men's furnisher, etc.

James Brown, dry goods merchant, Amherst, N.S., has sold out to Senator Black who intends to extend his stone block.

Jas. A. Tufts & Son, Limited, fancy goods merchants, St. John, N.B., are applying for incorporation, with capital $25,000.

M. Vineberg & Co., the large wholesale furriers, of Montreal, have opened a sample room in the Masonic Temple, London.

The Helena Costume Co., London, Ont., held Hallowe'en festivities October 31, all the employes enjoying a most pleasant evening.

Wilfrid Lafrance and Alfonse A. Lefebvre have registered under the title of Lafrance & Lefebvre, dry goods merchants, Montreal.

Wm. H. Eager and Arthur Reeves, have registered under the name of the Regent Mfg. Co., blouse manufacturers, etc., Montreal.

One hundred Belfast linen operatives have arrived in Canada to work in the new linen factory at Bracebridge which is almost completed.

The Valley Woollen Mills at Southampton, N.S., are being revived under a new company with a capital of $15,000. O. B. Schurman will continue as manager.

It is reported that John Green & Co., wholesale milliners, London, Ont., have purchased a site in Toronto and will remove to the new warehouse they intend to build.

C. C. Lyman & Co., dry goods merchants, Brockville, have made an assignment. The firm was one of the oldest in that town. It is not believed that the creditors will lose very heavily.

J. P. Corwin & Co., dry goods merchants, Fort William, Ont., have opened up their new store. They have discarded men's furnishings and will confine themselves to lines of interest to ladies.

W. J. Power, dry goods merchant, Halifax, had a narrow escape recently when a bullet came through the window over a desk which Mr. Power had just left. The bullet came from a careless target shooter.

The trade was somewhat surprised the last of the month to learn that the London Rubber Co., Montreal, was in difficulties. This firm is now in the hands of Wills & Michaud, and a curator is in charge.

The factory formerly occupied by the Cutlery Company at Brantford is to pass into the hand of the new Brantford Felt and Rubber Co. This concern is now in process of organization and the factory is expected to start running in the course of a month or two.

Some changes are taking place in the firm of Knox, Morgan & Co., whereby the name of the firm will be changed to the John Knox Co. A new partner is being admitted, and Mr. Alfred Morgan is retiring. Fuller particulars will be given after the meeting of directors.

Ground has been broken at Drummondville, Que., for the large plant of the Drummond Cotton and Bleaching Co., Limited, and the work will be pushed vigorously till its completion. This important addition to Canadian manufacturing industries will handle lines of lawns, cambrics, sheetings, etc.

The Kingston Hosiery Co. are adding a factory for the manufacture of paper boxes for use in their business. Their trade has been increasing rapidly of late and they have found it difficult to get what they required, in addition to being compelled to consider freight. T. R. McFadden will be in charge.

Visitors to the New York Silk Waist establishment, Montreal, will agreeably welcome the added facilities afforded patrons in the form of enlarged office space, which while a necessity to accommodate an expanding business is made doubly useful, as ample accommodation is provided in the way of neat fixtures for the trade.

Brussels, Ont., is to acquire a new importance from the establishment there of a knitting factory. Mr. J. T. Wood, who has hitherto been running a factory for the manufacture of mitts and knitted goods at Rockwood, is giving up his present premises, having acquired an excellent building and plant at Brussels, where he will employ about thirty hands. The new factory will be in full operation early in December.

The Perth Flax and Cordage Co., Stratford, Ont., writes that they have completed their new factory and have equipped it with the most complete of plants for the making of twines, cords, fish lines, plow lines, etc., from flax, jute and hemp, polished, unpolished, dyed and bleached. They are also well equipped in the matter of putting up the twine and can do this in either balls, hanks, coils or on paper spools, and in any weight of package required.

The scarcity of help that is being experienced in some parts of Ontario has been overcome with praiseworthy enterprise by Mr. Beaumont, hosiery manufacturer, Glen Williams. Mr. Beaumont, being unable to secure in his own district the help necessary to keep his factory running full capacity, turned his eyes to the Old Country and, with the co-operation of the Government emigration agent at Liverpool, has established at Glen Williams some twelve or fourteen families recruited from England, Scotland and Wales.

RHYS D. FAIRBAIRN (LIMITED)

MANUFACTURERS.

PLAITED CHIFFON RUFFLINGS

SPECIAL QUOTATIONS

No. 218 in black or white with ruching on edge,

3 in.	- - - -	$1.35 per doz.
6 in.	- - - -	1.80 " "
9 in.	- - - -	2.40 " "

Foundation Collars.

Ontario **$4.50** net Boston **$6.40** net

Rhys D. Fairbairn (Limited), Toronto

8-10 Wellington Street East

R. FLAWS & SON, Manchester Bldg., Melinda St., TORONTO.

Dry Goods Commission Agents.

Representing:
S. & L. ASH BROTHERS, Leeds, Cloths, in great variety,
CARTWRIGHT & WARNERS, Limited, Loughborough, Eng. Hosiery and Underwear.
BENTLEY & TEMPEST, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths,
HOOD, MORTON & Co., Newmilns, Scotland, Lace Curtains.

Crompton Corset Fire Notice

We beg to inform the trade that we have received by express a complete assortment of our celebrated corsets, and are prepared to fill all orders as usual.

WALTER H. BARRY & CO., Agents Crompton Corset Co., Ltd.

NEW ADDRESS:

SUITE **219** **Board of Trade Bldg.**

Bell Tel. Main 4017. MONTREAL Merchants Tel. 759.

DEATH OF JAMES GILMOUR.

The death occurred on October 31, in the Montreal General Hospital, of Mr. Jas. Gilmour, a gentleman prominently known to the dry goods trade of Canada. Mr. Gilmour has been ill for two or three months past with heart trouble. For some years back he represented on the road, particularly in the eastern part of Canada, well known dry goods houses. He was for some time employed as traveler with the James Johnson Co., Montreal, and subsequently represented Pawson, Leaf & Co., London, Eng.; Arthurs & Co., of Glasgow, and at the time of his death represented Welch, Margetson & Co., London, Eng., also Peter Scott & Co., Hawick, Scotland. He was very popular with the trade all over Canada, and his death will be sincerely regretted by a large circle of business friends.

BOOKLETS, CATALOGUES, ETC.

THE usual monthly "Specials" of the H. B. Claflin Co., New York, has been received. These specials are issued to catch mail orders. November's number deals specially with underskirts, coats, raincoats, suspenders and Christmas novelties.

The Knoxville Engravings Co., Knoxville, Tenn., send a large illustrated card giving samples of their cuts in half tones and zinc etchings.

The Sahlin Company, 43-47 Fulton street, Chicago, have sent out a booklet describing and illustrating the merits of their corsets, distender, waist and pad. Several new ideas are incorporated and specific directions are given as to the donning of the corsets.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c a word first insertion 1c a word each subsequent insertion.

Contractions count as one word, but five figures as $1,000 are allowed as one word.

Cash remittance to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

TRAVELLER WANTED

WANTED - On commission by first class man an A 1 line of Ladies' Ready-to-Wear Goods or Men's Furnishings for British Columbia or Territories. Thorough knowledge of the trade and best of reference. Address, 622 Harris St., Vancouver, B.C. (1)

FOR SALE

OLD ESTABLISHED BUSINESS. First class trade. Millinery, Ladies' and Children's Outfitting and Fancy Goods. Owner retiring. Mrs. W. Bickford, 61 and 63 Fort St., Victoria, B.C. (2)

ENGLISH SILKS.

We are showing some exceedingly attractive lines of **English** Silks at surprisingly low prices. Let us have your name for a shade card and samples.

ENGLISH MERVE,		**10½d Yd.**
JUNO ENGLISH MERVE,		**12½d** "
ARIEL STRIPE ENGLISH SILK,		**12½d** "
AJAX CHECK	do	**12½d** "
IDEAL STRIPE	do	**12½d** "
NOVELTY CHECK	do	**12½d** "

The above goods are done in all shades.

T. RICKARD & Co, 20 Cheapside, **LONDON**, ENG

Christmas

FANCY LEATHER GOODS

Best selling novelties in Ladies Wrist Bags Cases ever had. The **ENVELOPE, PEDESTRIAN, AVENUE** and **VANITY FAIR** Bags. Anything in Fine Fancy Leather and Sporting Goods. Send for samples.

The Western Leather Goods Co.,

Royal Arcade, 101 King St. W., **TORONTO.**

PERSONAL MENTION.

Mr. M. D. Pride, manager of the Amherst Boot & Shoe Co., is ill.

During December Mr. I. Mishkin, Montreal, visited the trade in Toronto.

Mr. J. E. Brown, woolen manufacturer, Kingsville, Ont., paid a visit to Ottawa recently.

Mr. Wm. Guthrie, resident foreign buyer of the S. F. McKinnon Co., Toronto, is in Canada.

The long drawn-out libel case of Cooke vs. Blackley has been ended by the prosecutor withdrawing.

Mr. S. Ubukata, manager for K. Ishikawa & Co., Toronto, is on an extended tour to Australia and Japan.

Mr. S. A. Jacobs, of the New York Silk Waist Co., took a flying trip to New York markets during November.

Mr. F. X. Grandpre left Montreal Friday, Nov. 18, for foreign markets in the interests of Debenham, Caldecott & Co.

Mr. W. J. Munro, formerly accountant in the Moncton Cotton Mill, and who left there a few years ago, is dead in New York.

Mr. Harper, foreign buyer for Caverhill & Kissock, is at present in Montreal, after an extended tour in search of Spring goods.

The representatives of the China and Japan Silk Co., Limited, have all returned from a successful tour of the Maritime Provinces.

Mr. H. S. Arnold has returned to Montreal from a flying trip with holiday novelties in the interests of the New York Silk Waist Co.

Mr. P. Glickman, of the National Rubber Co., is on a prolonged business trip in English markets. He is expected back the last of this month.

Mr. Kyle, Jr., of Kyle, Cheesbrough & Co., has returned to Montreal from New York, where he picked up some new ideas in the latest fashions.

Mr. James Kyle, foreign buyer for Kyle, Cheesbrough & Co., has returned to Montreal after a protracted tour of foreign fashion and manufacturing centres.

Mr. Adler, of the Parisian Waist and Skirt Mfg. Co., Montreal, his many friends will be glad to know, is able to attend business again, after a severe illness.

E. Delavault, Prince Albert, N. W. T., manager of the branch store of the Revillon Bros., Paris, France, is visiting Montreal, the headquarters of the firm.

The marriage is announced of Miss Marie A. Heppler, Listowel, to Mr. Fred. J. Wright, of Wright & Thompson, dry goods merchants and grocers of the same town.

Mr. A. B. Mole, general manager of the Dominion Cotton Mills Co., was in Moncton recently inspecting the cotton mill, after which he left for Halifax and Windsor.

Mr. Jos. K. Tait, dry goods merchant, Glencoe, Ont., is dead. Mr. Tait was a prominent Liberal, and at the time of his death was actively engaged in campaign work.

Mr. G. A. Weiman, of Lord & Taylor, the large wholesale dry goods merchants, Broadway, New York, was in Canada a couple of weeks the past month in the interest of his firm.

Mr. I. J. Stewart, president and managing director of the Maritime Merchant, Halifax, paid a friendly call to the offices of The Dry Goods Review, Montreal, the last of November.

Mr. Geo. H. Hees and his wife are leaving this week on a six months' trip to Egypt, Palestine, Greece, Turkey, Russia, Italy, Sicily, Spain, France, Belgium, Austria and England.

Mr. Edward A. Davidson, representing James Alexander & Son, Glasgow, Scotland, has secured temporary quarters in Room 204, Board of Trade, Montreal. Linens, damask, tablecloths, towellings, etc., are the lines shown by this firm.

Mr. Henry M. Holland, member of the firm of Holland & Haskell, manufacturers' agents, Temple Building, Montreal, died suddenly Wednesday, 23rd November, due to a nervous collapse. Mr. Holland was 54 years old, and has been favorably known in Montreal business circles for many years.

Miss Moneta Nelson was married Nov. 9 to Major F. W. Fisher, of the Victoria Rifles, Montreal. The bride is the niece of Mr. A. K. Drake, of Drake, Hambly & Cockburn, and the groom is a partner in the firm of John Fisher, Son & Co.

Mr. J. A. C. Poole, one of the directors of the China and Japan Silk Co., was entertained by his Toronto friends before his departure for Japan. Mr. Poole was presented with a diamond pin as a token of their esteem. He does not expect to be back until May or June of next year.

Mr. S. L. Holstein, of the Standard Neckwear Co., has returned to Montreal after a sojourn of a fortnight in New York markets, picking up the latest ideas in shade and material in men's neckwear for holiday trade. He is a young, shrewd buyer, and his selections reflect credit upon the firm.

Mr. A. R. Wilson, senior bookkeeper and advertising representative of Greenshields Limited, is again seen in Montreal after an extended holiday in Scotland, in company with his brother. This was Mr. Wilson's first return to his old home in Edinburgh in many years, and needless to state he thoroughly enjoyed his holiday.

Mr. J. H. Jackson, dry goods merchant, Georgetown, Ont., had a narrow escape from death recently by being buried under a falling wall at a fire, while he was assisting in removing goods from the burning building. Mr. Jackson was severely burned and bruised, his head having several scalp wounds which required twenty-five stitches.

Mr. H. G. Pooler, of Toronto, a well-known and popular traveling man, has joined the staff of the New York Skirt Mfg. Co., Montreal, as their Western Ontario representative. Mr. Pooler has had considerable experience in selling this line of goods, and this knowledge, together with his acquaintance with the trade, should doubtless make him quite an acquisition to this firm.

Some recent visitors to the Toronto office of The Dry Good Review and Men's Furnisher were: Mr. A. R. Scott, member of the Manchester Chamber of Commerce, who is representing some English capitalists in Canada; H. Northcote, of Stafford Northcote & Co., London, England, who is also taking in the St. Louis Fair, and Mr. Moss, of Moss, Heaps & Dale, London, England, who is opening up their business in Canada.

Mr. Colin Cockburn, of Cockburn & Rae, wholesale milliners, Toronto, was a caller upon the trade in Montreal during last month. Mr. Cockburn is European buyer and the most of his time is spent in England and the Continent, where he is in constant touch with the markets. His headquarters are in London when abroad. In conversation with a representative of The Dry Goods Review at the Windsor, Mr. Cockburn stated that they expected to be in their new and larger premises on Wellington street west, Toronto, by the first of the new year, and though the destruction of their old premises and stock on Bay street by fire in the Spring had been a handicap during the past season for stock orders, their import trade had not been affected, and he looked forward to a decidedly improved business during the coming season. Mr. Cockburn leaves for Europe again in a few weeks.

ANSWERS TO CORRESPONDENTS

In this department we publish questions submitted to The Dry Goods Review and Men's Furnisher, the answers to which will be, in our estimation, of general interest to the trade, and which entail no competition between the production of different manufacturers. We are always pleased to provide required information on anything connected with the dry goods and men's furnishings trade. Questions will be answered only in this department unless a special request be made for answer by mail.

L....., Nov. 13, 1904.

Editor Dry Goods Review and Men's Furnisher:

I would take it as a favor if you would tell me what is the ideal window for a dry goods store. I appeal to you as an authority on this subject and would like to know all the newest ideas in constructing a window, dealing with floor, background and ceiling. I am just finishing a new store in this town and want to have everything of the latest. Also what do you think of papered interiors?

Respectfully yours,

Answer—We have had so many requests of late of this kind that we have in preparation a special article on the construction of the show window, which will be illustrated with cuts of some new ideas in windows. In the meantime we have answered by mail. The only paper permissible in a store interior is ingrain of light color. Pattern is exceedingly undesirable.

H....., Nov. 14, 1904.

Editor Dry Goods Review and Men's Furnisher:

Some four weeks ago I requested some information from you in regard to linens and was much pleased with the prompt and intelligent manner in which you responded. I am again after information and place myself under obligation to you in seeking it.

What is the proper course to pursue in applying for a patent?

Your kind attention to this will be greatly appreciated.

Yours very truly,

Answer—We would advise you without hesitation to apply to a patent solicitor. There are so many details to follow that it is less expense in the long run and a great deal less trouble. The patent solicitor does everything, including drafting, etc.

S....., Nov. 14, 1904.

Editor Dry Goods Review and Men's Furnisher:

Would you be kind enough to give me the address of some reliable fur house that handles raw furs that I may secure a price list?

Yours respectfully,

Answer—A list has been sent by mail.

S....., Nov. 15, 1904.

Editor Dry Goods Review and Men's Furnisher:

I notice in your November issue in the carpet department you speak of art nouveau designs in carpets. Would you kindly tell me what that means. I have asked some of the travelers and they could not tell me definitely. As I do a very large business in carpets it means something to me.

Yours truly,

Answer A carpet traveler should be able to give you some idea what art nouveau designs are like. The clearest description we can give of the term is by referring you to our cover design of the November issue. The curves on the outer part of the plate are of art nouveau style. In general and in as few words as possible, the chief characteristic of an art nouveau design is the long odd shaped curves which run almost straight for a distance and then turn abruptly. The design is readily recognized as soon as a few samples have been examined.

WHOSE AD IS BEST?

WE shall give a prize of a Fountain Pen worth $7 50 to the ad. writer of the firm whose advertisement in the January number of The Dry Goods Review is considered the best by a majority vote of our readers, who will be invited to pass judgment.

Furthermore, two prizes will be given to those voting—a $7 50 Fountain Pen for first prize, and MacDonald's Book, "Successful Advertising and How to Accomplish It" for second prize. None of the letters will be opened until January 25. Before opening they will be all mixed up, and the first letter opened in the winning group will be the basis for awarding the first prize, and to the sender of the second letter opened will go the second prize.

Announcements of the winners will be made in the February number of The Review.

The Dry Goods Review and Men's Furnisher.

The following letter from Roe Head Mill, Mirfield, England, has been received by the secretary of the Canadian Manufacturers' Association:

Dear Sir—We are wishful of finding an agent to represent us and push our goods, viz., card clothing, amongst the cotton and woollen mills in your country, and write to ask your aid in the matter.

We may say that we are one of the oldest firms making these goods and can turn out a first-class article.

If you could recommend a thoroughly reliable firm or one who already represents a maker of spinning machinery for cotton and wool would be the best. If you know one who is not already selling card clothing

(Signed) JOSHUA LISTER & SONS,
G. Lister.

MANITOBA DRY GOODS TRADE

Office of the Dry Goods Review,
515 McIntyre Block,
Winnipeg, Nov. 25, 1904.

NOVEMBER is essentially a sorting month in the Winnipeg wholesale dry goods trade, as Winter goods are, of course, bought much earlier in the season. Wholesalers report that the sorting trade has not, up to the time of writing, come up to their expectations. The reason is not hard to find, for on all sides this condition of affairs is attributed to the fine weather which has prevailed this Fall. A year ago the snow was on the ground and Winter had set in in earnest. Open weather has kept the farmers busy in the fields, and while a blessing to the public at large has prevented retail sales from coming up to expectations. The consumer is always prone to delay his business, and when busily occupied with farming duties he has not bought so heavily as the retailer expected. Retail stocks have not yet been very heavily drawn upon, and sorting orders have consequently been delayed.

* * *

But wholesale houses are anxious to prepare for stock-taking, and in order to clear some "jobs" have been offered. In some instances these included goods suitable for the Christmas trade, and it is for such offerings that shrewd retailers are constantly on the watch. An especially attractive offering of this class is a line of box lot handkerchiefs for Christmas now being offered by one or two of the leading houses. In these boxes the handkerchiefs are all of different patterns, and the line is a particularly handsome one for the Christmas trade. In men's linen handkerchiefs some extra price inducements are being offered for the Christmas trade.

* * *

In men's neckwear some attractive displays are made by the wholesale houses, and a gratifying interest on the part of the trade in the finer lines of goods is reported. A notable feature is the variety of wider shapes offered, no doubt because of their suitability with wing collars. The best demand is reported for the small, neat effects, but large patterns and bright colors are also to be seen and are proving popular with some classes of purchasers. Plain colors are prominent, browns and purples being the most popular. The four-in-hand is the popular style, but a marked revival of puffs is reported by the trade. In men's fancy suspenders some handsome lines are showing, still for Christmas trade and sales of the higher class goods are reported satisfactory. This is a line of goods which some Winnipeg retail stores are already displaying quite prominently for the holiday trade. In some country districts the finer class of goods can be sold only in the holiday season, and country dealers are wise in pushing the higher priced lines in December for a good profit.

* * *

As mentioned before, wholesale houses are busy clearing stocks, and some attractive offerings are made this month in staple lines. In towellings and linens one large house has been showing some extra inducements, and some retailers have been picking up "snaps" which may be utilized to advantage in January sales to follow the Christmas rush.

Eiderdown comforters have been receiving considerable attention from the local wholesale houses. Chintz covered comforters 5x6 and 6x6, to retail at $4.50 and $5.50 each, have been a feature of note, and they are meeting with a favorable reception. Another line in satin covered 5x6, with frill, to retail at $15 each, is being offered for the high-class trade. These are only examples of an extensive range varying in price from the cheapest to the very expensive. It is a line which some houses are featuring.

A FOOTBALL GAME.

ON Thanksgiving morning an exciting game of football was played at Fort Garry Park between teams representing Stobart, Sons & Co. and Greenshields Western Limited. The game resulted in a victory for the former team by a score of 1 to 0. The score indicates a close contest, the winning goal being secured by Robertson in the last half. The opposing teams were as follows :

Stobart, Sons & Co.—Goal, Barnes; full backs, Armit and Devine; half backs, Adam, Clements and Camsell ; forwards, Robertson, Whitham, Pringle, Oxley, and Jamieson.

Greenshields Western Limited.—Goal, Zimmerman; full backs, Munton and Nichol; half backs, McEwen, Higginson and Collett; forwards, Bullock, Flanagan, Hoare, McIntosh and Mulvey.

Officials.—Referee, T. McKeown; goal umpires, R. McEwen, G. Sinclair; touch line judges, T. Welsh, H. P. Tweedie.

NOTES.

Mr. William Mowat, advertising manager for R. J. Whitla & Co., has returned to his desk this week after a short illness.

Mr. F. W. Stobart, managing director of Stobart, Sons & Co., is in England this month.

Mr. C. A. L. Carter, manufacturers agent, Winnipeg, left the city November 14, on an extensive trip through Manitoba and the Northwest Territories.

There is a rumor that Marshall Field & Co., the large American department store firm, have purchased a valuable and extensive piece of property in the city of Winnipeg for building purposes.

AN ENGLISH CATALOGUE.

A MOST carefully prepared and artistic catalogue is that issued by Stafford Northcote & Co., Limited, 27-30 St. Paul's Churchyard, London, E.C. No expense has been spared in producing a work that will be retained by the merchant as a guide to his buying. The cover shows a girl in one of the latest waists, or shirts as they call them, and this shows up beautifully on an olive green background. All the newest styles in lace and lace goods, including galons, insertions, veils, lace and sequin robes, handkerchiefs, collars, and berthas scarves. There are also shown cuts of overslips and shirtwaists copied from the best home and continental models, skirts, ruches, pleated trimmings, linen handkerchiefs, aprons, ladies' linen collars, ladies' overalls and children's pinafores, etc., are also illustrated. The cuts are of the very highest order, and as a revelation of the different kinds and styles of lace it will prove invaluable to the dry goods merchant.

HINTS TO BUYERS.

From information supplied by Sellers but for which the Editors of THE REVIEW do not necessarily hold themselves responsible

Brophy, Cains & Co.

SPRING dress goods collections are now almost completed and the range is of a completeness which leaves nothing to be desired. Samples are now in the hands of their representatives, and even a casual glance attests the beauty of the line. During November new arrivals came thick and fast in every conceivable new material and popular color, till now they consider the range beyond comparison. Lustres, mohairs, sicilians, a host of the voile family, crepolines, soielaines, Panama cloth, etc., are to be seen in an endless variety, a few of which they enumerate in their advertisement in this issue.

The handkerchief department is replete with Christmas novelties. A line of assorted over-mades in Swiss embroidered goods is spoken of as a snap which retailers shouldn't ignore.

Caverhill & Kissock.

Buyers in need of holiday goods to enliven trade can find full representation in all lines at this house.

Travelers are now showing a range of Spring millinery. Their men are in possession of exclusive information supplied by their shrewd foreign buyer, and the trade may depend upon seeing staple goods which may be banked upon as correct. This house prides itself upon securing the latest and most exclusive goods, and these will be found in travelers' hands and in their warehouses in good time. The Council at Paris, which their buyer is in close touch with, has not definitely announced or even heralded what are to be any novelties for Spring. This firm's buyer has again left Montreal to attend their conference and pick up the most exclusive yet suitable novelties in trimmings, etc., for the Canadian trade.

The New York Skirt Mfg. Co.

A new departure in the Spring samples of this firm is seen in the complete line of shirtwaist suits which are to be extensively worn in all kinds of lightweight materials. Crepe de chines have a strong showing, followed closely by voiles, voile de Paris, sicilians, canvas cloth, etc. Silks also have a strong showing. As a color black is very prominent, and while golden brown and cadet blue are at present very strong in the line, they are prepared for a demand for jet green late in the season.

The New York Skirt Mfg. Co. report that cravenette fabrics will be very popular for skirtings and cover coatings.

The Standard Neckwear Co.

Their buyer has recently spent a fortnight in New York markets closely watching the trend of style and picking up some choice selections for immediate holiday delivery. These goods need to be seen to be appreciated. They are in every new color, material and shape. Derbys, ascots and new puffs are all gems, along with a choice assortment of the new, rich, wide four-in-hands. Rich morocco, brown, and new tans, now the rage in New York, have a very strong representation, although green, slates, wine and many new combinations in ombres are to be had.

A novelty shown by this firm is a reversible puff, which certainly has merit and is practical enough to win a safe place in the fickle neckwear world. It is [illegible] to one, which a simple twist of the wrist renders [illegible] and can be retailed at 50c. Sewn safely to a stout ring on a shield it is adjusted either way without appreciable difficulty. It needs to be seen and samples are sent upon request.

P. Garneau, Fils & Cie.

Samples representing the new Spring styles of blouse and dress materials are now complete, some of the latest novelties having been lately added to the assortment. Voiles, colienes and light canvasses will again be popular material. Fancy lustres, plain and fancy mohairs will also be in great demand. Plain mohairs in white, new brown, special marine and black will have a large sale during the next season. Small checks in black and white, marine and white, and brown and white, will be special good sellers. These effects are to hand in mercerized cottons, lustres, taffeta, chiffons and louisine silks.

The lines of cashmere hose and half hose have been selected from the best makers, and are the best value that ready cash can obtain. Amongst the special values shown in this department they call attention to ladies' mercerized lace hose. The finish is perfect and permanent, has the appearance and feel of real silk, and will be one of the big lines of the season.

The fancy cotton department is showing some of the newest and most stylish lines in the Canadian and European markets. All classes of material are represented,—muslins, lawns, organdies, delaines, flaked linens, art muslins, cretonnes, etc. Attention is called to the new finish cotton voiles and crepolines. These goods have the appearance of all wool and are bound to be big sellers.

The woolen department is showing a specialty for the Spring trade in sphinx serges, of which P. Garneau, Fils & Cie. have the exclusive control for all Canada. These goods are guaranteed best quality in every respect and every yard will be stamped "Sphinx Sreges."

The Perfection Cloth Measure.

The W. R. Brock Co., Limited, who control the sale of this necessity, report gratifying sales. Stocktaking is close at hand and the measure soon saves its cost, and is simple to operate yet entirely accurate at a very small outlay. Most merchants are convinced of the safeguard such a measure is at all times of the year, and can't be without one. General directions are on the measure, but full details are contained in a neat pamphlet which is sent upon request.

John M. Garland, Son & Co.

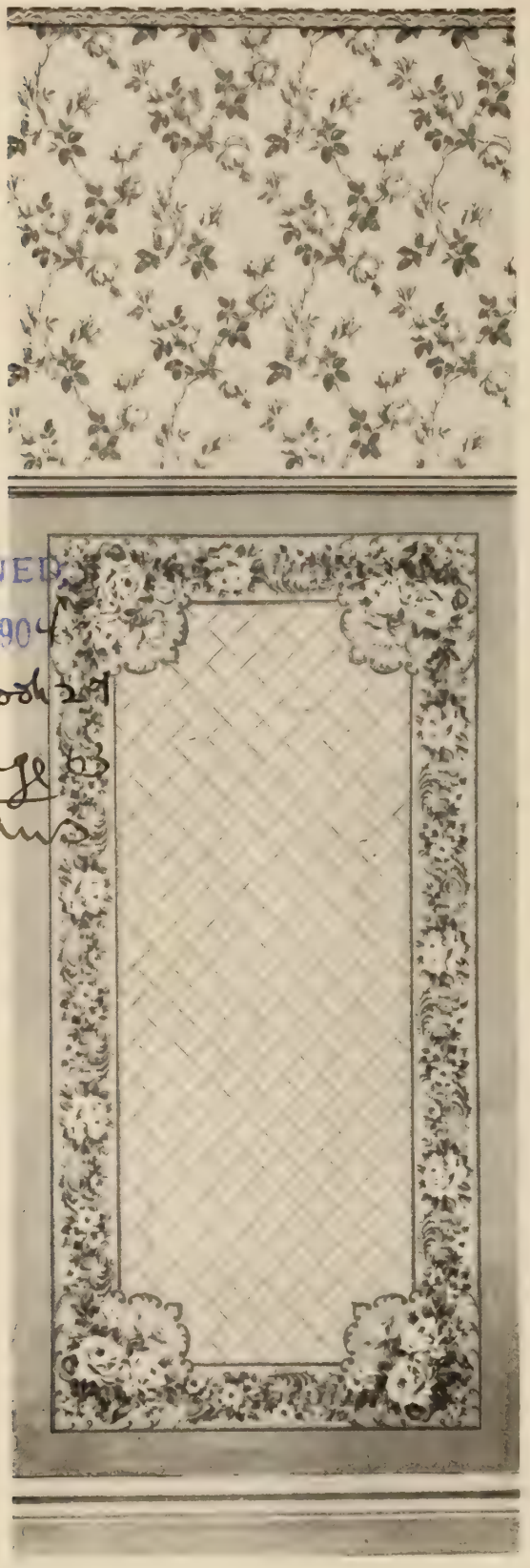
Sterling velveteen sold by this firm is an easy leader in the market, put up in twelve yard lengths, to retail at 50c.

They are showing a splendid range of Christmas neckwear put up in an artistic box of one tie; they will also show some very nice stuff in the French styles. They are showing for immediate delivery a large range of styles in Austrian collars that may be retailed at 15c. or two for 25c.

No. 105 men's raglan coats, correct cut and plenty of room to live in, made up from English covert cloth and

rainproof, are in stock. This coat can be retailed at $10 with a handsome profit. E40 is a very heavy pea-coat made up from best Canadian frieze, and will retail readily at $1.75.

X410 suspenders are special holiday goods and will show up along side of goods costing 25 per cent. more; put up one pair in a box and per dozen boxes; excellent value to retail at 25, 35 and 50c per pair.



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Ans

Panel decoration manufactured by Stauntons Limited, Toronto.

American Silk Waist Co.

Fancy dress waists in dainty, soft materials, with taffeta playing a strong part in popular lines are especially good in this firm's line. Chiffon taffeta is particularly good. Jap silks are again seen at all prices. Crepe de chine is favored for shritwaist suits. Allover lace waists are particularly recommended and are trimmed with hand made braid with a dressmaking finish. The yoke effect is an exclusive novelty with this firm. Tailor made taffeta waists for matching suits are to be in good demand and their range is excellent. Trimmings show the latest novelties, accentuating hand made goods. The newest touches of fashion are revealed in the new sleeves and cuffs.

Debenham, Caldecott & Co., Montreal.

"A house famed for ribbons and silks" might well be applied as a catch phrase to this firm, as untiring effort coupled with shrewd, apt buying has won them an enviable position. Ribbons in the millinery world are to reach the zenith of this popularity and the range of ombre effects shown by this firm is worthy of attention. Shirred ribbons from 1-2 to 4 inches in width are also good for dress trimmings. These ribbons were bought prior to considerable advances and are prime value. Travelers are doing well with Spring millinery samples and they reiterate last month's assertion that styles and materials are dependable. Their Mr. Grandpre has left for foreign markets in search of late novelties and when his selections are finished they are certain a choice Spring selection will be available for intending visitors.

Greenshields Limited.

Their range of dress goods is unusually large and effective, embracing the newest creations. Light weight supple fabrics, of which the firm show a very full line, are in good demand. Mohairs, lustres, sicilians, etc., are in good demand, while voiles, eoliennes, crepes, canvases are as good as ever.

Wash fabrics' sales have justified their selections. French organdies in stripe and spot effects on plain lace and ribbon stripe are in high favor. Silk finished Persian lawn, India linen and Swiss spots for fancy dress wear along with a range of heavier materials for blouse wear and suits are also going well. Novelty cotton suitings have proved very popular and many exclusive imitations of silk and wool dress goods are to be had. Cotton voiles, retailing from 15 to 35 cents, are good property. Voile de chine retailing from 18 to 35 cents per yard is another novelty. Crepe de chine is a perfect copy of woollen goods and is to be had in plain colors and black as well as a variety of mixtures to retail from 20 to 50 cents a yard. Voile grenadine and laine de soie are two other high-class novelties.

Colored dress muslins to retail from 8 to 50 cents a yard are in good demand. White mercerized fancies in suitable weights for blouse wear and shirtwaist suits to retaail from 15 to 50 cents a yard. A highly mercerized voile is a strong seller, retailing from 10 to 30 cents. It comes in 8 colors. Fine sheer dress muslins in just the right weight and finish will create a new trade for any wash goods department. Fancy black dress muslins are

guaranteed trade winners, retailing from 10 to 50 cents.

Prints are advantageously priced for retailers and early selection is advised. Crum prints in over 800 patterns for shirtings and dress wear show a marked improvement. Dress ducks to retail at 10 and 12 1-2 cents can be delivered promptly. Plain ducks and drills to retail from 15 to 35 cents can also be had.

A lining special is Sylk Ray Talleta to retail at 35 and 40 cents, 44 inches wide, black only. It looks like Taffeta silk. XLNT and Jap soie are of the correct weight and finish for drop skirts to line sheer, clinging fabrics. They have the appearance of taffeta silk in all colors and two qualities to retail at 20 and 25 cents. Special attention is given to mail orders.

They have in the hands of their travelers samples of a most varied range of ladies' and children's gloves, hosiery and underwear for Spring, 1905.

Handkerchiefs for holiday trade comprise many new effects, hemstitched, drawn-work and lace insertion from 80c to $1.80; Irish embroidered from 45c to $2; Swiss embroidered, 90c to $2.25, etc., etc. Lace edges from 35c to $6; scalloped edges from 85c to $4.25; floral and button effects in effective patterns from 90c to $3; tenériffe, hemstitched, Swiss embroidered, $1.80 to $4.50; the Shamrock at $2.25, etc. Japanese silk handkerchiefs both ladies' and men's, in a complete range, plain hemstitched lawn handkerchiefs, ladies', and men's in all varieties and prices.

Kyle, Cheesbrough & Co.

Mr. James Kyle has just returned from French, Swiss and German markets, where an exclusive range of patterns and styles in a complete range of dress accessories was picked up. Net top laces are in particularly strong representation in exclusive designs, while the range of vals and torchons for trimming dainty dresses is complete. Guipures in ecru and ivory are also recommended by this firm. This firm deal direct with factories and thus are in a position to secure the most exclusive and fashionable designs. Hand loomed goods are shown in silk embroidered trimmings on net top laces. Gold tinsels are noticeable and most intricate and ingenious designs are produced.

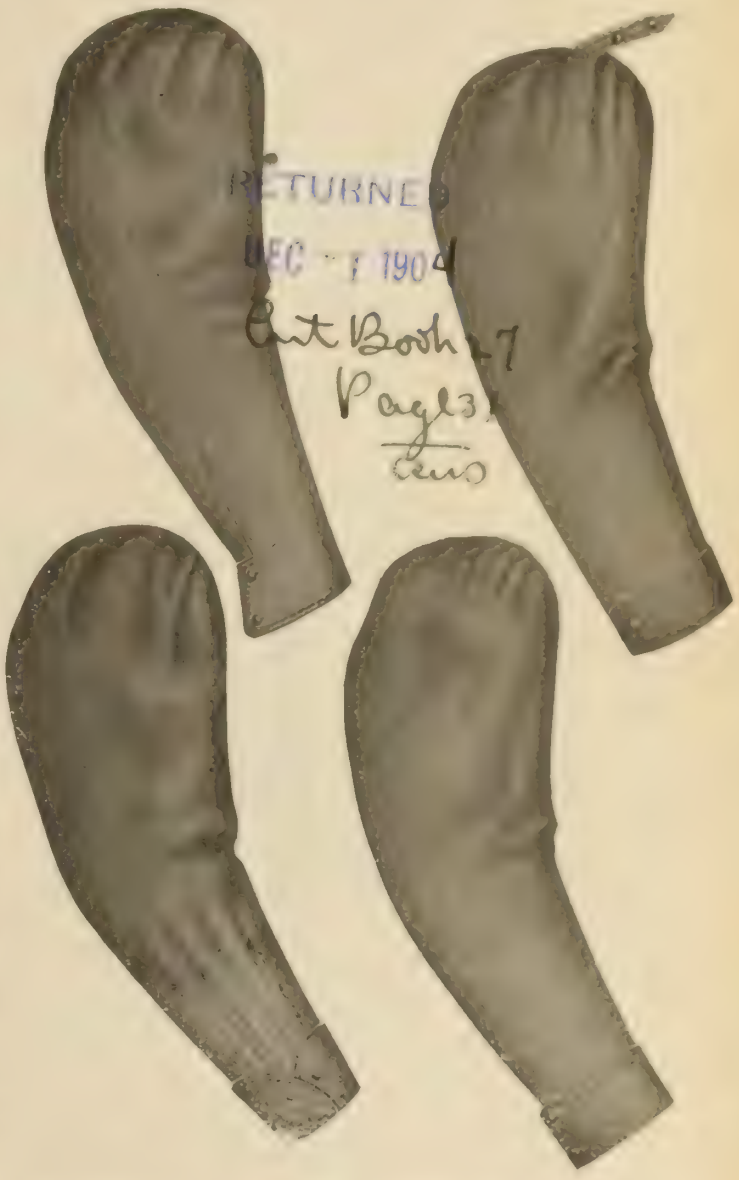
Spring collections of dress goods emphasize light weights in broadcloths as well as a host of crepolines, colliennes, voiles and the like, with the mercerizing process in strong showing even on the latter class of goods.

The range of holiday novelties in neckwear, belts, etc., is complete, and many surprises may be expected. For Spring crush leather and fabric belts with a choice range of new ornaments will be shown. The new draw tie is present in linen and Swiss embroidered goods for neckwear among a number of other late ideas.

The W. R. Brock Co., Toronto.

A good line of Astrachan gauntlets for ladies, men and children is carried, as well as lined kid gloves and mits, to retail at 75c to $1. There is a large stock of boys' and men's sweaters in plain and fancy stripes, especially should be mentioned one line of worsted to retail at $1 in white, cardinal, navy blue, or black. Fancy shell goods include the "Olive" back comb and "Royal Dip." They have just received a shipment of 5x5 Saxony, all colors can be bought at same price. For assorting season their hosiery, gloves, underwear, etc., are complete and all orders can be filled. Their guaranteed kid gloves "Hilda" and "Olive" are selling well. Their line of black worsted hose "Hercules" is extra good.

In the smallwares and men's furnishings department they are making a special bid for Christmas trade in their new golf jerseys in blouse and coat shape. A large line of fancy knitted goods in shapes suitable for children's muffs of imitation bear skin up to date are


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Cents

New sleeves to go with any model as shown by the Montreal Waterproof Clothing Co.

coats, polka jackets, wool mits, mitaines, mitres, toques, wool shawls in honeycomb and fancy knit to retails 50c to $30.

In the linen department they are showing a complete range of bleached damask, naps and cloths to match. Napkins are ¾ and ⅞ sizes, cloths are 8x10, 8x12, 8x14, 8x16, 10x10, 10x12, 10x14, 10x16, to retail from $2 to $25, all new open patterns, ten different qualities. Their range of separate napkins retail in ¾ size at 75c to $2, and in ⅞ size $1.25 to $6. Fringed dollies, round and square, can be retailed at 75c to $2. Tambour pillow

shams at 40c to $1.50; tambour dresser and sideboard scarfs at 35c to $1.

In velveteens the colors selling are all shades of brown, green, and garnet, and these will be found good for the early Spring. In silks the prominent sellers are shepherds' checks, pin checks, fine hair-line stripes, etc., in louisines and in tamolines. Plain messaline is also selling for blouse and evening wear, and the popular colors are bisque, pearl, reseda, myrtle, brown, sky, rose, and bright navy.

Other good selling lines for Spring are the mohairs, particularly shepherd's checks. Judging from present indications all classes of lustres and mohairs are to occupy a strong position in Spring sales. The plain cloths are selling particularly well, and so are the mannish and shot effects, and green is very much in evidence.

This is the season of the year when aprons are at their best. Her Ladyship range is most complete. They are showing a line with embroidered bib in lawn which can be retailed at 25c with a good margin of profit, and their line to retail for 50c has a good full body. These goods they have now in stock and expect to do a large Christmas trade in them. The department reports heavy sales of fancy tweed skirts; the range is large, running in price from $1.50 to $12. These are made from job cloths and they are selling regular $3.50 goods for $2.75. Their ranges Ellen and Carrie are two especially strong numbers. In vicunas, Louise cut 9 gore, trimmed with 18 tabs and buttons, which they quote at $2, boxed singly, and Verna at $2.75, are selling in large quantities.

The Castle Braid Co.

A few fancy cords recently introduced by the Castle Braid Co., of New York, are herewith illustrated. They can be had in a great variety of widths, and in more than

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thirty color combinations. The firm reports that it is at present preparing a color card of plain cable cords for the Spring season, containing about sixty beautiful shades. These cords are made in twelve thicknesses, and are a staple feature with this enterprising firm.

Readers of this publication are invited to send a request to the firm for the new color card.

Debenham, Caldecott & Co., Toronto.

Never in any previous season in their history have Debenham, Caldecott & Co. put before the trade such a large and extensive range of dress materials as they are now showing for the Spring trade, and there is no branch in fashionable dress fabrics in which their line is not strong.

In the popular silk warp materials their range is particularly varied and extensive. They are showing plain and fancy eoliennes, silk warp, voiles, striped silk voiles, voile cameo, crepe de chine, poplin de chine, silk warp armure effects, checked taffeta cloths, silk crepons, and creped weaves, etc.

In these goods they are showing besides greens, browns, fawns, myrtle, reseda and moss, etc., the latest Paris colors—ecureuil, tangerine and lilac. Woven spot and embroidered effects in these goods are shown in large variety.

In taffeta cloths, which are new and popular, the range is very large. They come in all manner of fancy checks, and besides are embellished with woven and embroidered patterns.

In black veilings they have an immense range, which includes some handsome broderie anglaise and spot effects, as well as plain voiles, eoliennes, and crepe de chines, etc.

In dress silks Debenham, Caldecott & Co.'s stock is large. They are showing fancy shot checks, figured effects, and woven spots, in taffeta and in English silks. In colored taffeta ribbons they carry all widths and colors in 884 quality, and also in 880 and 882-30.

Their taffetine lining is selling well for Spring, and they have a large stock on hand in a range of 75 shades.

An Advertisement Contest.

Can you write a good ad? This is becoming a very important question. And the number of those who can reply to this question with a courageous "Yes" are very few. There are many who think they can write a good advertisement, but they are not able to support their views with any assurance. The technical knowledge which they have of advertising would go into a very small book. In view of the increasing inquiry and desire for technical knowledge of advertising, the opportunity provided by the Central Business College, of Toronto, is one that ought to find a welcome from hundreds of men everywhere. The prospectus of the college is a very interesting and sensible document, and is worth sending for. It is called "Better Advertising."

Gordon, Mackay & Co.

In their staple department they are holding a special sale of the Wyld-Darling stock. Some special jobs in flannelette that have been cleared up from the mill are W4X, 32 inch wide, regular 7c for 6 3-8; W7X, 36 inch wide, regular 9c for 8c; W55, a special heavyweight which is extra value at 10c. There is a full range of patterns in all these. Specials in white cottons are 3270, 35 inches wide, 5 1-2c; 500, 35 inches wide, 6 1-2c; 300, 35 inches wide, 7 1-2c; 400, 35 inches wide, 8c. There are crown cotton, clearing lines of sheetings and pillow cottons are showing for immediate shipment. They manufacture their own comforters of down and cotton, and filled feather pillows, and are therefore in a position to quote close prices. An extra special line and one that will speak for itself is their white vesting with black stripes costing regularly 22 1-2c. This they will clear at the low price of 8 cents.

In the smallware department all the novelties are to hand. A dainty little thing is the thimble holder in the form of a muff, velvet covered and with strings. It serves as a doll's muff after the thimble has gone. The Retento is a hair pin that secures an especially strong hold on the hair by means of the irregular bends in the sides. It retails at 5c a box of 50 pins. They cost 35c a dozen boxes. A very profitable and quick selling line is fancy frill elastics of which they are showing two qualities in pink, blue, cardinal and orange at $1.50 and

$2. They manufacture their own umbrellas and parasols, and the line of presentation goods with fancy handles is very complete.

The National Rubber Co.

Spring lines are now on the tapis and among the many nobby patterns and styles the complete range of tweed mixtures lately added to deserves especial notice. Great pains has been taken in selecting the very latest effects and altogether the range should please the most exacting. Their Spring creations in showerproof garments need to be seen to be appreciated.

Mr. T. Glickman, a member of this firm, is now on a prolonged six weeks' tour of English markets, searching for the very newest in style and pattern, a point this firm always insists upon having.

John Macdonald & Co.

They are showing in their woollen department clearing lines of 6-4 worsted and tweed suitings at 75c, $1 and $1.50, 6-4 Oxford grey frieze at 42 1-2c and black at 42 1-2c, a lot of skirt ends in women's suitings, and 100 pieces 40-inch fancy selesias 9c per yard.

For the Christmas trade they show ladies' silver and gold-mounted umbrellas, ladies' lace collars, fancy silk collars, neck ribbons, all colors, kid gloves, ringwood and cashmere gloves, fancy blouse silks, black peau de soie, guaranteed quality.

For Spring they are showing a splendid range of laces and allovers, including valenciennes, point d'esprit, torchons, the new mimosa laces and allovers, mercerized allovers in white, black and champagne in great variety.

White goods for January white goods sale will be ready for delivery early in December and comprise Victoria lawns, Persian lawns, satin checks, an immense variety of mercerized brocades, spots, sprays and fancy figures, tucked apron lawns, a limited supply of their celebrated BB and CC 45-inch lawn at old prices.

They are showing in their staple department linens for Christmas—d'oylies 8 to 15 inch, round, square and oval, tray cloths in ten different qualities, bureau and sideboard covers to retail from 25c to $1; table cloths, plain and hemstitched, also cloths and napkins to match, several prices in each line. They keep two special linings, XLNT and taffetine; if you do not know these linings send for sample piece; both lines are in black and colored. Their range of numbers in white cotton are now in stock. Dealers should place orders early for these lines and get the benefit of early deliveries.

Merchants can still assort up their stock of blankets, flannels and comforters here, as their stocks in these lines are almost complete.

Harris & Co., Rockwood.

Those who are accustomed to associate the name of this firm with plain homespuns, etc., will be astonished at the wide departures made by them in their range of Spring samples, for though plain cloths are still there the majority are in fancy effects, chiefly in the direction of mannish cloths so popular at present, and which are selected as one of the leaders for the Spring trade.

These are produced in astonishingly light weights for Canadian made fabrics, and mark a distinct advance in the standing of the home-made materials. Some of the lighter weights very nearly approach a serge, and they all have the crispness of finish that is indispensable at the present time.

When referring to this firm's Fall line The Review remarked upon the clear, soft coloring, and the perfection of finish obtained, and these qualities are just as evident in the Spring samples, which must be seen to be fully appreciated, indeed in this respect many of the samples might pass for imported goods.

This firm make a specialty of all wool fabrics, and are extremely jealous of their reputation in this respect. All the processes from the washing and scouring of the greasy wool are done under their own supervision, and the result is not only a beautiful but a most enduring fabric.

Among the novelties is what may be described as a pebble check, in two colors, that is most attractive, as also are the shepherd's checks with an over check in contrasting colors.

There are quite a number of broken checks, on granite grounds, and there is a large range of silver greys, that are heralded as one of the leading Spring colors.

It is quite evident, too, that both dyer and designer know just what shades, and what proportions of blue and green, go to make up a harmonious combination.

Lord & Taylor, New York.

Readers of The Review will no doubt be quick to notice a new name among the advertisers in this issue. The advertisement of Lord & Taylor, of New York, draws attention. It may be news to some merchants that this firm are among the largest wholesale distributors of hosiery and underwear in America, and they hope that this advertisement, supplemented by their cordial invitation, will result in a visit to their extensive show rooms at the earliest opportunity.

The "Merode" (hand finished) underwear is made at Wakefield, Mass., at the "Harvard Mills." This mill, Lord & Taylor assert, is known throughout the United States as the producer of the most perfect fitting and best underwear known. Their output is over $1,500,000 and is to-day represented and sold by all the leading merchants in the United States. The mill from every standpoint, equipment, sanitary arrangements, experienced and intelligent operatives and wise supervision has no equal, while its product is the envy of all other manufacturers. The care and attention paid to every detail of manufacture, the wide range of qualities, shapes and fabrics, includes garments of every description, it being possible to fit both slender, medium and stout forms with accuracy. One of the most noteworthy features is the perfect fit, no garment sold is ever returned or exchanged.

Canada's leading dry goods stores have adopted both these brands, the "Merode" and the "Harvard Mills" (hand finished) underwear. It is possible to be supplied with promptness at all times as Lord & Taylor have an immense warehouse in New York city devoted entirely to the receiving, shipping and reserve stock of these two brands. Their facilities make it easy for you to carry the lines in modest quantities, and all duplicates are filled promptly. They invite correspondence and will be pleased to give any information in detail that may be of value.

W. R. Brock Co., Limited, Montreal.

A complete stock of knitted woollens is shown by this firm, including mittens, hoodes, sashes, puffs, etc.

Some very pretty bootees and infantees are on view this month.

In tab collars the stock is A1. It embraces all the latest and prettiest designs at right prices.

There is a feeling that embroideries will be very much used during the coming season, and all merchants who wish to keep up-to-date should put in a stock of the goods. The Brock Co. are showing some nice designs.

Some special lines of ladies' and men's handkerchiefs are on view, in particular a Japanese silk initial handkerchief. These goods are A1.

This firm is also showing some special handkerchiefs for the Christmas trade, done up in half dozen boxes, at prices ranging from 40c to $1 per box.

A heavy moleskin, retailing at from $7.50 to $8 per yard, is being shown by the dress goods department. This is suitable for carriage wraps or motoring coats and is very popular this season.

Carpets have been selling freely and the department has been obliged to repeat many lines. Rugs and mats of Canadian manufacture are also being shown in the popular colors, browns, reds and greens being especially asked for. Linoleums, too, have been going very well, as have chenille goods and tapestries.

The dress goods department is showing some nice lines of Venetian, TB1 being especially worthy of mention, while lustres, granite cloths, and box cloths have not, apparently, lost their popularity. Ravenswing, Italians and sunbeam velveteens still hold their own, and are likely to do so for some time if value has anything to do with it.

In ready-to-wear goods, the buyers have done very well for the department, many pretty articles of wearing apparel being shown. Christening robes and cloaks are a feature.

Silk blouses are seen in the latest designs at right values. Kimonas, too, are shown in great variety, while the line of wrappers in complete.

A stock of fur-lined capes is also on hand, and they are selling quite freely. Quite a large range of the goods is carried and the values are A1 in every particular.

The smallware department reports good sales of its skirt hanger. This hanger is essential to every store, and is moderate in price. A postcard will bring you full particulars.

Another article worthy of special attention is the coat and hat hanger. It takes little space and is easily put up, and can easily be retailed at 75c. Each hanger has four hooks, which can be folded back when not in use.

SUFFERED LOSS BY FIRE.

About 9 p.m., on Monday, November 28th, fire started in the building at No. 144 and 146 Front street west, Toronto, now occupied by Flett, Lowndes & Co. and the Consolidated Cloak Co. The fire would have caused considerable damage had it not been for the sprinklers, which soon extinguished it. It is estimated that the damage caused by the fire will not exceed $500.

JUST ABOUT CRAVATS.

JAMES R. KEISER, 122-124 Fifth avenue, New York, has issued a most valuable booklet confined to the cravat, its uses and abuses. Most artistic drawings illustrate the proper dress of the man for every occasion and what is shown and said can be relied upon as authoritative. In addition are shown cuts illustrating how to tie the ascot, culross, once-over, four-in-hand tie, etc. Most valuable information is given on the care of the cravat, cravat don'ts, the history of the cravat, wedding cravats and gifts, becoming color combinations, cravat adjuncts and cravattings. A dress chart is included. The whole is embodied in a neat and durable booklet that should prove an aid to the business of every furnisher and man who cares about his dress.

A FALSE REPORT.

THE inventive genius of the news reporter may be a valuable, if not a necessary aid to success in that important branch of journalism, but its exercise is sometimes attended with considerable inconvenience to the innocent subject of its attentions. The Penman Mfg. Co. are the latest sufferers in this respect. A report was recently published in some paper or papers unknown to the effect that the company contemplated establishing a factory at Medicine Hat (!) with the result that they were inundated with letters, catalogues, etc., from manufacturers of machinery and others who scented a contract. The report, of course, was a pure fable, but the letters had to be read and some of them answered, thereby involving the loss of much valuable time and creating a natural feeling of irritation.

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Hoskins, David, Toronto.
Jenkins and Hardy, Montreal, Toronto, New York.

Advertisement Writers.
Child & Fall, Wakefield, Mass.

Barristers, Solicitors, etc.
Atwater, Duclos & Chauvin, Montreal.
Tupper, Phippen & Tupper, Winnipeg.
Vidal, I. L. O., Quebec and Montmagny.

Belts.
Flett, Lowndes & Co.

Bindings and Webbings.
Faire Bros. & Co., Leicester, Eng.

Blankets, Quilts, Travelling Rugs, etc.
Alaska Feather & Down Co., Montreal and Winnipeg.
Toronto Feather & Down Co., Toronto.

Boots, Shoes and Laces.
Faire Bros. & Co., Leicester, Eng.
McLaren & Dallas, Toronto.

Braids.
Castle Braid Co., New York.
Moulton & Co., Montreal.

Button Machines and Buttons.
Defiance Button Machine Co., New York.

Carpets, Curtains, Rugs, Window Shades, etc.
Burrows, A. R., & Co., Guelph.
Courian, Babayan & Co., Toronto, Los Angeles, Winnipeg.
Greenshields Limited, Montreal.
Hees, Geo. H., Son & Co., Montreal and Toronto.
Imperial Carpet Co., Toronto.
Ishikawa, K., & Co., Toronto.
Macdonald, John, & Co., Toronto.
Rylands & Sons, Manchester, Eng.

Carriage Rugs, etc.
Brock, W. R., Co., Montreal.
Burrows, A. R., & Co., Guelph, Ont.
Galt Robe Co., Galt.

Cash Registers, Carriers, etc.
Lamson Consolidated Store Service Co., Toronto.

Cloaks, Costumes, Skirts, Shirt Waists, etc.
American Silk Waist Co., Montreal.
Baker, Richard L., Co., Toronto.
Brock, W. R., Co., Toronto.
Cooper, Corah & Sons, Leicester, Eng.
Empire Mfg. Co., Montreal
Hitchcock, Williams & Co., London, Eng.
Macdonald, John & Co., Toronto.
Mishkin, I., Montreal.
New York Silk Waist Mfg. Co., Montreal.
New York Skirt Mfg., Co., Montreal.
Pim Brothers & Co., Dublin, Ireland.
Ripley, E., & Son, London, Eng.
Pugh Mfg. Co., 33 Church St., Toronto.
Rylands & Sons, Manchester, Eng.
Victor Mfg. Co., Quebec.
Waldman & Sommer, Montreal.

Cloth Charts.
Brock, W. R., Co., Toronto.
Putnam, A. E., Milan, Mich.

Combs, Brushes and Mirrors.
Brock, W. R., Co., Montreal.
Fancy Goods Co of Canada, Toronto,

Commission Agents.
Flaws, R., & Sons, Toronto.

Corsets.
Crompton Corsets—Agents Walter H. Barry & Co., Montreal.
Konig & Stuffmann, Montreal.
Senez, Louis J. B., Montreal.

Cottons, Prints, Shirtings, etc.
Brock, W. R., Co., Toronto.
Brophy, Cains & Co., Montreal.
Greenshields Limited, Montreal.
Horrockses, Crewdson & Co., Manchester and London, Eng.
Rylands & Sons, Manchester, Eng.
"Viyella"—Hollins, Wm., & Co., London, Eng.

Cotton Batting.
Dominion Wadding Co., Montreal.

Cushions, Pillows, Etc.
Alaska Feather and Down Co., Montreal and Winnipeg.
Hees, Geo. H., Son & Co., Toronto.
Toronto Feather & Down Co., Toronto.

Dress Goods, Silks, etc.
Brock, W. R., Co., Montreal and Toronto.
Brophy, Cains & Co., Montreal.
China & Japan Silk Co., Limited, Montreal
Debenham, Caldecott & Co., Montreal, Quebec and Toronto.
Garland, John M., Son & Co., Ottawa.
Harris & Co., Rockwood, Ont.
Hitchcock, Williams & Co., London, Eng.
Ishikawa, K., & Co., Toronto.
Knox, John, Co., Hamilton.
Kyle, Cheesbrough & Co., Montreal.
Macdonald John, & Co., Toronto.
Oriental Silk Co., Montreal.
Priestleys'—Greenshields Limited, Montreal.
Richard, T., & Co., London, Eng.
Rylands & Sons, Manchester, Eng.

Dyers, Cleaners, etc.
British American Dyeing Co., Montreal, Toronto, Ottawa and Quebec.
Parker, R., & Co., Toronto.
Worrall, J. & J. M., Manchester.

Educational.
Belleville Business College, Belleville, Ont.
Central Business College, Toronto.
Metropolitan Business College, Ottawa.
St. Margaret's College, Toronto.

Embroidered Goods.
Beatty, Kerr & Verner, Toronto.

Engravers.
Legg Bros. Eng. Co., Toronto.

Evening Wear Specials.
Caulfeild, Burns & Gibson, Toronto.

Fancy Goods, Toys, etc.
Fancy Goods Co. of Canada, Toronto.
Reinhardt Mfg. Co., Montreal.
Weese, G. A., & Son, Toronto.

Featherbone Novelties
Reid-Featherbone Mfg. Co., London, Ont.

Finance. Insurance, etc.
British America Assurance Co., Toronto.
Canadian Bank of Commerce, Toronto.
Confederation Life Association, Toronto.
London Guarantee & Accident Co., Toronto.
Merchants Mercantile Co., Montreal.
Metropolitan Bank, Toronto.
Western Assurance Co., Toronto.

Fireproof Windows
Metallic Roofing Co., Toronto, Montreal and Winnipeg.

Flannels, Flannelettes, etc.
Brock, W. R., Co., Toronto.
Brophy, Cains & Co., Montreal.
Greenshields Limited, Montreal.
Horrockses, Crewdson & Co., Manchester and London, Eng
New York Silk Waist Mfg. Co., Montreal.
Rylands & Sons, Manchester, Eng.

Furs.
Bishop, J. H., & Co., Sandwich, Ont.
Alexandor, A. J., Montreal.
Nebelung, Charles, Montreal.
Peck, John W., & Co., Montreal, Winnipeg and Vancouver.

General Dry Goods.
Beatty, Kerr & Verner, Toronto.
Brock, W. R., Co., Montreal and Toronto.
Brophy, Cains & Co., Montreal.
Garland, John M., Son & Co., Ottawa.
Garneau, P., Fils & Cie, Quebec.
Greenshields Limited, Montreal.
Hitchcock, Williams & Co., London, Eng.
Knox, John, Co., Hamilton.
Kyle, Cheesbrough & Co., Montreal.
Macdonald, John, & Co., Toronto.
Rylands & Sons, Manchester, Eng.

Gloves, Mittens, etc.
Beatty, Kerr & Verner, Toronto.
Brock, W. R., Co., Toronto.
Goderich Knitting Co., Goderich.
Hudson Bay Knitting Co., Montreal and Winnipeg.
Pewny's—Greenshields Limited, Montreal.
Rylands & Sons, Manchester, Eng.
Storey, W. H. & Sons, Acton.

Handkerchiefs.
Beatty, Kerr & Verner, Toronto.
Brock, W. R., Co., Montreal.
Brophy, Cains & Co., Montreal.
Gordon, Mackay & Co., Toronto.
Greenshields Limited, Montreal.
Macdonald, John, & Co., Toronto.
Paquette Bros., Montreal.
Rylands & Sons, Manchester, Eng.

Hats, Caps, Etc.
Peck, John W., & Co., Montreal, Winnipeg, and Vancouver.

Hotel Directory.
Grand Hotel, Galt.
Provincial Hotel, Gananoque.

Laces and Veils.
Betty, Kerr & Verner, Toronto.
Canada Veiling Co., Toronto.
Hitchcock, Williams & Co., London, Eng.
Konig & Stuffmann, Montreal.
Kyle, Cheesbrough & Co., Montreal.

Ladies' Neckwear.
Brock, W. R., Co., Montreal.
Fairbairn, Rhys, D. Toronto.

Leather Goods.
Fancy Goods Co. of Canada, Toronto.
Western Leather Goods Co., Toronto.

Linens.
Liddell, Wm., & Co., Belfast, Ireland.
Rylands & Sons, Manchester, Eng.

Linen, Silk, Cotton and Woolen Threads, Yarns, Etc.
Baldwin, J. & J., & Partners, Halifax, Eng.

Linings and Canvases.
Kirk, Samuel, & Sons, London, Eng., and Manchester.
Rylands & Sons, Manchester, Eng.

Matting.
Imperial Carpet Co., Toronto.
Ishikawa, K., & Co., Toronto.

Medicines.
Mackay, Dr., Montreal.

Mending Wools.
Faire Bros. & Co., Leicester, Eng.

Men's and Boys' Ready-Made Clothing (Overalls, Leather and Rain-coats, Sweaters, etc.).
Fraser, Donald, & Co., Winnipeg.
Garneau, P., Fils & Cie, Quebec.
Hudson Bay Knitting Co., Montreal.
Macdonald, John, & Co., Toronto.
Peck, John W., & Co., Montreal, Winnipeg and Vancouver.
Rylands & Sons, Manchester, Eng.
Waller, John L., & Co., Winnipeg.
Wilkins, Robert C., Montreal.

Metallic Roofing.
Metallic Roofing Co., Montreal, Toronto and Winnipeg.

Millinery, Ribbons, etc.
Barry, John A., & Co., Montreal,
Beatty, Kerr & Verner, Toronto.
Brophy, Cains & Co., Montreal.
Canada Veiling Co., Toronto.
Caverhill & Kissock, Montreal.
Debenham, Caldecott & Co., Montreal, Quebec and Toronto.
Hitchcock, Williams & Co., London, Eng.
Kyle, Cheesbrough & Co., Montreal.
McCall, D. Co., Toronto.
McKinnon, S. F., & Co., Toronto.

Mufflers.
Waller, John L., & Co., Winnipeg.

Needles, Pins, etc.
Fancy Goods Co. of Canada, Toronto.
Nicklin, J., & Co., Birmingham.

Novelties and Notions.
Caulfeild, Burns & Gibson, Toronto.
Faire Bros., & Co, Leicester, Eng.
Fancy Goods Co. of Canada, Toronto.
Pilcher J. V. Mfg. Co., Louisville.
Porter, A. T. Importing Co., Montreal.
Weese, G. A., & Son, Toronto.

Office Systems, Supplies, etc.
Briggs Ledger System Co., Toronto.
Fancy Goods Co. of Canada, Toronto.

Oil Cloths and Linoleums.
Rylands & Sons Manchester, Eng.

Papier Mache Forms, Wax Figures, etc.
Goodwin, J., London, Eng.
Lyons, Hugh & Co., Lansing, Mich.
Palmenberg's, J. R., Sons, New York.

Purses, Ladies' Bags, Wallets, etc.
Fancy Goods Co. of Canada, Toronto.

Rubber Collars.
Arlington Co. of Canada, Toronto.

Safes.
Winnipeg Safe Works, Winnipeg.

Shirts, Collars, Ties, etc.
Brock, W. R., Co., Montreal.
Greenshields Limited, Montreal.
Niagara Neckwear Co., Niagara Falls.
Peck, John W., & Co., Winnipeg.
Standard Neckwear Co., Montreal.

Van Allen & Co., Hamilton.
Waller, John L., & Co., Winnipeg.
Welch, Margetson & Co., London, Eng.
Williams, Greene & Rome Co., Berlin.
Wreyford & Co., Toronto.

Show Cases.
Detroit Showcase Co., Detroit.
Dominion Showcase Co., Toronto.

Skirt and Hose Supporters.
Kleinert, I. B., Rubber Co., Toronto.

Skirt Beltings.
Faire Bros. & Co., Leicester, Eng.

Smallwares.
Beatty, Kerr & Verner, Toronto.
Faire Bros. & Co., Leicester, Eng.
Fancy Goods Co. of Canada, Toronto.

Store Fixtures.
Lyons, Hugh, & Co., Lansing, Ont.
Toronto Brass Mfg. Co., Toronto.

Store Lighting.
Auer Light Co., Montreal.
Luxfer Prism Co., Montreal and Toronto.

Suspenders.
Dominion Suspender Co., Niagara Falls.
Waller, John L., & Co., Winnipeg.
Welch, Margetson & Co., London, Eng.

Table Cloths, Covers and Napkins.
Brock, W. R., Co., Montreal.

Tapes.
Faire Bros. & Co., Leicester, Eng.
Porter Importing Co., Montreal.

Telephones.
Bell Telephone Co. of Hamilton.

Toys, Dolls, etc.
Fancy Goods Co. of Canada, Toronto.

Umbrellas, Parasols, etc.
Irving Umbrella Co., Toronto.
Standard Umbrella Co., Montreal.

Underwear, Hosiery, etc.
Baker, Richard L. Co., Toronto.
Beatty, Kerr & Verner, Toronto.
Brantford Hosiery Co., Brantford.
Cartwright & Warners, Loughborough, Eng.
"Ceetee" brand—Turnbull, C., Co., Galt.
Clinton Knitting Co., Clinton, Ont.
Cooper, Corah, & Sons, Leicester, Eng.
"Crescent" brand—Lennard, S. & Sons, Dundas.
Deimel Linen-Mesh Co., Montreal.
"Eildon" brand—Woods, John L., Montreal.
Ellis Mfg. Co., Hamilton.
Galt Knitting Co., Galt.
Goderich Knitting Co., Goderich.
"Hendawick" Jas. Henderson & Co., Hawick, Scotland.
Jaeger, Dr. Co., Montreal.
Lord & Taylor, New York, Merode underwear.
Penman Co., Paris, Ont.
"Pesco"—Peter Scott & Co., Hawick, Scotland.
Truro Knitting Mills Co., Truro, N.S.
"Viyella"—Wm Hollins & Co., London, Eng
Watson, Mfg., Co., Paris.
"Wolsey" brand Underwear.
Wreyford & Co., Toronto.

Upholsterers' Supplies.
Brock, W. R., Co. Montreal.
Hees, Geo. H., Son & Co., Ltd., Toronto.

Velvets, Velveteens and Cords.
Debenham, Caldecott & Co, Toronto.
Hitchcock, Williams & Co., London, Eng.
Worrall, J. & J. M., Manchester, Eng.

Wall Paper.
Menzie Wall Paper Co., Toronto.
Stauntons Limited, Toronto.
Watson-Foster Co., Limited, Montreal.

Waterproof and Rubber Goods.
Cravenette Co., Bradford, Eng
Law, Russell & Co., Bradford and London, Montreal Waterproof Clothing Co., Montreal
National Rubber Co., Montreal.

Whalebone
Hone, Daniel, London, Eng.

Window Shades, Curtain Poles, etc.
Hees, Geo. H., Son & Co., Montreal and Toronto.
Smith, Carter & Smith, Limited, Montreal.

Woolens and Tailors' Trimmings.
Fisher, John, Son & Co., Montreal and Quebec.
Harris & Co., Rockwood, Ont.
Kirk, Samuel, & Sons, London, Eng., and Manchester.
McDougall, A., & Co., Montreal.

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Waldman & Sommer

513-515 St. Paul St.., MONTREAL.

RETURNED
AUG 24 1906
To owners
Montreal



MANUFACTURERS OF

Women's Outergarments

THE BEST THAT { Skilled Cutters / Artistic Designers / High-Class Tailors } CAN PRODUCE

ALWAYS AT FAIR PRICES

Women's Stylish Coats and Jackets, Tailor-Made Costumes, Raincoats, Skirts

AND A PARTICULARLY STRONG LINE OF

The Popular Tourist Coats

IN A LARGE VARIETY OF HANDSOME MIXED CLOTHS.

Waldman & Sommer

513-515 St. Paul St., MONTREAL.

To the Trade:

DECEMBER

Spring Season

1905

After the 1st week in December, 1904, we will have opened for inspection the following new goods for Spring Season, 1905:

Lace Curtains
Curtain Nets
Mats and Rugs.

Men's Neckwear
Handkerchiefs
and Gloves.

White Goods—Victoria Lawns, Persian Lawns, Indian Linens, Mercerized Brocades and Embroideries.

Belwarp Suitings, Coatings, Serges and Trouserings Oaklands Serges and Coatings. Scotch and Canadian Tweed and Worsted Suitings.

Linens—Table Napkins, Towels, Towellings, Bleached, Unbleached and Turkey Red Tablings.

We wish you a Happy and Prosperous

New Year

John Macdonald & Co.

Wellington and Front Sts. East, —Toronto